



The Great British Nappy Hunt

with Billy the Cloth Bummed Kid!



What Is Real Nappy Week, and How Can I Help?

The Real Nappy movement was started almost 20 years ago by some keen individuals via an off shoot of Womens Environmental Network called the Real Nappy Association in order to publicise the alternatives to disposables with a view to reducing waste. The very first Real Nappy Week was held in 1997.

At the time, the internet was just growing in popularity, but, with groups of 'clothies' coming together via the online forums in various areas, often as Real Nappy Network, events were held where parents and parents to be could come and see the new styles of modern cloth nappies that were coming onto the market.

Various publicity stunts were pulled including the Nappy Mountain - a huge, smelly pile of rubbish to show just how much rubbish one baby in cloth would generate.

In 2003 WEN and others persuaded the government to recognise the need to reduce nappy waste, and WRAP funding was available with the Real Nappy Campaign which funded many real nappy projects and also kick started many local authorities into providing incentives and hire kits, many of which continue to this day, in particular the very successful Real Nappies for London voucher scheme across many London boroughs.

If you feel strongly that using cloth nappies isn't rocket science and would like to help show other parents just how easy and nice cloth nappies are, why not hold an event for Real Nappy Week this year?

Real Nappy Week is organised annually by Go Real the organisation that now runs the Real Nappy Campaign.

LINKS

www.goreal.org.uk

www.wrap.org.uk

www.realnappiesforlondon.org.uk

www.wen.org.uk

greatclothdiaperchange.com/?page_id=8

Find Billy on Facebook

www.facebook.com/TheGreatBritishNappyHunt

Follow Billy on Twitter @GBNappyHunt

 www.greatbritishnappyhunt.co.uk

