



donate recycle don't throw away™

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

Collecting Textiles: Make It Work for Your Community



The Association of Wiping Materials, Used Clothing and Fiber Industries





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Your Name
Your Company Name
SMART Member

Date



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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 **CLEAN, 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?

- 16.22 million tons of textiles were discarded in 2014 or 84%
- Only 2.62 million tons were reused or recycled or 16%
- 6.3% of landfill waste is comprised of textiles; equals 81 pounds per person thrown away annually

Source: EPA report on Advancing Sustainable Materials Management 2014 Fact Sheet and Tables and Figures (Nov. 2016)





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Why Recycle Textiles?

- Carbon footprint reduction
- Clean air preservation
- Reduce energy consumption
- Water conservation
- Woodland conservation



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Beneficial Impact of Recycling Textiles

The EPA estimates the current level of recycling on reducing greenhouse gasses

- Yard Waste = removes 651,000 cars
- Glass = removes 175,000 cars
- Plastic = removes 670,000 cars
- Aluminum = removes 1.3 million cars
- Textiles = removes 1.3 million cars

Source: EPA report on Advancing Sustainable Materials Management 2014 Fact Sheet (Nov. 2016) Table 5. Page 15.





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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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Can Textiles Be Recycled? **Yes!**

- Oldest form of recycling
- Annually...
 - Average person discards 81 lbs of clothing
 - SMART/charities divert 4 billion lbs. of waste
 - SMART is reducing the world's carbon footprint
 - Only 16% of textiles currently being diverted
- Remember – *Donate, Recycle, Don't Throw Away!*



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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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Textile Recycling Drives Economy

- Revenue stream for recycling agencies
- Creates jobs
- Funds charitable initiatives
- Promotes small business
- Encourages recycled product development
- Provides affordable clothing opportunity



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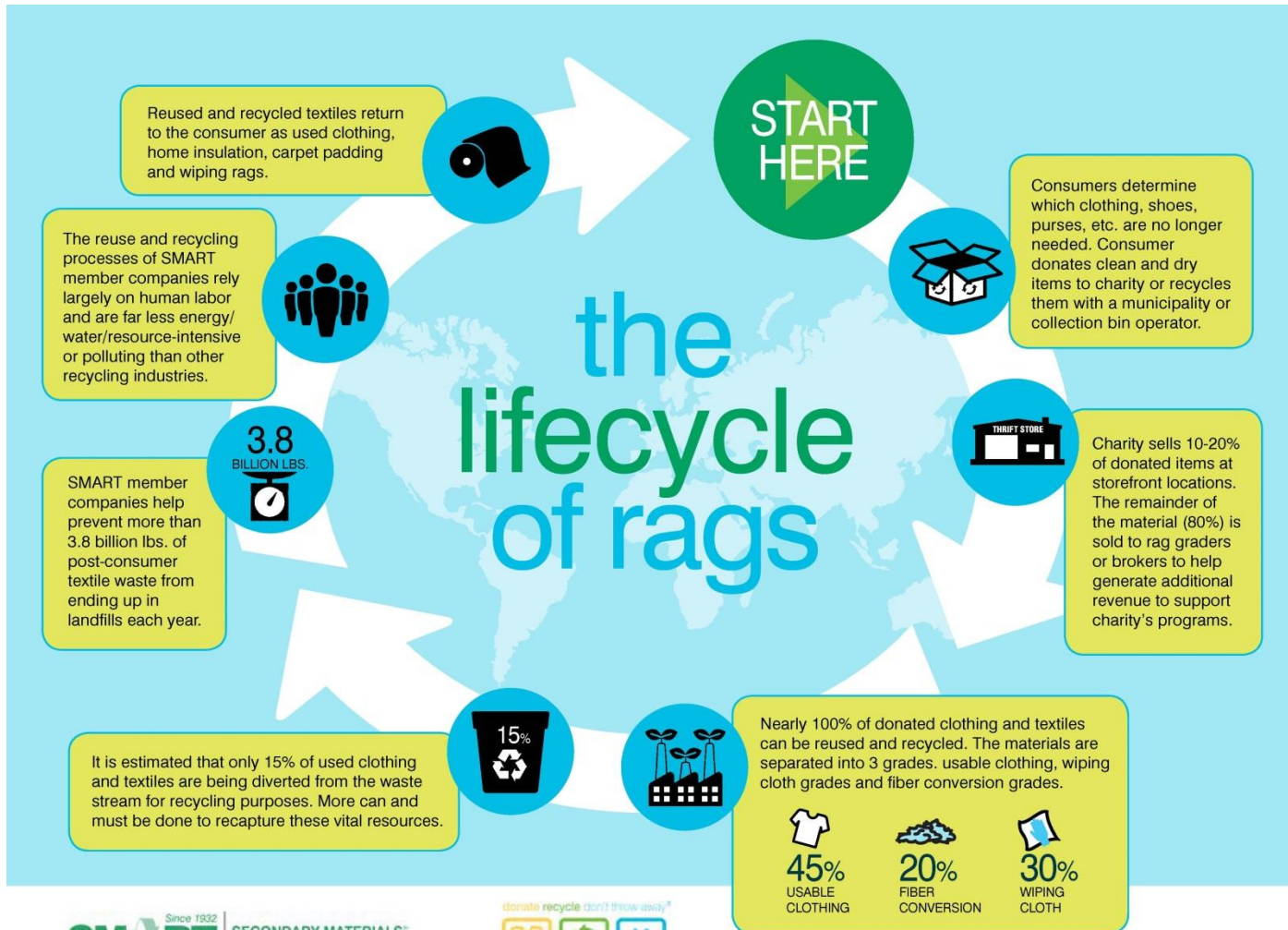
Can Businesses Recycle Textiles? **Yes!**

- Healthcare facilities
- Hotels and hospitality facilities
- Textile & paper mills/manufacturers
- Cut and sew plants
- Textile dye facilities
- Retail stores
- Government agencies
- Recycling textiles is **EVERYONE'S** business!



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SMART Since 1932
SECONDARY MATERIALS®
AND RECYCLED TEXTILES
The Association of Wiping Materials, Used Clothing and Fiber Industries



Since 1932
SMART



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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 150 companies worldwide
- Committed to “green” way of life



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SMART's Vision

SMART is the leading industry voice promoting high standards and best practices for reuse and recycling of textiles and related secondary materials. Our members reduce solid waste, by collecting, reclaiming, and “close the loop” by processing, reusing, converting, and distributing these recyclables.



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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 linens
 - Once graded, clothing is recycled for various markets
 - Used clothing, Wiping cloths, insulation...



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How does SMART Recycle?

- Reduce solid waste through life extension
- Reuse gently worn clothing
- Repurpose/recycle into wiping cloths
- Recycle and convert to fiber



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SMART's Goals

1. Increase awareness of need to 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 recycling 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.
7. Educate students about textile recycling through Recycling Rangers program for grades K-5



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Recent SMART Initiatives - Education

- Lesson Plans for Elementary Students
 - Grade Appropriate for students Grades K-5
 - Available free from SMART website under Educators & Kids
 - SMART's Goal was to reach 1 million students by 2015. This goal was achieved in March 2015 in conjunction with 2014-15 campaign.



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Wear It? Recycle It!

Win Up to \$500 in Classroom Cash!

Did you know that clothing and textiles can be recycled and reused just like paper, plastic, glass and aluminum? It's true! Everything from clothing to towels, sheets, and even stuffed animals and

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Recent SMART Initiatives - Communication

- Television PSA
 - Community Recycling of Clothing and Textiles
 - 60: second spot
- Radio PSAs
 - 4 versions, 30:seconds each
 - Scripts include: Back-to-School; Earth Day; Spring Cleaning; End-of-the-Semester
- Info graphics to help tell story about textile recycling and benefits to environment
- SMART Member Locator



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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**.

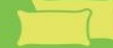
SECOND LIFE ...



stained t-shirt → wiping cloth



lone sock → pillow stuffing



old denim → household insulation



teddy bear → car seat stuffing



torn bath towel → wiping cloth



SMART Since 1932

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Since 1932
SMART



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SMART Member Locator

Listing of SMART Members on www.smartasn.org

Searchable by
Product Category, State
Available to Public



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Recent SMART Initiatives - Legislative

- Clothing Collection Bins in the Community
 - Clothing Collection Bin Operator Code of Conduct
 - Draft Ordinance Language
 - Bin Position Paper
 - Development of 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



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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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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 wiping products made from recycled textiles



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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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Additional Questions?



The Association of Wiping Materials, Used Clothing and Fiber Industries

Contact SMART

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Thank you!

