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Press release: For immediate release

European Clothing Action Plan announces first participants

Five leading businesses are the first brands and retailers to sign up to the European Clothing Action Plan (ECAP), a Europe-wide sustainable clothing plan which launched in May 2016.

The first ECAP participants are brands and retailers Bobo Choses, OVS, Peak Performance, Primark, and Star Sock.

Funded by EU LIFE, ECAP is developing a pan-European framework to deliver practical actions that will reduce the carbon, water and waste footprints across the lifecycle of clothing.

By signing up to ECAP, participants will be working towards this goal by following the initiative's aims to:

- Divert 90,000 tonnes of clothing waste from landfill and incineration
- Save 1.6 million tonnes of CO₂e
- Make 588 million m³ of water savings

As participants, the brands and retailers benefit from support in order to understand the current environmental impact of their fibre footprint and to develop a strategy to reduce this impact, through the selection of more sustainable alternatives – for example, choosing a more sustainable cotton over traditional cotton.

One of ECAP's project partners, MADE-BY, is seeking to engage with a total of 50 European fashion brands and retailers to support the development and implementation of bespoke sustainable fibre strategies.

WRAP's head of products, Sarah Clayton, said: "As the first participants of ECAP, these organisations are championing sustainable clothing across Europe. The wheels are in motion, but more can be done – we are looking to welcome and involve more brands, retailers, manufacturers, reuse and recycling organisations, charities and consumers in the plan to drive greater sustainability of clothing across Europe."

Five prominent organisations from the United Kingdom, the Netherlands, and Denmark are responsible for delivery of ECAP. They are:

- **WRAP** –UK based resource efficiency specialists,
- **MADE-BY** – an impact-driven European non-profit organisation with a mission to make sustainable fashion common practice,
- **Rijkswaterstaat (RWS)** - part of the Dutch ministry of Infrastructure and Environment working towards a sustainable environment,
- **Danish Fashion Institute (DAFI)** – an organisation established for and by the Danish fashion industry pioneering in clothing sustainability,

- **London Waste and Recycling Board (LWARB)** - a statutory Board providing a strategic approach to waste management in London.

Åsa Andersson, CR & Quality Manager at Peak Performance, said: “We expect the ECAP project to be highly beneficial for us. It gives us the opportunity to work in collaboration with professional partners and likeminded brands, and furthermore has the potential to propel our product sustainability to the next level.”

Katharine Stewart, Director of Ethical Trade at Primark, said: “At Primark we are committed to reducing the impact that we have on the environment, and as part of that commitment we have signed up to the European Clothing Action Plan (ECAP). We look forward to working with ECAP and achieving our environmental sustainability goals.”

Eric Roosen, Founder of Star Sock, said: “ECAP helps Star Sock to organize practical solutions to act on reducing our footprints. With this help we can offer better socks for European consumers and for the environment within the same steps.”

Adriana Esperalba Esquerra, Creative Director of Bobo Choses, said: “Creating new and fun worlds for children that have a positive impact is at the core of the Bobo Choses brand. We joined ECAP in order to work together with partners such as MADE-BY and other brands so as to help drive sustainability across our brand and value chain in an integrated way. We are excited to be an ECAP participant and look forward to working towards achieving the collective environmental reduction targets.”

Follow @ECAP_EU, visit www.ecap.eu.com to join the initiative and sign up to the ECAP newsletter, or for more information please contact ecap@wrap.org.uk.

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Notes to Editors:

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1. About ECAP

ECAP – the European Clothing Action Plan – is an exciting project that will bring environmental and economic benefit to the clothing sector. Its holistic approach encompasses sustainable design, production, consumption, public procurement, collection and recycling through to reprocessing. The project focuses on the clothing supply chain specifically to reduce waste and to bring about effective waste recovery. Retailers, brands, suppliers, public sector, re-use and recycling organisations and charities are all encouraged to commit to a target-based Clothing Action Plan that will be supported by a consumer campaign to change behaviour. Brands and retailers headquartered in the European Union are eligible to participate in ECAP.

2. About WRAP

WRAP's vision is a world where resources are used sustainably. It works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits.

Our mission is to accelerate the move to a sustainable resource-efficient economy through:

- a) re-inventing how we design, produce and sell products,
- b) re-thinking how we use and consume products, and
- c) re-defining what is possible through re-use and recycling.

First established in 2000, WRAP is a registered charity. WRAP works with UK governments and other funders to help deliver their policies on waste prevention and resource efficiency. WRAP is a registered Charity No 1159512 and registered as a Company limited by guarantee in England & Wales No 4125764. Registered office at Second Floor, Blenheim Court, 19 George Street, Banbury, Oxon, OX16 5BH.

Find out more about our work in our five year plan.

3. About MADE-BY

MADE-BY – Founded in 2004, MADE-BY is an award-winning European not-for-profit organisation, acting to improve environmental and social conditions within the fashion industry. It is MADE-BY's mission to 'Make Sustainable Fashion Common Practice' and they have worked with over 100 brands, retailers and sector bodies on bespoke consultancy, policy advice, and through their industry leading performance tracking tool MODE Tracker. In 2013 MADE-BY won Consultancy of the Year at the UK Guardian Sustainable Business Awards.

For more information see www.made-by.org or contact info@made-by.org +31 (0)20 5230666.

4. About Danish Fashion Institute

Danish Fashion Institute (DAFI) is a network organisation established for and by the Danish fashion industry in 2005. Besides working to push Danish fashion forward and organising Copenhagen Fashion Week twice a year, DAFI has since 2008 been a pioneer within the field of sustainability. Every other year, DAFI organizes the renowned international Copenhagen Fashion Summit that gathers industry professionals, politicians, experts, and NGO's from across the globe to discuss visions and challenges for a sustainable fashion industry.

5. About LWARB

The London Waste and Recycling Board (LWARB) has a remit to improve waste management in the capital. It is a statutory body which works in conjunction with the Mayor of London and London Councils. For more information on LWARB visit www.lwarb.gov.uk.

6. About Rijkswaterstaat

Rijkswaterstaat is the executive agency of the Dutch ministry of Infrastructure and Environment working on a sustainable environment. Rijkswaterstaat develops and implements policies for sustainable waste management and resource efficiency.

7. About EU LIFE

The ECAP project is supported with the contribution of the LIFE financial instrument of the European Community.