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A PROGRAM OF **SMART** THE SECONDARY MATERIALS AND RECYCLED TEXTILES ASSOCIATION

States Charging Ahead With Textile Recovery



The Association of Wiping Materials, Used Clothing and Fiber Industries





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Jackie King
SMART Executive Director

443-640-1050 x105

jackie@kingmgmt.org

www.SMARTasn.org

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Today's Definition of Acceptable Textiles to be Recycled

Any clothing, household textile or commercial linen textile as long as it is DRY and has NO ODOR can be reused and recycled.



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Acceptable Items to Reuse/Recycle Include:

Bedding:

(comforters, sheets,
pillow cases, blankets)

Belts

Boots

Bras

Coats

Curtains/Draperies

Dresses

Flip flops

Halloween costumes

Hats

Jackets

Jeans

Jerseys (sports)

Napkins (cloth)

Pajamas

Pants

Pet beds & clothing

Pillows

Purses

Scarves

Shirts

Shoes (single or in pairs)

Shorts

Skirts

Slippers

Socks (single or in pairs)

Stuffed animals

Suits

Sweaters

Sweatpants

Sweatshirts

Table linens

Ties

Towels

T-shirts

Undergarments



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Use of the Term “Recycling” Within the Textiles Industries

The industry tends to use the words recycled and reused interchangeably.

The clothing that is sold in charity thrift store and sold to developing nations would be considered “reuse”

The textiles that are turned into wiping rags and the textiles that are ground up into fiber would be considered recycled.



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why recycle textiles?

CLOTHING AND TEXTILE RECYCLING HAS MAJOR IMPACT ON REDUCING GREENHOUSE GASSES



2 million tons of textiles are recycled each year in the U.S.

That is equivalent to removing **1 MILLION CARS** from America's highways



HOW DOES THIS COMPARE TO OTHER RECYCLABLES?



GO FIGURE

DONATE, RECYCLE, DON'T THROW AWAY!

According to the EPA, textile recycling has a major impact on reducing greenhouse gasses. **And yet ... clothing is not typically considered a recyclable.** While 2 million tons are recycled each year, there is a long, long way to go!



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Where Does Recycled Clothing Go?

- 45% used for secondhand apparel
- 30% become wiping and polishing cloths
- 20% reprocessed into fibers
- 5% is unusable



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How Are Textiles Reuse & Recycling Industries Different Today?

The industry (process) has not changed in hundreds of years. What has changed is the industry is becoming more transparent and now being recognized by both Charities and regulators as having a positive environmental impact as a recyclable and an economic sector.



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SMART Background

- SMART – what does it stand for?
- Nonprofit trade association, established in 1932
- For Profit Used clothing, wiping material, fiber companies
- Nearly 200 companies worldwide
- Committed to “green” way of life



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What do SMART Companies Do?

- Pre-consumer market
 - Acquire byproduct from textile/fiber companies
 - Repurpose material for consumer products
 - Wiping cloths, insulation, home furnishings...
- Post-consumer market
 - Acquire textiles from charity & commercial lines
 - Once graded, clothing is recycled
 - Some members collect used clothing and textiles using textile recycling bins



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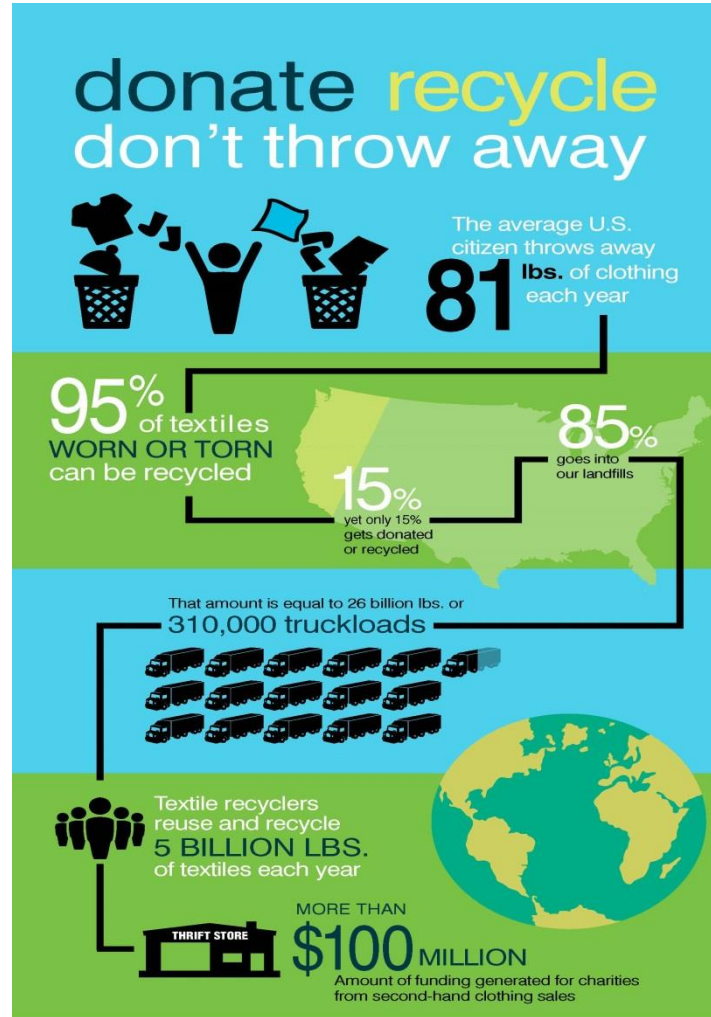
SMART's Goals

1. Increase awareness of need to recover and recycle textiles
2. Increase supply of textiles in marketplace
3. Decrease the amount of clothing and textiles in landfills
4. Offer help and expertise to government in developing programs to promote textile recovery and help find recycling company partners
5. Reduce cost to municipalities by reducing tipping fees associated with textile waste disposal
6. Capture remaining 85% of textiles that are not being recycled
– Donate, Recycle, Don't Throw Away.



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the secret double life of donated textiles

NEARLY **100%** OF DONATED TEXTILES ARE RECYCLED! They are separated into three grades:

45%
USABLE CLOTHING



20%
FIBER CONVERSION GRADE



30%
WIPING CLOTH GRADE



Recycled fiber products **SAVE MONEY and RESOURCES** by using existing materials.



CLOSING THE LOOP

Recycled cloth rags use **LESS WATER, LESS ENERGY** and create a **LOWER CARBON FOOTPRINT** than all other alternatives.



The second hand clothing market provides **AFFORDABLE CLOTHING** to those in need and **ENCOURAGES GLOBAL ENTREPRENEURSHIP**.

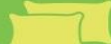
SECOND LIFE ...



stained t-shirt → wiping cloth



lone sock → pillow stuffing



old denim → household insulation



teddy bear



→ car seat stuffing



torn bath towel →

wiping cloth





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SMART Member Locator

Listing of SMART Members on

www.smartasn.org

Searchable by

Product Category, Company, State

Available to Public



Recent SMART Initiatives - Legislative

- Clothing Collection Bins in the Community
 - Clothing Collection Bin Operator Code of Conduct
 - Draft Ordinance Language and Bin Position Paper
 - Bin Committee of SMART members to work on proactive efforts in cities and towns
 - Municipality Outreach Document
 - Ongoing outreach to communities about benefits of textile recycling and need for reasonable regulations
 - 2015 –New York state passes bin legislation based on SMART Ordinance – signed into law December 2015



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Council For Textile Recycling

- Sister organization to SMART; 501c3 charitable org
- Membership open to municipalities, states, government agencies at no charge
- Goal is to educate public about textile recycling and to promote zero textile waste in landfills by 2037
- Members also include apparel manufacturers and retailers, charities, academics and textile recycling companies
- www.weardonaterecycle.org



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Recent SMART Initiatives - ReClothe NY

- Partnership with NYSAR3 and CTR for first ever statewide textile recycling campaign
 - ReClothe NY launched in conjunction with America Recycles Day 2014
- Included PR toolkit for local recycling coordinators to use to conduct outreach to local media about program
- Developed Operational Manual for Communities to use to help them launch events around campaign
- Award Winning Program – 2015 EPA Environmental Champion Award – Region II



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Recent SMART Initiatives - Mass DEP

- Partnership with Mass DEP and CTR for textile recovery campaign
 - Stakeholder Meeting October 2015, Boston MA
 - Launch to take place in January 2016
 - Events in 2016 to coordinate with Earth Day
- Includes PR toolkit for local recycling coordinators to use to conduct outreach to local media about program
- Operational Manual for Communities to use to help them launch events around campaign



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How Can You Help?

- Provide convenient collection points
- Promote textile recycling days
 - Earth Day (April 22)
 - America Recycles Day (November 15)
 - End-of-the-Semester (partner with local colleges)
- Include textile recycling in all public relations and promotion efforts supporting recycling programs
- Help educate the recycling public about textile recycling
- Encourage public agencies to use products made from recycled textiles



Future Smart Partnerships with States

- SMART interested in partnering with more states
- Need to have members in community to collect and support and help SMART provide resources needed to partner on campaign
 - Are there SMART members in the community?
 - Are SMART members able to present at meetings or can SMART provide staff to present?
- Need to have all stakeholders engaged for program to work – charities, for profit, thrifts and government
- Consensus from partners on messaging very important to SMART