

Brooke Nash
MassDEP



NORTHEAST RECYCLING COUNCIL WEBINAR:

STATES CHARGING AHEAD WITH TEXTILES

JANUARY 6, 2016



Why Focus on Textiles?

- 5% of MSW disposed in Massachusetts
 - 230,000 tons per year
 - Low hanging fruit
 - Strong collection infrastructure
 - Mature domestic and export markets
 - Supports local economy
 - Triple bottom line
- 

Textiles Phase I: 2011-2014

- Stakeholder summit: October 2011
- Regional workshops for municipal recycling coordinators
- The textile story; connect collectors with municipal recycling staff
- Joint press release (DEP/SMART)
- Good media coverage
- State recycling conferences
- Textile website

Strategic Partnerships

- Backbone of no-budget outreach
- SMART and members companies
- Charities
- Municipal Recycling Coordinators and recycling volunteers
 - [SalemRecycles](#)
 - [South Shore Recycling Cooperative](#)
- Schools (faculty/staff, PTOs, Green Teams)



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
- Go-to resource for state planners

Getting Schools Involved

- MassDEP's *Green Team*
 - e-newsletter to 1,200 teachers, administrators
 - Link to SMART's curriculum on textiles
- School fundraising and education
 - Variety of collection models and vendors
 - Centerville Middle School ["Recycling Super Heroes"](#)
 - [Weymouth Public Schools](#)

Colleges/Universities

- Huge source of textile waste
- College/University Recycling Council
 - [Textile panel – January 2014](#)
- Post Landfill Action Network ([PLAN](#))
- [Project RePat](#) – upcycling t-shirts
- [Goodwill – Boston University](#)
- [Tufts University](#)


MassDEP Textile Webpage

[EEA Home](#) > [Agencies](#) > [MassDEP](#) > [Waste & Recycling](#) > [Reduce, Reuse, Recycle](#) > [Textile Recycling](#)

Textile Recycling

Massachusetts residents and businesses dispose approximately 230,000 tons of textiles annually. About 95 percent of this material could be reused or recycled instead of thrown away. Learn what the state is doing and what you can do to keep clothing, footwear, bedding, curtains - even stuffed animals - out of landfills and incinerators, and to extend their useful lives by putting them in the hands of new owners or recycling their fibers into other products.

- ✓ [Textiles by the Numbers](#)
- ✓ [How & Where to Recycle Textiles](#)
- ✓ [Promoting & Regulating Textile Recycling in Your Community](#)
- ✓ [Textile Recycling Education in Schools](#)
- ✓ [State & Regional Initiatives](#)



MassDEP Waste & Recycling

[A to Z Quick Links](#) ▶

[Waste & Recycling Index](#) ▶

Textile Recycling in the News

Textile Summit 2.0 - October 1, 2015


- Reinvigorate textile recovery message
- 60 people, 8 states
- Charities and for-profit collectors/retailers
- Graders, brokers
- Wiping cloth manufacturers
- Fiber converters
- Municipal recycling coordinators
- Elementary and secondary schools

Summit Highlights

- Collaborative tone among competitors
- Markets – take the long view
- Universal message: *worn or torn, faded to fashionable, donate it all*
- Measuring progress: data collection
- Collection boxes: challenges/opportunities
- Schools: opportunities abound
- Meeting minutes on website



New MOU with SMART/CTR

- Modeled on New York's partnership with SMART
 - Media toolkit, webinar for local coordinators (downloadable soon), social media content
 - Kick-off TBA (late January)
 - Launch of online directory
 - Potential paid media/advertising (Rhode Island model)
- 



Municipal Grant Incentive

- Leverage participation through [Recycling Dividends Program](#)
- Menu of activities, commitments, actions
- Successful completion by June 2016 earns “Bonus Point”
- \$200 - \$6,000, scaled to size of population served by municipal SW/R program

Beyond the Bin Recycling Directory



Beyond the Bin Recycling Directory MassDEP

Host MassDEP

 Ann McGovern

 Email Me

Welcome to the Beyond the Bin Recycling Directory! Do you have worn clothing, outdated electronics or other items that don't belong in your household recycling bin? Don't throw them away. Find out where to recycle, reuse, or repurpose them here!



Directory publicity and build-out

- Drive residents to site for recycling locations
- Embed link on municipal websites, recycling organizations
- Solicit additional listings from collectors (self-listing option).
- MassDEP maintains content, approves postings.

On the horizon....

- Campaign Kick-off: late January 2016
- Publicize *Recycling Beyond the Bin website*
- Promote Municipal Bonus \$\$ for Textile Criterion
- Hold Webinar for Municipalities
- ReuseConex – International Reuse Conference & Exposition – Fall 2016
- SMART at ReuseConex?

Questions?

- Brooke Nash
- brooke.nash@state.ma.us
- 617-292-5984

Or

- Ann McGovern
- ann.mcgovern@state.ma.us
- 617-292-5834

