

From Pollution Prevention Institute

Re-Clothe NY Campaign Is Awarded \$20,000 Grant

NYSAR³ Board Member Dan Lilkas-Rain announced that the Pollution Prevention Institute (P2I) has awarded a \$20,000 grant to NYSAR³'s EPA award-winning textile recovery campaign, "Re-Clothe NY."

The grant is aimed at both increasing textiles donations through enhanced outreach and education, and further developing a statewide coalition of textile collection stakeholders. Other organizations collaborating with NYSAR³ on implementing the P2I grant include the NY Product Stewardship Council, the Product Stewardship Institute, the Council for Textile Recycling, and the Secondary Materials and Recycled Textile Association (SMART).

Specific objectives of this project include:

- Develop unified branding and educational materials (e.g. decals for bins and store windows, posters, fliers, hashtags) for coalition members to use;
- Increase awareness among

New York residents about the environmental and economic benefits of textiles recovery;

- Educate New York residents about what textiles to donate and where to donate them; and
- Increase the quantity of textiles collected and donated for reuse, thereby decreasing the quantity of textiles sent to landfills and waste-to-energy plants.

New York State residents dispose of over 1.4 billion pounds of clothes and textiles every year; about five percent of the municipal waste stream.

Although textiles are highly recoverable, reusable, and recyclable, 85 percent of unwanted clothing is thrown in the trash, and sent to landfills or waste-to-energy plants at taxpayer expense. In fact, municipalities in New York State spend approximately \$36 million each year to dispose of textiles.

Textile waste is not only a financial burden on municipalities; it also represents a loss of eco-

nomic resources and jobs. NYSAR³ estimates the market value of clothes and other textiles discarded in the state each year exceeds \$200 million dollars.

If all these textiles were recovered, over 9,600 jobs could be created in New York State.

"Furthermore, reusing and recycling these textiles would result in significant greenhouse gas emission savings—nearly equivalent to the positive environmental impact as composting all yard waste and recycling all glass and plastics, combined," Lilkas-Rain said.

For more information, check out the [Textile Recovery Website](#).



TEXTILE RECOVERY