

SUSTAINABLE CLOTHING ACTION PLAN

Supporter measuring and reporting

Supporters will take an active role in promoting activities which support the SCAP 2020 Commitment.

Measuring progress

Supporters will use the SCAP Footprint Calculator to record their actions. Where possible these actions should be quantitative, for example a supporter spoke at a conference that had xx number of people in the audience or WRAP materials were disseminated to a readership of xx people. The Footprint Calculator will have a communications page for Supporters to complete.

Supporters will promote the activities of SCAP in different ways according to their type of organisation:

Trade/sector body

- Collate members' data and enter as one industry or promote annual reporting of performance among your members.
- Encourage your members to take a consistent approach to measuring performance.
- Disseminate SCAP messages to industry/the sector via events, conferences, AGMs etc.
- Embed good practice within guidance to your members.
- Link to SCAP resources on your website.

Public Sector

- Embed relevant actions within the organisation's policies and procurement strategies.
- Using the SCAP consumer information materials to inform public sector employees.
- Encourage the wider public sector to take similar actions.
- Promote SCAP at sector and your events.
- Link to SCAP resources on your website.

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Standards body

- Ensure your standard leads to a lower environmental impact product/material.
- Embed messages within your own business to business communications.
- Promote SCAP at industry and your events.
- Link to SCAP resources on your website.

Not for profit

- Embed messages within your own business to business communications.
- Promote good practice to your clients.
- Promote SCAP at industry and your events.
- Link to SCAP resources on your website.

Reporting annually

Supporters will be invited to record the activities they have taken annually on the communications page on the SCAP Footprint Calculator.

WRAP will report back to supporters annually on the results of collective action.

**For more information on
SCAP 2020 please visit
www.wrap.org.uk/clothing**