Many of our homes are full of too much stuff. The constant pressure to buy new things we don’t need causes many of us to feel regretful, overwhelmed and out of pocket. Plus, the buying-and-throwing-away cycle of high volumes of stuff is causing enormous harm to our planet; while giving away our unwanted things and recycling are both great, we need to do more and buy less.

That’s why we’ve launched Buy Nothing New Month. A month of buying nothing new, reassessing what we want versus what we need and trying out alternatives like renting, repairing and buying pre-loved - to save both our pennies and the planet. And to make us feel better in the long-term.

So, join us and get involved with your friends, family and colleagues using this guide to help and inspire you on your #BuyNothingNewMonth journey. Trust us, by the end you’ll feel happier, your wallet will be heavier and your conscience lighter!

Four things to remember as you start #BuyNothingNewMonth

1. **Resist** the overwhelming assault of online advertising and carefully planned visual merchandising and **reorganise** in preparation for the month ahead.

2. **Rethink** how you can use items you already have in your home and **reuse** as much as you can.

3. Embrace second-hand and pre-loved and learn how to **rehome** the items you no longer need.

4. Give new life to items by **repairing** them, take advantage of the growing **rental** market and **borrow** from those around you.
Six practical tips to help you along the way

1. **Be organised.**
   The more organised you are, the easier you’ll find it to buy nothing new. Try using a calendar to map out any upcoming diary dates you’d usually buy something new for and plan an alternative.

2. **Get inspired.**
   There are a host of great educational social media accounts run by people who are dedicated to sharing hacks and how-to advice on the alternatives to buying new. **Including us.**

3. **Pause to protect your pennies.**
   When you’re feeling an impulse to buy something new, pause and try asking yourself these questions: Do I really need to buy this, or do I just want to? Can I find an alternative to buying new? By asking these questions, you’ll almost certainly decide to buy less and your bank balance will be healthier.

4. **Remind yourself of the link between owning less and improving your wellbeing.**
   Research shows that those who focus on buying material things are unhappier so choose other activities to bring you joy – whether that’s playing a sport, meeting a friend for a coffee or simply reading a good book.¹

5. **Connect with your local community.**
   A quick online search should bring up any events or services in your area, like clothes swapping events and repair cafés. Use apps like **Freecycle**, **Freegle** and **Nextdoor** to borrow off someone in your area or to see if anyone is giving away a pre-loved item that you need.

6. **Challenge yourself.**
   During #BuyNothingNewMonth, challenge yourself to step outside of your comfort zone and try something new, whether it’s repairing a piece of clothing or giving someone a second-hand gift. Changing old habits is never simple - especially in a consumer culture where convenience, and buying new are the norm - so commit to doing the best you can.

Have questions or looking for more information on Buy Nothing New Month?
Visit: [www.keepbritaintidy.org/buy-nothing-new-month](http://www.keepbritaintidy.org/buy-nothing-new-month)

#BuyNothingNewMonth