





## **Research report launched in January 2023**

Available at https://www.keepbritaintidy.org/recycling-waste-prevention









## SHIFTING THE PUBLIC'S FOCUS FROM RECYCLING TO WASTE PREVENTION

HOW DO WE MOVE PEOPLE UP THE WASTE HIERARCHY?



## 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-wasteprevention





## The basis of #BuyNothingNewMonth













## Each week had a different theme



KEEP BRITAIN TIDY.

WEEK 1: RESIST AND REORGANISE







## WEEK 2: RETHINK AND REUSE



## Each week had a different theme











# **Guide and weekly newsletters**



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







Rethink how you Embrace secondcan use items you hand and pre-loved already have in your and learn how to home and **reuse** as rehome the items much as you can. you no longer need.

Give new life to items by repairing them, take advantage of the growing rental market and **borrow** from those around you.



Buying loads of 'stuff' we don't need is causing enormous ( planet. That's why while giving away our unwanted things and

are both great, we need to do more and buy less. And that's w Nothing New Month comes in - we're so pleased you're joining us We know a campaign like this is going against the tide. We're consta

bombarded with the temptation to buy shiny new things and we're use to making impulse purchases, rather than reflecting on what we buy. While buying new can give us a short-term thrill, we're often left feeling regretful and guilty about the money we've spent, especially when

This means our top tips and tricks to set you up for a successful

#BuyNothingNewMonth are to Resist and Reorganise - resist the temptation to buy and reorganise to help you break away from the





Is your home feeling cluttered and fit to burst after the fe Brits, we hoard more clutter than the rest of Europe cor average household owning a thousand of pounds wor clutter! #BuyNothingNewMonth is a great opportunit

use the items in our home, have a clear out and or reuse items for new purposes. And, if you don't h - someone else might.

As we start week 2 of #BuyNothingNewMont/ tricks to rethink and reuse what you alread mind, you'll discover lots of new ways to u and might well find you can skip buying r you'll reduce clutter and create much n



What do you have While every home 15 . reuse common household Use old biscuit or sweet tins or tubs to sw

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## WEEK 2 RETHINK AND REL

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It's hard to comprehend but almost every item in our h footprint, and will one day go on to become waste. But w

part in changing this. Buying pre-loved has a much lower i planet than buying new, reduces waste and saves money. Luckily, the pre-loved market is booming and buying second-ha is a great way to get that bargain buzz, without succumbing to the January sales. Trailblazing second-hand gifting in your family migh. our planet will thank you for.

bit nerve-wracking but you'll help to make this a social norm - someth. You can help other people in their second-hand shopping journey by

selling or donating items that no longer spark joy for you. Rehoming items we no longer want or need is a great way to extend the life of our belongings and prevent other people purchasing new. You know what they say, "One person's trash is another person's treasure". So, our tips this week are all about second-hand shopping!

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## AND BORROW

Here in the UK, we all throw away so much stuff that could be easily Here in the UK, we all throw away so much stuft that could be easily repaired. While it might seem a little daunting at first, repairing helps us repaired. While it might seem a little daunting at first, repairing helps extend the life of our items and keeps them in circulation for longer, extend the life of our items and keeps them in circulation for longer, which is better for the planet. This is particularly important for our clothes, which is better for the planet. This is particularly important for our clothes, which have a significant environmental impact, and electrical items which which have a significant environmental impact, and electric are made from valuable, finite resources such as metals. The great news for our pockets and the environment is that we don't The great news for our pockets and the environment is that we don't need to "own" everything anymore. You can now rent almost anything from the environment of the en need to 'own' everything anymore. You can now rent almost anything from an awesome wedding outfit to a carpet cleaner that's only used from an awesome wedging outrit to a carpet cleaner that s only used once in a blue moon. You can also start borrowing from neighbours. once in a blue moon. You can also start borrowing from neighbours, which has the added bonus of connecting you with your local community which has the added bonus of connecting you with your local communi The final week of #BuyNothingNewMonth covers all things repairing renting and borrowing.

# **Paid social**

Start the new year with a clear mind.

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

What did you learn this **#BuyNothingNewMonth?** 



To save your pennies, and protect your planet.









# OVERWHELMED?

## OUTFILAS HIGOR LOOK LLAS HIGOR LLOS O

KEEP BRITAIN TIDY.



LOWERS YOUR FOOTPRINT BY 20 PERCENT



EVER TRIED A DIGITAL DETOX?





# Influencers





#BuyNothingNewMonth

I have got a brand-new initiative that's goingto be much bigger and better t

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yasminecamilla

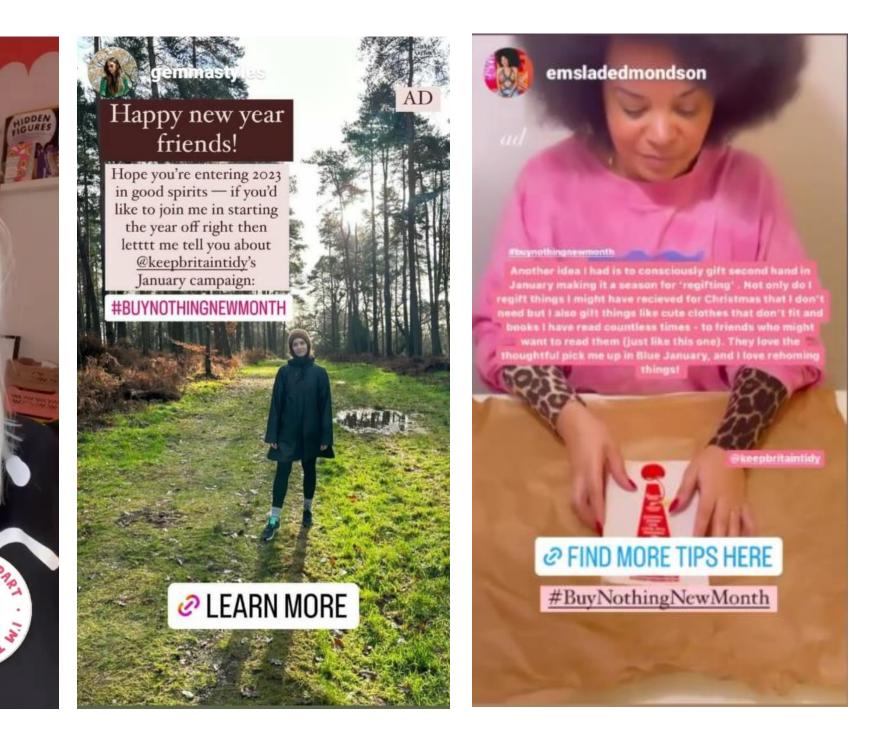


Natalie Alexis Lee @stylemesunday

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

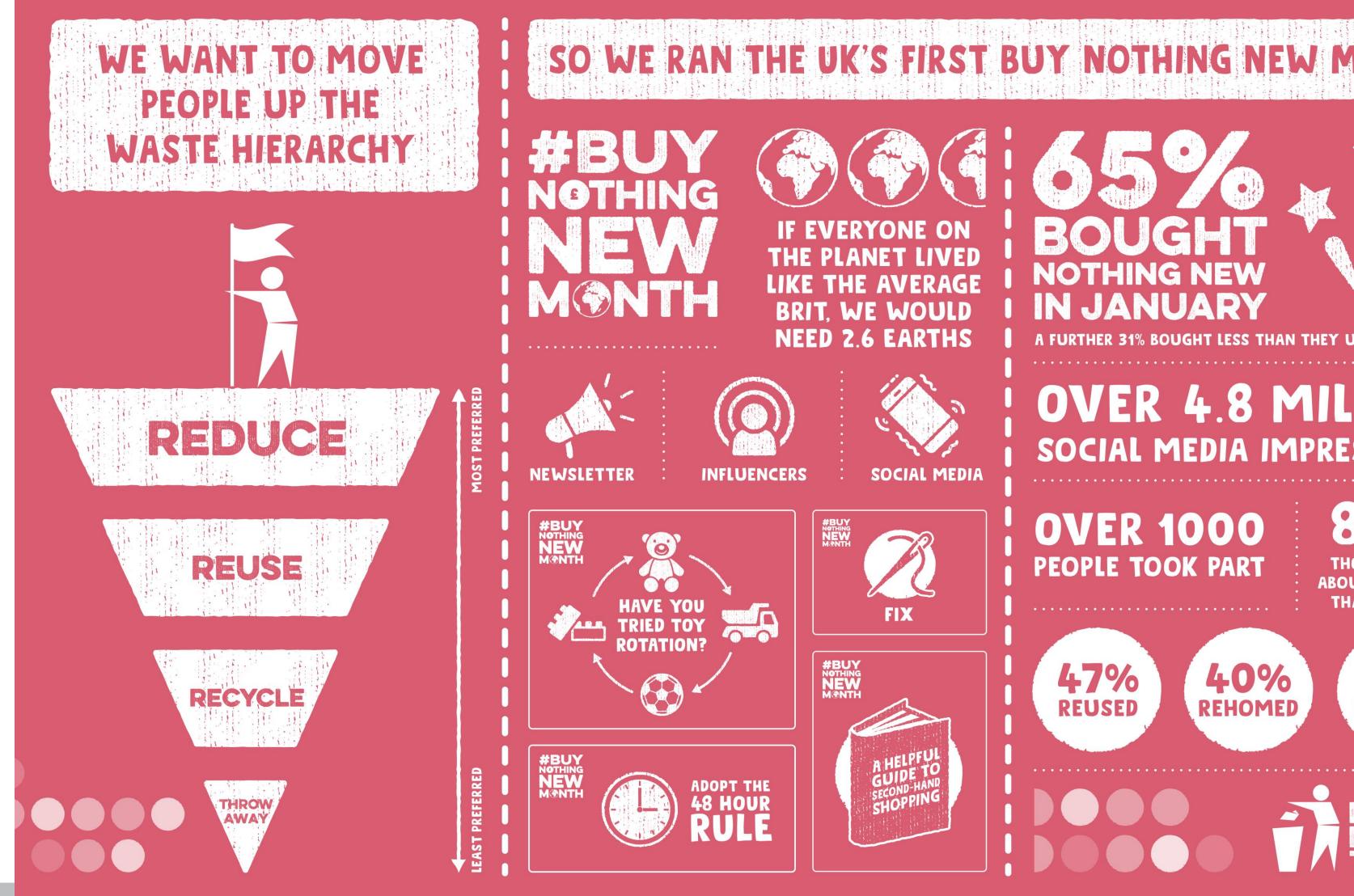
## Tone and messaging

- The positive tone of the campaign was well received
- Themed weeks were a useful way to structure the messages





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A FURTHER 31% BOUGHT LESS THAN THEY USUALLY WOULD

## OVER 4.8 MILLION SOCIAL MEDIA IMPRESSIONS

40%

REHOMED

**OVER 1000 PEOPLE TOOK PART** 

47%

REUSED

80% THOUGHT MORE ABOUT THE THINGS THAT THEY BUY

37%

REPAIRED

KEEP

BRITAIN





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 ulletbanners
- 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:

- Swish events
- Library of Things/Library of Stuff and similar initiatives
- Reuse/Repair project
- Book swaps
- Hull University prom outfit swapshop

- Charity Shop Gift Card
- Give and Take events
- Libraries

- Apps like Olio
- Team Repair Gadget Repair workshops or kits for children



- Repair cafés
- Reuse shops
- Uniform swapshops
- Furniture upcycling events and reuse centres
- Charity shops

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





- 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
- need
- Rethink Waste initiative with Green Redeem New Year's Resolutions



## Suggestions from the webinar audience included:

NCT Nearly New Sales where parents sell items they no longer

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.



