Re-Clothe NY Coalition Standards + 2016 Fall Outreach Campaign

Sponsored by the New York Pollution Prevention Institute Community Grants Program

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Who is the Product Stewardship Institute?

bit.ly/Re-ClotheNY
Who is the New York Product Stewardship Council?

bit.ly/Re-ClotheNY
Thanks to the NYSP2I Community Grant Program
Why develop coalition standards?

- Strengthen the Coalition
- Unified Message
- Build Trust + Collaboration
- Demonstrate Results + Impact
How did we develop Coalition Standards?

bit.ly/Re-ClotheNY
What are the Coalition’s Standards?
Standard Labeling

**NEW BINS**
“This bin accepts all clothing, shoes, and other textiles. Do not leave any material outside the bin. For a full list of materials accepted visit bit.ly/Re-ClotheNY.”

**EXISTING BINS**
- All clothing, shoes, and other textiles
- Do not leave any material outside the bin
- For a full list of materials accepted visit [bit.ly/Re-ClotheNY or collector website]
Common Materials

The following items can be donated *in any condition* (torn, worn, stained, missing buttons, broken zippers, etc.) as long as they are *clean, dry, and odorless*. 
Common Materials

<table>
<thead>
<tr>
<th>Accepted Textile Materials List to Include on Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>The following items can be donated in any condition (torn, worn, stained, missing buttons, broken zippers, etc.) as long as they are clean, dry, and odorless.</td>
</tr>
</tbody>
</table>

**Footwear (in pairs):**
- Shoes
- Heels (wedges, pumps)
- Flats
- Sandals
- Flip Flops
- Boots (work boots, dress boots, winter boots)
- Sneakers
- Cleats
- Slippers

**Clothing:**
- Tops (T-shirts, blouses, shirts, tank tops)
- Sweaters
- Sweatshirts
- Dresses
- Outerwear (coats, jackets, blazers)
- Bottoms (pants, slacks, jeans, sweatpants, skirts, shorts)
- Suits
- Socks
- Pajamas
- Slips
- Bras
- Underwear
- Hats
- Bags (pocketbooks, backpacks, duffle bags, totes)
- Belts
- Gloves
- Ties
- Scarves
- Bathrobes
- Aprons
- Dish cloths
- Cloth napkins
- Table linens
- Comforters
- Throw rugs
- Placemats

**Accessories:**
- Pets clothing
- Textile scraps greater than 1’x1’
- Canvas

**Other:**
- Halloween costumes
- Sports jerseys
- Pet clothing
- Textile scraps greater than 1’x1’
- Canvas
Even underwear
Data Sharing

bit.ly/Re-ClotheNY
Unified Messaging

Clothing and shoes are highly reusable, and all textiles can easily be recycled through the existing collection network across the state.
Unified Messaging

Textile recycling in NY State has the potential to create an estimated 1,000 jobs, recover an estimated $130 million in economic value, and incur significant environmental benefits including reduced GHG emissions.
Unified Messaging

New York residents dispose of an estimated **1.4 billion pounds** of textiles every year. This represents **6% of solid waste** discarded in the state.

Textiles recyclers, collectors, non-profit reuse organizations, and government officials in New York State are **teaming up** to keep textiles out of the waste stream.
COMPLIANCE + Transparency

Donated items will be used for **charitable purposes**

Donated items will be used **for profit**
What is the Re-Clothe NY outreach campaign?

bit.ly/Re-ClotheNY
Re-Clothe NY Campaign

Outreach Resources

bit.ly/Re-ClotheNY

- posters
- flyers
- powerpoint presentation
- sample social media posts
- fact sheet
- tips + tricks
- media alerts
- marketing calendar
posters + flyers
pick up here at the conference or we’ll print and send to you for free!
suzy@productstewardship.us
social media posts
check out our sample posts for easy copy-and-paste posting
DID YOU KNOW?
CLOTHING CAN BE RECYCLED!

In New York, 2.4 million pounds of clothing, shoes, & other
household textiles are sent to the trash each year.

That’s an estimated 1.9 billion pounds.

They are:
• Created to be disposed of
• 76% of them end up in
the trash or the landfill.

In New York, 2.4 million pounds of clothing, shoes, & other
household textiles are sent to the trash each year.

How do I recycle my clothing, shoes, and other household textiles?

1. T-shirts, jeans, and other cotton apparel can be donated.
2. Items made from natural fibers, such as hemp, can be donated.
3. Check with your local textile recycling center or look for a recycling bin at your local store.
4. Some retailers, such as ThredUp, accept clothing donations.

WHAT HAPPENS WHEN I RECYCLE HOUSEHOLD TEXTILES?

• 40% is converted into usable products.
• 30% is recycled into new clothing.
• 20% is recycled into new plastic.

Re-Clothe New York

Recycling Clothes, Shoes, and Household Textiles: What You Need to Know

DATE

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Re-Clothe New York

NEWS RELEASE [EXAMPLE]

FOR IMMEDIATE RELEASE

CONTACT: Name
Title: [insert title]
Municipality/Department: [insert name]
XXX-XXXX Office: XXX-XXXX (cell)
EMAIL: [insert email]

Insert name of municipality Residents Make "Re-Clothe NY" Recycling Event a Huge Success

[example text]

New York State residents dispose of some 1.4 billion pounds of textiles annually, with a market value exceeding $350 million.

Over 1,000 jobs would be created across the state if those materials were recovered for reuse and recycling.

[example text]

*In our community, some (insert calculation of % of local MSW made) form of cloth and textiles, with an estimated market value of $ (insert calculation of $0.15 x 0.05 x 1000 x 2000)) are trashed every year. This is the first step towards recovering that material to create local jobs and reduce the amount of recoverable clothing and other textile products that are treated annually.*

[example text]

media outreach

use these templates to advertise your events send to local papers

bit.ly/Re-ClotheNY
How Can I Take Action?

Promote to your local media use our template media alerts!

How Can I Take Action?

SHARE and RETWEET on social
or use our copy-and-paste sample posts!

How Can I Take Action?

#ReClotheNY

#TextileTales

bit.ly/Re-ClotheNY

Tag your posts and tweets or use our copy-and-paste sample posts!

How Can I Take Action?

Run a collection event this fall

download our Tips and Tricks webinar +

contact us to help market

bit.ly/Re-ClotheNY
Want to participate?

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Thank you!
Visit bit.ly/ReClothe-NY

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