Thank you for joining us!
The meeting will begin shortly

October 18, 2016
Tips + Tricks for Running a Textile Recycling Event

Sponsored by the New York Pollution Prevention Institute
What is the Re-Clothe NY Coalition?

TEXTILE RECOVERY
#ReClotheNY
What is the Re-Clothe NY outreach campaign?

bit.ly/Re-ClotheNY
Please welcome our first speakers:

Dan Lilkas-Rain  
Recycling Coordinator/Chair  
Town of Bethlehem/Re-Clothe NY Coalition

Amanda Nicholson  
Director of Finance + Operations  
Product Stewardship Institute
Dan Lilkas-Rain
Recycling Coordinator/Chair
Town of Bethlehem/Re-Clothe NY Coalition
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Please welcome our next speakers:

Susan Attridge
Recycling Coordinator
City of Buffalo Dept. of Public Works

Mary Bartlett
Recycling Coordinator
Madison County Dept. of Solid Waste

Gary Carrel
Solid Waste Recycling Specialist
Erie County
What are your most effective, creative strategies for running a successful textile recycling event?
Western New York Coalition for Donated Goods

• Formed in May 2014 after Goodwill contacted Buffalo City Mayor Byron Brown for assistance in promoting clothing donations. At the time the City was considering collection of textiles and had been in discussions with Community Recycling.

• The members communities met from May through August to develop the mission statement; identification for the group, logo and messaging. IT WAS INTENSE!

• It was decided that the focus of the group would be to drive textiles from the trash to the local not for profits organizations.
Western New York Coalition for Donated Goods

Mission Statement: The WNY Coalition for Donated Goods (WNYCDG) is a consortium of nonprofit organizations. The mission of WNYCDG is to educate the community on the environmental and economic benefits of recycling and donating goods and to provide easy access to donation opportunities.

Webpage – www.city-buffalo.com/

List of Drop Off Locations
Click on the zip code in your area

For additional information please contact Susan Attridge at 716-851-5014 or sattridge@city-buffalo.com
Infographic:

DONATE CLOTHES

REUSE  REDUCE  RECYCLE

www.buffalo-city.com/reuse

85%
Of all discarded clothes & textiles are not recycled or reused.

70 Pounds
The average person throws away 70 pounds of clothing & textiles per year.

Logo images of various organizations.
Western New York Coalition for Donated Goods

- Launch and Clothing Drive August 26th – 29th
  2 tons of material collected!!
<table>
<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/14/2014</td>
<td>Textiles</td>
<td>Bidwell Park/Buffalo Sabres</td>
<td>America Recycles Day &quot;Western New York Wear it Forward&quot;</td>
</tr>
<tr>
<td>1/19/2015</td>
<td>Textiles</td>
<td>Boulevard Mall</td>
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<tr>
<td>2/16/2015</td>
<td>Textiles</td>
<td>Walden Galleria</td>
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<tr>
<td>4/6/2015</td>
<td>Textiles</td>
<td>Walden Galleria</td>
<td></td>
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<tr>
<td>5/2/2015</td>
<td>Textiles/Shredding</td>
<td>Bidwell Park/MLK Park/Engineering Garage/Reinstein Woods/3 libraries/Niagara Outlet Mall</td>
<td>Earth Day in May/also had a contest with Buffalo Schools</td>
</tr>
<tr>
<td>11/13/2015</td>
<td>Textiles</td>
<td>Walden Galleria/The Foundry/Buffalo Sabres</td>
<td>America Recycles Day &quot;Stuff the Truck&quot;</td>
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<tr>
<td>12/5/2015</td>
<td>Textiles</td>
<td>Hertel Holidays - Hertel Ave</td>
<td>Hertel Holidays – NOT SUCCESSFUL</td>
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<tr>
<td>1/18/2016</td>
<td>Textiles</td>
<td>Boulevard Mall</td>
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<tr>
<td>2/15/2016</td>
<td>Textiles</td>
<td>Walden Galleria</td>
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<td>Textiles</td>
<td>Walden Galleria</td>
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<tr>
<td>4/22/2016</td>
<td>Textiles/Bike</td>
<td>Buffalo Zoo</td>
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Events Galore!!!!!!!

Partnered with 2 malls: Walden Galleria and Boulevard Mall

Buffalo Sabres Partnership

Partnered with Business Groups
Partnered with Community Shredding events and bike recycling
Even had a Fashion Show!

RE-FASHIONISTA CHALLENGE

The competition challenges students of fashion and welcomes amateur fashionistas to create, re-style, transform and recycle an article(s) purchased from a Salvation Army Thrift Store into a runway ready piece of fashion.

**DATE & TIME**
Tuesday, March 10, 2015
5:00pm – 8:00pm

**LOCATION**
STATLER CITY
107 Delaware Avenue
Niagara Square Buffalo

**PRICING**
Participant $25
Live-Show Ticket $25
Exhibitor $55 table & program ad

Register and Purchase Tickets ONLINE at www.buffalosalvationarmy.org
For more info call AnnMarie Taft at 716.888.6214 or annmarie.taft@use.salvationarmy.org
What did we learn from all of the events?

1). It isn’t about collecting material! It IS about getting the message out.

2). Labor intensive, time intensive to plan, staff and disperse the collections. WNYCDG decided to change the format to “adopt” a collection event. First come first serve for each of the collection groups.

3). Not all groups participate evenly! This can cause a problem.

4). People like giving money! Be prepared!

5). The Community is particular about who they want to give to but...

6). Mall and business groups don’t like to be seen as favoring a specific organization. Using the Coalition, allowed them to participate without choosing an organization.
What are your most effective, creative strategies for running a successful textile recycling event?
Re-Clothe NY Campaign Outreach Resources

bit.ly/Re-ClotheNY

campaign:
- posters
- flyers
- sample social media posts
- fact sheet
- powerpoint presentation
- media alerts
- marketing calendar
- tips + tricks
TEXTILE RECOVERY
#ReClotheNY

THE AVERAGE NEW YORK RESIDENT PUTS 70 POUNDS OF CLOTHING, SHOES, AND OTHER TEXTILES IN THE TRASH EACH YEAR.

KEEP YOUR TEXTILES OUT OF THE LANDFILL.
RECYCLE YOUR OWN ITEMS AT A TEXTILE COLLECTION SITE TODAY.

EVEN TOWELS, SHEETS, MATS, RUGS, AND PADS CAN BE RECYCLED!

RE-CLOTHE NEW YORK
RECYCLING CLOTHING, SHOES, AND OTHER HOUSEHOLD TEXTILES IN NEW YORK CREATES JOBS—UP TO 1,000 JOBS.

HELP NEW YORK'S ECONOMY BY RECYCLING YOUR TEXTILES TODAY!

Re-Clothe New York

bit.ly/Re-ClotheNY

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 put to the trash each year.

That's an estimated 16.2 million people: Drying and recycling clothing, shoes, and other household textiles in New York could:

1. Create up to 8000 recycling jobs
2. Help your neighbors sign up for recycling
3. Reduce green waste by up to 20% in your home and office
4. Protect our environment: Recycling the 4 million pounds of clothing thrown away each year in the U.S. has a greenhouse gas reduction impact equivalent to removing 7 million tons of carbon from the nation's roads.

*These figures are rounded or rounded to their nearest whole number. (Data from New York State Department of Environmental Conservation)

How do I maintain clothing and shoes, and other household textiles?

1. Textiles that no longer resemble can still be used! Any items, unpolished items can be used like a rug, a mat, a floor, or a table. Textiles can be used for anything that is in a used form, including:
2. Items that no longer resemble include:
3. Any item that no longer resembles includes:
4. Textiles are used in a used form, such as:
5. Various forms of used textiles. Textiles are used in a used form, such as:
6. Various forms of used textiles.
media outreach

use these templates to advertise your events send to local papers

bit.ly/Re-ClotheNY
Questions?

bit.ly/Re-ClotheNY
Thank you!

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Director of Finance + Operations
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Visit bit.ly/ReClothe-NY

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