KEEP BRITAIN TIDY.
#BuyNothingNewMonth

2023 achievements and looking ahead to 2024
Research report launched in January 2023

Available at
https://www.keepbritaintidy.org/recycling-waste-prevention
The report’s key message for our sector

Find out more about our report and watch the video via our website:

https://www.keepbritaintidy.org/recycling-waste-prevention
The basis of #BuyNothingNewMonth
#BuyNothingNewMonth

#BUY NOTHING NEW MONTH

SAVE YOUR PENNIES. PROTECT YOUR PLANET
Each week had a different theme
Each week had a different theme
Paid social

Start the new year with a clear mind.

To save your pennies, and protect your planet.

Buying nothing new in January? Here’s how to do it.

What did you learn this #BuyNothingNewMonth?
Win-win for wallet and planet

#BUY NOTHING NEW MONTH

Feel overwhelmed?

#BUY NOTHING NEW MONTH

Outfit rental: look flash for less cash

Adopt the 48 hour rule

#BUY NOTHING NEW MONTH

One iPhone X produces 79kg CO2 emissions

#BUY NOTHING NEW MONTH

Keeping clothes for 9 months longer lowers your footprint by 20 percent

Eved tried a digital detox?

#BUY NOTHING NEW MONTH
Influencers

Natalie Alexis Lee
@stylemesunday

Less Waste Laura
@lesswastelaura

Yasmine Camilla
@yasminecamilla

Gemma Styles
@gemmastyles

Emma Slade-Edmondson
@emsladedmondson
Social media stickers

WE ARE SUPPORTING
BUY NOTHING NEW MONTH

I'M TAKING PART
BUY NOTHING NEW MONTH
Impacts on Attitudes & Behaviour
Reduce behaviours

As a result of #BuyNothingNewMonth…

• 65% bought nothing new in January
• A further 31% bought less than they usually would
• 60% said they were planning on buying less stuff overall for the rest of the year
Reuse behaviours

As a result of #BuyNothingNewMonth…

• 47% reused or repurposed something they already had
• 40% bought second-hand
• 37% fixed, repaired or mended something
Challenges of buying nothing new

We asked participants what were the hardest items to stop buying new…

- 29% said clothes
- 17% said gifts
- 9% said shoes
- 6% said homeware
- 37% said they didn’t find it hard to avoid buying new
Attitudes towards buying less

As a result of #BuyNothingNewMonth...

• 72% agreed they now feel more aware of how they can buy less stuff
• 85% want to try harder to buy less stuff
• 82% felt proud of themselves for trying to buy less stuff
Feedback for 2024

**Timing of the campaign**
- Participants felt January is a good time of year
- Many felt it’s important to run the campaign for a full calendar month
- Some suggested messaging around Black Friday and pre-Christmas

**Tone and messaging**
- The positive tone of the campaign was well received
- Themed weeks were a useful way to structure the messages
WE WANT TO MOVE PEOPLE UP THE WASTE HIERARCHY

SO WE RAN THE UK’S FIRST BUY NOTHING NEW MONTH

#BUY NOTHING NEW MONTH

65% BOUGHT NOTHING NEW IN JANUARY

A FURTHER 31% BOUGHT LESS THAN THEY USUALLY WOULD

OVER 4.8 MILLION SOCIAL MEDIA IMPRESSIONS

OVER 1000 PEOPLE TOOK PART

80% THOUGHT MORE ABOUT THE THINGS THAT THEY BUY

47% REUSED
40% REHOMED
37% REPAIRED

KEEP BRITAIN TIDY.

IF EVERYONE ON THE PLANET LIVED LIKE THE AVERAGE BRIT, WE WOULD NEED 2.6 EARTHS
#BuyNothingNewMonth
2024
#BuyNothingNewMonth 2024

Are there any resources which you would find useful for Buy Nothing New Month?

Suggestions from the webinar audience included:

- Email signature banner
- Facts and figures, infographics for social media for each phase of the campaign
- Print assets such as window clings and car park banners
- Template copy and artwork for e-newsletters, web pages
- Posters for charity shops
- Assets in different languages
- Short videos with calls to action
- Case studies from members of the public – what people get out of taking part
Are there any services in your area that tie in well with a campaign like Buy Nothing New Month?

Suggestions from the webinar audience included:

- Repair cafés
- Reuse shops
- Swish events
- Library of Things/Library of Stuff and similar initiatives
- Uniform swapshops
- Reuse/Repair project
- Book swaps
- Hull University prom outfit swapshop
- Furniture upcycling events and reuse centres
- Charity shops
- Charity Shop Gift Card
- Give and Take events
- Libraries
- Apps like Olio
- Team Repair - Gadget Repair workshops or kits for children
#BuyNothingNewMonth 2024

Are there any initiatives or campaigns running in your area that you think would tie in well with the campaign?

Suggestions from the webinar audience included:

- Cost of living crisis
- Link to council library services
- ReLondon's Repair Week and Circular Economy Week
- Hampshire County Council's Smart Living waste prevention campaign
- NCT Nearly New Sales where parents sell items they no longer need
- Rethink Waste – initiative with Green Redeem
- New Year's Resolutions
- Textiles reuse and recycling campaigns
Plans alongside #BuyNothingNewMonth 2024

Waste prevention tracker survey

Collaborative research project aiming to better understand how waste prevention should be communicated and framed to the public to help shift them up the waste hierarchy
Thank you

The Buy Nothing New Month campaign and the research that underpins it have been made possible thanks to an award from Postcode Earth Trust, a grant-giving Trust funded entirely by players of People’s Postcode Lottery.

Talk to us after the webinar
network.enquiries@keepbritaintidy.org
Any questions or comments?
Questions summarised

"We always find male audiences are much harder to reach with environmental messages. Did you find any male influencers who could have met your aims when recruiting?"
- Male influencers who met our aims and budget were difficult to find this year, but we are open to working with them in the future to widen our target audience.

What was the sample size of your survey?
- 107 people, which is more than 10% of the 1,000 people who officially declared taking part in the campaign.

In the survey, did you ask whether people bought/considered buying second-hand instead?
- We asked respondents about things they were considering doing or continuing this year, that they might not have done before #BuyNothingNewMonth. 48% said buying second-hand.

Will Buy Nothing New Month 2024 campaign resources be free or do you have to be a member of the Keep Britain Tidy Network to receive them?
- These will be free resources for all, not just for Keep Britian Tidy Network Members. We welcome conversations with aligned corporates interested in sponsoring the campaign so we can further its reach and the range of campaign resources.

How can organisations sign up to support the campaign?
- Further details will be circulated via email in the autumn. We appreciate that organisations need resources early to help plan.