



Reduce, (Re)Love, Recycle

Early Years





Thank you for choosing to participate in (Re)Love Our Stuff.

A quick note: Monitoring the amount of clothes your institution has diverted from landfill at a (Re)Love event allows you to evaluate the success of your event. As schools, nurseries and colleges across England will be hosting (Re)Love events, Eco-Schools and Keep Britain Tidy's Centre for Social Innovation are keen to collect all data centrally to show what can be achieved as part of a collective action.

Therefore, we ask that you please provide us with some simple data each time you run a (Re)Love event:

- Weigh all the clothes donations you receive for your (Re)Love event (you can do this using luggage or bench scales).
- After your (Re)Love event, weigh all the leftover clothes in the same way.
- Subtract the weight of leftover clothes from the weight of clothes donations your school received.
- Enter your data on our simple, online form:

www.surveymonkey.co.uk/r/ReLoveClothesWeights





Introduction

(Re)Love Our Stuff was developed by Eco-Schools and Keep Britain Tidy's Centre for Social Innovation. Inspired by the Eco-Schools Seven Step Framework, (Re)Love Our Stuff is a project that gives your institution the chance to deliver measurable environmental savings whilst also engaging and supporting your wider community. The project has been designed to help you work towards an international Eco-Schools' Green Flag award as a Waste topic action.

(Re)Love Our Stuff asks your institution to design, set up, advertise and run a pop-up, second-hand clothes shop: focusing on the issues of reusing and recycling.

This pack gives you all the information you need to run a (Re)Love Our Stuff pop-up shop. We hope all involved enjoy taking part in this project as much as we have enjoyed developing it.

Why did we develop (Re)Love Our Stuff?

Around 30% of clothing in the average UK wardrobe has not been worn for over a year, most often because it no longer fits: a particular problem with young children! Furthermore an estimated £140 million worth of used clothing is thrown into landfill every year, that's 350,000 tonnes, the same weight as 27,777 buses!

Passing on these unwanted clothes so they can be worn and loved by someone else helps to reduce this waste. More than 60% of us already buy second-hand or 'preloved' clothing and many more of us say we would if there was better choice of sizes and range.

Re-use of children's clothing does happen informally through friends and families; however, it is not common in all communities. With cheap clothes available on the high street and charity shops often unable to compete in offering the range of sizes and choice needed, the potential for re-use of children's clothing is not always realised. (Re)Love Our Stuff is the first project that will use schools as a hub for encouraging the systematic re-use of children's clothing.





Why You Should Take Part

(Re)Love Our Stuff is an inspirational project for your school to take part in, it will:

- Be fun and rewarding.
- Engage your wider community in your Eco-Schools work.
- Provide a service to parents/carers.
- Allow you to make a difference to the world children are inheriting.
- Raise funds.
- Improve attitudes towards second-hand clothing in your local community.
- Help you work towards our international Eco-Schools Green Flag award.
- Prevent clothing from going to landfill.
- Reduce energy usage and greenhouse gases.

(Re)Love Feedback

“A lot of teachers and support staff have been inspired by the project, we had three pop-ups in total and parents were buying stuff for Christmas presents. Sometimes we forget how a school can support the community and this project was a real eye-opener.”

“The (Re)Love project is filling a community need and saving clothes from landfill.”

“During the sale lots of adults and children came to help and even the adults were looking – it was really encouraging to see even the staff buying stuff for themselves and their relatives.”

“We try to involve the community in every part of our school life. We hope that this has opened discussions with parents and their extended family to donate more to other people and charities to avoid landfill.”

“I think attitudes have changed!”

“Do you plan to run another (Re)Love event?”

“Yes definitely!”

“Yeah every week! We’ve already got more donations and have begun buying railings (from the profits of our first event), as I think we would like to merchandise it better in the future.”





Step 1

Who will be responsible for the project?



To begin the project you will need to choose who will take the lead on it — as you're reading this, this will probably be you, but you may want to approach other staff members and even parents for support.



RE LOVE



Step 2

Reviewing attitudes towards second-hand clothing.



Whilst this project aims to actively save resources and divert clothing from landfill, another important part of the project is changing attitudes towards second-hand clothing.

At the end of this pack you will find a simple data gathering sheet that you can use to informally gather data from parents/carers when they are either collecting or dropping off their children. We recommend you collect data before and after your (Re)Love event to help monitor whether there is a change in attitude towards second-hand clothing and if there is an appetite for future (Re)Love pop-ups.





Step 3

Planning your pop-up.



Where

Ideally, you will find a large open area that is easily accessible to parents and carers.

When

- Will your store be a stand-alone event or part of a larger event such as a coffee morning or summer fair?
- Will it take place during or outside school hours - when are parents most likely to attend?
- Will your (Re)Love pop-up shop open just once or multiple times?

For your event to be a success, you will need to reach out to your community and ask for donations. Whether you send a letter, text or advertise over social media, we recommend including details of why you have decided to run a pop-up, second hand shop: to support your community and prevent the unnecessary use of natural resources by diverting clothing from landfill (whilst also working towards an internationally recognised Eco-Schools Green Flag award, of course!).

You will also need to let your community know what you will accept for example: clean clothes in good condition for ages 0-4 and no underwear! (if you wanted you could also run a separate pop-up shop for the adults in your community.)





Washing

When Eco-Schools piloted the (Re)Love Our Stuff project, we noticed that parents were donating freshly-washed clothing, this was then getting washed in school, being purchased and then being washed for a third time by the buyer. If you decided to only accept clean clothing this should help prevent the need for multiple washings.

Storage

We advise you to consider where you will store your clothing donations prior to your (Re)Love event—a further piece of feedback we received from our (Re)Love pilots was that vast amounts of clothing were being donated, yet the logistics of storing this clothing hadn't been considered and this became a slight issue.

Profit & Pricing

Eco-Schools and Keep Britain Tidy designed the (Re)Love Our Stuff project with the aim to support local communities and divert used clothing from landfill. However, we have also seen schools, colleges and nurseries use the (Re)Love Our Stuff project to raise funds for resources, charities or even to pay for a Green Flag Assessment fee.

The Eco-Schools team do not mind if your (Re)Love shop decide to give away clothing for free or to charge for it: that is up to you to decide. When the Eco-Schools team piloted the project, we saw examples of both. Some schools noticed that parents felt more comfortable paying a small price for the clothing, especially, as the money was going to a good cause.

If you do decide to charge for your clothing, you will need to be realistic: a current struggle for charity shops is high street retailer's increasingly cheap prices. We would recommend, for ease, to price all t-shirts, jumpers, trousers etc. at a set price rather than pricing items individually— this will save you a lot of time and effort.





Display

The Eco-Schools team recommend that you carefully consider how to merchandise and display your donations. If your pop-up shop feels like a traditional jumble this may reinforce negative attitudes towards second-hand clothing.

Leftovers

If your school is not planning to keep unsold clothing for future pop-ups, then you will need to think about what you will do with leftover clothing after the project. Our suggestion would be to get in touch with a local food bank or shelter see if they will accept your unwanted clothing. Alternatively, you could drop it off at your local clothes bank or charity shop.



Step 4

Linking the project to your curriculum.

There are plenty of ways to enrich your curriculum during your (Re)Love Our Stuff event. Some of our favourites are:

- Organising your donations into categories (t-shirts, trousers, jumpers etc.) with help from the children.
- Organising your donations into colours with help from your children.
- Children counting the total number of items (or type of item) donated.
- Children folding and hanging (using card hangers) to improve their moving and handling.





Step 5

Advertising your pop-up shop.



Now you have organised and planned your pop-up shop it is time to let your community know about your event. We recommend sending e-newsletters, texts and posting on social media (if you have it). You may also want to reach out to parents and carers and see if they want to help during your event. We have also included a poster template at the back of this pack to complete and display.



(Re)Love Pop-Up Shop



Now for the fun part, you should have everything in place to run a successful (Re)Love Our Stuff Pop-Up shop we hope you engage and support your institution's wider community whilst also diverting clothing from landfill of course!





Step 6



Monitoring and Evaluating the success of your project.

Now you have completed your (Re)Love event, it is time to consider whether the event was a success. There are several ways to measure the success of your pop-up shop (which you can use as evidence towards an Eco-Schools Green Flag award). We recommend:

- Calculating the weight of clothes diverted from landfill (don't forget to share this data with us www.surveymonkey.co.uk/r/ReLoveClothesWeights)
- Counting the amount of money raised
- Recording the number of clothes items saved from landfill
- Surveying parents to see if attitudes have changed.

You will also need to display your monitoring data on your Eco-Board.

Finally, at this point it is worth considering what you would do differently if you ran the event again.



Step 7

Adding to your Eco-Code

Finally, to wrap-up your (Re)Love, Waste topic action, we recommend updating your Eco-Code to show the world that you are actively reusing clothing and preventing it from going to landfill (as well as supporting your community).





Step 2: (Re)Love Our Stuff Parent Survey

Answer	Tally	Total
Does your family own clothes they no longer wear?		
Yes		
No		
If yes, what is the main reason your family no longer wears these clothes?		
They don't fit		
You no longer like them		
They are damaged		
What do you normally do with unwanted clothes?		
Donate them		
Bin them		
Keep them		
Does anyone in your family ever wear second-hand clothing?		
Yes		
No		





Answer	Tally	Total
Would you buy second-hand clothing for your child?		
Yes		
No		
Do you think it would be a good idea to use us as a hub for donating and selling children's second-hand clothing?		
Yes		
No		
Would you be willing to donate second-hand clothing to us?		
Yes		
No		
Would you attend a second-hand, pop-up clothes shop we organise?		
Yes		
No		
Do you worry about the amount of natural resources used to create new clothes and the amount of clothing that ends up in landfill?		
Yes		
No		





**We are proud to invite you to our
Second-hand, pop-up clothes shop**

Date:

Time:



www.eco-schools.org.uk