



**The Sustainable
Clothing Action
Plan 2020
Commitment
2012–2020**

Final report
October 2021



Foreword

As we bring the curtain down on the Sustainable Clothing Action Plan (SCAP), it is a timely moment to honour the success of the last eight years and reflect on how SCAP, from the start, has set the standard, ensuring the UK clothing and textiles industry is playing its part in reducing its impact on the environment.



MARCUS GOVER
CEO, WRAP

The industry was crying out for a force which would unite brands and retail signatories with the charity sector and recyclers to tackle the environmental costs of clothing. SCAP provided that platform; bringing components of the sector together in a pre-competitive space, working towards the same targets, developing common insight into priorities and sharing learning from both successes and failures. In just eight years, we have led the way in sustainable clothing and textiles; providing the evidence base and tools to enable businesses large and small to target, measure and act.

SCAP signatories can be justifiably proud of their efforts in meeting targets to reduce carbon and water footprints, and I personally thank all organisations and funders involved in this huge effort. Whilst we regrettably fell (just) short of the waste targets, there were many signatory repair, re-sale, collection and recycling initiatives undertaken which will inspire us going forward.

The pioneers in SCAP have helped us to shape Textiles 2030, the next chapter in our journey. The new agreement is more ambitious and bigger in scope. It is bringing the whole UK fashion and textiles sector together to identify priorities, introduce changes, measure progress, influence government policy and significantly reduce the GHG emissions of the industry – by 50%, in line with the Paris Agreement on climate change.

This November, world leaders will meet in Glasgow at COP26 (the 26th Conference of the Parties to the United Nations Framework Convention on Climate Change) to negotiate how we can work together

to reach **net zero**; and the fashion and textiles sector needs to be ready to play its part in a cleaner, greener form of economic growth.

Despite the tough economic climate, brands and retailers have remained committed to sustainability, with many leaders seeing it as key to business success in the next decade. Across the industry we see new business models, technical innovations, materials research, and an upsurge of interest in lease hire, re-use, recycling and the circular economy. The Covid-19 pandemic has heightened citizen demand for climate action and sustainability from the brands they purchase.

We will harness this motivation and expertise, building on the strong foundations SCAP laid. We can and will continue to be trend-setters in building a clothing and textiles industry which reflects the beauty and inspiration of Nature, without destroying it in the process.

Marcus Gover
CEO WRAP

Contents



This is an interactive document. The top toolbar and contents buttons allow you to navigate through the different sections of the guide.

The SCAP vision and commitment

The Sustainable Clothing Action Plan (SCAP) was a ground-breaking collaborative framework designed to reduce the environmental footprint of clothing in the UK. Led by WRAP, signatories made a commitment to reduce the water, waste, and carbon impacts of the clothing they sold.

By 2020 over 90 organisations, including brands and retailers representing 43–48% of UK clothing by sales volume, made the commitment to collectively reduce the impacts of products by taking action in seven key areas:

- 1 Using the SCAP Footprint Calculator to measure impacts of all products sold and tracking changes over time
- 2 Making changes in fibre and fabric selection that reduce the environmental footprint of clothing products
- 3 Working with supply chain partners to reduce the environmental impact of manufacturing processes
- 4 Extending the useful life of clothes and reducing the impact of clothing in use through product design and services
- 5 Using effective messaging to influence consumer behaviours to reduce environmental impacts from clothing
- 6 Increasing re-use and recycling to recover maximum value from used clothing
- 7 Developing actions to keep clothing out of landfill

SCAP targets and results

AGAINST A 2012 BASELINE



Carbon
footprint

Target

↓15%

Outcome

↓21.6%



Water
footprint

Target

↓15%

Outcome

↓18.2%



Waste
footprint

Target

↓3.5%

Outcome

↓2.1%



Clothing in
household waste

Target

↓15%

Outcome

↓4%

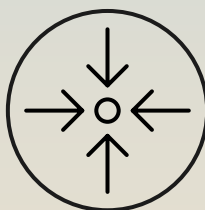
SCAP in numbers

2012–2020



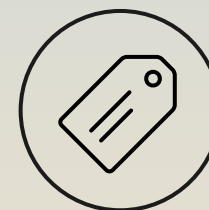
8

year commitment



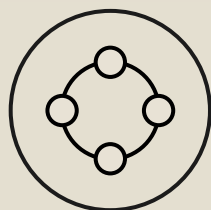
7

action areas



43–48%

of UK clothing retail sales covered by SCAP, by volume in 2020



90

pioneering fashion brands, retailers, recycling and re-use companies, charities, trade associations and universities working together to make fashion more sustainable



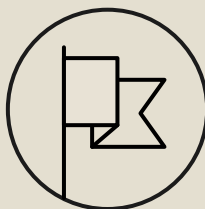
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signatory working groups



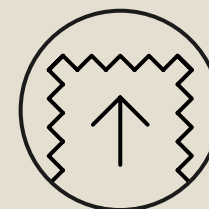
251

improvement actions in total over the course of the agreement by signatories in 2020



53

academic and industry supporters



102,000

tonnes improved fibres used in 2020 alone

SCAP in numbers

2012–2020



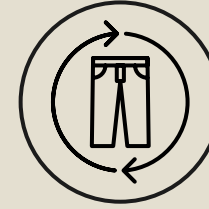
63%

of cotton sold in 2020 from
more sustainable sources



1

P4G State of the Art
Partnership Award



3

Circular clothing initiatives
inspired by SCAP to date



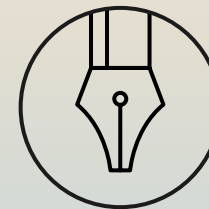
14%

of polyester sold in 2020
from recycled sources



690,000

tonnes of clothing collected by
2020 Re-use and Recycling
signatories since 2015 baseline



83%

2020 SCAP signatories went on
to become founding signatories
of Textiles 2030

The SCAP journey

SCAP 2020 concluded in December 2020, bringing to a close WRAP's first, ground-breaking voluntary agreement for UK Textiles.



This is the final SCAP report, providing an overview of the SCAP agreement as well as presenting its final results. It is a high-level summary of what was learned and achieved over the eight-year period. The full technical data report is available [here](#).

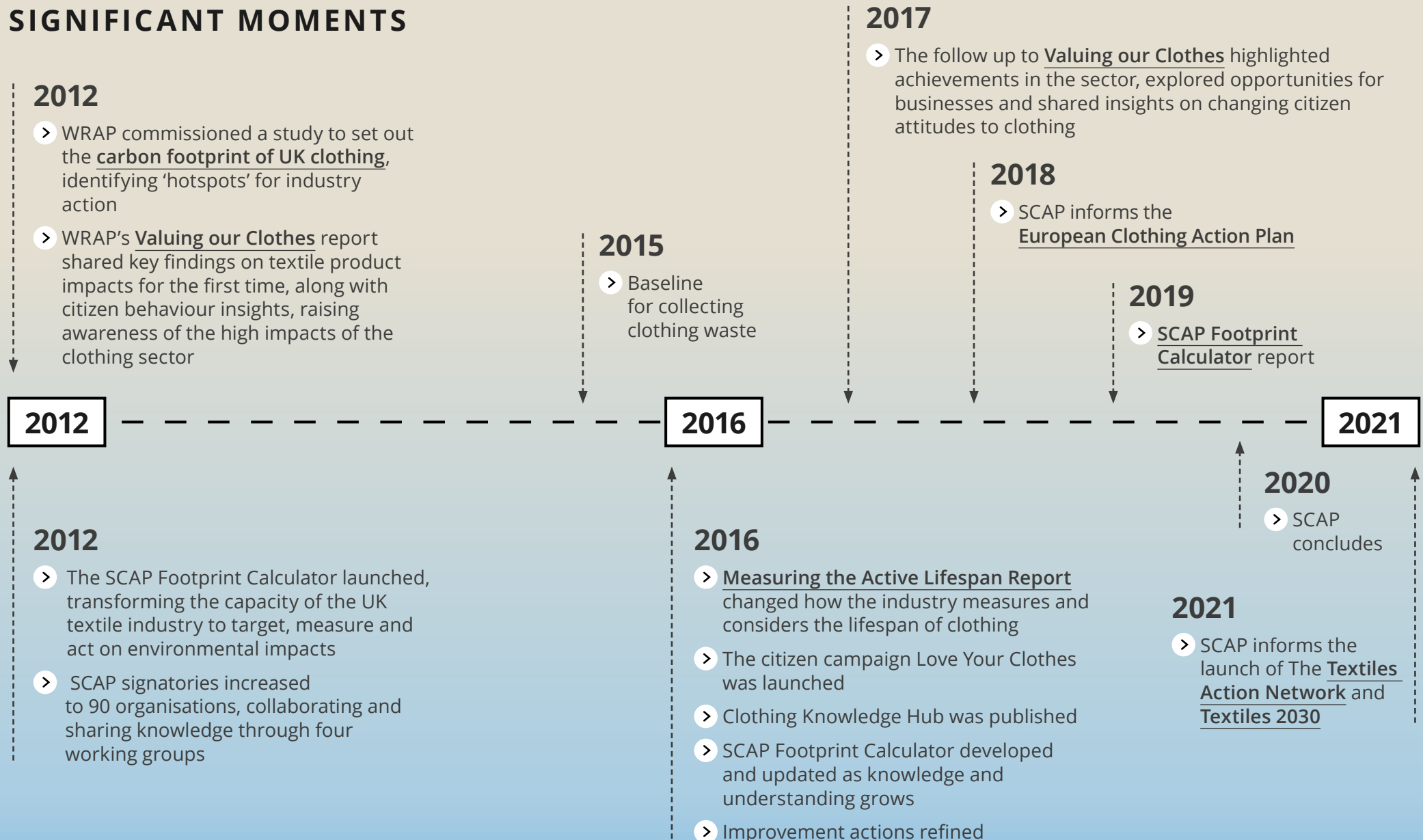
Where we were in 2012

In 2012 the movement for more sustainable fashion was in its infancy, with limited citizen awareness and no opportunities for textiles companies to collaborate around a shared agenda. Before SCAP there was no accessible resource available for clothing brands and retailers who wanted to measure and take action on the impact of their products. WRAP's research and the SCAP Footprint Calculator were transformational for brands and retailers in the UK fashion industry.

At a time when few brands had in-house sustainability teams or budget for consultancies, SCAP was a valuable and supportive partner, providing a rare opportunity to consult colleagues in a spirit of collaboration, not competition.

Access to a science-based calculator for product impacts and the capacity to model potential improvements was a vital tool for brands. Evaluating actual footprint data for every product, in every location is not a realistic goal and one that was way beyond the day-to-day work of clothing companies. Compared with 2020, there were few opportunities for organisations to join expert alliances, and global activism around the environmental impacts of fashion was in its infancy.

SIGNIFICANT MOMENTS





‘WRAP’s consumer insight reports have provided valuable insights helping us to inform and shape our sustainability program accordingly.’

Primark

Where we are now

At a time when climate change has become an urgent reality across the globe, the environmental impact of products has moved to centre stage. SCAP has laid the groundwork for continued, impactful climate action by the clothing industry. The collective achievement of SCAP is attributed to the pre-competitive work the network has done in establishing effective ways of working: agreeing common metrics, priorities and approaches to tackling carbon water and waste.

SCAP has been a positive force in the UK textiles industry, helping organisations and citizens to produce and use clothes more sustainably. By convening leading businesses and other stakeholders, it created focus; consistent measurement, shared evidence and good practice to motivate action.

‘It was underpinned by a credible scientific evidence base.’

Salvation Army Trading Company

‘Our involvement with SCAP began in 2012 with the opportunity to collaborate within the industry to develop an approach to consistently measure the carbon, water and waste impact of the products we sell through a reporting tool and agree metrics to measure better buying decisions.

The footprint calculator tool, and the expertise behind it is one of the unique benefits of the SCAP collaboration as it allows us to measure the impact of the changes we make, as the ability to measure changes is only becoming more important and helps to support our own Responsible Sourcing Strategy’.

NEXT

Who came on the journey? Signatories and supporters

Over 90 signatories and supporters signed up to SCAP over the duration of the commitment, representing 43–48% of UK clothing retail sales by volume in 2020.

SCAP signatories

SCAP brought together industry-leading fashion brands and retailers, manufacturers, recycling, re-use and waste management companies. Signatory participation and collaboration was the engine room of SCAP, with signatories setting targets, measuring their impacts, and acting on SCAP research to make changes to their business operations in order to achieve demanding targets.

‘As a signatory to SCAP 2020 since 2012, we have been part of a ground-breaking industry initiative, driving significant and collaborative environmental change across our industry.’

Whistles

The Brand, Retailer, Re-use and Recycling Signatories working towards SCAP targets in 2020* were:



*for technical reasons, some signatory data was excluded from the 2020 Results – [see here for detail](#)

SCAP supporters

SCAP supporters offered ongoing support and guidance, providing a rich source of expertise from across the UK textiles industry and beyond. Supporters included regulatory bodies, textile certification organisations, trade associations, sustainability initiatives, academic organisations, researchers, innovators, technical experts, NGO'S and campaigning groups.

- Aid by Trade Foundation-CMIA
- Antur Waunfawr
- Bangor University
- Better Cotton Initiative
- Biov8tion
- British Retail Consortium
- Cardiff & Vale College
- Centre for Sustainable Fashion (LCF)
- Charity Retail Organisation
- Chartered Institute of Waste Management

- Circle Economy
- Coleg Sig Gar
- concept + design
- CottonConnect
- Cotton Made in Africa
- Cres Co-operative Ltd
- Department for Environment, Food and Rural Affairs (DEFRA)
- Elementally
- Ethical Expert
- Faering Ltd
- Fairtrade Foundation
- Global Fashion Agenda
- Global Organic Textiles Standard
- Gone for Good
- Korbond
- Local Authority Recycling Advisory Committee (LARAC)
- Learn to Re-create
- LocalitEE
- Nottingham Trent University

- One Baby Owner
- Proctor and Gamble
- ReCover
- Recyclatex
- Rentez-Vous
- Reverse Resources
- School of Design, University of Leeds
- Scottish Textile and Leather Association
- Seren cyf
- Soil Association
- Stitched Up
- Swansea University
- Textile Exchange
- Textile Recycling Association
- The Costume Directory
- The National Federation of Women's Institutes
- The Scottish Government
- The Textile Institute

- Toogoodtowaste
- Tyddyn
- Unilever
- University of Huddersfield
- University of South Wales
- University of Westminster
- Welsh Government
- Welsh Retail Consortium
- Worn Again

Collaboration

WHAT WE ACHIEVED TOGETHER

SCAP delivered positive environmental and economic outcomes for forward-looking UK fashion and textiles companies across all levels of the industry, by bringing signatories together to take collective action on minimising the environmental impact of our clothes.



Together, signatories have:

- Used the SCAP footprint calculator to measure and report on the carbon, water and waste impacts of products placed on the market
- Met and exceeded targets for carbon and water reduction
- Set group and individual impact reduction targets

- Carried out improvement actions to reduce the impact of fashion and textile products
- Collaborated in pilot programmes to increase the sustainability of textiles
- Invested in new technology, manufacturing processes and ways of working
- Explored new business models like resale, hire and leasing to reduce the impact of fashion

- Developed common sustainability metrics
- Carried out industry and consumer research
- Raised public awareness of the impact of fashion and textiles on climate change
- Developed tools and messaging to encourage citizen behaviour change

- Contributed to textile policy discussions at national level
- Provided a template for Textiles 2030, The Textiles Action Network and circular clothing action plans around the world

'SCAP was a unique catalyst for collaboration within the UK retail industry.'

M&S

Collaboration

HOW WE WORKED

Organisations working in textiles acknowledge that we cannot reduce the impact of the clothing industry by working alone. Multi-stakeholder collaboration is needed to identify issues, find solutions and measure progress in a consistent and transparent way.

This way of working has become more popular over the past eight years since the launch of SCAP, with multiple industry collaborations now working to address environmental and social challenges. SCAP provided the opportunity for experts across the textile sector to come together in 'Working Groups' to solve common challenges – something that had never happened previously in the industry. Throughout the agreement, signatories welcomed the opportunity to learn from

colleagues, solve shared problems, keep updated on relevant sector-wide issues and contribute to the content and outputs of ongoing SCAP research.

SCAP signatories and supporters collaborated in a steering group and in topic-specific working groups, providing a unique opportunity for specialists across the industry to work closely and pre-competitively over an extended period, and in an atmosphere of trust.

The SCAP Working Groups enabled signatories to build knowledge in an effective way, and encouraged a common approach across the industry in four key areas:

- 1 Influencing Consumer Behaviours
- 2 Design for Extended Clothing Life
- 3 Re-use and Recycling
- 4 Metrics for Sustainability

The outputs of the groups and ways of working are a key element of SCAP's legacy, providing a template for Textiles 2030 and WRAP's circular clothing action plans in development around the world.

'The SCAP Working Groups have been hugely helpful in tackling shared sustainability challenges with other brands and retailers. They've helped us understand emerging issues in the industry and stay up to date on regulatory changes.'

Ted Baker

'Identifying important metrics to improve sustainability as a group strengthens the collective progress we can make as an industry.'

M&S



Working groups

INFLUENCING CONSUMER BEHAVIOUR

One of four SCAP working groups, the Consumer Behaviour Group focused on how to influence citizens to take action and reduce the environmental impact of clothing at key points in the garment lifecycle – purchasing, laundering and end-of-life.



The group had three areas of focus:

- 1 Industry insights
- 2 Consumer influence
- 3 Consumer resources
– Love Your Clothes

Industry Insights

SCAP produced a wealth of freely-available resources for the industry, including the Sustainable clothing guide, a practical guide to help brands and retailers enhance the durability and quality of the clothing they produce. Signatories contributed case studies and technical insights on topics including durability of stretch denim (New Look), quality management processes (Ted Baker), building blocks for durability (John Lewis) and durability of blind hems (ASOS).

Consumer Influence

SCAP 2020 data demonstrate that changes in consumer behaviour have contributed to savings in the carbon, water and waste impacts of fashion and textiles. Brands and retailers are in a position to influence and educate their customers. SCAP signatories have advised their customers on lower impact ways to purchase, wash, dry and dispose of garments, through care labels and consumer guides.

Love Your Clothes

The Love Your Clothes citizen campaign was developed in 2014, to create messaging to help reduce the environmental footprint of clothing purchased by consumers. The Love your Clothes website and social media channels give shoppers accessible tips on buying clothes, care and repair, refashion and up-cycling, as well as suggestions on how to responsibly deal with unwanted clothing.

‘Love Your Clothes has had the biggest impact on me as both a consumer and a designer. To me it’s really about avoiding fast fashion and investing in key pieces that will last longer than throwaway trends’.

Designer KellyDawn Riot
(LYC Blog)

Research

WHAT WE ACHIEVED

The SCAP Footprint Calculator is a key success of SCAP, providing a common assessment tool to measure signatories' baseline carbon, water, and waste footprints of clothing to track changes in footprint over time.

The research underpinning the SCAP Footprint Calculator has had a direct impact on influencing which actions signatories should implement. It allowed both brands and retailers, and reuse and recycling signatories to measure in a consistent way.



The calculator includes modelling to predict the impact of future changes to fibre usage and improvement action uptake, helping businesses to decide which actions to prioritise.

'The ability to run different scenarios has been a powerful tool enabling us to quantify the impacts of the changes we can and do make.'

Urban Outfitters

'We have updated the data in the SCAP Footprint Calculator several times, and we've been able to develop a much more detailed understanding of the impacts of the industry over the 10 years since it was first built, as well as adding to and refining the improvement actions available to retailers and brands.'

Sarah Gray

Senior Analyst, WRAP

Research

WHAT WERE THE SCAP IMPROVEMENT ACTIONS?

Actions taken by SCAP signatories and quantified using the Footprint Calculator which reduced one or more of the carbon, water and waste footprints.

Type of Action	What it means	Moving from	To
Fibre Substitution	Replacing conventionally produced textile fibres with lower impact alternatives	Conventionally sourced cotton	Organic, recycled, BCI, REEL cotton or Cotton Made in Africa
		Virgin polyester	Recycled polyester
		Viscose	Lyocell fibres, such as Tencel and similar branded fibres
		Virgin polyamide/nylon	Recycled polyamide/nylon
Efficient Production	Producing yarn, fabric and garments by improving, or removing factory processes	Conventional dyeing	Dope dyeing synthetics Cold Pad Batch dyeing natural fibres Spin dyeing of viscose
Re-use and recycling at end of life	Providing services to keep clothes in circulation so they can be used for longer, re-used or recycled	The existing use of a mix of clothing disposal and donation options	Increased clothing collections More re-use of clothes in the UK Hire and repair services

The most prevalent signatory improvement actions in 2020 were moving from conventional cotton to organic, virgin polyester to recycled and viscose to lyocell.

Carbon emissions reduction

WHAT WE ACHIEVED

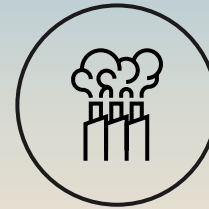
Impact of signatory action

All SCAP retailers achieved a decrease in their carbon footprint. The most common improvement actions by SCAP retailers were the uptake of recycled polyester, lyocell and organic cotton. Signatories have begun to introduce lower impact factory processes such as improved dyeing techniques and these made a smaller contribution to the reduction in carbon. The improvement actions that most strongly impact the carbon footprint (such as switching from viscose to lyocell and more in-country use of pre-owned clothing) have not yet been implemented at scale.

Of the 21.6% reduction in carbon footprint, 2.3% was due to intentional improvement actions. Unquantified factors such as signatory action to encourage more customers to wash at lower temperatures, as well as garment design decisions to use less carbon intensive materials in the fibre mix, also helped to reduce the carbon footprint.

Higher take up of reuse and recycling actions need to be implemented more broadly, especially re-selling in the UK; this would have had greater impact on the overall footprint reduction.

Greenhouse gas emissions arising over the product lifecycle



Target

↓ **15%**

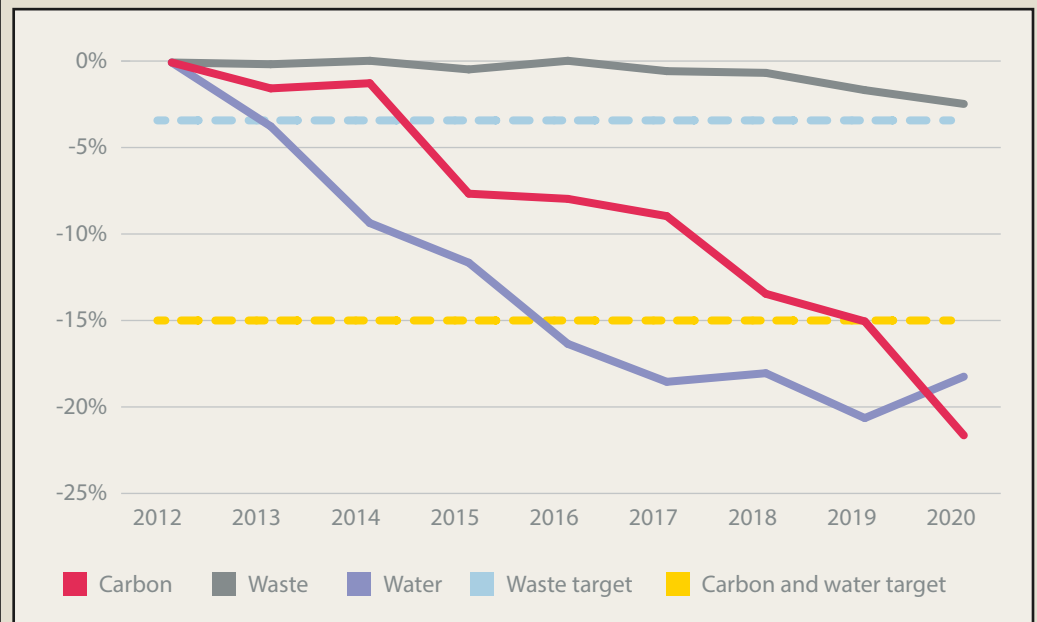
Outcome

↓ **21.6%**



Target met and exceeded since 2019

SCAP retailers' carbon (t CO₂e), water (m³) and waste (tonnes of solid waste) footprints, per tonne of garments sold compared to 2012 baseline



Carbon emissions reduction

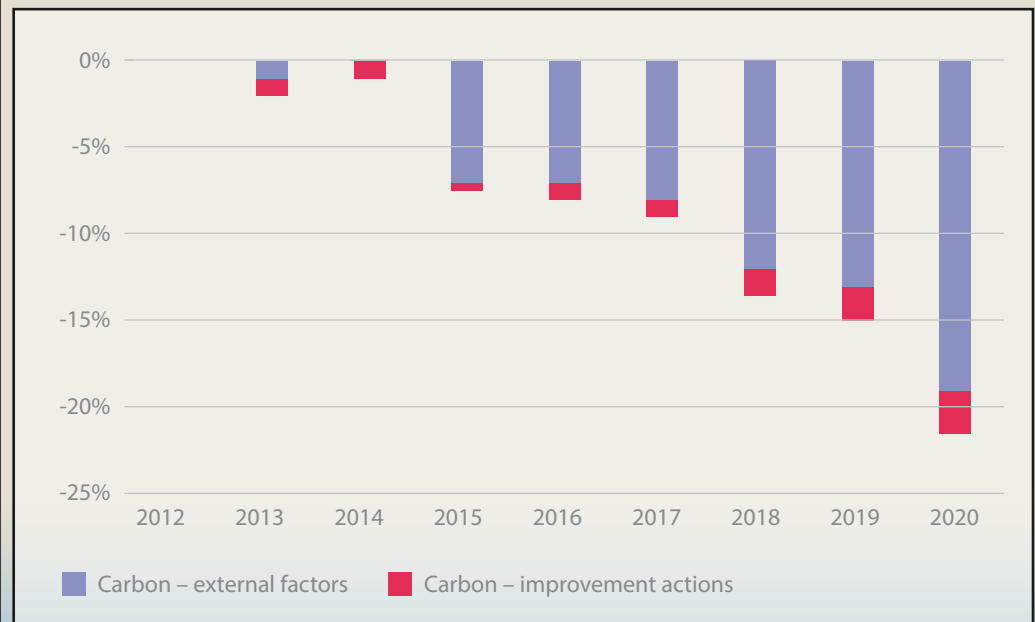
WHAT WE LEARNED

Reductions – background factors

Over the lifetime of the agreement, results demonstrate a large growth in use of improved or lower impact fibres, particularly the use of more sustainable cotton. However, signatory fibre switching actions were not the primary factor in emissions reduction. The most impactful factors for the reduction in the carbon footprint of SCAP retailers were the changes in the electricity grid mix and changes in washing and use behaviours.

However, the shift in the fibre mix away from carbon intensive fibres such as acrylic and wool has played a part. The electricity grid in the UK had a lower carbon emission intensity in 2020 than at the start of SCAP in 2012. This reduces emissions due to activities in the UK and accounted for over 7% of the reduction in carbon footprint. Laundry behaviour has also changed since 2012. As reported in WRAP's **Valuing our Clothes** report (2017), citizens are washing less often, at lower temperatures and machine drying less frequently. This accounted for almost 5% of the reduction in carbon footprint in addition to the background changes to the electricity grid mix.

Carbon footprint reduction, per tonne of garments sold, due to improvement actions 2012–2020



Water

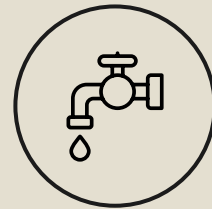
WHAT WE ACHIEVED

Impact of Signatory Actions

Six out of ten reporting retailers in 2020 achieved a water footprint reduction of over 20% in 2020. The most impactful factor in reducing the water footprint was the use of more sustainable cotton fibres. As cotton has the largest water impact (especially at the fibre production stage) improvement actions that targeted cotton production had the most impact on the overall water footprint. Improved dyeing techniques when processing cotton and regenerated cellulosic fibres provided an opportunity for further reduction in water consumption.

Although the overall SCAP water footprint had reduced by almost 20% in 2019, changes in the fibre mix negatively impacted the footprint in 2020 with large increases in the amount of cotton used due to consumer lifestyle changes during the COVID-19 pandemic. The final reduction is therefore not as great as in 2019. The production of cotton fibres remains the largest contributor to the water footprint and future actions to reduce this are still likely to focus on cotton production.

Reduction in water footprint arising over the product lifecycle



Target

↓ **15%**

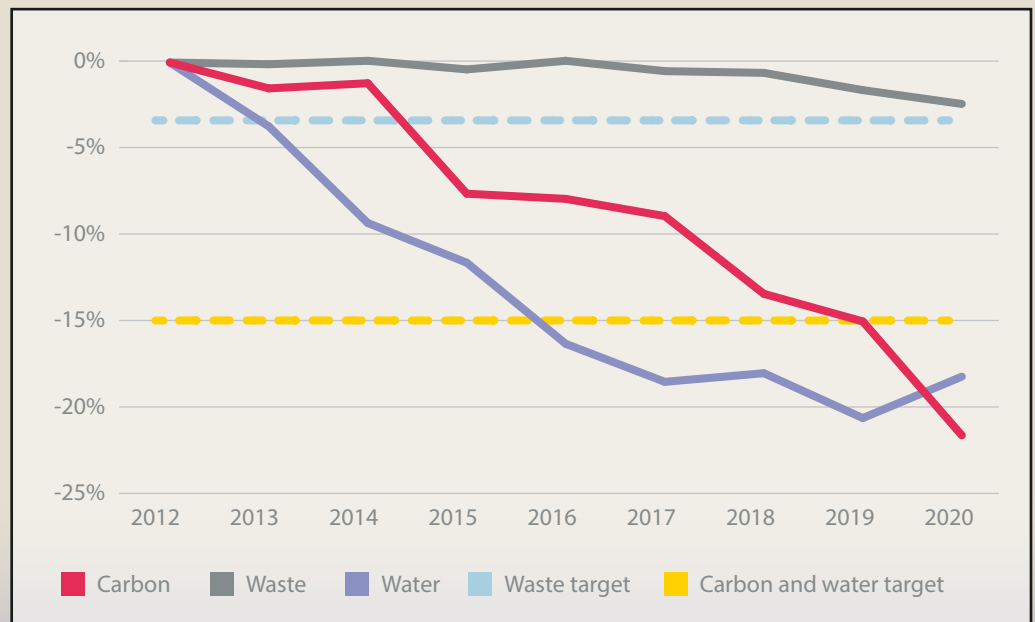
Outcome

↓ **18.2%**

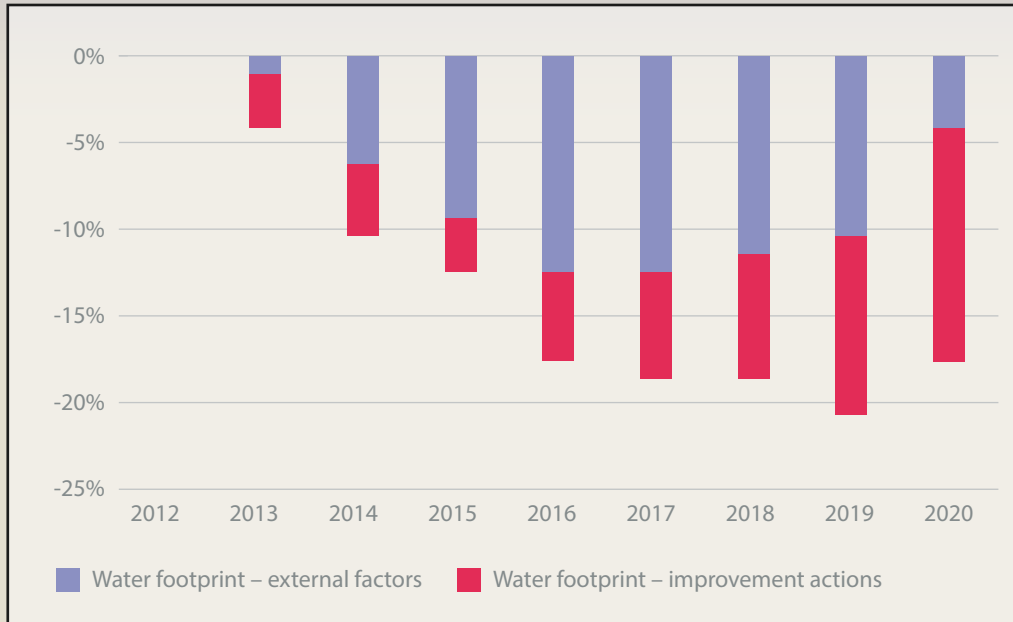


Target met and exceeded since 2016

SCAP retailers' carbon (t CO₂e), water (m³) and waste (tonnes of solid waste) footprints, per tonne of garments sold compared to 2012 baseline



Factors contributing to changes in the water footprint 2012–2020



‘Our biggest achievement by far was reducing our water impact by more than 32% by swapping to lower impact cotton.’

Ted Baker – Fibre switching – cotton

‘We’ve introduced cold pad batch dyeing of synthetic fibres across some of our core ranges, directly contributing to water and energy savings.’

M&S – Cold Pad Batch Dyeing

Reductions – external factors

Improvement actions contributed almost 14% to reducing the water footprint. Of these, fibre substitution actions, particularly switching to more sustainable cotton, were the most important. Two additional factors contribute to the results:

Changes in the Fibre Mix

The fibre mix across all products has changed since 2012, with a decrease in some fibres such as wool and acrylic, and an increase in cotton. In 2020, the increase in sales of cotton products increased the water footprint by around 3%.

Fibre updates to the Footprint Calculator

Background data in the SCAP Footprint Calculator are regularly updated with external factors, including changes to the way fibres are produced. Cotton sourcing countries have changed over the period of SCAP, and this indicates increased yields and lower water impact per tonne than in 2012. This factor has made a significant contribution to the reduction in water footprint.

‘We moved product from piece dyed to dope dyed polyester and viscose to deliver improved colour consistency and shade matching, which is particularly important within our Menswear tailoring department where our customers can buy each part of a suit separately.’

‘Dope dyeing provides a less energy and water intensive method of colouring the fabric than piece dyeing as the colour pigment is added during the polyester chip production. We encourage our suppliers to produce dope dyed polyester and viscose where possible and have been able to measure the quantity of fibre used by Next as dope dyed and included this within our SCAP fibre footprint.’

Next – Dope Dyeing Polyester and Viscose

Waste

WHAT WE ACHIEVED

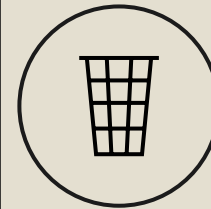
Impact of Signatory Actions

The SCAP waste footprint includes disposal of waste from the supply chain and garments disposed of at the end of first use. The bar chart on the next page indicates that cotton and polyester are the two largest contributors to waste as they are the most used fibres. Combining retailers' waste reduction (2.4%) with re-use and recycling signatories' collection data (which was negatively affected by the pandemic) achieved an overall 2.1% reduction in waste.

The biggest contributor to supply chain waste reduction was changes in the fibre mix. Over the period of SCAP, signatories moved away from fibres which create a large amount of waste during their production such as flax, linen and nylon.

Waste

Reduction in waste arising over the product life cycle



Target

↓ **3.5%**

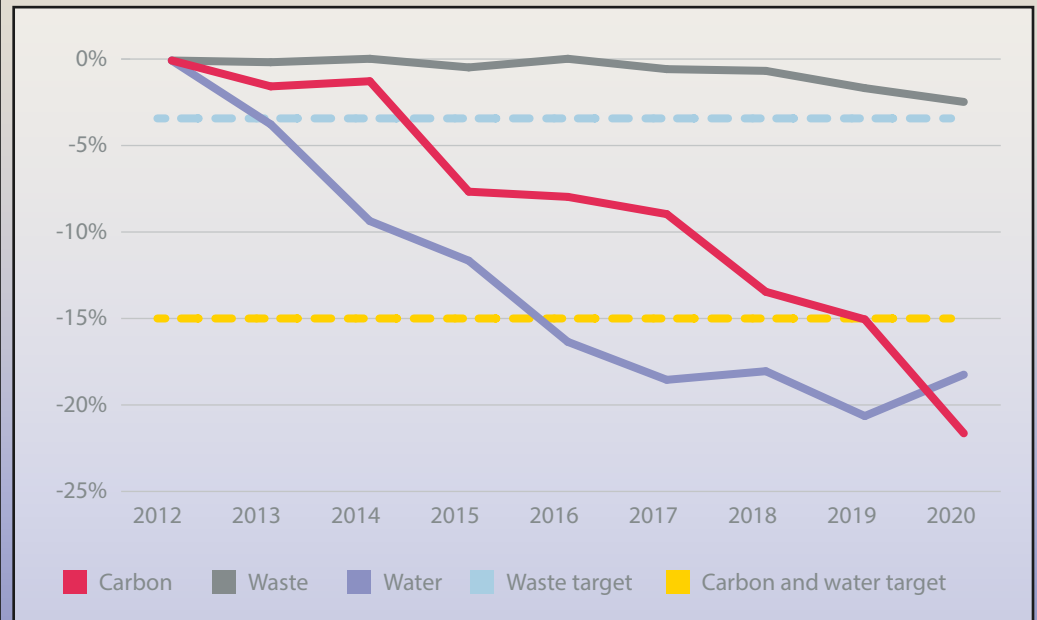
Outcome

↓ **2.1%**

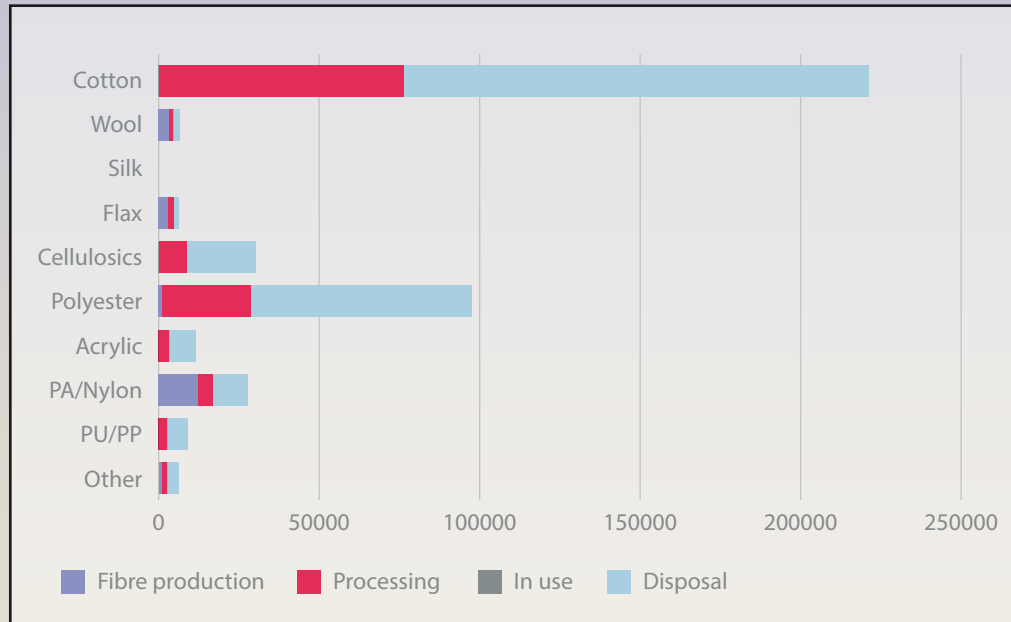


60% of target achieved

SCAP retailers' carbon (t CO₂e), water (m³) and waste (tonnes of solid waste) footprints, per tonne of garments sold compared to 2012 baseline
Excludes re-use and recycling signatories



Waste footprint of garments sold by SCAP retailers in 2020 by life-cycle stage and fibre type



Cross-sector collaboration

SCAP's legacy includes the development of an influential network of partnerships across the UK and global supply chains, with relationships between recycling, re-use companies, retailers and brands laying the groundwork for the scaling of circular fashion.

The data challenge

The waste target was not met. In 2020, this was partly due to COVID-19 affecting re-use and recycling signatories and resulting in a lower waste reduction than in 2019. However, even without this factor, it is unlikely the target would have been met due to the limited number of improvement actions targeted against waste. This results from a lack of reliable information around waste in the supply chain; more data is needed to understand the causes and location of this wastage.

An opportunity to reduce waste through circular models

SCAP identified the gap and huge opportunity for brands, retailers, re-use and recycling organisations to collaborate and reduce waste through circular actions.

SCAP began the journey by encouraging signatories to identify ways to extend the life of clothing and reduce consumer waste. The Re-use and Recycling Working Group focussed on diverting textiles from landfill by improving collection and separation systems and developing markets for re-use and recycling.

Brand and retailer signatories trialled initiatives that support a move towards more circular textiles and were both aligned to their existing business models and relevant to their market segment. Examples included re-commerce in-store, online re-sale platforms, repair shops, swap shops and consumer friendly collection schemes.

Both lead the way to WRAP's circular clothing action plans for the next decade, beginning with **Textiles 2030** in the UK.

Clothing in household waste

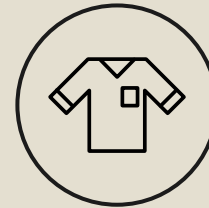
WHAT WE ACHIEVED

Unfortunately, data on the target to reduce clothing waste to landfill and incineration is not available until 2022. The most recent National Household Waste Composition Study (2019) indicates a 4% reduction in clothing waste to landfill or incineration between 2012 and 2018. It therefore seems unlikely that the target (of a 15% reduction) will be met.

Explanations for the large gap between the target and outcome include a growing population, spending more on average on clothing than at the start of the agreement, and this makes it likely that more items are disposed of when the additional purchases are worn out or people get tired of them.

In addition, the data excludes other ways to dispense with unwanted clothing that are increasingly popular with citizens, such as online re-sale platforms, informal exchange with family and friends, and vintage clothing which potentially stays in circulation for much longer than a typical garment.

Reduction of clothing waste to landfill



Target

↓15%

Outcome

↓4% (New data available 2022)

Case Study: Primark

Read more

- In-store recycling for customers was announced by Primark in July 2020
- Since launching, Primark has collected 1,302 bags of clothes, shoes and bags
- Items are sold for re-use where possible, or recycled into new materials
- Collection boxes available in all 190 stores across the UK.
- Profits from the scheme go to UNICEF

‘We know people don’t always find it easy to recycle their clothes, textiles and shoes. And we know people have had big clear outs during lockdown. Now is the perfect time to be launching our in-store recycling programme, making it convenient for customers to give a second life to items from their wardrobe that they no longer need.’

Katharine Stewart

Ethical Trade and Environmental Sustainability Director, Primark

INSPIRING CIRCULARITY

‘Some industry observers predict that, in the next ten years, fashion resale will become bigger than fashion retail. What will it take to make that happen? What will be the tipping point?’

McKinsey, 2020

As Textiles 2030 sets out to scale circular fashion models industry-wide in the next 10 years, the examples below highlight how the collaborative work between SCAP brands, retailers, commercial and charity recyclers have successfully begun to set a pathway for a circular textile economy in the UK.

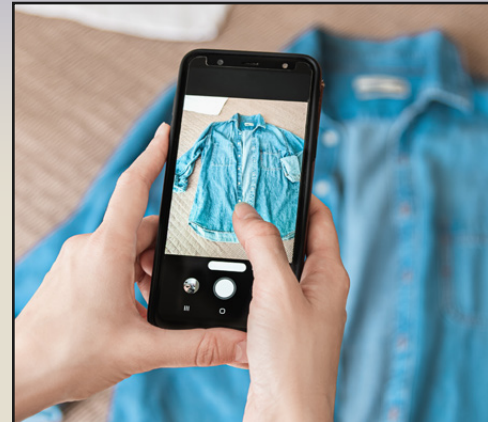
Case Study: George@Asda and Preloved

[Read more](#)

‘The business model was all about making good quality vintage and second-hand clothes accessible for George@Asda’s customers. It’s about creating a sustainable ecosystem for all the clothes that end up in landfill every year.’

Jade Snart George@Asda Sustainability

George@Asda and Preloved Vintage formed a partnership in 2020 to sell second-hand and vintage clothing in George@Asda stores. Due to the COVID-19 lockdown, Preloved Vintage were unable to operate their event-based business. Having recognised their shared values and the mutual benefits of a collaboration, George@Asda and Preloved Vintage worked quickly to adapt the existing ‘kilo sale’ model to one that worked successfully within the large retailer’s category-based systems, creating a compelling offer for customers.



Online re-sale platform

ASOS Marketplace is a re-sale platform for over 800 vintage and small independent fashion brands. In the past 10 years it has contributed to raising the profile of vintage clothing to fashion lovers as the re-sale site is promoted across its global customer base.

‘We’ve used SCAP to report our resale and vintage sales through ASOS Marketplace, which helps us support the use of pre-loved clothing and extended garment lifecycles’

ASOS

In-store collections

Since 2008, M&S has collected over 35 million items from customers through its in store Shwopping programme.

‘We’ve helped customers donate 35 million unwanted garments through our Shwopping clothes exchange partnership with Oxfam. This has prevented ‘over 18,000 tonnes of waste’.

M&S

SCAP

SETTING THE DIRECTION OF TRAVEL

SCAP successfully brought together fashion retailers, charity retailers and textile recyclers to reduce the impacts of clothing consumed in the UK. Whilst SCAP has now drawn to a close, its principles and learning continue in the actions of its signatory organisations, citizen's heightened awareness of the impact of clothing on the environment, and its influence on new UK and international action on textiles.

Some examples include:

European Clothing Action Plan (ECAP)

ECAP took the principles of SCAP alongside other successful European programmes, to help develop a pan-European framework to deliver a more sustainable clothing sector. ECAP aimed to prevent waste in the clothing supply chain and the use of clothing and workwear by business, consumers and governments. One of the focus areas was encouraging innovation in resource-efficient design and service models to encourage growth in the clothing sector and its supply chain whilst cutting environmental and climate impacts.

Textiles Action Network

Based on extensive experience in convening international agreements for plastic and food and building on the textiles learning from SCAP and ECAP, WRAP created the **Textiles Action Network** to put the global textiles industry on the trajectory to net zero carbon emissions through transitioning to a circular economy.

The network provides a framework and replicable model within which countries can create their own measurable national targets and action plans, aligned with international objectives.



Textiles 2030

Textiles 2030 is WRAP's new voluntary agreement for UK textiles, harnessing the knowledge and expertise of UK leaders in sustainability to accelerate the whole fashion and textiles industry's move towards circularity and system change in the UK. Pioneer signatories included many SCAP brands, retailers, recycling and re-use organisations. Textiles 2030 draws on SCAP's legacy, bringing forward partnerships, learning, research, collaborative ways of working and tools from the past eight years.

'It is time for businesses across the textiles sector to join Textiles 2030 and play their part at this critical time for the planet. Through Textiles 2030 we invite your commitment to work with WRAP, like-minded businesses and other partners towards a thriving, sustainable, circular UK textiles sector. I would like to see every CEO involved in this initiative.'

Rebecca Pow

Environment Minister (2019-2021),
UK Government



Textiles 2030 has a broader signatory reach than SCAP, with a dual workstream that allows smaller brands and those beginning their sustainability journey to begin measuring their impacts, whilst others collaborate to fast-track circularity. A wider range of textile companies are encouraged to join, with fashion and clothing

companies joined by organisations selling homeware, commercial textiles and workwear. Textiles 2030 aims to engage the majority of UK fashion and textiles organisations in collaborative climate action.

[Find out more here](#)

Advocacy and policy influence

WHAT WE ACHIEVED

WRAP works closely with UK government to inform, design, and execute environmental strategies and programmes.

Thought leadership and reports

As the convenor of SCAP, WRAP has provided research, insights and commentary to inform industry practice and national policy throughout the lifetime of the programme, from Valuing Our Clothes 2012 to Changing Our Clothes – Why the Clothing Sector should adopt new business models June 2020.

Some significant reports include The Extending Clothing Life Protocol, Sustainable Clothing Guides, Financial Viability of Innovative Business Models in Clothing and Retailer Clothing Take Back Guide.

Environmental Audit Select Committee

WRAP provided evidence informed by learnings from SCAP to the Environmental Audit Select Committee's investigation of clothing consumption and sustainability in 2019 and 2021.

A number of SCAP signatories also gave evidence to the Committee and SCAP was commended in the final report:

'The work that WRAP has done to document the impact of fashion consumption and bring businesses together to share best practice and facilitate change is commendable... The Government must ensure that WRAP's Sustainable Clothing Action Plan (SCAP) is adequately funded to provide its services to any retailer that wants to improve its sustainability performance – regardless of its size.'

Environmental Audit Committee 2019

'Introducing an Extended Producer Responsibility (EPR) regime for clothing could incentivise the design of longer-lasting clothes and could also provide support to the used textiles supply chain, for instance by supporting the development of end-markets, such as through fibre-to-fibre recycling. This would help to reduce the impact of discarded clothing.'

WRAP 2018





‘SCAP has had a very positive impact on helping the Textile Recycling Association to promote re-use and recycling, including influencing Government policy in relation to the clothing and fashion industry – this will be particularly vital now as the Environment Bill is enacted and decisions over a possible future EPR scheme, new textile collection requirements, and waste licensing regimes become law.’

Alan Wheeler

Director, Textiles Recycling Association

Resources and Waste Strategy for England

As a thought leader in textiles, food, and plastics resource use, WRAP worked closely with the UK government on the modelling and evidence base to inform the development of the landmark **Resources and Waste Strategy for England**. The blueprint developed by the Department for Environment, Food and Rural Affairs (DEFRA) which will shape how we manage resources and waste in the future and become a key driver in a shift to a more circular economy. SCAP and Love Your Clothes were also featured in the development of the UK Government’s Waste Prevention Programme.

Convening the sector for consultation on Extended Producer Responsibility

Based on the learnings from SCAP, WRAP has been funded by DEFRA to establish Textiles 2030, delivering a circular textiles pathway for the UK. Signatories to Textiles 2030 will continue the work begun in SCAP, enabling Government consultation on the introduction of regulation e.g.

- Upholding the polluter pays principle through Extended Producer Responsibility (EPR) for waste textiles
- Setting minimum requirements on eco-design to encourage resource efficient product design
- Introducing wider policy measures to support reuse and closed-loop recycling to reduce the environmental impacts of clothing
- Requiring consumer information and product labelling to influence behaviours

SCAP AND COVID-19

Impact on the Textile industry

The COVID-19 pandemic and subsequent lockdowns had a large impact on the textiles industry in the UK. During the nationwide lockdowns many retail outlets closed or had to operate at reduced capacity, while online retail experienced increased demand.

Lockdowns also affected buying habits, with many citizens continuing to shop online after shops had re-opened. The change in people's living circumstances also affected what they chose to wear. According to SCAP signatories, leisure and lounge wear experienced an increase in popularity whilst formal or 'going out' wear sales declined.

Re-use and recycling signatories were significantly affected by the pandemic, which greatly reduced their capacity to operate. Whilst citizens had more time to clear out their wardrobes, textile operators were less able to collect used clothes.

The results can be seen in the decrease in total clothing collected from 121,000 tonnes in 2019 to 90,000 tonnes in 2020, when looking at the same set of signatories.

SCAP Consumer Insights

WRAP undertook consumer research during COVID-19 with the aim of (a) providing textile recyclers and charity organisations with information to prepare to come out of lockdown, and (b) providing insight to SCAP retailers and support them in encouraging customers to avoid textile waste. The research found an overall trend towards greater environmental awareness, with people wanting to reduce waste.

- 50% of UK citizens are willing to go out of their way to avoid generating clothing waste
- 41% of citizens disposed of textiles during lockdown – the equivalent of 184 million items were cleared out
- 1 in 5 citizens say the lockdown changed their attitude to purchase and disposal of clothing

Impact on SCAP Results

Many retailers and recycling organisations came under considerable financial and resourcing pressure during the COVID-19 lockdowns, and this impacted signatories' ability to prioritise SCAP reporting over other business-essential activities.

The pandemic negatively affected the 2020 waste footprint due to restrictions and operational challenges faced by re-use and recycling organisations. The percentage of new clothing sold in the UK decreased due to lockdowns and resourcing challenges between 2019 and 2020. The pandemic also affected the ability of re-use and recycling signatories to report their results, with many reports being late. Additionally, due to staff being furloughed, it was more difficult to guarantee the same methodology was followed for each signatory as in previous years.

However, the main impact of the pandemic on SCAP results was the change in citizen purchasing habits. This can be most strongly seen in the unusually large change in fibre mix from 2019 to 2020, for example cotton increased from 49% to almost 54% of the fibre mix. As cotton production is resource heavy, this shift has had a significant impact on the final water footprint results.

Technical note on methodology and assurance

Full details of the reporting methodology for SCAP are provided [here](#) in the SCAP 2020 Final Technical Report 2012–2020

The SCAP Footprint Calculator

SCAP signatories were required to report product impact data to WRAP annually using the SCAP Footprint Calculator, which was designed to enable signatories to estimate carbon, water, and waste impacts in a consistent way, and to plan and quantify the potential savings from improvement actions. The SCAP Footprint Calculator also quantified environmental savings directly attributable to improvement actions taken, relative to a baseline year.

The calculator therefore enabled retailers and recycling and re-use organisations to model further improvements on how they could achieve their climate targets. The SCAP Footprint Calculator is a valuable output from SCAP, and WRAP has taken the calculator forward and developed it further to become the backbone of Textiles 2030.

Methodology

WRAP collated and reported the overall carbon, water, and waste savings across all signatories throughout the lifetime of SCAP. A lifecycle approach was taken, with four stages in scope: Fibre Production, Processing, Use and End of Life, following the general principles of the ISO 14040 standard for Life Cycle Assessments (LCA's). LCA's were informed by secondary data which are also quality-checked.

Quality Assurance on signatory data was carried out annually by the WRAP Technical team. Over time, a number of the SCAP annual progress reports ('Technical Reports') have been peer-reviewed for integrity before publication. The last externally peer-reviewed **Technical Report** was published in 2019.

Consumer Behaviour: WRAP developed a methodology for establishing the average lifespan of clothing as part of its 2012 report Valuing Our Clothes which informs the SCAP Footprint Calculator and has periodically carried out research on consumer behaviour and attitudes to clothing during purchase,

wearing, washing, repair, re-use and disposal. Where relevant, results have been used to update the calculator.

Sensitivity Analysis: To improve understanding of the results, WRAP has carried out sensitivity analyses over the lifetime of the agreement to understand the potential for assumptions and proxy data to have a disproportionate effect on results. The last sensitivity analysis was for the 2019 **Technical Report**.

Contribution Analysis: WRAP carries out a contribution analysis to compare the extent to which different factors contribute to the reported overall results. This includes, for example, comparing the contribution of internal factors such as improvement actions to the reported carbon footprint, compared with the impact of external factors such as reduced emissions intensity from electricity production. A contribution analysis for the 2020 report can be found in Section 5 of the 2020 **Technical Report**.

Conclusion

WHAT'S NEXT?

This is the final report of SCAP 2020, which concluded on 31 December 2020.

WRAP would like to thank all the governments, funders, brands, retailers, re-use and recycling organisations, research organisations, individuals and colleagues who contributed expertise, time and resource to its development and implementation over the period 2012–2020.



At this critical time for the planet, when the effects of climate change are only too evident, there is a greater need than ever for urgent action to reduce the impact of textiles production and consumption. SCAP has demonstrated that collaborative action works and has made an undeniable case for a shift towards more circular textiles.

WRAP calls on colleagues across the sector to join almost 100 signatory organisations in driving transformational change through Textiles 2030. Textiles 2030 carries forward SCAP's legacy with a clear circular focus and an ambitious 10-year goal to transform how we buy and consume clothing in the UK.

'As a founding partner of Textiles 2030 our pledge remains as high as ever to support WRAP with our group knowledge to ultimately deliver the sustainable goal we all wish to achieve. Despite global challenges the SOEX commitment for textiles remains re-wear, re-use, recycle and research. This leading innovative approach sets us apart and we are confident that with the support of WRAP, solutions will be achieved.'

Andy Haws, CEO, SOEX



‘Sustainable sourcing is an essential element of ASOS’ longstanding Fashion with Integrity strategy which is why we are excited to be part of Textiles 2030. As signatories to the predecessor Sustainable Clothing Action Plan, against a 2012 baseline we achieved a reduction in our water footprint of 10%, our carbon footprint of

20% and 4% waste reduction for every tonne of clothing sold in the UK, but we want to go further, faster. By collaborating with our industry colleagues, sustainability experts, academics and government we will be able to achieve more than we could alone.’

Simon Platts, Responsible Sourcing Director, ASOS

‘Arco’s involvement with WRAP’s Textiles 2030 project marks our commitment to learn, collaborate and increase circularity along our supply chain. As experts in safety we have a responsibility to ensure that the products we sell to keep people safe, have as little impact on the environment as possible. We are delighted to be a signatory for this project and play our part alongside other businesses in the UK working to create a circular economy and reduce waste.’

Danny Hobson, Head of Ethics and Sustainability, Arco

‘The British Retail Consortium supports Textiles 2030 as an important step towards decarbonising and accelerating change within the UK fashion industry. Alongside our Climate Action Roadmap, both will provide a comprehensive way forward for fashion retailers to deliver an ambitious target to tackle climate change ahead of the Government’s 2050 net zero target. Industry-wide collaboration is essential if we are to make crucial, science-based progress to create a more circular economy and combat climate change.’

Leah Riley Brown, Sustainability Policy Advisor



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wrap.org.uk/taking-action/textiles/initiatives/scap-2020

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WRAP works across six continents with governments, businesses and citizens to create a world where resources are sourced and used sustainably.

WRAP's mission is to accelerate to accelerate the move to a sustainable resource efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling. Find out more at wrap.org.uk.

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