

SUSTAINABLE CLOTHING ACTION PLAN

Signatory measuring and reporting: setting a baseline

The baseline year for the Commitment is 2012. Data will be based on calendar-year figures (or a clearly defined 12 months' sales period).

Signatories can use the SCAP Footprint Calculator to calculate their baseline carbon, water and waste footprints.

Contact WRAP at clothing@wrap.org.uk to receive your copy.

Supply-side

Retailers, brands and suppliers will enter data on their garment sales volume and fibre type, enabling the tool to calculate carbon, water and waste footprints for their total sales.

The tool will quantify:

- My baseline (absolute).
- My baseline per unit sales volume (footprint per tonne).

End of life

Charities, recyclers and similar organisations will enter data on their weights of clothing collected or handled and the destinations (UK re-use, overseas re-use, recycling, incineration or landfill).

The tool will calculate:

- My baseline (absolute) – the net footprint of the benefits of re-use and recycling less my operational footprint.
- My baseline (per tonne).

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Signatory measuring and reporting: measuring progress

Year-on-year improvement:

The SCAP Footprint Calculator will be updated annually with revised sector averages for in-use and waste destination data; a new version will be sent to signatories for use that year.

Supply-side

Supply-side organisations will be able to calculate the following indicators using outputs from 'what if?' scenario modelling and previous years' results:

- My footprint (absolute AND compared to 2012).
- My footprint per unit of sales volume in 20xx, AND compared to the value for 2012.
- My improvement relative to conventional practice this year, absolute and sales-normalised.
- How my 'improvement per unit sales' has changed each year since 2012.

In-use

Data from WRAP measuring consumer behaviour will be collated and incorporated within the calculator each year prior to distributing a new version of the calculator to supply-side and end of life signatories.

End of life

End of life organisations will be able to calculate the following indicators using outputs from different runs of the calculator and previous years' results:

- My net footprint (absolute AND compared to 2012).
- My net footprint per tonne in 20xx, AND compared to the value for 2012.
- My improvements over time due to changes in displacement (more collection, re-use and recycling) and changes in operational efficiency (e.g. less transport per tonne).

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Signatory measuring and reporting: reporting annually

Reporting is annual. The SCAP Footprint Calculator will be used by signatories to calculate their carbon, water and waste footprints in a consistent way. Signatories will report their progress via a form auto-generated by the calculator.

SCAP 2020 Commitment Signatories would provide the following data:

- Company name.
- Baseline year (2012).
- Annual tonnage for normalisation purposes.
- Carbon, water and waste footprint values for the total tonnage (sold, collected, reprocessed etc.).
- Fibre split (for supply-side).
- Waste destination split (for end of life organisations).
- Improvement actions undertaken:
 - list of specific improvement actions and their attributable savings (based on tool options); and
 - details of any self-edited improvement actions.

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Signatory measuring and reporting: reporting communication engagement activities

Changing consumer behaviour is one Action Area and an important contributor to many of the opportunities to reduce environmental footprints.

Signatories will be invited to record the activities they have undertaken to communicate SCAP messages to their consumer audiences. The SCAP Footprint Calculator has a communications page to record all activities.

Signatories are invited to provide information for each activity:

Communication type

- **Format:** printed; outdoor; broadcast; digital; in-store; other.
- **Medium:** magazine; newspaper; leaflet; poster; billboard etc.
- **Type:** advert; article; feature; programme; interview; blog; other.

Behaviour

- Choosing longer lasting clothing.
- Choosing pre-owned clothing.
- Choosing lower impact clothing.
- Increased use of existing clothing.
- Using laundry practices which reduce energy use.
- Repairing and altering clothes.
- Ensuring clothes go to re-use.
- Ensuring clothes unsuitable for re-use go to recycling instead of landfill.

Consumer reach

- Number of consumers.
- Measurement (e.g. visits, footfall, sales OTS, readership, circulation, viewing).
- Value of communication in £.

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