



# Audience insight brief

Connecting fashion behaviours with climate change

Ref: 2019-20-23-LNL2020

## 1. Introduction

This document is an invitation to submit a proposal to the London Waste and Recycling Board (LWARB) to undertake research and deliver insights into our primary target audience for the #LoveNotLandfill sustainable fashion campaign: 16-24-year old Londoners.

The work will be awarded as a fixed-price project subject to LWARB's standard terms and conditions (Appendix 3).

## 2. Background on LWARB and #LoveNotLandfill

### **LWARB:**

The London Waste and Recycling Board is a partnership of the Mayor of London and the London boroughs to improve waste and resource management. The city's economic and environmental future depends on a transition to a low-carbon circular economy, and LWARB works to ensure that London's businesses, local government and communities thrive by helping them make the very best use of resources and materials.

### **#LoveNotLandfill:**

Our sustainable fashion campaign was launched in April 2018 as part of the European Clothing Action Plan (ECAP) project and was funded by LWARB and EU Life until end December 2019. It has now been taken on as a wholly LWARB-owned campaign and will be core-funded for the next three years, with the expectation that partnerships and collaborations will provide additional revenue for events and campaign spikes through the year.

#LoveNotLandfill aims to change the behaviours of 16-24-year old Londoners with regard to the way they buy, use, care for and dispose of clothes. The two core campaign messages so far have been: (1) Never throw clothes in the bin; and (2) Buy more second-hand.

To make this easier for our audience, we have rolled out a fleet of 20 branded bring banks in convenient locations across the capital and run a series of high impact events, including pop-up shops and clothes swaps. These now have a dedicated following and have helped to grow our online audience over the past 18 months.

### 3. The brief

This brief is for insights which are specific to a 'generation Z' audience in London. We are looking for new insights into knowledge, behaviours, attitudes and propensity to change fashion habits in the light of a climate emergency.

These insights must signpost specific opportunities for us to intervene – whether that's through a communications campaign, events or the development of pilots and activities with brands and retailers. We are looking for new insights to take to potential partners as opportunities to act. Partners could be brands, retailers, charities, government departments, philanthropic funders, campaign groups or academic institutions.

### 4. Fashion and climate change

LWARB works to reduce waste and increase recycling, but **why** we do that relates to climate change: the extraction of raw materials, production and distribution of food and goods, consumption and use of those goods and their ultimate disposal – in landfill or by being incinerated – all contribute to climate change. A recent report by the Ellen MacArthur Foundation shows that 45% of global CO<sub>2</sub>e emissions arise from the management of land and the production of goods (in particular the production of cement, steel, plastic and aluminium – but textiles play a significant part too).

- The fashion industry emits 10% of all humanity's carbon emissions - more than international flights and maritime shipping combined.
- Fashion production and consumption has doubled in the past 15 years.
- A third of new clothes are never worn.
- In the UK, 38 million items of new clothing are bought every week – and 11 million go to landfill.

#### 4.1 Priority issues:

The behavioural issues we would like to tackle over the coming three years include:

- Cheap clothing: clothes are increasingly cheap, poor quality and under-valued, being treated almost as disposable by many. *We would like to increase people's propensity to value their clothes.*
- Lack of knowledge: although awareness of the climate emergency is growing, particularly amongst young people, there is a lack of knowledge about the climate impacts of fast fashion or the actions people can take to help. *We would like to make fashion as clearly understood as a contributor to climate change as air travel is currently; and make it easy for people to connect their own personal shopping and fashion habits to climate change impacts.*
- Seasonality: brands now produce up to 52 'collections' a year, constantly launching new items on their websites and making it easy to buy large amounts of low-quality clothing at the click of a button. *We would like to help young Londoners make better decisions about the volume and quality of clothing that they buy, and the frequency with which they buy it.*
- Low levels of clothing collected in clothing banks which, combined with fly-tipping around banks, makes textiles a low priority for most boroughs and means that recycling services are not as commonly available as they should be. *We would like to work with partners to make donating clothes for re-use and recycling the norm, not the exception.*

## 5. Research objectives

- To provide new, actionable insights into young Londoners' current fashion behaviours – what they throw away, what they keep, and why; what they buy and what they borrow
- To understand in more detail whether, and how, young Londoners connect climate change and fashion – and how we might help them make that connection and bring climate impacts closer to home when making clothing decisions
- To understand whether our audience knows what those clothing decisions might be – what specific actions can they take with their clothes to make a difference? And do they take those actions? How often?
- To understand more about the gap/barriers between young people's stated commitment to sustainability and their willingness (or otherwise) to act by buying fewer (better) clothes, donating what they don't want and shopping second-hand
- To understand whether, and how strongly, self-confidence or social pressures affect our audience, what makes them feel the need to buy new outfits so often and what might help improve confidence levels and change their behaviours
- To identify some 'quick wins' and easy actions that are most likely to be taken by this audience to reduce their personal environmental impact
- To assess young Londoners' propensity to use new circular economy business models in the world of fashion: renting; sharing; using a clothes subscription service; using repair services; buying recycled/recyclable clothing.

We recognise that this is a broad array of objectives but would like the research to 'funnel' from a wide range of potential issues down to a few consistent themes and findings. We are throwing our net wide to capture a few high-quality, interesting and actionable points.

## 6. Existing research

- WRAP / Opinium London Wave 2 / #LoveNotLandfill survey – July 2019 (see debrief report in **Appendix 1**)
- #LoveNotLandfill CensusWide survey on clothes recycling – June 2018 (see highlights document in **Appendix 2**)
- The future of urban consumption in a 1.5° world: a C40 Cities [report](#) – June 2019
- WRAP Valuing Our Clothes [report](#) – July 2017
- SCAP Textiles Market Situation [report](#) 2019
- [Global Web Index](#) – What retail brands should know about the fashion consumer in 2019.

Alongside this piece of research, we are also commissioning insights into recycling motivations amongst 18-34-year-olds in London, to support our London Recycles campaign planning for next year. There may be learnings to share across the two pieces of work as they will be running concurrently.

## 7. Your response

### Research methodology:

It is essential that this research gives us new insights not contained in the research base mentioned above. This means starting with quite a wide focus, but then focusing down to unearth highly specific behaviours and attitudes which signpost potential interventions. This is not research for its own sake, nor is it for the purpose of creating headlines; it is to find nuggets of insight that could form the basis of partnership activity with brands, retailers, universities, NGOs and other potential collaborators and funders.

Please propose a methodology which can start with a wider discussion and get 'under the skin' of young people's behaviours and give us some clear direction about how, with our partners, we may be able to affect positive change.

Your response should propose an appropriate methodology to meet the objectives and outcomes set out in section 5. Please outline:

- The specific methods and tools to be used;
- How data and evidence will be captured;
- Reference to any evidence base, frameworks or theoretical perspectives that your approach draws from;
- A description of the limitations of the methodology you propose;
- If the approach relies on apps or similar technology, please describe how this element will work and how it will generate reliable evidence.

### Sampling and recruitment:

We would like to engage participants for the research who fall within the 16-24-year old range, including audiences from a broad cross-section of London's communities and across a range of inner and outer London boroughs. Socio-economic range as well as ethnic diversity need to be considered in the approach as London has such a diverse population.

Please propose an approach to sampling and recruitment which includes:

- The number of participants that can be achieved for the budget allocated to this research;
- The cost per additional participant that would apply if the sample size was to be increased and any dependencies which would affect that price. *Please show this as a separate item and do not include it in your budget for the work;*
- How your method would achieve a balanced sample reflecting the target audience across London boroughs and living situation (e.g. shared housing vs. living alone or in couples/as family units, students vs. those living at home/with parents);
- How you would address possible recruitment issues relating to social inclusion, for example arising from residents' personal circumstances, ethnicity, language barriers or access to ICT; and
- How you would manage any health and safety risks, either for participants or researchers, as well as informed consent and data protection for participants.

### Analysis and reporting:

Analysis and reporting should focus on providing implications for campaign messaging and activity. It should also highlight opportunities for collaborating with brands, retailers, academic institutions and other potential partners to tackle fashion's impact on the

environment. Please include your approach and costings for this final phase of the work, covering:

- A presentation of the findings of the research in detail, including a reasonable degree of analytical interpretation and well-developed insight that reflects the objective of this research;
- Production of a final slide deck of the findings, with supporting notes, conclusions and implications, which is suitable for sharing with potential partners and creative agencies;
- Final report of no more than 15 pages including executive summary, to be publication-ready;
- Two rounds of comments on the final slide deck and report; and
- Provision of data collected during the research, in a format to be agreed with the Contractor depending on the research approach selected. Please describe what data you will make available.

Please also provide additional costs for creating a short (max. 3 minute) film of the findings as an option, *over and above the main project costs*.

## 8. Budget

A budget of **£20k plus VAT** has been set aside for this work. Please indicate how achievable a robust set of insights is, based on this budget, providing a cost for the research approach that you feel will best deliver against our objectives as well as a cost for extending it beyond to additional samples, should they be required.

Costs should include those for:

- Attending a project inception meeting
- Working with LWARB to develop appropriate recruitment criteria, topic guides and other collateral needed
- Any fees or incentives for participants in the research
- Reviewing existing studies and research into relevant audiences, to incorporate learnings into the approach
- Weekly catch-up calls with the project team at LWARB
- Mid-project 2-hour workshop to review progress and adapt approach if necessary
- A face-to-face presentation of key findings, insights and recommendations for next steps to the project team
- Creation of a final 15-page report for publication online
- Production of a final slide deck, accompanied by notes as well as any raw data collected as part of the research
- VAT (please specify this clearly in your costings)

## 9. Evaluation criteria

All tender submissions will be assessed based on the methodology proposed, the project cost, the authority of the allocated personnel and the ability to meet the tight timescales of the brief, according to the following breakdown:

<b>Evaluation criteria</b>	<b>Weighting</b>
Methodology proposed, covering: <ul style="list-style-type: none"><li>- Approach to generating original qualitative insight</li><li>- Approach to sampling and recruitment of participants</li><li>- How evidence will be collated and analysed</li><li>- Reporting and presentation of results</li></ul>	40%
Price	20%
Understanding of the project objectives and requirements, including examples of previous similar work undertaken	15%
Project management approach	10%
Experience of allocated personnel, their skills and technical capability	15%

## 10. Timetable

The target timetable for this process is as follows:

<b>Activity</b>	<b>Completed by</b>
Brief sent out by LWARB	28 <sup>th</sup> Feb
Questions relating to the brief received	10 <sup>th</sup> March
Q&A document published on LWARB website & Contracts Finder	17:00 on 13 <sup>th</sup> March
Proposals submitted to LWARB	17:00 on 18 <sup>th</sup> March
Supplier contract awarded	24 <sup>th</sup> March
Inception meeting	25 <sup>th</sup> March
Research phase complete	15 <sup>th</sup> May
Report back and presentation of results	29 <sup>th</sup> May

## 11. Application procedure

Please provide a written proposal for the work, confirming that you are able to meet the deadlines outlined above. Your submission should be no longer than 8 pages including details of your proposed team but may have an additional appendix showing case studies of similar projects.

Please submit your proposal by 17:00 on 18<sup>th</sup> March 2020, by email to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk)

If you wish to ask any questions relating to this tender, please email Ali Moore at [ali.moore@lwarb.gov.uk](mailto:ali.moore@lwarb.gov.uk)

## **12. Acceptance of bids**

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

LWARB will not enter into discussion with non-selected potential suppliers or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.