

Open Letter to Jon Woodward and W5: Clarifying Textile Recycling

Dear Jon Woodward and the W5 Team,

We are responding to your video series, 'You donated clothing to needy Canadians, so how did it end up in Africa.' While we appreciate your intent to raise awareness, your report blurs the lines between the majority who follow responsible practices in the textile recycling industry and the minority who do not adhere to our standards. The audience must understand that responsible practices are the norm in this industry, not the exception.

You state, "Many bins are connected to charities... a W5 investigation has shown that many are not." It would be more accurate to say that **a token few** are not. A quick search reveals issues with the Canada Community Support Foundation you highlighted, including a lack of registration and a CRA judgment. Your report could have focused on the prevalence of "fake charities" and the need for better enforcement.

The allegation that Canadian donations end up in Africa is also concerning. Donation bins provide crucial services, making it easier for Canadians to donate year-round. Responsible donation practices support both local and international communities, reducing waste and providing affordable clothing.

To provide some context, SMART (Secondary Materials and Recycled Textiles Association) is a non-profit trade association established in 1932. It represents small and medium-sized companies dedicated to the recycling of pre- and post-consumer textiles. Our members engage in a wide array of activities, from repurposing "pre-consumer" by-products into new materials for various industries to acquiring and distributing "post-consumer" textiles from sources like charities, hospitals, and hotels.

Many of our members operate collection bins to gather used textiles, which are transformed into products like wiping cloths, insulation, and affordable clothing exported to developing countries. This industry generates substantial employment and diverts nearly 4 billion pounds of textile waste from landfills annually, contributing to sustainability and local economies.

Please consider if your report is truthful and reflects the reality of the textile recycling industry. SMART members embody the commitment to

sustainable practices and environmental stewardship and wrongful information will negatively impact the economy and the environment.

For a deeper understanding, we recommend examining information on our website. This will provide you with a more enlightened view of the industry and its efforts towards sustainability.

<https://www.smartasn.org/>

Sincerely,
Brian London, MD
President of SMART, Secondary Materials and Recycled Textiles
Association



&

President of Whitehouse & Schapiro, LLC



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