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August 5, 2015



## NEWMOA TEXTILES WEBINAR

## 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

SMART

## The Life Cycle of Secondhand Clothing

www.recyclingtoday.org

### What happens to your donated or recycled used clothing?

On average, each American donates or recycles 12 pounds of apparel, footwear, and household textiles. Here's what happens next.

Give a second chance for these clothing items, handbags, or household textiles that have reached the end of their useful life. Items are donated to a charity or should be recycled at a recycling center as a final alternative to the landfill.

**10-20%** Charities sell donated used clothing at their full value, earning revenue for their operations.

**80%** Gift with billions of pounds, charities want that clothing to recycle which most performs better and is also alternative to the landfill. Second-hand clothing recycles into new garments. These materials are then given to charities.

**45% ISSUED AND EMPLOYED** Many are used as second-hand clothing.

**30% RECYCLED AND CONVERTED** Recycled clothing tags are used to create items to look and feel like new.

**20% RECYCLED INTO FIBER** Post-consumer fiber is used to create home insulation, carpet padding, and new material for the automotive industry.

Only 7% ends up in waste.

**Did you know?**

- Worn or torn, old clothing, shoes, and textiles can be donated or recycled.
- Textile industry employees nearly 100,000 workers in the U.S. with over \$1 billion in wages each year.
- In addition, private sector recyclers create an additional 15,000 to 20,000 jobs nationally!
- Most private sector recyclers are small businesses with fewer than 500 employees, create 1,600 jobs annually and employ primarily two main types of labor: Primary and Secondary. Recyclers account for annual gross sales in excess of \$700 million!
- Charities and private sector combined handle 3.6 billion pounds annually! These items are mostly worn and recycled and processed into a highly efficient industry. Most second-hand clothing goes through the entire process in just 30-60 days!

**Reduce, Reuse, Recycle!**

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## 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>

## 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

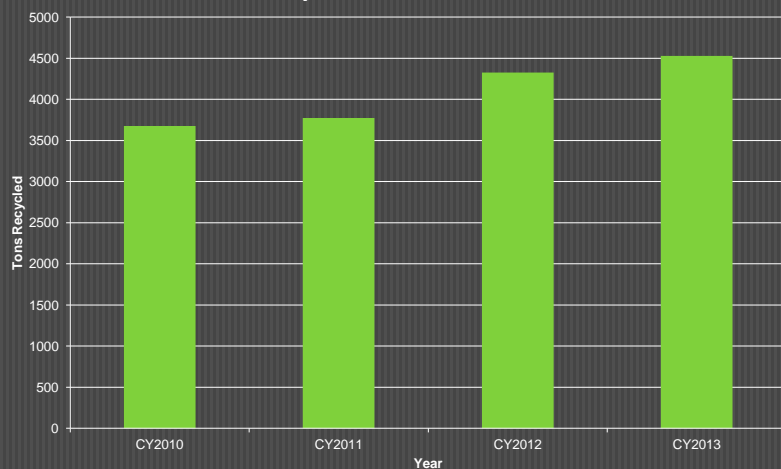
## Getting Schools Involved

- 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



## 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

## 2<sup>nd</sup> 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)j
- Fall 2016: ReuseConex – Reuse Conference & Exposition in Boston
- SMART will co-host Textile Stakeholder meeting



## Questions?

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