

 **donate recycle don't throw away™**
A PROGRAM OF **SMART** THE SECONDARY MATERIALS AND RECYCLED TEXTILES ASSOCIATION

**Collecting Textiles:
Make It Work for Your Community**

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

SMART Since 1932

 **donate recycle don't throw away™**
A PROGRAM OF **SMART** THE SECONDARY MATERIALS AND RECYCLED TEXTILES ASSOCIATION

Kaymie Owen, CMP
“K-Me”
Director, Marketing & Outreach
Whitehouse & Schapiro, LLC

Association of Indiana Solid Waste District Mangers
Annual Meeting
August 5, 2015

SMART Since 1932



Each year the average U.S. citizen throws away

81 pounds of textiles per year

That is equal to

25.6 Billion pounds

or 26,000 747s



Textile Recycling Facts - US

Annually...

- Average person discards **81** lbs of clothing
- Average person purchases **64** new garments
- SMART/charities divert **4** billion lbs. of waste
- Only **15%** of textiles currently being diverted

*Source - "Overdressed: The Shockingly High Cost of Cheap Fashion," by Elizabeth Cline



 **donate recycle don't throw away**[™]
A PROGRAM OF **SMART** THE SECONDARY MATERIALS AND RECYCLED TEXTILES ASSOCIATION

**“Oh, she may be weary
Young girls they do get weary
Wearing that same old shaggy dress.”**

Otis Redding



 **donate recycle don't throw away**[™]
A PROGRAM OF **SMART** THE SECONDARY MATERIALS AND RECYCLED TEXTILES ASSOCIATION

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.





Today's Definition of Acceptable Textiles to be Recycled

Any clothing, household textile or commercial linen textile as long as it is DRY, ODOR and PEST FREE can be reused and recycled.



Acceptable Items to Reuse/Recycle Include:

- | | | |
|---|--|--------------------------|
| Bedding:
(comforters, sheets,
pillow cases, blankets) | Jerseys (sports)
Napkins (cloth)
Pajamas | Stuffed animals
Suits |
| Belts | Pants | Sweaters |
| Boots | Pet beds & clothing | Sweatpants |
| Bras | Pillows | Sweatshirts |
| Coats | Purses | Table linens |
| Curtains/Draperies | Scarves | Ties |
| Dresses | Shirts | Towels |
| Flip flops | Shoes (single or in pairs) | T-shirts |
| Halloween costumes | Shorts | Undergarments |
| Hats | Skirts | |
| Jackets | Slippers | |
| Jeans | Socks (single or in pairs) | |





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



Why Recycle Textiles?


- Carbon footprint reduction
- Clean air preservation
- Reduce energy consumption
- Water conservation
- Woodland conservation
- **7.7%** of waste stream is currently made up of clothing and household textiles; adds up to more than 25 billion pounds thrown away annually






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

That is equivalent to removing emissions of
over 3,300 cars
from the atmosphere



The EPA states that, textile recycling has a major impact on reducing greenhouse gasses. Still clothing is not typically considered as a recyclable.



Textile Recycling Facts - Indiana

Annually...

- Total pounds of textiles thrown out **534,357,000**
- Hoosiers acquired over **422** million new garments

- Total waste landfilled in 2013, **10,142,918**
- PCTW makes up **7.7%** or over **781,000** pounds





Textile Recycling Facts – Evansville, IN

Population 120,310

Annually...

- Total pounds of textiles thrown out **997,110**
- Locals acquired over **7** million new garments
- Tipping fees for Laubscher Meadows are \$58 per ton. Based on PCTW data, the total cost of these tipping fees = **\$22,649**



Municipal Recycling – Case Study

In 2001 Fauquier County, VA became one of the first municipalities to conduct a wide scale municipal recycling program. In the past three years, Fauquier county has collected in excess of **347 tons** of PCTW. Fauquier county has generated more than **\$115,000** in revenue at market prices.

PCTW is one of Fauquier county's leading recyclable revenue generators and has reduced overall recycling cost by close to **10%**.





MRF Textile Recycling Resource

Many member companies within SMART offer services to municipalities. Here is a contact for a recycling industry person who manages their own MFR textile recycling program

Martha Treece
 ORE-Recovered Material
 174 Harper's Cove
 Shirley AR 72153
 Phone: 501-745-4861
ore@artelco.com



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.





Where Does Recycled Clothing Go?

- **45%** used for secondhand apparel
 - 20% goes to thrifts in N. America
 - 80% goes to LDC around the world
- **30%** become wiping and polishing cloths
- **20%** reprocessed into fibers
- **5%** is unusable



Textile Recycling Drives Economy

Revenue stream for recycling agencies:

- Creates jobs
- Funds charitable initiatives
- Promotes small business
- Encourages recycled product development
- Provides affordable clothing





Increased Visibility

Textiles are a commodity and the price fluctuates. Five years ago the industry faced low supply & many new clothing bin companies entered the market.


Additionally, foreign companies have begun collecting direct within N. America where in the past foreign companies purchased product from N. American wholesalers.

Long term industry companies are consistently now looking for green markets as a result of increased competition.



Industry Challenges

Challenge	Action Steps
Education – Most people are still unaware that clothing can be recycled	Teacher lesson plans for elementary schools have been developed and widely distributed in addition to continuing efforts by SMART and our members.
Fast Fashion / Poor Quality – Many cheap clothing options today are not quality material that will last for a second user	Outreach to fashion designers / clothing manufacturers to encourage sustainable manufacturing
Blended Fibers – High percentage of clothing today is not pure cotton and this adds steps to the recycling process and increases cost of recycling materials	Discussions have been begun between mainstream fashion / clothing manufactures to address Extended Producer Responsibility (EPR)



Clothing Collection Options

Option	Pros	Cons
Curbside	Convenient; Makes textile recycling relevant to the public; Great educational opportunity	Newest option without long term data to review; Cost to implement can high; Vendors offering this service are limited
Donation Centers Current Trend	Personable; Interactive; Traditional recycling option	Real estate can be expensive; limited hours
Donation Bins	Convenient; Accessible 24 hrs; Identifiable textile recycling option	Highly competitive; Theft issues; Bins must be regularly maintained / areas cleaned and external trash removed
MRF Programs	Revenue stream; Decrease solid waste stream by 5%	Training and equipment required to start program
Recycling Drives / Events	Quick and FREE to set-up; Flexible; High community involvement	Signification promotion required; Reliant on volunteer staffing



SMART Background

- Nonprofit trade association, established in 1932
- For Profit Used clothing, wiping material, fiber companies
- Nearly 200 companies worldwide
- Committed to “green” way of life





SMART's Vision

SMART is the leading industry voice promoting high standards and best practices for reducing solid waste by recycling textiles and related secondary materials. Our members collect, reclaim, and “close the loop” by processing, converting, and distributing these recyclables.



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





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



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.





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



SMART Member Locator
Listing of SMART Members on
www.smartasn.org
Searchable by
Product Category, State
Available to Public





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



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





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

SUCCESS: Award Winning Program
2015 EPA Environmental Champion Award – Region II



SMART Members Serving Indiana

Ohio Mills Corp
Whitehouse & Schaprio, LLC





Additional Questions?

Kaymie@webuyrags.com | @Kaymie | LinkedIn: Kaymie Thompson Owen, CMP



Contact SMART
Jackie King, Executive Director
443-640-1050 x105
jackie@kingmgmt.org
www.SMARTasn.org
Thank you!

