

# Coat Exchange

## Campaign Toolkit



# Hello !

Did you know that everything we buy, use and consume is provided by natural resources on planet Earth. The problem is, we are using those resources at a far faster rate than the Earth can regenerate them which is unsustainable and risks our and future generations' health and well-being, financial and political security. Additionally, buying too much stuff is a key driver of climate change and habitat loss which reduces the range of plants and animals on which humans depend.

Pledge 2 Recycle is part of the charity RECOUP and we provide education and resources to support communities to collectively take small actions which make a big difference to move us all to a more sustainable future.

How are coats connected to resources? Traditionally clothing was produced from materials like wool and cotton but now, 60% of clothing fibres are synthetic, such as plastic based polyester or nylon. Synthetic fibres, are derived from oil, a finite resource which could eventually run out. Our aim is to make sure this resource is sustainably managed for future use and to reduce environmental challenges.

Buying less and swapping the way we shop is one way we can help reduce the effects of climate change and protect habitats. Coat Exchanges help us do this by making sure the stuff we buy is used again, and again and again before it is recycled. And, not only is this good for the planet, but it's good for your pocket too!

We wish you every success with your Coat Exchange. Please do tag us into your posts as we'd love to hear about your Coat Exchange!

## **Pledge 2 Recycle Team**

**Twitter: @Pledge2Recycle**

**Instagram: @pledge2recycle/**

**Facebook: @Pledge2RecyclePlastics**

# Aims

The aim of a Coat Exchange is to:

1. **Make sure coats are used again and again and again** before they are recycled.
2. **Reduce the cost** of new winter coats.
3. **Increase knowledge** about the environmental benefits of buying pre-loved clothing.



# Using the toolkit

A Coat Exchange can be organised for a town or village or a single organisation like a school. We want to make it as easy as possible to hold your own Coat Exchange.

What's included:

1. Organisers guide to hosting a Coat Exchange.
2. Key messaging to use in your Coat Exchange website content.
3. Suggested social media posts and assets.
4. Downloadable posters, tags and social media assets.



# Organising your Coat Exchange

In this section you will find some key points it's handy to consider when planning your Coat Exchange.

1. Know your community.
2. Deciding when and where.
3. Agree collection points.
4. Volunteers.
5. Publicity.
6. Costs.
7. Evaluating your Coat Exchange.

# Know your community

1. **Create a list of community ‘assets’ in our town or village.** This will help you identify organisations, venues and people who may be willing to help out and publicise your Coat Exchange. Examples include:

- **Organisations** e.g. luncheon club, clubs and societies, scouts, schools, faith groups.
- **Venues** with high footfall e.g. village hall, market, shared area in sheltered accommodation
- **Communication channels** and, importantly, any deadlines for publications e.g. parish or school newsletters, church notices, shared areas in sheltered accommodation etc.

2. **Create a list or spreadsheet** of these ‘assets’ and make a note of the organiser and their contact details and social media handles



# Deciding when and where

When thinking about when to hold your Coat Exchange it's useful to consider the following:

## **Time of year**

Early autumn is a great time of year to host a Coat Exchange. The weather is starting to cool but people probably have not gone out and bought a new coat yet. If your community has lots of young families for example, consider holidays when families have more time available e.g. October half term.

## **Existing events**

Are there any existing events, which fall at the right time of year, which attract a high footfall where you could host your Coat Exchange? This will help you attract a good number of people to your Coat Exchange. Examples may include harvest celebrations.

## **Venues with high footfalls**

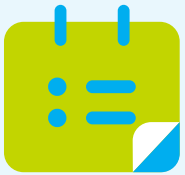
Could you host your Coat Exchange at a location with a high footfall e.g. village hall, local school, leisure centre etc.

Alternatively, rotate a hanging rail of coats to multiple venues across your town or village so people can pick up a new coat when they are visiting a place they frequent as part of their normal weekly routine.

# Coat collection points

## Collection Point

You can have a single collection point or you could make it easier for people to donate coats, by having coat collection points at multiple locations which people visit on a regular basis. e.g. school, library, faith group etc. Talk to a range of organisations, from your community asset list, explain the environmental and social benefits of the Coat Exchange and invite them to be a coat collection point. Other points to consider are outlined below.



### Set a date

Agree a date when you will collect the coats from them or for them to drop them off to you.



### Publicity

Get chatting with your community. Use the graphics and social media posts in this toolkit on your social media platforms you have e.g. Facebook, Instagram etc. You can also share updates & photos from your coat collection points or deliveries e.g. 'Our first coats have arrived' or 'X volunteer collecting coat from X'. Share the excitement & raise awareness of your Coat Exchange.



### Set a single delivery point

Decide where you will store all the coats once you have collected them from or had them delivered from the coat collection points.



# Volunteer roles for your organisation

The number one advice when it comes to recruiting volunteers is to keep it:

- **Specific**
- **Small**
- **Do-able**

For example, if someone in your group is also involved with the playgroup, ask them to: talk to the playgroup about being a coat collection point, drop off a poster to the playgroup or collect coats from the playgroup.

Here are some of the jobs you may need an extra pair of hands for

Inviting groups to be coat collection points

Emailing the social media assets to coat collection points

Making a list of community organisations in your area & their contacts

Collecting & counting coats and checking them over for damage

Making or selling refreshments if you hold a stand alone event

Taking damaged coats to a household recycling centre

# Volunteer roles for coat collection points

We think people are a pretty helpful bunch! Generally, most people are happy to help out with community events so long as requests are small, specific and do-able.

You can help them out by providing the all the resources they will need so there is as little demand on their time as possible. For example, providing preprinted posters, emailing social media assets, sharing suggested text and copy for newsletters.

**Here are some of the jobs your coat collection point can do.**

**Put up posters to collect coats or advertise the Coat Exchange**

**Post social media messages**

**Arrange for you to pick up the coats they collected or drop them to you**

**Include articles in their newsletters or mention the Coat Exchange in their notices.**

# Coat Quality Check

When you receive or collect your coats from the coat collection point. The next steps are to count them up and check for quality.

## Quality check

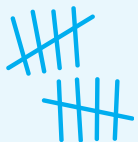


When you receive or collect your coats from the coat collection points check for the following to ensure only good quality coats are available at your Coat Exchange:

- Coat is clean
- No stains
- Pockets empty
- Name tags removed
- Fabric not torn
- Elasticated cuffs not loose
- Zips work
- Buttons secure

Any coats which don't meet the quality standard can still be useful and taken to a textile recycling bank at Household Recycling Centres. Some charities will accept damaged clothing for textile recycling.

## Coat Counting



After your quality check, tot up the number of coats available to be rehomed at the Coat Exchange. This is so you can calculate how many coats have been rehomed at the end of your Coat Exchange.

# Publicity

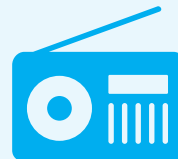
**Once your Coat Exchange is organised you need to shout about it!** Talk, talk & talk to your community and when you think you've talked enough, it's probably best to talk about it a bit more. Whether that's on social media, via newspapers or in person, we are firm advocates that there is no such thing as too little publicity when it comes to hosting your Coat Exchange.

## Your own organisation

- Use the social media posts, graphics, videos and newsletter in this toolkit to request coat donations and publicise the Coat Exchange. And, send them to your coat collection points for them to use too.
- Invite your local newspaper to your Coat Exchange. Help spread the message about the benefits of pre-loved clothing.
- Take photos of your coat exchange and any community members who are happy to have a photo taken wearing their new coat. **Remember: to obtain photo permission.**
- Share stories of your Coat Exchange with us - we'd love to hear them!

## Coat Collection Points

- Coat collection points can use the resources in this toolkit to request coat donations and publicise the Coat Exchange.



# Costs

The cost of hosting a Coat Exchange should be small. Costs you may encounter:

**Hire of a venue.** You could offer opportunities for venues to support your Coat Exchange. Ask venues if they would like to offer the venue free of charge - remember to thank them in your post event publicity!

**Hangers & hanging rails.** You may need to purchase hanging rails and hangers, though you may find local amateur dramatic groups can help you out for free with this or people will donate hangers too! Alternatively, you could use tables.

**Printing** You'll need to print the posters and thank you tags.

**Adhoc costs** You may need to pay some mileage for volunteers who drop off coats to you or vice versa.

**Refreshments** This is only an expense if you're hosting a stand alone event. If your Coat Exchange is part of another event this may already be organised.

# Evaluating the Coat Exchange

The first question is 'Why do we need to evaluate the Coat Exchange?' There are 3 reasons:

- 1 To know if it worked- have we increased the number of people buying pre-loved clothing.
- 2 Celebrating with your community what they have achieved - it's great to feel good!
- 3 As organisers, it's good to acknowledge 'what went went' and use any feedback to help the smooth running of future Coat Exchanges.

## Aim 1

**The first aim of the Coat Exchange is to increase the use of coats before they are recycled.**

You can measure the impact in the following way.

1. Before your Coat Exchange add up the number of:

- Coats donated
- Donated coats sent to a textile recycling

2. After the Coat Exchange, add up the number of:

- Coats left and subtract this from the total number of coats available donated at the start.

## Aim 2

**The second aim of the Coat Exchange is to reduce the cost of new winter coats for people.**

This is difficult to quantify as coats vary in price but we can definitely say that choosing pre-loved clothing does save money, therefore you could include messages in your communications such as:

“X number of people saved money on their new winter coat at our Coat Exchange.”

## Aim 3

**The third aim of the Coat Exchange is to increase knowledge of the environmental benefits of buying pre-loved clothing.**

Ask visitors: **Before the Coat Exchange, did you know choosing pre-loved clothing helps reduce the effects of climate change? Y /N**

You can collect this information in a variety of ways. The method will depend on whether or not you have volunteers at your Coat Exchange or are simply leaving the rail of coats in popular locations in your community. Examples include:

- Use our QR code to access a short survey (supplied with the digital assets) or you can create your own.
- Use a display board or large poster and residents can use a sticky dot to indicate yes or no.
- Use 2 jam jars and visitors can use a counter to indicate yes or no.
- If your coat exchange has volunteers they can survey visitors.
- You could use an online poll on your social media platform.



# Suggested Website Copy

Everything we buy, use and consume is provided by natural resources on planet Earth. Traditionally clothing was produced from materials like wool and cotton but now, 60% of clothing fibres are synthetics, such as plastic based polyester or nylon. Synthetic fibres, like polyester are derived from oil; a finite resource which could eventually run out.

Managing the natural resources which enable our lives is a significant challenge, but did you also know that globally the textile and clothing industry accounts for 8-10% of global greenhouse gases which causes Climate Change. In the UK alone, the amount of carbon dioxide gas released during the production of clothing in 2016 was 26.2 million tonnes and the amount of clothing we're buying is increasing.

Parallel to the environmental challenges associated with clothing, is the cost of living crisis. On average, most clothing lasts around 3 years before people throw it away or pass it on. The winter coat is arguably one of the more expensive clothing purchases, an expense most keenly felt for those with children who rapidly out grow these costly staples of our winter wardrobe.

One way to meet these challenges is through awareness raising and collective community action and this is where the Coat Exchange comes in. The Coat Exchange is a community initiative which connects coats which are no longer wanted or needed with anyone looking for a new winter coat. How do they work? Residents in towns or villages donate coats, of all shapes, colours and sizes, and these are then made freely available at prominent locations in their community.

Swapping how we shop and choosing pre-loved winter coats, means we are helping to reduce the effects of Climate Change and protect habitats. Not only that, but choosing pre-loved clothing helps conserve natural resources as well as the pounds in your bank account!

Our Coat Exchange is taking place at ..... (venue) on..... (date) at.....(time)

sources:

<https://biomimicry.org/thenatureoffashion/>,

<https://www.wrap.ngo/taking-action/textiles/initiatives/textiles-2030>,

<https://www.wrap.ngo/resources/report/valuing-our-clothes-cost-uk-fashion>

# Suggested PR Copy 2

(Insert town / organisation name) is hosting a Coat Exchange at (insert venue) from (insert time / dates). Coat Exchanges are a great way to update your winter wardrobe in an environmentally conscious way. Coats of all shapes, colours and sizes, no longer needed or wanted, are donated and quality checked before they are made freely available to anyone looking for a new winter coat.

In the UK, around £140 million of clothing in the UK is sent to landfill. The Coat Exchange keeps the resources and energy used to manufacture coats in use for longer before they are recycled where they are shredded then spun into yarn to make new fabric. This helps reduce the effects of climate change and protects habitats as less energy is used and less land is disturbed to extract or grow resources we need for clothing.

Add a quote from your organisation about hosting your Coat Exchange. You could include things like:

- How pleased you are everyone is coming together to tackle the biggest environmental challenges of our time.
- Thank anyone who has helped fund the Coat Exchange e.g. cover the cost of printing or venue hire etc
- Thank groups who have acted as coat collection points plus everyone who has donated a coat.

-Ends -

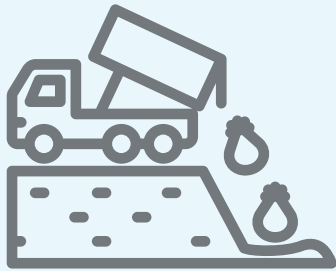
Notes

- Add organisers contact details, so the newspaper can contact you.

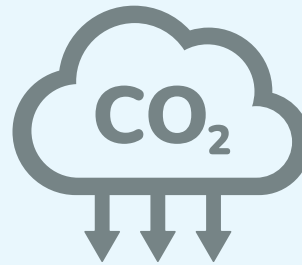
Source: <https://www.wrap.ngo/resources/report/valuing-our-clothes-cost-uk-fashion>

# Textile Facts

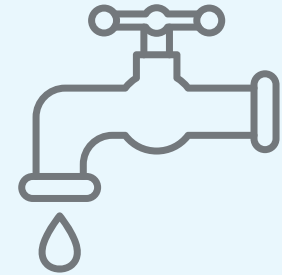
Did you know, choosing pre-loved clothing does all of this.....



Reduces Waste



Reduces the  
effects of Climate  
Change



Protects habitats

# Textile Facts

**Around £140 million of clothing is sent to UK landfill each year**

**64% of people donate their old clothes for sale**

**62% of people have bought pre-loved clothes from charity / vintage shops**

**Consumers are buying more and more clothes.**

**In the UK consumed 1,030,000 tonnes of clothing in 2010 and 1,130,000 in 2016**

**The amount of carbon dioxide created from clothing in the UK was 26.2 million tonnes in 2016**

**On average, clothing lasts for 3.3 years before it is discarded or passed on**

# **Social assets**

**We have created a selection of suggested posts you can use for your Coat Exchange.**

**You can use them as they are or edit them to suit your organisation.**

**When posting, please make sure you tag [pledge2recycleplastics](#). And if you're directing followers to our website to find out more, please send them to:**

**<https://pledge2recycle.co.uk/about-us/>**

**Thank you!**

# Socials

## Asking for coat donations



### Number 1

Choosing pre-loved clothing helps reduce the effects of Climate Change and helps protect habitats. (town / organisation name) will be hosting a Coat Exchange, where coats we no longer want or need are donated and made freely available to anyone looking for an environmentally conscious way to pick up a new winter coat! Support the Coat Exchange and donate your coats at (name collection point for your organisation) by the (date) Thank you #coatexchange #prelovedclothing #(insert your organisation / town name)

### Number 2

Swap the way you shop! (town / organisation name) is hosting its first ever Coat Exchange where coats we no longer want or need are donated and made freely available to anyone looking for a new winter coat! Choosing pre-loved clothing helps reduce the effects of Climate Change and helps protect habitats by making sure the clothing we buy is used again and again and again. Rehome your coat at (insert coat collection point) by (date). Coats of all colours, shapes and sizes welcome. #coatexchange #prelovedclothing #(insert your town or village name)

### Number 3

We love pre-loved clothing! Choosing pre-loved helps reduce the effects of Climate Change and helps protect habitats by using what we buy again and again and again. What's not to love?! (town / organisation name) is hosting its first ever Coat Exchange where coats we no longer want or need are donated and made freely available to anyone looking for some environmentally conscious fresh threads! Keep doing your bit for the planet and bring your coat to (name collection point for your organisation) by the (date) All coats welcome! Thank you! #coatexchange #prelovedclothing #(insert your village or town name)

## Number 4

Hey! Did you know 69% of people pass on clothes they no longer want or need. Preloved clothing helps reduce the effects of Climate Change and helps protect habitats by making sure the clothes we buy are used again and again and again. (town / organisation name) is hosting its first ever Coat Exchange where coats we no longer want or need are donated and made freely available to anyone looking for an environmentally conscious way to pick up a new winter coat! We're collecting coats of all shapes, colours and sizes for (insert town/ organisation name) first winter Coat Exchange. Drop off your coat at (venue) at (date & time) and we'll do the rest for you. #coatexchange #prelovedclothing #(insert your town or villages name)

## Number 5

Hey! Did you know, around £140 million of clothing is sent to landfill in the UK. Choosing pre-loved clothing helps reduce the effects of Climate Change and helps protect habitats by using what we buy again and again and again. (town / organisation name) is hosting its first ever coat exchange where coats we no longer want or need are donated and made freely available to anyone looking for a new winter coat! We're collecting coats of all shapes, colours and sizes. You can donate coats at (name collection point for your organisation) by the (date). Thank you! #coatexchange #prelovedclothing #(insert your town or village name)

## Number 6

Donating coats to our Coat Exchange is easy. Simply check the pockets, remove any name tags and pop them in the wash. You can donate coats at (name collection point for your organisation) by the (date). Thank you! #coatexchange #prelovedclothing #(insert your town or village name)

# Socials

## Inviting people to the Coat Exchange



### Number 1

Fancy a new coat that doesn't cost the Earth? Then pop along to our Coat Exchange. Choosing pre-loved clothing helps reduce Climate Change & protect habitats by making sure what we buy is used again and again and again. Our coat exchange is at (insert venue).from (date and time) Come and see our coats - there really is something for everyone! #coatexchange #prelovedclothing #(insert your town or organisation name)

### Number 2

Want to increase your eco credentials as well as upgrade your wardrobe? Then swap the way you shop and visit our Coat Exchange. (town / organisation name) is hosting a Coat Exchange. We have a wide range of pre-loved coats which are free to anyone looking for an new winter coat. Choosing pre-loved clothing helps reduce Climate Change & protect habitats. Our coat exchange is at (insert venue).from (date and time) We can't wait to see you! #coatexchange #prelovedclothing

### Number 3

Try a buy less mindset and visit our Coat Exchange. Our lovely residents have donated coats of many colours, shapes and sizes, free to anyone looking for an upgrade to their winter wardrobe! Buying less helps reduce Climate Change, & protects habitats. Come along to the Coat Exchange is at (insert venue) from (date and time) Come and take a peek - we'd love to see you! #coatexchange #prelovedclothing



# Socials

## Celebrating the Coat Exchange



### Number 1

Hey! (Insert town / organisation name) We did it! Our first winter Coat Exchange! We found new homes for (insert number) of coats and X number of people saved on their winter coats! Thankyou so much! #coatexchange #prelovedclothing

### Number 2

Woohoo!! We are proud as punch with our first Coat Exchange! We found new homes for (insert number) of coats and X number of people saved on their winter coats! We couldn't have done it without your amazing donations - thank you!! #coatexchange #prelovedclothing

### Number 3

(Insert town / organisation name) you're amazing!! Thank you for supporting our first winter Coat Exchange. (insert number) people found their new winter coats at our exchange, keeping good quality clothes out of landfill for longer and helping reduce Climate Change and protect vital habitats. Well done you!! #coatexchange #prelovedclothing

# Digital Assets

To help you with organising your Coat Exchange we have have created a range of materials:

- Social media post graphics
- Posters
- Flyers
- Thank you tags
- Show reels

You can download them from <https://pledge2recycle.co.uk/community/>

**If you would like to add your organisation's logo or type in the details of locations & dates, you can do this in Adobe. If you don't have Adobe you can download our word versions.**



# Thank You

If you have any questions,  
our team would be happy to  
help you.

Email us at:  
[enquiry@recoup.org](mailto:enquiry@recoup.org)