



Reusable Nappy Week, 22nd – 28th April 2024.

One change - BIG difference

Reusable Nappy Week, taking place from **22nd – 28th April 2024**, aims to raise awareness about the benefits of reusable nappies. The week includes events, special offers and fun educational activities which will be held across the UK and online.

The week of action will **advocate the positive impact of reusable nappies, not only for the environment but also for household budgets.**

Disposable nappies contribute significantly to the waste and climate crisis in the UK, with **an estimated 3.6 billion nappies being thrown away in the UK each year, costing Local Authorities over £140 million per annum for collection and disposal.** By choosing to use reusable nappies, parents and carers can reduce their carbon footprint making a positive impact on the environment and their budget.

A report published last year by the Department for Environment, Food and Rural Affairs ([Defra March 2023](#)) confirmed that reusable nappies are better for the environment than single-use disposable nappies. The [Nappy Life Cycle Analysis](#) revealed that **across their lifecycle, reusable nappies have a 25% lower carbon footprint than single-use nappies.** This figure can be improved even further depending on how parents decide to wash and dry the products and whether they use renewable electricity.

With the cost-of-living crisis still hugely affecting many households across the UK, this year's campaign '**Pass The Nappy**' will showcase sustainable and cost-effective nappy solutions, which will focus on the following:

1. **Environmental Impact:** Raising awareness of the environmental impact of disposable nappies and the proven benefits of using reusable nappies.
2. **Financial Benefits:** highlighting the cost savings that can be achieved by using cloth nappies, which can save parents hundreds of pounds over the course of their baby's nappy-wearing years, and even more if they intend to have further children.
3. **Nappy Options:** Providing information and resources to parents and carers to help them make informed choices about nappy options. Whether choosing to use them part-time or full-time, there are significant savings that can be made and several incentives to make them more accessible, even on a low budget.
4. **Myth-busting:** Dispelling common myths and misconceptions about using reusable nappies.

During Reusable Nappy Week 2024, there will be many events and activities planned, including educational events; offers and hires from participating retailers and cloth nappy libraries; online workshops and social media conversations with Reusable Nappy Ambassadors providing educational content to help more people learn about reusable nappies.

Across the UK there are national [Reusable Nappy Incentive Schemes](#) funded by Local Councils and retailers intended to make reusable nappies more accessible. **Voucher incentives in some areas of the UK go up to £100**, providing the means to purchase a full set of reusable nappies at a reduced cost, saving households with a baby in nappies up to £324 per year. These savings can be doubled if the nappies are continued to be used on subsequent children. There are also nationwide opportunities for parents and carers to hire reusable nappies at a low cost via the [UK Nappy Network](#). This is largely made up of passionate volunteers who dedicate their time to running cloth nappy libraries, and providing impartial advice and support.

As Wendy Richards, (also known as The Nappy Lady) reassures us: *Many parents worry that reusable nappies will be a lot of hard work, but modern cloth nappies are incredibly simple. There's no need to fold and your washing machine will do the work of cleaning them. No more soaking or boil washing needed. With the cost of living crisis, washable nappies can help ease the pressure on weekly family shopping budgets. My own stash of cloth nappies were used on all three of our children saving us thousands in comparison to using disposables. The unexpected benefit is that reusable nappies give far greater containment than disposables making poonami's a thing of the past.*

Listen to [Wendy's podcast with Radio 4's Sliced Bread](#)

Helen Rankin from Cheeky Wipes says: *"The cost of living crisis is still hitting us all and we understand that it seems easier to pick up a pack of disposable nappies each week than to try reusables. However during Reusable Nappy Week, we'll be showing parents how EASY it is to switch to reusable wipes and nappies, which can save them money and do their bit to protect our planet for their little one. Just try ONE is our message; what have you got to lose?"*

To find out more and how to get involved, visit the [Reusable Nappy Week website](#) and follow **#ReusableNappyWeek** on [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#).

-ENDS-

Notes to editors

Reusable Nappy Week, historically 'Real Nappy Week' first started in April 1997. It is now co-ordinated by the UK Reusable Nappy Week Steering Committee with support from Cloth Nappy Ambassadors. With the growing concern over climate change and the need for more sustainable living options, the campaign is more relevant than ever.

Key info and links

[Reusable Nappy Week, 22nd – 28th April 2024](#)

[Defra Nappy Life Cycle Analysis](#)

[The Nappy Alliance](#)

[Reusable Nappy Incentive Schemes](#)

[UK Cloth Nappy Network](#)

[Real Nappies for London](#)

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