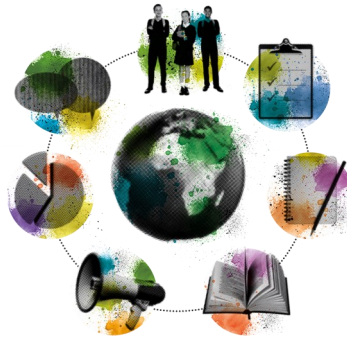


A large graphic featuring the word 'Re' in blue on a light blue arrow pointing right. Below it, the word 'LOVE' is written in large, bold, orange letters with a blue outline. Underneath 'LOVE' is the word 'OUR' in white letters inside a blue rounded rectangle. At the bottom of the graphic is the word 'STUFF' in large, bold, blue letters inside a light blue rounded rectangle. Yellow rays emanate from behind the 'LOVE' and 'OUR' text.

Re
LOVE
OUR
STUFF

Reduce, (Re)Love, Recycle
Secondary



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

A quick note: Monitoring the amount of clothes your school has diverted from landfill at a (Re)Love event allows you to evaluate the success of your event. As schools 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

The school that achieves the greatest landfill diversion rate (the highest percentage of donated clothes that are sold for reuse) will win a £200 voucher to spend on books, stationery, sports equipment, gardening equipment or other school resources. You will need to enter your data between 1 January 2019 and 31 May 2019 to be in with a chance of winning and the winner will be announced on 3 June 2019.



Introduction

(Re)Love Our Stuff has been developed by Keep Britain Tidy and Eco-Schools to give you the chance to design, advertise, set-up and run a pop-up, second-hand clothes shop in your school. The project allows you to promote reusing and recycling at the same time as helping your school raise funds and work towards our international Eco-Schools Green Flag award. Plus involvement looks great on your CV or UCAS personal statement.

The project has been designed by us to be run by you, the students. In this pack you will find all the information you need to run (Re)Love Our Stuff in your school. We hope that you have as much fun planning and opening your pop-up shop as we have had developing the project.

Good luck!

The Problem

- Around 30% of clothing in the average UK wardrobe has not been worn for more than a year, most often because it no longer fits or is no longer fashionable
- 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.
- Clothing can then take around 30-40 years to biodegrade in a landfill site.

Unfortunately, with the rise of disposable fashion retailers on the high street, this problem is only set to continue.

How many of you wear uniform that has been passed down to you from family or friends? 60% of us already buy second-hand or 'preloved,' clothing and many more people say they would if there was a better choice of sizes and they were confident it was cleaned properly. This is good news as re-using clothing is far better for the environment than recycling clothing. For every 1 tonne of cotton t-shirts reused 12 tonnes of CO₂ is saved. If the life of an item of clothing is extended by just 9 months, it can have a significant impact on the environment: reducing carbon, water and waste footprints by 20-30% each. A great way of extending the life of your clothing is through passing them on to others as part of the (Re)Love Our Stuff campaign.



Why You Should Take Part

(Re)Love Our Stuff is an inspirational project for you to take part in. It:

- Is interesting and rewarding.
- Can help you raise funds for your school or a charity.
- Allows you to make a difference to the world you live in.
- Raises awareness about waste issues.
- Helps your school work towards our international Eco-Schools Green Flag award.
- Prevents clothing from going to landfill.
- Reduces energy usage and greenhouse gases.
- Gives you the opportunity to refresh your wardrobes.



Step 1: Clothing Committee



First of all, you will need to decide who is responsible for the project in your school. As you are reading this guide, this is probably going to be you! Gather a group of friends to help you plan and deliver the project. You will need to involve a teacher too, as you may need their help running this project and encouraging whole-school involvement.





Step 2: (Re)Love Review



Survey

After you have formed a Clothing Committee to deliver the project in your school, it is time to review your school's attitudes towards second-hand clothing. At Keep Britain Tidy and Eco-Schools, we regularly use surveys to gather data and we recommend you do the same. We have included a sample survey in our additional materials section for you to copy and use, but for best results we recommend you try creating your own.

If you do create your own survey, it is important to gather both quantitative and qualitative data. (If you don't know what this means ask your maths or geography teachers .) The data you collect should give a clear picture of the existing attitudes of others in your school. What do you think your data will be like? Do you think your peers will want to wear second-hand clothing?

Data

We recommend collecting as much data as possible from a wide range of young people within your student body. If possible, you should also try to gather data from staff members within your school as their involvement should be encouraged.

Analyse

When you have collected your data, you need to analyse it. We recommend using this data as the basis for statistical maths lessons, creating pictograms, frequency tables, bar charts or pie charts, (all of these you will need to know for your GCSE maths exam). When you have analysed your data, we recommend you inform the whole school of your findings and display the tables, charts and diagrams you have created on your school's Eco-Board. Maybe you could get the art department to help with this.



IMPORTANT POINT: (Re)visit

Remember when your (Re)Love event has ended, we recommend you collect data again in the exact same way you collected it before beginning your event. This will help you to see whether (Re)Love has changed attitudes towards second-hand clothing in your school. It will also provide evidence towards Step 6: Merchandise Monitoring, which can be used as evidence towards your school's Green Flag award.



Step 3: Pop-Up Planning



Where?

Wherever you decide to hold your pop-up event, you will need to make sure you have the required permission from school. It's probably best to speak to your Head of Year or even Head Teacher about this. When deciding on the location of your event, it is important to consider whether it is easily accessible and spacious enough. Ideally, your event will be held in a school hall or outdoor area (depending on the weather). If there are limited opportunities to use these spaces, it could take place in a classroom as long as a timetable is pre-arranged to avoid overcrowding. You could ask to use the classroom of the teacher who you have recruited for your Clothing Committee.



When

You will also need to decide when the event will take place, think about the following:

- Will it take place as a stand-alone event or part of a larger event such as a Christmas or Summer Fair?
- Will it take place during or outside school hours (will students be allowed to attend during school hours)?
- Will your (Re)Love pop-up shop open just once or be a regular occurrence?

What?

In order to run a successful, second-hand clothing pop-up shop it is important to gather as many high-quality donations as possible. To do this you will need to speak to everyone in your school. We recommend that you ask for donations over the course of a week, while also leaving plenty of time to sort through the clothing ahead of your pop-up shop opening. At this point, it is also time to think about what donations you will accept as many charities request that unhygienic or undesirable clothing is not donated as it can end up costing the charity money to dispose of (old, odd socks not welcome). Finally, you may want to decide whether you are willing to accept unwanted school uniforms and, if so, whether they will be part of the main sale or sold during a separate event – your school may already have a policy on this.

To encourage donations it is worth sending a letter home with each student, you will need to include the following information:

- Why clothes waste is an issue (see intro)
- Who will be running the (Re)Love Our Stuff pop-up shop
- Information about when and where you will accept donations
- What you will accept
- What you won't accept
- When the shop will be open



Washing

You are probably going to find that there are quite a lot of other students who have a negative attitude towards second-hand clothing. 'That's disgusting!' or 'Eww, you don't know where it's been!' or our favourite 'I'm not bothered!' We recommend that you are involved in washing, drying and - if possible and with supervision - ironing of each of the donations. Presenting clean and ironed clothes is the easiest way to combat the misconception that second-hand clothing 'dirty'. If you don't have washing facilities in school, you could take the clothes home to clean, as long as you ask the person paying the bill if it's ok to use their facilities. They might not like a sudden increase in their energy bill!

When laundering the donations, it is important to try to have a minimal impact on the environment.

- Wash at 30 degrees. Improvements in washing machine technology mean that it is not necessary to wash at any temperature higher than 30 degrees, it also keeps your clothes fresher for longer. If everyone in Europe reduced their washing temperature by just 3 degrees it would be the same as taking 127,000 cars off the road.
- Dry your clothes outside, tumble dryers are energy-hungry and expensive to run. Drying them outside will preserve the life of clothes and help them smell and look great.
- Use environmentally sensitive detergent.
- Feeling adventurous? Make your own fabric conditioner using vinegar and essential oil to make your clothes feel and smell amazing.



Storage

After previous (Re)Love Our Stuff events, one of the main pieces of feedback we received was schools received a vast amount of donations (great), but hadn't thought about where they were going to store the donations (not so great). Even if only some families donate clothing to the project, you will find yourselves with plenty of extra clothing. We advise you to consider where you can store these items prior to opening your (Re)Love Our Stuff pop-up shop, you will also need permission from school to use the suitable space you have identified. Maybe speak to your school caretaker about this.

Pricing

You will need to decide on how you are going to price your items. Will you price each item individually, arrange a set number of price points and sort the clothes within these parameters or arrange a generic pricing structure where all t-shirts are one price etc.? Remember, you will need to price the clothing realistically, as one of the main struggles of current charity shops is high street retailers increasingly low prices. At this point, it is also worth considering how you are going to display the price on individual items of clothing.





Profit

Hopefully, at the end of your event you will have made lots of money and now it is time to consider what you want to do with it. Will it go towards school improvements or is there a specific charity you would like to support? It is important to remember that if people relate to the cause you are raising funds for they may be willing to spend more money at your shop – so let them know beforehand when you ask for donations.

Display

We recommend you think about to how you want to display clothing in your pop-up shop as the way you display your clothing donations could help reduce negative attitudes towards second-hand clothing. Think about how your favourite retailers merchandise their clothing and use their expertise to merchandise your (Re)Love shop. This could help you attract customers and encourage them to spend money in your shop. Fancy hangers make a big difference!





Leftovers

If your school is not planning on keeping any unsold items for a future (Re)Love Our Stuff pop-up event, then you will need to consider what you will do with any unsold items after the project. It may be helpful to speak to local charity shops about your project and see if they are willing to take and ideally collect any unsold stock. We recommend you do this sooner rather than later, so that you don't end up with a classroom full of clothes. You may need to arrange to take unsold clothing to a local charity shop or recycling centre following the project – consider who is going to 'volunteer' to do this?

Success

Before opening your pop-up shop, it is important to consider how you will measure the success of your (Re)Love pop-up shop. Please read Step Six: Merchandise Monitoring before beginning your event.



Step 4: Retail Work



(Re)Love Our Stuff provides excellent opportunities for learning outside your usual classroom setting. You may want to encourage your teachers to deliver lessons relating to your project. Ask your geography teacher whether you can learn about global trade or your English teacher if they can organise a debate about 'throwaway' fashion.





Step 5: Clothing, Informing and Involving



By this stage you should have data about attitudes towards second-hand clothing, gathered your stock and decided on how you will run your pop-up shop. Now, it is time for you to consider how you want to inform your school about your shop in order to achieve maximum involvement – remember if you don't involve them, you will not get any donations to sell! This could be through assemblies, newsletters, poster or any other way you see fit – just remember the more people you inform the more successful your shop will be. Try social media if your school allows. Share your work (show off) on Twitter and include #(Re)LoveOurStuff and @EcoSchools. If your school runs a media course could they help with this? Can the art department design your marketing materials? How about asking the textiles department to upcycle and repair some of the donations?



(Re)Love Pop-Up Shop



Now, for the fun part – you should have everything in place to run a successful (Re)Love second-hand, pop-up shop. Good luck and have fun: remember even if one piece of clothing is saved from landfill or one person's attitude towards second-hand clothing has improved, then your event has been a success.



Step 6: Merchandise Monitoring



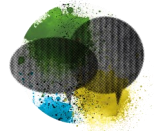
When you have completed your event, it is time to measure the impact it has had. There are several easy ways to do this, we recommend:

- Weight of clothes diverted from landfill (don't forget to share this data with us www.surveymonkey.co.uk/r/ReLoveClothesWeights)
- Amount of money raised
- Number of individual clothes items saved from landfill
- Completing your survey twice to record a change in attitude

It is also important to inform people about the success of your event so you should display your monitoring on your Eco-Board. You should also consider what you would do differently if you ran the event again. This is especially important, if you plan to open (Re)Love pop-up shops in the future.



Step 7: Clothing Code



You have organised, completed and evaluated the success of your (Re)Love Our Stuff second-hand, pop-up shop. We hope it has been an enjoyable experience for you and everyone involved and that your event was a huge success. Now, it is time to create a Clothing Code.

Your Clothing Code should be a mission statement that reflects your school's attitude towards ethical and sustainable clothing. It can take any form it likes and if possible should be incorporated into your school's existing Eco-Schools Eco-Code. Get creative with the English department. The music department could even write a theme tune! Here are some of our examples:



- Be Green, Be Clean, Be a (RE)Love washing machine!
- Don't be ashamed of your second-hand clothes, they are only fabric someone before you chose
- Don't be a fool, donate your old clothes to school, they can help someone look cool, instead of ending up in a cesspool!



STUFF





Clothing Facts

Every year 350,000 tonnes (£140 million) of clothing goes into a landfill site in the UK. That is the same weight as 29,000 buses.

When buying clothes, people generally choose them because of value for money.

It takes 30-40 years for clothes to biodegrade in a landfill site.

Around 30% of the clothes in someone's wardrobe have not been worn for a year, most commonly because they no longer fit.

If the life of clothing was extended by just 9 months then we can make a significant difference on the impact of clothing on the environment. It reduces carbon, water and waste footprints by 20-30% each. (We can extend the life of clothes by giving them to someone else to wear and re-love.)

Consumers spend £44 billion a year on buying clothes - around £1,700 per household.

Two-thirds of the UK consumers buy or receive pre-owned (or second-hand) clothes, and there is a willingness to wear more, especially if a better range were available.

The annual footprints of a household's new and existing clothing are equivalent to the weight of over 100 pairs of jeans, the water needed to fill over 1,000 bathtubs, and the carbon emissions from driving an average car for 6,000 miles.

Clothing re-use is far better for the environment than recycling: 1 tonne of cotton t-shirts re-used = 12 tonnes of CO₂ are saved & 1 tonne of cotton t-shirts recycled = less than 1 tonne of CO₂ saved.



Second-Hand Survey

Do you own clothes that you no longer wear?

Yes

No

Circle the main reason you choose not to wear these clothes anymore.

They no longer fit

They are no longer fashionable

They are damaged

Tick the items of clothing you have but no longer wear.

Trainers	Shoes	Trousers/skirts
T-Shirts	Jumpers	Coats
Hats/caps	Scarves/gloves	Shirts
Shorts	School Uniform	Other:

What do you normally do with old clothes?

- Throw them away
- Donate them to charity
- Give them to a friend or relative
- Keep them



If you have ever donated clothes or gave them away to a friend or relative, how did this make you feel?

- Extremely happy
- Slightly happy
- Indifferent
- Slightly unhappy
- Extremely unhappy

Have you ever worn second-hand clothes?

Yes

No

If yes, skip the next question.

If you haven't worn second-hand clothes, would you be willing to wear second-hand clothes?

Yes

No

What do you think is the main reason people don't wear second-hand clothing?

Lack of choice	They think people might judge at them
They think second-hand clothes are dirty	Other:





If you have worn second-hand clothes where did you get them?
If you haven't skip this question.

- A relative or friend
- A charity shop
- Other: _____

If you have worn second-hand clothes, how did you feel about wearing clothes that once belonged to someone else? If you haven't skip this question.

- Extremely happy
- Slightly happy
- Indifferent
- Slightly unhappy
- Extremely unhappy

Are you concerned about the amount of resources that go into making clothes?

Yes	No	I don't think about it
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Do you think it is important to prevent waste going to landfill?

Yes	No	I don't think about it
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