

National Textile Diversion Study and Pilot Program

Better practices in municipal textile diversion: Experiences to date

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Diabetes Canada & York U National Textile Study

Study Objectives:

- Get a better sense of the quantities of used textiles being generated and recovered nationally
- Encourage textile diversion through strategic partnerships with municipalities and other stakeholders
- Identify socio-economic and socio-demographic drivers that affect public participation in textile diversion programs
- Identify optimal placement for used clothing collection points, our program includes different diversion strategies including multi-residential (garbage rooms, recycling rooms), curbside, environmental days and strategic placements (community centre, arenas)
- Understand the economic, social and environmental impacts of textile diversion
- Create a best practices guide for municipalities and provinces looking to develop a used textile program

Municipal Partner Textile Diversion Program Examples

Markham, ON

- 90 bins and 2 sheds placed at commercial, multi-residential and municipality sites which has diverted 4.5M kgs ytd

Winnipeg, MB

- 22 bins at strategic community sites

Brandon, MB

- 12 bins placed at strategic community sites

RM of Cartier

- Placing 6 bins at strategic community sites

Region of Peel, ON

- 70 Region owned multi-res sites, 2 sheds at region owned property, and curbside program

Stratford, ON

- Bins placed at landfill and curbside collection for 10,000 homes during Earth Week and Waste Reduction. Phase 2 will include bin placements at municipal and private sites.

Toronto, ON

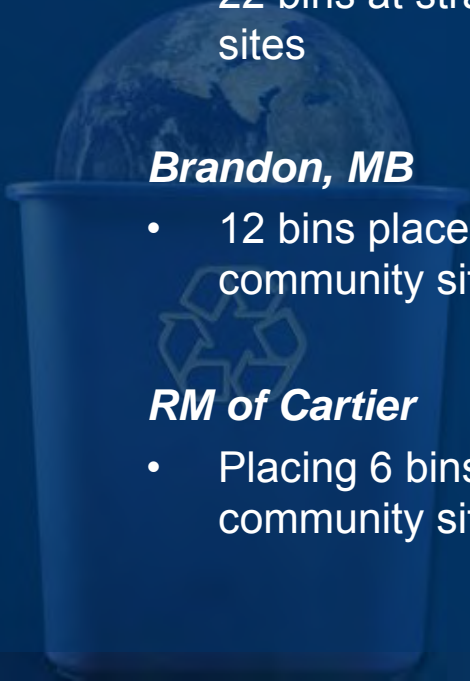
- Clothing Drive with 40 elementary schools in spring 2017 collecting over 19,000 kgs

Mount Pearl, NL

- Bins placed at 6 municipal sites

Vaughan, ON

- Collection of textiles at 5 Environmental Days in May and June (2016, 2017, 2018)



Diabetes Canada & York U National Textile Study Findings

- Diabetes Canada and York University have created partnerships with over 200 municipalities across Canada
- To date, this program has diverted in excess of 25 million pounds of textiles from landfill
- Municipally branded bins divert twice as much material when compared to non branded binds
- The success of a used textile program is largely contingent on **reducing consumer uncertainty**, utilizing **municipal branding** and creating an **effective communications strategy**



Household attitudes towards textile diversion: Cognitive Dissonance

- Significant concerns expressed over the “intention” of clothing collection bins
- Households are significantly concerned about where their material is going (“Is it a scam?” “Is it really being recycled”, “I heard from a friend that they just resell these clothes”
- Cognitive dissonance (Where positive intention is negated by an uncertain outcome) deters households from participating
- “I would rather throw it in the dump, because at least I know where it goes”

Why does municipal branding work?

- Official recognition → Reduces household uncertainty → Reduces cognitive dissonance → Increased diversion of textiles from landfill
- Remove the “stigma” associated with textile diversion – “Weed out the bad apples”
- Reinforces both authoritative (municipal) and altruistic motivations (charitable). The “halo” effect.



Benefits of the Study

- Municipalities recognize that used textiles are a significant challenge, and don't know what to do about it
- Diabetes Canada has the requisite collection and processing infrastructure to meet the needs of municipalities
- York University is able to provide credible and neutral data analytics to encourage municipalities to partner with Diabetes Canada in lieu of alternative collection schemes
- Key outcome: Better data, increased diversion, greater social impact

Not just about Diabetes Canada or textiles.....

- Alternative model of service delivery (not just a municipal responsibility)
- Can a charity/not for profit actor play a role in municipal waste management?
- Achieving optimal social, environmental and economic outcomes through non conventional means
- What is the role of polycentric governance models and social innovation in advancing materials sustainability



Thank you for your time...

Any Questions?...

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