Newmoa webinar - August 5, 2015

Dan Rain, Chairman, NYSAR3 Re-Clothe NY Campaign
Recycling Coordinator, Town of Bethlehem, Albany County, NY
NYSA\textsuperscript{3}'s Statewide Textile Recovery Campaign

- NY’s first statewide effort to target a specific category of recyclable material
- Campaign to address 1.4 billion pounds of textiles discarded each year in New York State, with a potential value of $200 million
- Partnered with Secondary Materials and Recycled Textiles trade group (SMART) and Council for Textile Recycling (CTR). Extremely helpful expertise and resources!
Why Focus on Textile Recovery?

- “Forgotten Recyclable” comprising 5+% of waste stream
- Only approximately 15% of textiles currently recovered, making it the next “low hanging fruit” after organics
- Already a “robust reverse supply chain” existing
- Significant economic and environmental impacts (far greater than most traditional recyclables)
Re-Clothe NY Campaign Background

- Dan Rain was first inspired to focus on textile recovery at NERC training in 2013
- Presenters included SMART reps and other private and non-profit sector folks, Eric Stubin from CTR, and Brooke Nash from MA DEP
- The training was a real “aha moment” of realizing how much many different materials were recoverable!
- Realized colleagues also were not informed about the issue
Re-Clothe NY
Campaign Background

- Dan conducted analysis of Town of Bethlehem situation
- ID’d and mapped bins with the help of a colleague
- Surveyed sampling of statewide communities, presented findings at Federation of NY Solid Waste Associations Conference, May 2013

Town of Bethlehem Textile Bin Map
Population: 33,656    Area: 52 Square Miles
NYSAR³’s Statewide Textile Recovery Campaign

- Textile Recovery Working Group first formed mid-2013
- Learned from MA groundbreaking textile recovery efforts. Brooke Nash was very helpful!
- Meeting, presentation and discussion at NYSAR Conference, November 2013
- Committee met through teleconferences and email
NYSAR³’s Statewide Textile Recovery Summit

- Very successful first Statewide Stakeholder Summit, April 2014
- Hosted and facilitated by Center for Sustainable Community Solutions at SyracuseCoE

- Dialogue focused on obstacles and challenges of textile recovery, as well as outreach strategies to achieve project goals.
- 50 participants representing a diverse group of stakeholders from municipal level, public and private industries, educators and students
Textile Recovery
Campaign Update

• Partnership with SMART/CTR solidified, and with their support developed media toolkit, finalized website
• Two webinars by Paul Bailey, Fallston Group
• Statewide outreach and survey, events organized, resolutions passed and pledges signed
NYSAR$^3$’s Statewide Textile Recovery Campaign

- Presentation and roundtable discussion at Federation of NY Solid Waste Associations Conference, May 2014
- Ribbon cutting at NYSAR3 Conference: Nov. 5th
- Official Launch: America Recycles Day: Nov. 15, 2014
Campaign collected over 100,000 pounds of textiles in the immediate wake of the program launch, Nov. 2014

Many times that since, and continues to rise with ongoing programs and special events such as Earth Day 2015

Media: November 2014 alone the campaign achieved: 156 Media Placements, 178,474,916 Unique Online Impressions with $253,264: Media placement valuation

Campaign received 2015 EPA Environmental Champion Award!

NYSAR3 Board member Melissa Young, and ‘Re-Clothe NY’ Campaign Chair Dan Rain accepting EPA Award on April 24th.
Successful Tools and Strategies

1. Partnering with CTR and SMART on campaign
2. Engaging broad spectrum of stakeholders; “Rising tide raises all boats” strategy
3. Municipalities and NY State passed resolutions in support of campaign
4. Traditional and social media
5. Webinar
6. Website tools
   - Public information pages
   - Search tool
   - Media toolkit
Successful Strategies: "Textile Tales"

"I can’t part with my college dorm T-shirts (1970s Onondaga Dorm at SUNY Geneseo). They are long past fitting so they go on a scarecrows on my front yard in the fall." -- Peggy Grayson

#ReClotheNY
Successful Tools and Strategies cont.

- Focusing on economic impacts: 200 Million in revenue, 9,600 jobs created
- At local level: e.g. $3.3 Million in Albany County potential lost revenue
- Town of Bethlehem: just with two collections and ongoing at just 3 bins over 6 months: $4,771
- Focusing on eco-impacts
Successful Strategies: Remind of eco-impacts

*Example: “Your jeans are thirsty!”*

- 2,900 gallons over the life of one pair of jeans = 10978 Liters
- The UN determines that each person should have access to 20 L of clean water/day.
- So one pair of jeans reused would supply about 549 people’s water needs for a day
Or at 24 bottles/case, about 457 cases of bottled water
Challenges

- Keeping momentum going after initial launch, and between Earth Day and ARD
- Consistency across collectors/Bin Labeling
- Changing longstanding public perceptions about what is acceptable (types of materials and condition)
- Metrics: Getting accurate baseline or collection data is a big challenge
- Challenging market conditions
- Getting fashion design and retail stakeholders to the table
Next Steps

- Second Stakeholders Summit
  Oct. 2, 2015 in Syracuse, NY
  Agenda: Expanding collection and keeping momentum moving; supporting markets
- Possible legislation regarding bin labeling & regulation, clothing labeling
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