



Reduce, (Re)Love, Recycle

Primary





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 pupils 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 was developed by Eco-Schools and Keep Britain Tidy's Centre for Social Innovation. Inspired by the Eco-Schools Framework, (Re)Love Our Stuff follows a pupil-led, learning approach that gives children the chance to manage a real-life project that delivers measurable environmental savings. The project has also been designed to help your school work towards an international Eco-Schools' Green Flag award as it can be counted as a Waste topic action.

In designing, setting-up, advertising and running a pop-up, second-hand clothes shop, children focus on the issues of recycling and reusing. (Re)Love Our Stuff can link to the National Curriculum in English, Mathematics, Science, Art and Design, while also allowing children to develop a wide range of enterprise skills including: leadership, communication, teamwork and presenting.

Though the programme requires guidance from a teacher, it has been specifically designed to allow pupils to take ownership whenever possible. This pack gives you everything you need to run (Re)Love Our Stuff in your school. We hope you enjoy taking part in the 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. 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 for pupils.
- Allow children to make a difference to the world they live in.
- Provide opportunities for contextual learning that links to the National Curriculum.
- Raise funds for your school or chosen charity.
- Improve attitudes towards second-hand clothing in your school.
- Help your school work towards our international Eco-Schools Green Flag award.
- Increase pupil creativity and independence.
- Prevent clothing from going to landfill.
- Reduce energy usage and greenhouse gases.

Pupil's Voice

"I enjoyed no clothes going to waste and giving clothes to other people that need them!"

"I enjoyed choosing what would go in our shop!"

"I liked that we learnt to recycle clothes and not throw them away!"

Teacher's Voice

"The children loved taking part and it has started a legacy which will continue in our school. Our pupils have a greater understanding of reusing and recycling clothes."

Teacher, St Ursula's Primary School

"The children enjoyed having ownership of the project and enthusiastically gave up their time to promote and attend the shop. Recycling was brought to the attention of the children and how they could use stuff they didn't want in another way."

Teacher, Wykeham Primary School

"I thought it was a great project that taught the children a lot and made them feel that they were contributing to school life. They all enjoyed it and it was great for the school."





Step 1: Clothing Committee



To begin the project you will need to choose who will take the lead in your school. Whilst, the project works brilliantly as a class project, it is also suitable for an existing Eco-Committee, Eco-Club, or a particular group of select pupils to take on.



RE LOVE





Step 2: (Re)Love Review

Survey

After you have formed a Clothing Committee to deliver the project, it is time to review existing attitudes towards second-hand clothing in your school. Our preferred method of review is via a survey compiled by your Clothing Committee. You can either use our survey (supplied in our additional materials section) or make a lesson of it by asking the pupils running (Re)Love to design their own.

Data

Once your Clothing Committee have created their own surveys (or decided to use the survey provided by us) it is time to collect data. Your committee should collect data from the whole school by either visiting different classes or carrying out the survey during break or lunchtimes. You could even send surveys home to parents to discover the attitudes of your school's wider community towards second-hand clothing.

Analyse

Now your Committee have collected data, it's time to analyse it. Your Clothing Committee could use the survey data to create bar charts, pictograms, tables and pie charts (all part of the National Curriculum). This will put the data in a format that is easy to analyse helping your Clothing Committee to inform school about the survey findings, just don't forget to put them on your Eco-Board!

(Re)visit

After your (Re)Love event, we strongly recommend that your Committee complete the (Re)Love Review section survey again. This will help you to analyse whether attitudes towards second-hand clothing have improved and also provide evidence towards Step 6: Merchandise Monitoring.





Step 3: Pop-Up Planning



Now that you have a dedicated Clothing Committee and some baseline data on attitudes towards second-hand clothing, it is time for the Clothing Committee to plan their pop-up.



Where

The Clothing Committee will need to consider the logistics of running your pop-up shop, such as where it will be held? Ideally, the event will be held in a large open area such as a school hall or playground (weather dependent). However, if there are limited opportunities to use these spaces it could take place in a classroom as long as a timetable is pre-arranged.

When

Your Clothing Committee will also need to decide when the event will take place. Here are some questions to consider:

- Will it be a stand-alone event or part of a larger event such as a summer fair?
- Will it take place during school hours or after school hours to enable parents to attend?
- Will your (Re)Love pop-up shop open just once or multiple times?





Gathering

In order for the pop-up shop to be a success, the Clothing Committee will need to reach out to parents and carers to ask for clothing donations. We suggest that you ask parents and carers to donate items for your (Re)Love Our Stuff shop during a particular week or even a particular day leaving your Committee plenty of time to sort clothing ahead of the pop-up shop opening. The Committee will also need to think about whether they will accept the donation of old school uniforms to sell in a separate department of your pop-up shop.

A leaflet or letter home will need to be sent in order to inform parents and request donations. You could ask your Clothing Committee to create a letter to send home to parents as part of a lesson on formal letter writing. If the Clothing Committee is creating their own, they need to remember to include the following information:

- Why clothes waste is an issue
- Who will be running the (Re)Love Our Stuff Pop-Up
- When and where they will accept donations
- What they will accept (clean, reusable, outgrown or unwanted items for ages 0-11)
- What they won't accept (socks, underwear, damaged clothing etc)
- When the shop will be open.

It is also important the Clothing Committee inform the rest of their school about their planned pop-up shop. The same details as above should be included, but as this information is for children it should be written in a more informal manner.

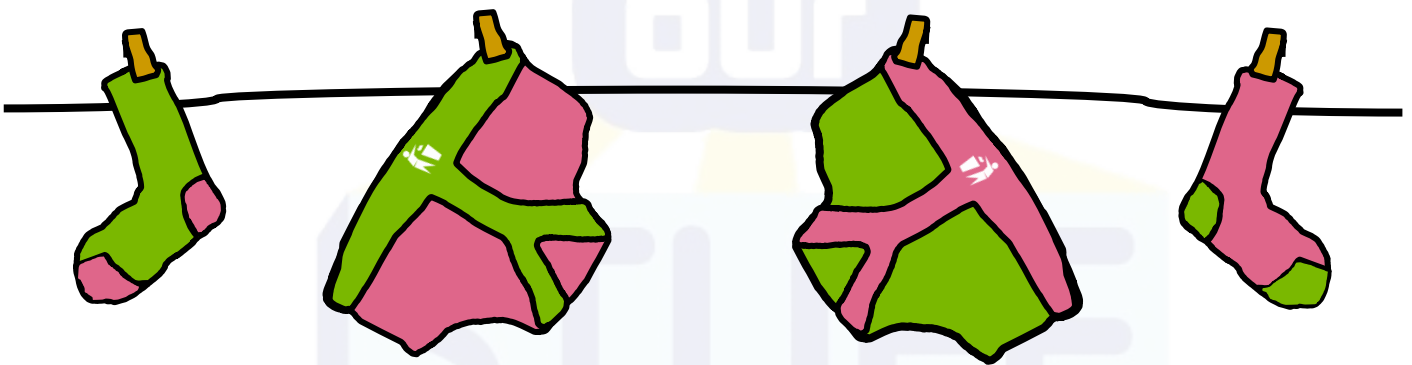
Washing

In children's eyes, one of the largest stigma surrounding second-hand clothing is that it is unhygienic. In this regard, it is a sensible idea to include the children involved in this project in the washing process (if possible) as this will enable them to overcome this stigma as well as teaching them a life skill that we are sure their parents will appreciate! Remember to make the washing process as environmentally friendly as





- 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 and 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 fresh.
- Use environmentally sensitive detergent.
- Make your own fabric conditioner using vinegar and essential oil: your clothes will feel and smell fresh.



Storage

When we piloted (Re)Love Our Stuff, one of the pieces of feedback we received was that schools had received a vast amount of donations, yet hadn't considered where or how to store the donations. Even if only some families donate clothing to the project, we advise you to consider these issues prior to the pupils opening their (Re)Love Our Stuff shop. If you are planning on opening the shop more than once during the term or year, you will need a space to store the clothing in-between openings.





Pricing

Your Committee will have to consider the price of the items you are selling; they need to be priced realistically. One of the struggles of current charity organisations is high street retailer's increasingly cheap prices. It is important for the Clothing Committee to consider a pricing strategy: do they want to price each item individually or group items into a generic pricing structure giving all t-shirts one price point and so on? A further point to consider is how they are going to inform customers of the prices.

Profit

Your (Re)Love pop-up should hopefully generate some profits and your Committee should consider what they want to do with this money. Are they saving up to improve their school environment, for a specific charity they support or for a Green Flag fee? It is important to remember that parents will be more willing to attend and spend money at the (Re)Love pop-up shop if profits are going to a specific and worthy cause.

Display

We recommend that thought is given on how to display items; to avoid the sale feeling like a traditional jumble sale. The way you display the clothes could help to eliminate the stigma attached to second-hand clothing. The Clothing Committee will have to decide how they want to display and merchandise their clothes through designing and branding their (Re)Love shop.

Leftovers

If your school is not planning to keep unsold items for a future shop opening, then you will need to consider what will be done with 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. It may be that they can put a clothing bank into your school and collect this after your event and then regularly in the future.

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 contextual learning linked to the National Curriculum. Here are some of our ideas:

- Creating a second-hand clothing survey (English)
- Creating a formal letter for parents (English)
- Creating an informal leaflet for children (English)
- Writing a balanced argument: 'Should shops selling very cheap clothes be banned?' (English)
- (Re)Love Newspaper Report Writing (English)
- Promotional Posters (Art and Design)
- Merchandising a shop (Art and Design)
- Presenting using PowerPoint (Computing)
- Collecting and presenting data (Maths)
- Global Trade (Geography)

If you have your own ideas, please feel free to share them with us so we can tell other schools participating in (Re)Love Our Stuff about them.





Step 5: Clothing, Informing and Involving



By this stage your Clothing Committee has gathered data about attitudes towards second-hand clothing as well as gathering stock and deciding on the logistics of their pop-up shop. Now, it is time for your Committee to consider how they want to inform everyone about their pop-up shop in order to achieve maximum involvement.

It is up to the Committee to decide who and how they want to inform and involve, they may want to consider a whole-school assembly, designing posters and sending letters home.



(Re)Love Pop-Up Shop



Now for the fun part, your Committee should have everything in place to open 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 your event is a success.





Step 6: Merchandise Monitoring



Now you have completed your (Re)Love event, it is time for your Committee to consider whether the event was a success. There are several ways to measure the success of their pop-up shop and it is up to your Clothing Committee to decide how they want to measure their success. 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 clothes items saved from landfill
- Completing your survey twice to record a change in attitude

You will also need to display your monitoring data on your Eco-Board and consider other ways you can inform people about the success of your event. At this point it is worth considering what you would do differently if you ran the event again.





Step 7: Clothing Code

Your Clothing Committee have organised, completed and evaluated the success of their (Re)Love Our Stuff pop-up shop. We hope it has been an enjoyable experience for you and your school 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 should be created by the Clothing Committee and it can take any form it likes.

If possible it should be tailored towards or added to your Eco-Schools existing Eco-Code. Here are some of our ideas:

- 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!





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/You no longer like them

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?

- Very happy
- A bit happy
- Not happy and not sad
- A bit sad
- Very sad

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 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.

- Very happy
- A bit happy
- Not happy and not sad
- A bit sad
- Very sad

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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