

YOUR M&S

BEHAVIORAL SERVICE & WASTE & RESOURCES






WHY

Marks & Spencer (M&S) incentivize customers to recycle old clothes through its clothing takeback program, 'Shwopping'.

HOW

- The campaign encourages customers to return unwanted clothes to M&S stores for recycling.
- Customers' old clothes, whether they're from M&S or not, are then collected from local stores and workplaces by Oxfam, the international charity.
- Oxfam then resell or recycle the clothing to raise money to support people living in poverty.
- Customers who recycle clothes receive M&S vouchers for new purchases.
- The campaign was launched across television and press media, fronted by British TV star Joanna Lumley.

BUSINESS VALUE

 RISK	Long term supply – M&S is beginning to close the loop in its supply chain through the re-use and recycling of materials.
 REPUTATION	Brand sentiment – The Oxfam and M&S partnership has created positive brand association for M&S.
 SALES	Growth – The initiative has driven sales through increased footfall from special Shwopping promotions.
 INNOVATION	Business model – The scheme is enabling M&S to explore new business models.

CONSUMER VALUE



FUNCTIONAL

Customers are given discount vouchers in return for their unwanted clothes.



EMOTIONAL

Shwopping gives customers a way to put their old clothes to good use.

RESULTS

- "M&S Shwopping days have been a great success raising the profile of Shwopping, encouraging people to think differently about how they dispose of clothing whilst driving footfall in M&S stores." – Mike Barry, Director of Sustainable Business, Marks & Spencer.
- The initiative has generated over £8 million for Oxfam to support people living in poverty. [Source](#)
- Since 2008, customers have donated over 10 million garments weighing the equivalent of 20 jumbo jets. [Source](#)