



Textile Waste in Skagit County



Emily Cone and Whit Jamieson

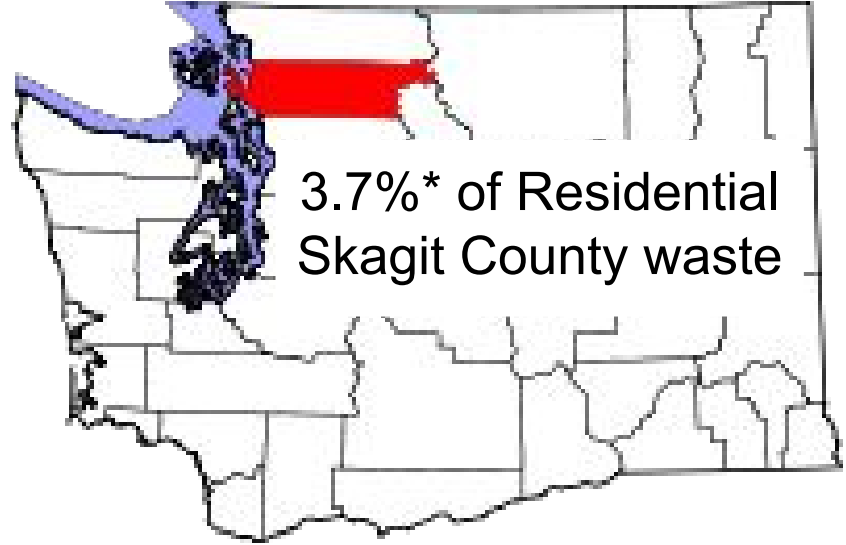


What is Textile Waste?





71,000+ Tons



2,000 Tons
2.8% of WA Residential Waste

*Data from Washington Statewide Waste Characterization Study 2015-2016.

Textile Recycling in Skagit County

Pre-existing Infrastructure

Donation sites



Donation bins (USAgain)



Lack of Outreach

Solid Waste Division Website



Solid Waste Division	Reuse
Disposal Locations	Secondhand Stores <ul style="list-style-type: none">• Bargains Galore 1909 2nd Street Mount Vernon (360) 336-1081• First Stop Thrift Shop 351 Pease Rd. Burlington (360) 757-6600• Humane Society Thrift Shop 525 E College #D Way Mount Vernon (360) 424-5991• St. Vincent DePaul Society 719 Ferry Street Sedro Woolley (360) 855-1937• The Walnut Tree Thrift Shop 713 Puget Street Sedro Woolley (360) 855-2337• Treasure Chest 509 East Fairhaven Ave Burlington (360) 755-0369• Value Village 525 E College Way Mount Vernon (360)416-0104• Kiwanis 420 O Ave Anacortes (360) 293-2921
Rates	
Recycling	
Hazardous & Moderate Risk Waste Facilities	
Construction and Demolition Debris	
Zero Waste Events	
Medical Waste	
Small Quantity Generator	
Litter Crew & Illegal Dumping	
Yard Waste Facilities	
Composting	
FAQ	
Solid Waste Advisory Committee	



**Give *all* your clothes, shoes and linens
for reuse or recycling**

“Threadcycle is a public education campaign to promote to residents that their regular business textile collectors [Value Village/Goodwill] will accept damaged textiles as long as they’re not wet, infested, moldy, or have hazardous materials on them.”

Kris Beatty, Project Manager for King County Solid Waste Division

What is Threadcycle?



Recycle More. It's Easy To Do.
November 17 at 9:00am

Holes in your socks? Missing a shoe? Don't treat them like trash, #threadcycle them! Get more info at kingcounty.gov/threadcycle

Like Comment

Analia B. Villalba, Yanin Gaytan, Regina Maza Conlon and 6 others like this.

1 Share



RECICLA

Deposita este tipo de productos en el bote de reciclaje

<p>Periódicos y papeles mixtos: Déjalos sueltos, no los atas ni los embobles</p> <p>Periódicos y folletos publicitarios</p> <p>Revistas, catálogos y guías telefónicas</p> <p>Cajas de cereales y alimentos secos (sin el recubrimiento interior)</p> <p>Libros de pasta blanca</p> <p>Cajas de alimentos congelados</p> <p>Sobres y anuncios publicitarios</p> <p>Cajas de leche</p> <p>Papel de regalo</p>	<p>Envases plásticos: Vacíos y limpios, sin la tapa</p> <p>Botes de leche y jugo y botellas de refrescos</p> <p>Envases de detergente y suavizante de ropa</p> <p>Envases de champú y acondicionador</p> <p>Envases de productos de limpieza para ventanas, baño y cocina</p> <p>Envases de productos lácteos, yogur y margarina</p>
<p>Frascos y botellas de vidrio, de cualquier color: Déjalos sueltos, no los atas ni los embobles</p> <p>Frascos y botellas de vidrio</p>	<p>Latas de aluminio y estaño: Vacíos y limpios sin restos de alimentos; puedes dejar las etiquetas</p> <p>Latas de refrescos y gaseosas</p> <p>Latas de comida enlatadas</p>
<p>Cartón: Aplanado</p>	<p>Chatarra de metal</p> <p>Dimensiones máximas: 2 pies (60cm) x 2 pies (60cm) x 2 pies (60 cm). 35 libras (15kg); sin trozos de madera, plástico ni goma</p>

Threadcycle Partnerships



Big Brothers Big Sisters
Puget Sound

Goodwill
Because jobs change lives



Northwest Center
People of all abilities



usagain
use it again



value village™
SHOP. REUSE. REIMAGINE.

What is Acceptable?



Exceptions: wet, mildewed, or contaminated with hazardous material



**Did
you know?**

Damaged clothes
aren't garbage anymore.



Give ALL clothes, shoes, and linens.

Recommended Solution



Partner with
Threadcycle

Create
Relationships
with Collectors

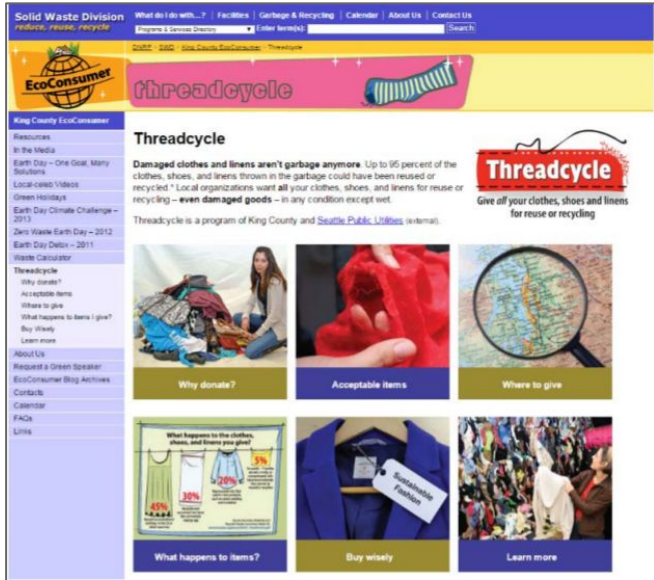
Plan Outreach

Implement
Outreach

Survey
Collectors

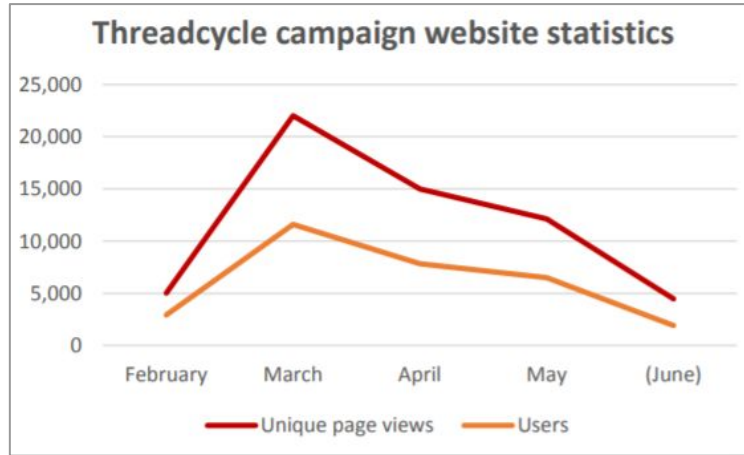


King County



Kris Beatty

Project manager for King County Solid Waste Division



Results:

First year:

- All collectors valued Threadcycle campaign
- None saw increase in donations

Second year:

- All collectors valued Threadcycle campaign
- 5 out of 9 saw increased donations

ThurstonSolidWaste.org/Threadcycle

Dedicated Website similar to King County's

Threadcycle Thurston County

Did you know that you can donate all clothing, regardless of condition? Your worn, torn, damaged and stained clothing doesn't need to go into the garbage. Instead it can be donated for reuse and recycling at a number of locations throughout Thurston County.

Threadcycle
Give all your clothes, shoes and linens for reuse or recycling

Sponsored by:
Thurston County Solid Waste
thurstonsolidwaste.org/Threadcycle

Info for You

- 2GOOD2TOS.COM
- [Where Do I Take My? ...](#)
- [Talkin' Trash!](#)

Good for the Environment

Recycling damaged, stained, and torn textiles is good for the environment. By keeping usable materials out of the landfill we are helping to ensure that we can use the same landfill for many years to come. Recycling textiles is also good for the environment because it helps reduce greenhouse gas emissions. The EPA estimates that in 2012, 2.25 million tons of textiles were recycled. This prevented the same amount of greenhouse gas emissions as taking 1.2 million cars off of the road for one year.*

Up to 95% of the damaged clothes, shoes and linens that end up in the landfill could have been reused or recycled.

**Don't toss it,
Threadcycle it!**

Threadcycle
Give all your clothes, shoes and linens for reuse or recycling

Find more information and donation locations at
ThurstonSolidWaste.org/Threadcycle



Allyson Ruppenthal

Thurston County Recycling and Waste Reduction Supervisor

Free Advertisements

Advertisement Type	Facebook/Social Media	Info on SWD Website	Radio Ads (KSVR)	Interior Bus Ads
Cost	Free	Free	Free	Free

Thurston Solid Waste
March 3, 2016 · 🌐

With Thurston County Threadcycle, now you can donate all clothing, regardless of condition.



Damaged clothes and linens aren't garbage anymore!

WWW.CO.THURSTON.WA.US [Learn More](#)

👍 Like 💬 Comment ➦ Share

91.7 KSVR-FM



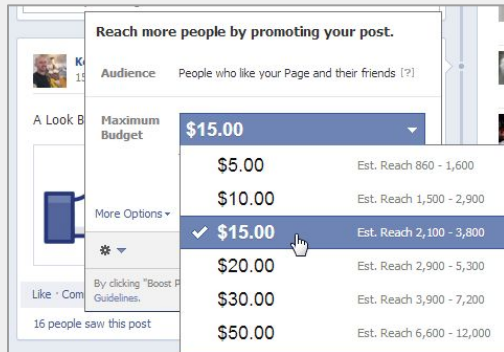
88 108

Talk and Music in English and Spanish

Skagit Valley Community Radio

Paid Advertisements

Advertisement Type	Facebook Ad Boosts	Skagit Newspaper	Billboard
Cost	\$30 - \$50 per event	\$200 per ad	Generally not cost effective



Our suggested budget was approximately \$2500

Measuring Success

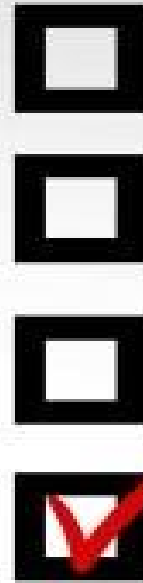
Surveying of Collectors and Cities

Collectors Questions:

- Was the campaign valuable to your organization?
- During the campaign period, did you receive more textile donations than usual?

City Questions:

- Did you share Threadcycle messaging on City websites, newsletters, or social media?
- Which components of the toolkit did you use?





Partner with
Threadcycle

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Relationships
with Collectors

Plan Outreach

Implement
Outreach

Survey
Collectors



Whit Jamieson and Emily Cone