The Numbers on Textiles

- Textiles = 4.9% of municipal solid waste disposed in Massachusetts
- 230,000 tons per year disposed
- 5.8% of residential waste disposed
- 3.7% of commercial/institutional waste disposed
- 85% of textiles are thrown away
- 15% are recycled/reused/donated
- In 2013, the U.S. exported about 860,000 tons of secondhand apparel to other countries, according to Department of Commerce stats.
Textile Consumption Increasing?

- Fast Fashion (e.g. H&M, Forever 21)
- Trendy clothing; manufactured quickly and inexpensively
- Low cost to consumer; almost disposable
- Designer clothing to mass market at low prices
- Quantity not quality; a season of wear

Where Does Recycled Clothing Go?

- 45% used for secondhand apparel
- 30% become wiping and polishing cloths
  - Environmentally friendly alternative to rental shop towels
- 20% reprocessed into fibers
  - Avg. of 50 lbs of recycled post-consumer textiles in every automobile produced today!
- Only 5% is unusable
Mass DEP Textiles Summit – September 2011

- Broad cross section of industry
- Charities
  - Salvation Army
  - Goodwill
  - St. Vincent
- Graders, brokers
- Wiping Cloth Manufacturers
- Fiber converters
What we learned…

- Textiles: a lot more than just clothes
  - Bags, belts, hats, shoes, household linens, holey socks…….
- Ideal target waste stream
- Very forgiving market – the good, the bad and the ugly
- Domestic and export markets
- Non-profits and for-profits play critical role in collection cycle

Consensus from Summit

- Need to communicate to public on wide range of textiles
- Break down misconceptions about what is and isn’t acceptable to donate
- Consensus reached across all sectors
- “We want it all, with FEW exceptions”
Action Items from Summit

- Create statewide outreach initiative (on shoe string budget)
- Hold regional workshops for municipal recycling coordinators
- Issue joint press release (DEP/SMART)
- Take message to state/regional recycling conferences
- Provide outreach tools, templates to municipal coordinators

Created MassDEP Textiles Webpage

- [http://www.mass.gov/eea/agencies/massdep/recycle/reduce/textile-recycling.html](http://www.mass.gov/eea/agencies/massdep/recycle/reduce/textile-recycling.html)
SMART Resources

- Template textile event flyer
- Videos, PSAs – perfect for public access cable
- Posters, display materials, handouts for community events
- Recommendations on transparency policy
- School curriculum
- Regional coordination - textile collection events

Getting Schools Involved

- MassDEP’s Green Team
  - e-newsletter to 400 teachers, administrators
  - Link to SMART’s curriculum on textiles
- School fundraising – Bay State, Shoebox Recycling
- College/University Recycling Council
  - Move-out days
  - Goodwill partnership with Boston University
Measuring progress

- Charities and for profit recyclers expanding collections:
  - New permanent donation sites
  - School partnerships
  - Hundreds of events
- Curbside collection of textiles – next?

Municipal Textile Collections – Reported to MassDEP

<table>
<thead>
<tr>
<th>Year</th>
<th>Tons Reported</th>
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<tbody>
<tr>
<td>CY2010</td>
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<td>5000</td>
</tr>
<tr>
<td>CY2013</td>
<td>5500</td>
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</tbody>
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What’s next:

- MassDEP and SMART Textile Recycling Campaign
  - MOU signed April 2015
  - Official kick-off – America Recycles Day 2015
  - Modeled on NYSAR’s partnership with SMART
- ReTRAC Online Recycling Directory with textile donation sites
- Media toolkit, publicity materials, webinar for local recycling coordinators

2nd Textile Stakeholder Summit

- October 1, 2015, MassDEP offices, Boston
  - State representatives to be invited
- Agenda: statewide campaign, state of the industry, common goals, metrics, measuring progress, bin ordinances
- Populate searchable database (Eco-Point)
- Fall 2016: ReuseConex – Reuse Conference & Exposition in Boston
- SMART will co-host Textile Stakeholder meeting
Questions?

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