

Love your clothes – and help cut down on landfill

The Gloucestershire Joint Waste Team (GJWT) will be coordinating a [Love Your Clothes](#) campaign in January and February 2017 and is looking for people who would like to get involved.

In the average household, nearly a third of our clothes haven't been worn in the last year, so there is huge potential for consumers to get more from what they already have.

The Waste and Resources Action Programme, estimates around £140 million worth (around 350,000 tonnes) of used clothing goes to landfill in the UK each year. The clothing sector has the fifth biggest environmental impact in the UK.

Our county-wide campaign will encourage people to:

- **reduce** - think 'do you need it' before you buy new/consider buying pre-loved
- **reuse** - learn how to mend clothes/consider donating to charity shops
- **recycle** - use recycling centres, and bringbanks

How can you help?

Volunteer – do you have sewing skills, or could you help out at a clothes swap?

Hold a workshop – could you run a skills-sharing workshop or collaborative Love Hearts sewing session?

Film yourself - do something related to reducing textile waste, and we'll upload it to our new Youtube channel.

Retweet and like the social media – Follow @Gloscc and @loveyourclothes

Do something else! There are many ways you can take part and help reduce textile waste. Please drop us a line with your ideas. We'll try to help if we can.

Kind regards

Kate Cole

Waste Minimisation Officer

Joint Waste Team

Shire Hall

Gloucester

GL1 2TH

Tel: 01452 426525 (direct line)

Working on behalf of Cheltenham Borough Council, Cotswold District Council, Forest of Dean District Council, Tewkesbury Borough Council and Gloucestershire County Council