

reuse furnishings beddings textiles  
accessories recycling  
Clothing



**Discarded Textiles  
Management Training**

**Concord, New Hampshire**

**April 22, 2016**



# Calculating the Disposal Costs of Discarded Textiles

- 82 lbs. of textiles/person/year
  - 85% of textiles generated each year is discarded annually = 69.7 lbs/person
  - 70/lbs of textiles x 10,000 people = 700,000lbs = 350 tons
  - 350 tons x \$96/ton = \$33,600 in disposal costs/year
- 



# Conducting Due Diligence on Non-profit Vendors

- Search for them at Charity Navigator  
<http://www.charitynavigator.org/> and Charity Watch  
<http://www.charitywatch.org/>
  - Visit the vendor's website to see what they say about themselves.
  - Search for them on the Internet to find out what others are saying about them.
  - Contact State's Better Business Bureau
- 



# Conducting Due Diligence on For-profit Companies

- Visit the vendor's website to see what they say about themselves.
  - Search for them on the Internet to find out what others are saying about them.
  - Contact State's Better Business Bureau
  - Contact State's environmental regulatory agency
- 



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# States Charging Ahead With Textile Recovery



**SECONDARY MATERIALS®  
AND RECYCLED TEXTILES**

*The Association of Wiping Materials, Used Clothing and Fiber Industries*





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April 22, 2016



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# Today's Definition of Acceptable Textiles to be Recycled

Any clothing, household textile or commercial linen textile as long as it is DRY and has NO ODOR can be reused and recycled.



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## Acceptable Items to Reuse/Recycle Include:

Bedding:

(comforters, sheets,  
pillow cases, blankets)

Belts

Boots

Bras

Coats

Curtains/Draperies

Dresses

Flip flops

Halloween costumes

Hats

Jackets

Jeans

Jerseys (sports)

Napkins (cloth)

Pajamas

Pants

Pet beds & clothing

Pillows

Purses

Scarves

Shirts

Shoes (single or in pairs)

Shorts

Skirts

Slippers

Socks (single or in pairs)

Stuffed animals

Suits

Sweaters

Sweatpants

Sweatshirts

Table linens

Ties

Towels

T-shirts

Undergarments



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# Use of the Term “Recycling” Within the Textiles Industries

The industry tends to use the words recycled and reused interchangeably.

The clothing that is sold in charity thrift store and sold to developing nations would be considered “reuse”

The textiles that are turned into wiping rags and the textiles that are ground up into fiber would be considered recycled.



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# Why Recycle Textiles?

“The EPA estimates that between 1999 & 2011 the amount of textiles in our landfills grew by 22% from 9.1 Million Tons to 11.1 Million Tons. Yet textile diversion only grew by 2.4%, from 12.9% to 15.3%.”\*

Source: EPA report on Municipal Solid Waste Facts and Figures 2011



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# Why Recycle Textiles?

- Carbon footprint reduction
- Clean air preservation
- Reduce energy consumption
- Water conservation
- Woodland conservation
- 6.6% of waste stream is currently made up of clothing and household textiles; adds up to more than 11 million tons thrown away annually



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# Beneficial Impact of Recycling Textiles

The EPA estimates the current level of recycling on reducing greenhouse gasses

- Yard Waste = removes 170,000 cars
- Glass = removes 210,000 cars
- Plastic = removes 640,000 cars
- Aluminum = removes 1.3 million cars
- Textiles = removes 1 million cars

Source: EPA report on Municipal Solid Waste Facts and Figures 2011  
Table 5. Page 12.



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# why recycle textiles?

CLOTHING AND TEXTILE RECYCLING HAS MAJOR IMPACT ON REDUCING GREENHOUSE GASSES



**2 million tons**  
of textiles are recycled  
each year in the U.S.

That is equivalent to removing  
**1 MILLION CARS**  
from America's highways



## HOW DOES THIS COMPARE TO OTHER RECYCLABLES?



**GO  
FIGURE**

**DONATE, RECYCLE, DON'T THROW AWAY!**  
According to the EPA, textile recycling has a major impact on reducing greenhouse gasses. **And yet ... clothing is not typically considered a recyclable.** While 2 million tons are recycled each year, there is a long, long way to go!



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# Where Does Recycled Clothing Go?

- 45% used for secondhand apparel
- 30% become wiping and polishing cloths
- 20% reprocessed into fibers
- 5% is unusable



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# Can Textiles Be Recycled? **Yes!**

- Oldest form of recycling
- Annually...
  - Average person discards 81 lbs of clothing
  - SMART/charities divert 4 billion lbs. of waste
  - SMART is reducing the world's carbon footprint
  - Only 15% of textiles currently being diverted
- Remember – *Donate, Recycle, Don't Throw Away!*



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# How Are Textiles Reuse & Recycling Industries Different Today?

The industry (process) has not changed in hundreds of years. What has changed is the industry is becoming more transparent and now being recognized by both Charities and regulators as having a positive environmental impact as a recyclable and an economic sector.



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# Textile Recycling Drives Economy

- Revenue stream for recycling agencies
- Creates jobs
- Funds charitable initiatives
- Promotes small business
- Encourages recycled product development
- Provides affordable clothing opportunity



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# Can Businesses Recycle Textiles? **Yes!**

- Healthcare facilities
- Hotels and hospitality facilities
- Textile & paper mills/manufacturers
- Cut and sew plants
- Textile dye facilities
- Retail stores
- Government agencies
- Recycling textiles is **EVERYONE'S** business!



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# SMART Background

- SMART – what does it stand for?
- Nonprofit trade association, established in 1932
- For Profit Used clothing, wiping material, fiber companies
- Nearly 200 companies worldwide
- Committed to “green” way of life



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## SMART's Vision

SMART is the leading industry voice promoting high standards and best practices for reuse and recycling of textiles and related secondary materials. Our members reduce solid waste, by collecting, reclaiming, and “close the loop” by processing, reusing, converting, and distributing these recyclables.



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## SMART's Goals

1. Increase awareness of need to recycle textiles
2. Increase supply of textiles in marketplace
3. Decrease the amount of clothing and textiles in landfills
4. Offer help and expertise to government in developing programs to promote textile recycling and help find recycling company partners
5. Reduce cost to municipalities by reducing tipping fees associated with textile waste disposal
6. Capture remaining 85% of textiles that are not being recycled – Donate, Recycle, Don't Throw Away.
7. Educate students about textile recycling through Recycling Rangers program for grades K-5



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# What do SMART Companies Do?

- Pre-consumer market
  - Acquire byproduct from textile/fiber companies
  - Repurpose material for consumer products
  - Wiping cloths, insulation, home furnishings...
- Post-consumer market
  - Acquire textiles from charity & commercial lines
  - Once graded, clothing is recycled
  - Some members collect used clothing and textiles using textile recycling bins



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## the secret double life of donated textiles

NEARLY **100%** OF DONATED TEXTILES ARE RECYCLED! They are separated into three grades:

**45%**  
USABLE CLOTHING



**20%**  
FIBER CONVERSION GRADE



**30%**  
WIPING CLOTH GRADE



Recycled fiber products **SAVE MONEY and RESOURCES** by using existing materials.



### CLOSING THE LOOP

Recycled cloth rags use **LESS WATER, LESS ENERGY** and create a **LOWER CARBON FOOTPRINT** than all other alternatives.



The second hand clothing market provides **AFFORDABLE CLOTHING** to those in need and **ENCOURAGES GLOBAL ENTREPRENEURSHIP.**

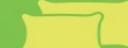
### SECOND LIFE ...



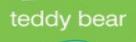
stained t-shirt → wiping cloth



lone sock → pillow stuffing



old denim → household insulation



teddy bear → car seat stuffing



torn bath towel → wiping cloth



**SMART** Since 1932  
SECONDARY MATERIALS AND RECYCLED TEXTILES  
The Association of Wiping Materials, Used Clothing and Fiber Industries

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SMART

Since 1932  
**SMART**



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# SMART Member Locator

## Listing of SMART Members on

[www.smartasn.org](http://www.smartasn.org)

Searchable by

Product Category, Company, State

Available to Public



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## Recent SMART Initiatives - Education

- Lesson Plans for Elementary Students
  - Grade Appropriate for students Grades K-5
  - Available free from SMART website under Educators & Kids
  - SMART's Goal was to reach 1 million students by 2015. This goal was achieved in March 2015 in conjunction with 2014-15 campaign.



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Did you know that clothing and textiles can be recycled and reused just like paper, plastic, glass and aluminum? It's true! Everything from clothing to towels, sheets, and even stuffed animals and



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## Recent SMART Initiatives - Communication

- Television PSA
  - Community Recycling of Clothing and Textiles
  - 60: second spot
- Radio PSAs
  - 4 versions, 30:seconds each
  - Scripts include: Back-to-School; Earth Day; Spring Cleaning; End-of-the-Semester
- Info graphics to help tell story about textile recycling and benefits to environment
- SMART Member Locator



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## Recent SMART Initiatives - Legislative

- Clothing Collection Bins in the Community
  - Clothing Collection Bin Operator Code of Conduct
  - Draft Ordinance Language
  - Bin Position Paper
  - Development of Bin Committee of SMART members to work on proactive efforts in cities and towns
  - Municipality Outreach Document
  - Ongoing outreach to communities about benefits of textile recycling and need for reasonable regulations



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# Council For Textile Recycling

- Sister organization to SMART; 501c3 charitable org
- Membership open to municipalities, states, government agencies at no charge
- Goal is to educate public about textile recycling and to promote zero textile waste in landfills by 2037
- Members also include apparel manufacturers and retailers, charities, academics and textile recycling companies
- [www.weardonaterecycle.org](http://www.weardonaterecycle.org)



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# How Can You Help?

- Provide convenient collection points
- Promote textile recycling days
  - Earth Day (April 22)
  - America Recycles Day (November 15)
  - End-of-the-Semester (partner with local colleges)
- Include textile recycling in all public relations and promotion efforts supporting recycling programs
- Help educate the recycling public about textile recycling
- Encourage public agencies to use products made from recycled textiles



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## Recent SMART Initiatives - ReClothe NY

- Partnership with NYSAR3 and CTR for first ever statewide textile recycling campaign
  - ReClothe NY launched in conjunction with America Recycles Day 2014
- Included PR toolkit for local recycling coordinators to use to conduct outreach to local media about program
- Developed Operational Manual for Communities to use to help them launch events around campaign
- Award Winning Program – 2015 EPA Environmental Champion Award – Region II



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## Recent SMART Initiatives - Mass DEP

- Partnership with Mass DEP and CTR for textile recovery campaign
  - Stakeholder Meeting October 2015, Boston MA
  - Launch to take place in January 2016
  - Events in 2016 to coordinate with Earth Day
- Includes PR toolkit for local recycling coordinators to use to conduct outreach to local media about program
- Operational Manual for Communities to use to help them launch events around campaign



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## 2016 MassDEP Recycling Dividends Program (RDP)

### Textile Recovery Initiative Bonus Points Activities

Earn bonus points for keeping textiles out of the trash! Once your municipality has earned the 6 points required to qualify for RDP, your municipality is eligible to earn a bonus point by completing 3-6 of the activities detailed over the next couple of slides. 7,499 or fewer households must complete 3 activities. 7,500+ households must complete 6 activities. Activities must be completed between 6-15-15 and 6-15-16.



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## 2016 MassDEP Recycling Dividends Program (RDP) Textile Recovery Initiative Bonus Points Activities

- Municipal recycling coordinator participated in Textile Recovery Media Toolkit Webinar offered by MassDEP on 3-2-16.
- A link to MassDEP's Beyond the Bin Recycling Directory is in a prominent location on municipal recycling webpage.
- News articles or guest editorial on textile recovery was published in local newspaper.
- Textile recovery information and locations posted on community boards (library, schools, town hall, community center, etc.)
- Quarterly online promotion of textile recovery through blog post, social media, municipal website, mobile applications prompts or electronic newsletter.
- Textile recovery program has been established at one or more schools



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# 2016 MassDEP Recycling Dividends Program (RDP)

## Textile Recovery Initiative Bonus Points Activities

- Municipal recycling mailing to residents (e.g. direct mailer, postcard, statement stuffer, calendar) that includes information about textile collection locations
- Annual or seasonal textile collection event or zero waste event that includes textile collection
- Textile recovery PSAs or other videos to promote textile recovery air on local cable or radio station
- Municipality has adopted regulation or ordinance governing clothing/textile donation bins
- Permanent textile collection bin located at municipal drop-off, transfer station, library or other non-school public facility
- Municipality tracks textile tonnage data from private and municipal collection sites and reports to MassDEP on the CY 2015 Recycling and Solid Wastes Survey



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## Future Smart Partnerships with States

- SMART interested in partnering with more states
- Need to have members in community to collect and support and help SMART provide resources needed to partner on campaign
  - Are there SMART members in the community?
  - Are SMART members able to present at meetings or can SMART provide staff to present?
- Need to have all stakeholders engaged for program to work – charities, for profit, thrifts and government
- Consensus from partners on messaging very important to SMART



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# Additional Questions?



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Thank you!

