



TEXTILE RECOVERY
#ReClotheNY

Re-Clothe NY

NERC Webinar – January 6, 2016:
States Charging Ahead with Textile Recovery

Dan Lilkas-Rain, NYSAR³ Board Member
and Chairman, Re-Clothe NY Campaign
Recycling Coordinator, Town of Bethlehem, Albany County, NY



NYSAR³'s Statewide Textile Recovery Campaign



- NY's first statewide effort to target a specific category of recyclable material: "Re-Clothe NY"
- 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!

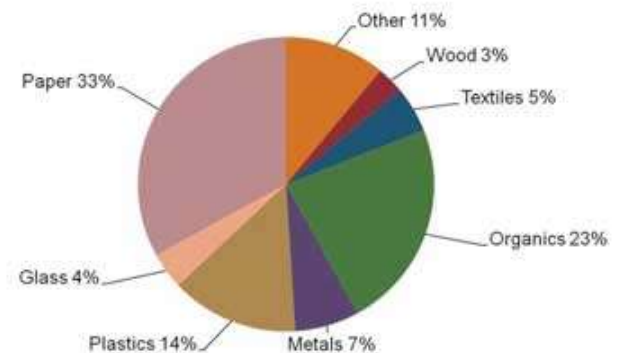


Why Focus on Textile Recovery?

- “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



- NERC training April 2, 2013 was one of the biggest original inspirations for Dan's focus on textile recovery
- The training was a real "aha moment" for how much was recoverable, and how poorly informed most of us were-- residents and recycling professionals alike
- Dan conducted analysis of Town of Bethlehem situation and surveyed sampling of statewide communities

NYSAR³'s Statewide Textile Recovery Campaign



- Presented findings at Federation of NY Solid Waste Associations Conference, May 2013. This research formed the framework for statewide campaign genesis.
- Learned from MA groundbreaking textile recovery efforts
- Textile Recovery Working Group formed mid-2013





NYSAR³'s Statewide Textile Recovery Summits



- Very successful Statewide Stakeholder Summits, April 2014 and October 2015
- Hosted by Center for Sustainable Community Solutions at SyracuseCoE
- Dialogue focused on obstacles and challenges of textile recovery, outreach strategies to achieve project goals.
- Second Summit focused on building cohesive coalition and challenges of metrics and markets. Inspired by RI and MA!
- Participants representing a diverse group of stakeholders from municipal, public and private sectors, educators and students

NYSAR³'s Statewide Textile Recovery Campaign



TEXTILE RECOVERY
#ReClotheNY

- 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



Successful Tools and Strategies

1. Partnering with SMART/CTR 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. Free Webinars
6. Website tools
 - Public information pages
 - Search tool
 - Media toolkit



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 in one year: \$7,503
- Focusing on eco-impacts

Resource use

GHG emissions/ reductions



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





Successful Strategies: “Textile Tales”

"As part of my spring cleaning, I'm donating old, worn out denim jeans, so they can become something useful, like insulation. What's your textile tale?" --

[#ReClotheNY](#) – Nancy Webster

Campaign Successes: PR, Collection Amounts and EPA Award



TEXTILES RECOVERY
CAMPAIGN

- Campaign collected over 100,000 lbs. of textiles in the immediate wake of the program launch, Nov. 2014
- Est. over 1 million lbs. since, and rising
- 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 and NYS Senate Legislative Resolution



NYSAR3 Board member Melissa Young, and 'Re-Clothe NY' Chair Dan Lilkas-Rain accepting EPA Award, April 2015.

Re-Clothe NY Campaign Finances



TEXTILE RECOVERY
#ReClotheNY

- NYSAR3 contributed approx. \$5,000 initially, largely for website especially the searchable database. \$2,500 in Yr 2
- Significant in-kind support provided by SMART/CTR. Their support developed media toolkit, and training kit for RC
- Media assistance and two free webinars on campaign media outreach by SMART's PR Firm, the Fallston Group
-



Re-Clothe NY

Campaign Finances Continued



TEXTILE RECOVERY
#ReClotheNY

- Campaign awarded \$20,000 grant for 2016 from NYS Pollution Prevention Institute!
- Grant partners include NYSAR³, NY Product Stewardship Council, the Product Stewardship Institute, the Council for Textile Recycling, and the Secondary Materials and Recycled Textile Association (SMART).



Challenges

- Keeping momentum going in second year of campaign, and in between Earth Day and ARD
- Consistency and continued collaboration across collectors/Bin Labeling
- Changing longstanding public perceptions about what is acceptable
- Challenging market conditions
- Metrics: Getting accurate baseline or collection data is a big challenge
- Getting fashion design and retail stakeholders to the table



Next Steps

- Formalizing and expanding coalition of collectors & processors
- Possible NYS legislation regarding bin labeling; clothing labeling
- Metrics collection and sharing
- Continued and expanded public education and PR campaign
 - Develop unified branding and educational materials (e.g. decals for bins and store windows, posters, fliers, hashtags)
 - Increase awareness among NY residents about the environmental and economic benefits of textiles recovery
 - Educate NY residents about what textiles to donate and where to donate them
 - Increase the quantity of textiles collected and donated
 - Considering 1-Day Statewide Textile Collection Event in early April (to keep separate from other Earth Day activities)





Contact

Dan Lilkas-Rain, NYSAR³ Board Member
and Chairman, Re-Clothe NY Campaign



Recycling Coordinator, Town of Bethlehem, NY
518-439-4955 ext. 1510
drain@townofbethlehem.org
www.nytextiles.org
www.townofbethlehem.org