



**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



**#BUY
NOTHING
NEW
MONTH**



**WEEK 1:
RESIST AND REORGANISE**

**#BUY
NOTHING
NEW
MONTH**



**WEEK 2:
RETHINK AND REUSE**



Each week had a different theme



**#BUY
NOTHING
NEW
MONTH**

KEEP BRITAIN TIDY.

WEEK 3:
REHOME

**#BUY
NOTHING
NEW
MONTH**

KEEP BRITAIN TIDY.

WEEK 4:
REPAIR, RENT
AND BORROW



Guide and weekly newsletters



#BUY NOTHING NEW MONTH GUIDE

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.



Paid social

A pink rectangular panel with a decorative border of white circles at the top and bottom.

Start the new year with a clear mind.

An orange rectangular panel with a decorative border of icons (house, brain, globe, pound sign) at the top and bottom.

To save your pennies, and protect your planet.

A green rectangular panel with a decorative border of white circles at the top and bottom.

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

A blue rectangular panel with a decorative border of white circles at the top and bottom.

What did you learn this #BuyNothingNewMonth?



#BUY
NOTHING
NEW
MONTH

WIN-WIN
FOR WALLET
AND PLANET



#BUY
NOTHING
NEW
MONTH



#BUY
NOTHING
NEW
MONTH

FEEL
OVERWHELMED?



#BUY
NOTHING
NEW
MONTH

OUTFIT RENTAL:
LOOK FLASH FOR
LESS CASH



#BUY
NOTHING
NEW
MONTH



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



#BUY
NOTHING
NEW
MONTH

EVER TRIED
A DIGITAL
DETOX?



Influencers



Natalie Alexis Lee
@stylemesunday



Less Waste Laura
@lesswastelaura



Yasmine Camilla
@yasminecamilla



Gemma Styles
@gemmastyles



Emma Slade-Edmondson
@emsladedmondson

Social media stickers



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



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



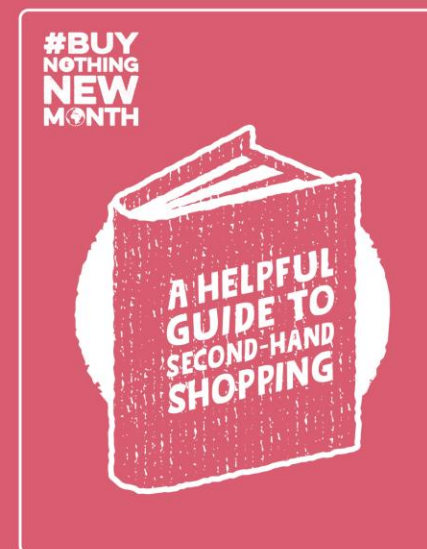
NEWSLETTER



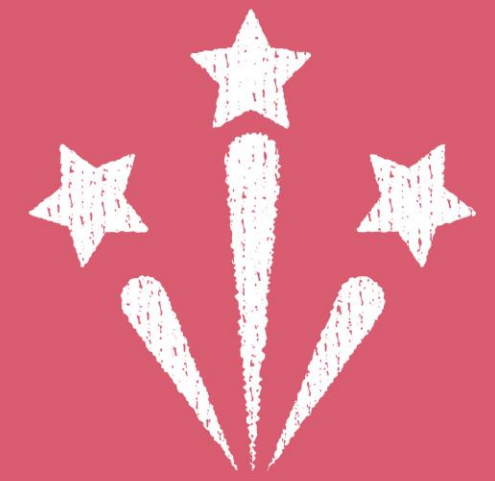
INFLUENCERS



SOCIAL MEDIA



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



#BuyNothingNewMonth 2024



#BuyNothingNewMonth 2024



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

LOVE PARKS
28 July - 6 August 2023
#LoveParks

PARK BINGO
Can you spot all these things in your local park?
Tick the box as you find each item.

PUDDLE	BEE	SLIDE
DUCK	LITTER BIN	SQUIRREL
VERY TALL TREE	FLOWERS	SWING

NAME: _____ #LoveParks

LOVE PARKS
28 July - 6 August 2023
#LoveParks

CUSTOMISABLE INSTAGRAM TILE

PLUS, A CAMPAIGN OVERVIEW AND SOCIAL MEDIA GUIDE

LOVE PARKS

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



#BuyNothingNewMonth 2024



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.

**CENTRE FOR
SOCIAL
INNOVATION**

DELIVERED BY



IN PARTNERSHIP WITH



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 Britain 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.

