



Leeds School Uniform Exchange -

Communications Pack



About the project

Leeds School Uniform Exchange is a project launched by Zero Waste Leeds. We're building a movement to help Leeds become a Zero Waste City by 2030 and as part of that we're developing a school uniform re-use network across Leeds.

We would like to say a massive thank you to Leeds City Council and [Leeds Community Foundation](#)'s Jimbo's Fund for their support for this project.

Using good quality second hand uniform makes sense for so many reasons. It is much better for the planet. Each new item of clothing made impacts massively on the environment. New uniform is also expensive and for some families unaffordable.

We have been working on 3 key things to make school uniform exchanging easier in Leeds:

- We have developed a [dedicated website](#) and [map](#) to help people find school reuse opportunities in their local area. If you know of any school uniform reuse schemes that we have missed, please let us know [here](#).
- We have created an Inspiration Guide for setting up a Facebook group or WhatsApp group to share uniform [here](#). And a guide for setting up a redistribution scheme [here](#).
- We have set up a [Facebook group](#) to network people who are interested in school uniform reuse - to help them support each other, share advice and tips and to enable people who have uniform to offer to connect with people who want it.



Why do we need Leeds School Uniform Exchange?

The financial burden of school uniform for many families is huge, with the average amount spent on school uniform items each year being **£348.55**. With over **420,000** additional pupils now eligible for free school meals since the first lockdown in March 2020, providing good quality second-hand uniform for free is more important than ever.

Around **4,000** tonnes of clothes end up in Leeds' black bins every year. School uniforms are contributing to this problem. By redistributing quality second-hand uniform and recycling uniform past its best we are reducing waste and easing the environmental burden. **122,000kg** CO2e could be saved if every new school starter in Leeds this year had just one second-hand school shirt or blouse. Water consumption is also significant in clothes production, with **2,700 litres** of water being needed to make just one T shirt - that's enough drinking water for one person for three years!

By redistributing school uniform across the city we will help ease a financial burden for many families whilst helping the planet too.

About the campaign

We will continue to run a social media campaign on [Zero Waste Leeds](#) social media accounts ([Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#)). Our campaign will help raise awareness about the project, encourage our followers to donate, promote the uniform exchanges and celebrate a culture of sharing.

How can you help?

We need your support to spread the word across the city and let more people know about the project and how they can support it. This comms pack provides you with all the information you need to start sharing the campaign messaging on your social media accounts.



Ideas for social media posts

(Please feel free to tailor these messages to suit your own school style)

Post 1

Every child should be able to access to school uniform regardless of the cost. That's why we are proud to support Leeds School Uniform Exchange, a project by @ZeroWasteLeeds, with the mission of redistributing great quality second hand school uniform. Please visit leedsuniformexchange.org.uk, follow Zero Waste Leeds or join their Facebook Group [@LeedsSchoolUniformExchange](https://www.facebook.com/LeedsSchoolUniformExchange) to to find out more about the project, donate or exchange school uniform.

Post 2

Did you know that 163,000 kg CO₂e could be saved if every new starter in primary and secondary school in Leeds this year has just one second-hand skirt or pair of trousers. That's the equivalent of driving round the world 34 times!

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Post 3

Did you know that 2,700 CO₂e of water are needed to make just one cotton T-shirt! That's why we are proud to support Leeds School Uniform Exchange, a project by @ZeroWasteLeeds, with the mission of redistributing great quality second hand school uniform. Please visit leedsuniformexchange.org.uk, follow Zero Waste Leeds or join their Facebook Group [@LeedsSchoolUniformExchange](https://www.facebook.com/LeedsSchoolUniformExchange) to to find out more about the project, donate or exchange school uniform

Post 4

Did you know that it costs around £348.55 to buy school uniform per child every year, including PE kit and shoes. With over 420,000 additional pupils now eligible for free school meals since the first lockdown in March 2020, providing good quality second-hand uniform for free is more important than ever.



That's why we are proud to support Leeds School Uniform Exchange, a project by @ZeroWasteLeeds, with the mission of redistributing great quality second hand school uniform. Please visit leedsuniformexchange.org.uk, follow Zero Waste Leeds or join their Facebook Group [@LeedsSchoolUniformExchange](https://www.facebook.com/LeedsSchoolUniformExchange) to find out more about the project, donate or exchange school uniform

Designs for social media cards

Please download them [here](#)



Campaign hashtags

#LSUE

#LeedsSchoolUniformExchange

Useful links

Facebook Group - [link](#)

Website - [link](#)

Inspiration guides for setting up an exchange - [link](#)

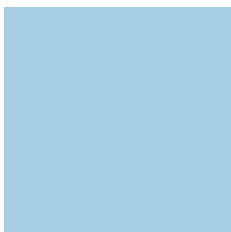


Campaign identity

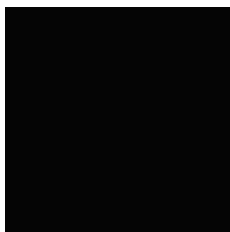
Project logos and icons - please download them [here](#)



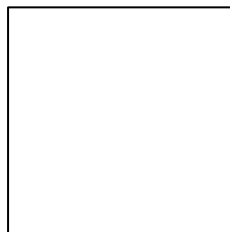
Campaign colours



#9ecfe5



#040404



#fdfdfd