

Report Title		Report WR_RL_28-08-2015
Life+ European Clothing Action Plan (ECAP) project		
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Job Title	Head of programme	
Date of Decision	Written Resolution issued: 04/09/2015 Deadline for responses/Date of Decision: 11/09/2015	

Summary
This paper presents an opportunity for Resource London through LWARB to become a partner in the WRAP lead Life+ European Clothing Action Plan (ECAP) project. The paper sets out the financial and resource implications for Resource London and makes a number of recommendations to the Partnership Board.

Reason for Written Resolution
This paper is being presented through the written resolution procedure due to the timetable for notifying the EU Life+ programme of changes to the ECAP project delivery partners. The ECAP project formally starts on 7 th September and within a month of project start WRAP will be expected to have signed partner agreements with all organisations involved in the project. Before this can happen the EC require that the project proposal is amended to reflect any changes. The decision on whether or not Resource London (through LWARB) should participate therefore needs to be taken before the next Partnership Board meeting in October in order to notify the EC of our involvement.

Recommendation
<ul style="list-style-type: none"> • To note and agree that the ECAP project aligns with Resource London's objectives; • To consider the options available to Resource London for involvement in the ECAP project and note the financial and resource implications of each both option; • To agree that option 2.1: 'full project partner' in partnership with LWARB's Circular Economy programme represents the most favourable opportunity for Resource London to maximise its resources (physical and financial); • To approve that Resource London through LWARB enter into the ECAP project as partners; • To approve a total commitment of £75,000 over the next 3.5 years to March 2018 from the LWARB's Resource London contribution to deliver the project in London; and • To delegate to officers to negotiate the final detail of Resource London's involvement and delegate to the LWARB COO to sign the relevant agreements.

Risk Management	
Risk	Action to mitigate risk

<p>The Partnership Board do not approve Resource London participation in the ECAP project.</p>	<p>The objectives of the ECAP project align with those of Resource London. Resource London already has strong foundations in relation to the Love Your Clothes brand and involvement in the ECAP project would enable Resource London to achieve significant penetration in this area. If Resource London does not enter the ECAP project, Resource London will continue to deliver the Love Your Clothes campaign, but only within its direct budget.</p>
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<p>Implications</p>	
<p>Legal As Resource London is not a legal entity in it's own right it can not become a partner in EU Life+ projects. Therefore in order for Resource London to participate in the project LWARB would need to become the project partner on its behalf. LWARB would sign the funding agreements and commit funding to the ECAP project from its annual budget committed to Resource London.</p>	
<p>Financial WRAP is seeking match funding of circa £30,000 per annum for 3.5 years up to March 2018 and has presented two options to Resource London.</p> <p>Resource London has a total budget of £2.25 million for 2015/16 (inclusive of staffing, administration and programme delivery) comprising a LWARB contribution of £1.5million and a WRAP contribution of £750,000.</p> <p>At its April 2015 meeting the Partnership Board approved an outline budget for 2015/16. This includes an allocation of c.£1,174,000 or 53% of the budget for the delivery of communications and behaviour change activities. The outline budget includes a nominal allocation of £30,000 towards the delivery of LYC in 2015/16.</p> <p>Beyond this LWARB has committed up to £1.5million to local authority support (Resource London) year on year to 2020. However obviously no future year allocations have been made.</p> <p>In addition LWARB's Circular Economy work stream will have a three year annual budget of £175,000 (£525,000 in total) inclusive of staffing costs. LWARB has identified significant synergies and opportunities between the ECAP project and its Circular Economy programme.</p> <p>Officers are recommending a total commitment of £75,000 from the Resource London budget alongside a £40,000 contribution from the Circular Economy Budget. Resource London through its LWARB funding commitment therefore has sufficient budget available to commit to the ECAP project.</p>	
<p>Equalities None</p>	
<p>Originating Officer</p>	<p>Antony Buchan Head of Programme</p>

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Report

Introduction

The European Union Life Programme (LIFE+) is the EU's financial instrument supporting environmental, nature conservation and climate action projects throughout the EU. WRAP with a number of European delivery partners (detailed below) has been successful in securing c.€2.12m of Life+ funding to develop and deliver a European Clothing Action Plan (ECAP) project over the next 3.5 years to March 2018.

Within the UK much of the ECAP project will be delivered through the Love your Clothes brand. (Love Your Clothes aims to raise awareness of the value of clothes.)

An opportunity has arisen for Resource London through LWARB to participate in the ECAP project and in doing so leverage in significant funds to promote the Love Your Clothes brand in London.

The overall objective of the €3.54 million (£2.53 million) ECAP Project is to adopt a circular approach to divert over 90ktpa of clothing waste from landfill and incineration across Europe by March 2018.

Original partners in the bid were WRAP, Zero waste Scotland, Rijkwaterstaat (Netherlands), MADE-BY (Netherlands) and the Danish Fashion Institute.

Zero Waste Scotland (ZWS) has now had to pull out due to lack of resources to undertake their part of the project which was focused on piloting communications activity with young people in Scotland. WRAP are now therefore looking either to:

1. undertake themselves (across the UK) the activities that ZWS had committed to deliver, but require additional match funding c. £30k per annum for 3.5 years to do so; or
2. replace ZWS as a partner and for another partner to undertake their activities in another location.

WRAP has therefore approached Resource London to see if it would be willing to participate in the ECAP project through either of these two options, an evaluation of these and other option is given in more detail below.

ECAP Budget

The table below sets out the total ECAP project budget (€) broken down by project partner and Life+ match.

Beneficiary name	Beneficiary's own contribution (€) @ 40%	Life+ contribution (€) @ 60%
WRAP	€414,551	€621,824
ZWS	€150,867	€226,300
RWS	€320,617	€480,926

MadeBy	€364,916	€547,373
DFI	€162,891	€244,334
TOTAL	€1,413,842	€2,120,757

Zero Waste Scotland's role

Zero Waste Scotland (ZWS) are written into the ECAP project as full delivery partners and had committed c.£115,000 to the project over the next 3.5 years.

Building on the success of the national Love Your Clothes campaign their role in the ECAP project was to develop and deliver communication and behaviour change activities with a specific focus on teenagers and young adults to influence key behaviours outlined in the national Sustainable Clothing Action Plan (SCAP), including extending the current Love Your Clothes digital platform to encompass a European section with a young consumer focus.

The ZWS work package is **B7 – Young consumers**. An extract of the ECAP bid detailing ZWS activities is shown below:

Name of the milestones	Number of the associated action	Deadline
Up to 6 European Love your clothes ambassadors sourced	B7	31/03/2016
International company confirmed to trial business model pilot	B7	31/05/2016
Launch of leasing model pilot with successful coverage	B7	29/07/2016

While the milestones and deliverables outlined above as part of ZWS's B7 package must be achieved under the terms of the European bid, there is some flexibility about how these are delivered in detail, and discussions will need to take place with the leader of the B6 package outlined below. These related deliverables – to be led by WRAP – are focused on delivering Europe-wide consumer behaviour change and communications, as follows:

Name of the milestones	Number of the associated action	Deadline
Complete engagement workshops	B6	29/02/2016
Consumer testing design and messages developed	B6	31/05/2016
Focus groups completed	B6	31/07/2016
Love your Clothes European Strategy developed	B6	30/09/2016
Complete dissemination events	B6	31/12/2017

Background

In order to achieve its objectives the Resource London delivery plan identifies four key

focuses, the first of which is to minimise the amount of waste produced and maximise re-use. The programme's primary delivery mechanism to achieve this is through communications and behaviour change activities (including Love Food Hate Waste and Love You Clothes)

In addition to its five year commitment to Love Food Hate Waste, the programme plan also identifies the Love Your Clothes campaign as an important activity. To that end the Resource London budget includes a c.£30k allocation to Love Your Clothes for 2015/16. Of the 2015/16 budget £10,000 (match funded by WRAP) has been committed to the Charity Fashion Live event on the 19 September, no further events are currently scheduled.

Resource London's LYC activities over the next 3.5 years will build on a strong LYC foundation in London thanks to the 2014/15 LYC campaign funded by LWARB through the London Textile fund. Its main focus was on younger audiences so is already in line with the target audience identified by ZWS as part of the ECAP project bid.

Our ambitions for Love Your Clothes over the coming years are:

- to influence younger, fashion-conscious audiences to think twice about buying large volumes of cheap fashion;
- to build an awareness of sustainable textiles and fashion resources across the capital amongst these audiences;
- to create the skills across a wide range of audiences in London to repair, alter, upcycle and re-style their existing clothes in order to increase longevity;
- to build on the already significant trend of buying vintage and second-hand to promote and grow re-use in the capital.

These ambitions will be achieved through a range of communications and behaviour change activities, with a strong focus on:

- building partnerships with existing influencers in the world of fashion – such as the London College of Fashion, key retailers and brands with a high profile in the capital, designers, stylists and bloggers with reach, etc. – to land the message with target audiences;
- sponsoring, designing and running events to promote Love Your Clothes, making maximum use of social media and the Recycle for London channels to achieve reach and impact (e.g. the Fashion Salvage and Charity Fashion Live events);
- building sewing, repair, upcycling and alteration skills amongst as wide an audience as possible through partnerships with crafters, designers, second-hand retailers and charities, as well as those waste authorities engaged in re-use and waste minimisation programmes.

Circular Economy

There are significant opportunities not just for Love Your Clothes (London) in the ECAP bid. Other work packages in which London could participate include:

- **B2 – Longevity:** working with the Danish Fashion Institute to develop an online learning platform for designers, to increase sustainability of design practices (clear links with London's major presence in the fashion design market);
- **B5 - Public procurement:** sustainable procurement of public organisations'

- textiles, in particular workwear (e.g. fire brigade, transport workers etc.);
- **B8 - Fibre to fibre recovery:** working with recyclers to increase the amount of recycled textiles being used by designers and manufacturers, building the market for clothing made from recycled fibres;
- **B9 - Increasing textiles recovery rates:** working with local authorities to drive up recovery rates.

These link to LWARB's existing work programme on the circular economy, and an initial conversation with the CE team suggests that there is a significant opportunity to link their work with ECAP through these work packages. Without participation in the ECAP bid those opportunities may be offered to other cities.

Evaluation of the ECAP's alignment with Resource London's aspirations for LYC and the opportunity presented

- **Resource London's ambitions for LYC in London align with the ECAP project:**
The wider project – including the Europe-wide work on communications and behaviour change, as well as the Circular Economy-linked packages outlined above – would significantly build London's capacity for reaching younger fashion-conscious audiences and provide the opportunity for significant Circular Economy-related textiles initiatives, as well as providing content for communications with stakeholders and consumers.
- **Resource London's ambitions for LYC in London do not align with the ECAP project:**
However our aspirations for LYC in London do not include building a digital platform, nor do they include working with retailers or brands to develop leasing models for clothing. These elements of the bid would need to be discussed in more detail with WRAP in order to ensure they do not eat up all our resources for LYC. In order to achieve our wider aspirations for LYC in London we would also need to retain some of our currently projected budget for activities to deliver them, as they are out of scope for the ECAP project.

Options

Due to ZWS withdrawal from the project WRAP has approached Resource London (LWARB) and presented two options for its involvement in the ECAP project:

- **Option 1:** LWARB become a project co-funder and WRAP deliver the activities that ZWS had committed to, but across the UK.

Under this option LWARB would provide match funding of circa £30k per annum for 3.5 years to WRAP from its Resource London budget allocation. For this commitment London would be the focus of some of the activity for the ECAP project and this would raise the profile of London as a key player in terms of sustainable clothing. In this scenario the work would be undertaken by WRAP, and Resource London (LWARB) would be recognised as a key stakeholder in the Project.

Pros: Resource London activity on Love Your Clothes is constrained by officer resource and competing priorities in relation to the Recycle for London campaign. This option would allow Resource London to ensure that Love Your

Clothes continued to have a London presence with minimal officer resource required. Additionally this option is not time constrained by the start of the ECAP project in September as the EU allow the primary sponsor (WRAP) to bring in co-funders once the project has commenced. This means if this option is the preferred approach it could be presented and discussed in more detail at the October Partnership Board.

Cons: Resource London would lose direct control of a significant proportion of its budget and the delivery of Love Your Clothes activity in London and there is no guarantee of the amount of activity that would be directly delivered in London. A number of the deliverables detailed in the ECAP project (including building a digital platform, working with retailers or brands to develop leasing models for clothing) our outside of Resource London's ambitions for LYC in London.

- **Option 2:** Resource London (through LWARB) becomes a full ECAP project partner, directly replacing ZWS.

This option relies on our ambitions for LYC in London aligning fully with those met by the ZWS work package (B7 – Young consumers).

If Resource London (through LWARB) joined as a full partner, then it would use the existing LWARB Resource London LYC budget for 2015/16, plus make a further commitment of c.£95k but would lever in an additional c.£166,400 (i.e. 60%) Life+ funding to undertake more clothing-related activity. The focus would be similar to that proposed by ZWS i.e. targeting young people with sustainable clothing related messages.

Pros: Resource London would have to deliver an element of the ECAP project, but it would be paid for doing so at a 60% intervention rate c.£165,000, plus a 7% contribution to overheads. This would significantly increase Resource London's available LYC communications and behaviour change budget. Officers have checked with WRAP and have confirmed that some of this budget could be used to recruit an officer to deliver the project (working to the Communications and Behaviour Change Manager). The planned ZWS ECAP target audience directly aligns with those targeted by Resource London (and prior to this LWARB) including the Charity Fashion Live and Fashion Salvage events (detailed below). Ali Moore, Resource London's Communication and Behaviour change manager has significant experience with the LYC brand having worked as the London LYC manager for the last year 2014/15 funded through the London Textiles Fund.

Cons: This option requires significantly higher resource input from Resource London officers in the immediate future when resource is already stretched launching the Recycle for London campaign. However this would be mitigated in the long term through the recruitment of a LYC officer. It would require negotiation with WRAP and other ECAP partners over how the digital platform is delivered. A number of the deliverables detailed in the ECAP project (including building a digital platform, working with retailers or brands to develop leasing models for clothing) our outside of Resource London's ambitions for LYC in London.

In addition to the options presented by WRAP officers are presenting two further options:

- **Option 2.1:** Resource London and LWARB's Circular Economy programme jointly become a full ECAP project partner, directly replacing ZWS as well as participating in other work packages.

This option allows some divergence in ambitions for the London LYC campaign from the ECAP aspirations.

If Resource London and the Circular Economy programme joined as full partners, then they would use c.68% of the Resource London projected LYC budget for the coming 3.5 years (around £75k) plus a contribution from the Circular Economy programme budget of £40k over the coming 3.5 years, to achieve the required contribution of c.£115k. This would lever in an additional c.£166,400 (i.e. 60%) Life+ funding to undertake more clothing-related activity. The focus would be similar to that proposed by ZWS i.e. targeting young people with sustainable clothing related messages, but would include more active participation in the other work packages relating to the circular economy.

Pros: Resource London and LWARB would have to deliver an element of the ECAP project, but it would be paid for doing so at a 60% intervention rate c.£165,000, plus a 7% contribution to overheads. This would significantly increase Resource London's available LYC communications and behaviour change budget and enable participation in the circular economy-related work packages. It would also allow Resource London to retain c.32% of its Love Your Clothes budget to ensure that other London-based engagement activities can take place over the coming 3.5 years.

Cons: This option also requires significant resource input from Resource London officers, stretching resources considerably. However this would be mitigated in the long term through the recruitment of a LYC officer and the participation of the Circular Economy programme. It still requires negotiation with WRAP and the other ECAP partners over how the digital platform is delivered.

- **Option 3:** Resource London does not get involved at all with the ECAP project.

This must be considered as an option due to the potential risk to London delivery of LYC ambitions and objectives.

Pros: All available LYC budget for London remains focused on regional, sub-regional and highly localised activity. Resource London retains complete control over the activities it decides to engage in, and is able to respond flexibly to London-based opportunities as they arise, this could include up-weighting some ECAP activities.

Cons: Resource London and LWARB lose the ability to participate in the project which promises to yield significant benefits for the UK and European partners, as well as opportunities to ramp up the London circular economy activities planned over the next 3.5 years.

Having reviewed the Life+ ECAP bid and considered the pros and cons of each option (detailed above) officers are of the opinion that option 2.1 presents the best opportunity for LWARB and Resource London as it would:

- maintain control of communications activity in London;
- bring in significant match funding;
- directly involve LWARB's Circular Economy programme in ECAP to ensure maximum benefit through the other work packages;
- allow Resource London to recruit a LYC officer thereby adding additional capacity and scope to the team; and
- leave a proportion of the London LYC budget to be used for highly localised activity which is outside of the scope of the ECAP project.

Legal

As Resource London is not a legal entity in its own right it cannot become a partner in EU Life+ projects. Therefore in order for Resource London to participate in the project LWARB would need to be the named project partner on behalf of Resource London. LWARB would sign the funding agreements and commit its funding allocation to the ECAP project from those monies committed to Resource London. Therefore if the Partnership Board approves the recommendations detailed in this report then it will need to delegate to officers to negotiate the final detail of Resource London's involvement and delegate to the LWARB COO to sign the relevant agreements on behalf of Resource London (LWARB).

Timetable

The reason the decision on whether or not Resource London should participate in the ECAP project needs to be taken early in September is that the project formally starts on 7th September; and within a month of project start WRAP will be expected to have signed partner agreements with all organisations involved in the project. Additionally, if a new partner is introduced to the project, the EC will ask WRAP to change its proposal to reflect this and resign the grant agreement. Therefore if the Partnership Board decided that Resource London (LWARB) should become full project partners then WRAP will need to notify the EC Life+ programme in September.

Measurable impact

Whilst the overall objective of the ECAP project is to divert over 90ktpa of clothing waste from landfill and incineration across Europe by March 2018, this has not been broken down and attributed to individual activities as this is not deemed feasible. Instead the project will report against the overall target across all its activities.

Recommendation

Officers are recommending that Resource London through LWARB enter into the ECAP project as partners as detailed in option 2.1 and are seeking approval to commit a total of £75,000 over the next 3.5 years to March 2018 from the Resource London budget, this will be matched by £40,000 from the Circular Economy programme budget, to make LWARB's total contribution of £115,000 to deliver the project in London.