



TEXTILE RECOVERY
#ReClotheNY

Re-Clothe NY: Textile Recovery Campaign Successes and Challenges

NEWMOA Webinar - August 5, 2015

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NYSAR³'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!

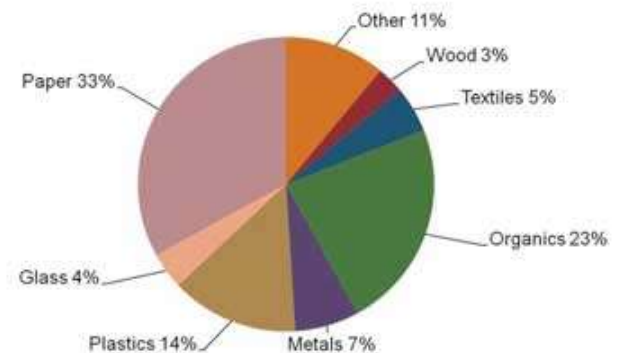


Why Focus on Textile Recovery?

- “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)



Estimated MSW Generation in New York State



Re-Clothe NY Campaign Background

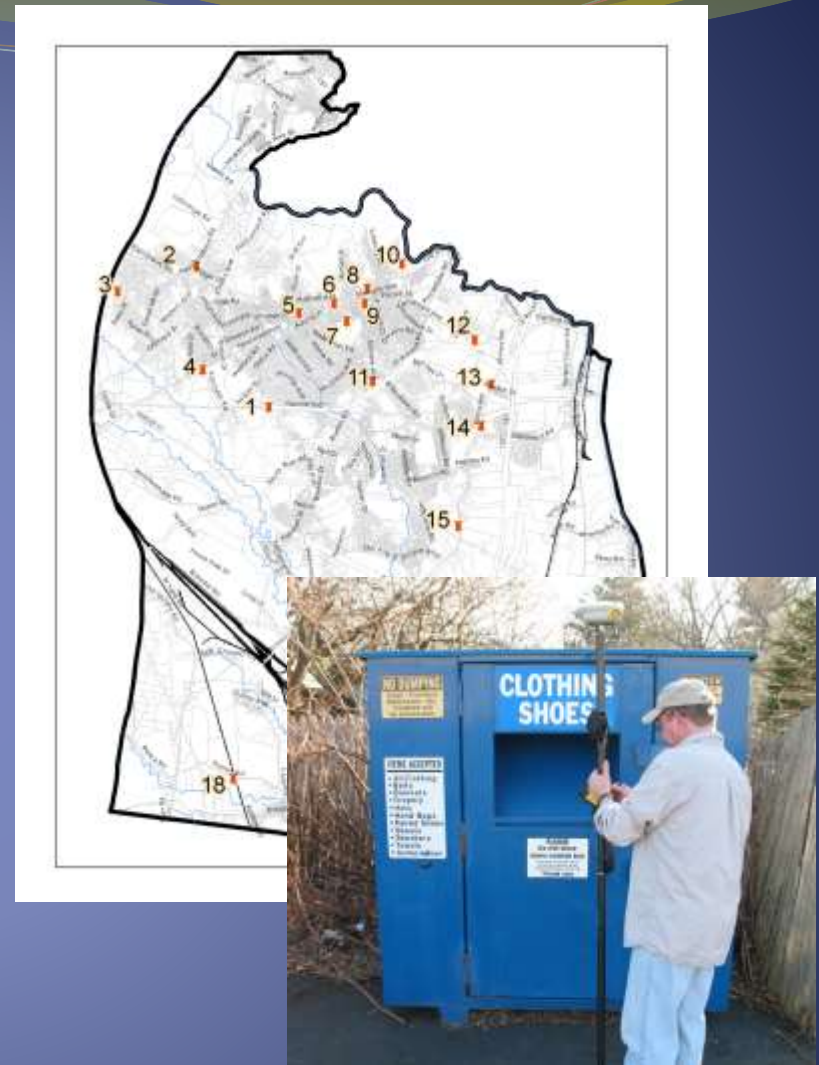


- Dan Rain was first inspired to focus on textile recovery at NERC training in 2013
- Presenters included SMART reps and other private and non-profit sector folks, Eric Stubin from CTR, and Brooke Nash from MA DEP
- The training was a real “aha moment” of realizing how much many different materials were 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



NYSAR³'s Statewide Textile Recovery Campaign



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- 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 Successes: PR, Collection Amounts and EPA Award



TEXTILES RECOVERY
CAMPAIGN

- 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

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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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