

# DIABETES CANADA

1400–522 University Avenue, Toronto, Ont  
Canada, M5G 2R5  
Call us: 1-800-BANTING  
(226-8464), [Diabetes.ca](http://Diabetes.ca)  
Charitable Number 11883 0744 RR0001

**Simon Langer**  
National Manager, Government and Strategic Partnerships  
National Diabetes Trust



Faculty of Environmental Studies  
York University, Toronto, Ontario,  
Canada, HNES 263B  
416-736-2100 ext: 22612 [www.yorku.ca](http://www.yorku.ca)

**Dr. Calvin Lakhan**  
Lead Researcher, Waste Wiki Project  
York University

Township of Clearview  
217 Gideon Street,  
Stayner, ON  
L0M 1S0

August 22, 2018

Dear Mayor Vanderkruys and respected members of council,

This letter is to request the Township of Clearview's participation in Diabetes Canada's used textile diversion program. Diabetes Canada is presently partnered with York University to conduct Canada's first national study on textile waste diversion, identifying the economic, environmental and social impacts of textile diversion for municipalities. Your municipality's participation in this study is vital, as our findings will be used to inform new legislation regarding the management of used textiles in Ontario and across the country.

We firmly believe that the Township of Clearview and Diabetes Canada can mutually benefit from a formal partnership, and Diabetes Canada is prepared to offer multiple days per week daily service (daily if required) for all municipal bins that serve your community as well as a municipal service agreement contract. At present, it is estimated that more than 500,000 kilograms of used textiles are being generated by households in the Township of Clearview on a yearly basis. This not only represents a significant amount of material being sent to landfills (more than 85% of used textiles presently goes to landfills), but it is a missed opportunity to generate revenue for critical, life-saving diabetes research.

Diabetes Canada and York University would like to work with the Township of Clearview in developing a comprehensive textile diversion program in your municipality. We would like to identify the means and methods to support textile diversion through the placement of textile recycling bins and or sheds at municipal arenas, community centres and other public spaces, as well as bins at public and private multi-residential sites. Please note that our unique program accepts all grades of textiles including items that are ripped, torn, stained and missing buttons. Diabetes Canada is uniquely positioned as a recognized charitable brand that has the requisite collection and processing infrastructure to ensure that used textiles are being managed effectively and responsibly (95% of all collected material are reused and or repurposed).

York University has conducted studies that have highlighted how imperative it is for households to recognize who the operator of the bin actually is. "Charity masqueraders" (for profit enterprises that resell textiles) actually discourage



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household participation, as households are unsure as to what actually happens to their donation. An important element of this is to have clothing bins with municipal branding, indicating an approved charitable partner.

We welcome the opportunity to work with the Township of Clearview in developing a sustainable textile diversion program and including your municipality as part of the university's national textile diversion study (we currently have over 197 municipal partnerships across Canada).

**Please see attached below municipal references, testimonials, and news articles.**

Thank you for your kind consideration and we look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "Simon Langer".

Simon Langer  
National Manager, Government and Strategic Partnerships  
National Diabetes Trust  
Diabetes Canada  
M: 905-751-6889  
[Simon.Langer@diabetes.ca](mailto:Simon.Langer@diabetes.ca)

A handwritten signature in black ink that reads "C. Lakhani".

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Lead Researcher, Waste Wiki Project  
Faculty of Environmental Studies  
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M: 416-523-5166  
[lakhanc@yorku.ca](mailto:lakhanc@yorku.ca)



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## Municipal References

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Senior Manager, Waste and Environmental Services  
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Kathryn Mclellan  
Environmental Stewardship Coordinator  
[Township of King](#)  
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Kate Simpson  
Waste Reduction Coordinator  
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Tony Iacobelli  
Manager of Environmental Sustainability Waste and Environmental Services  
[City of Vaughan](#)  
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UNIVERSITÉ  
UNIVERSITY

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Carol Slaughter  
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[Region of Durham](#)  
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Paul Prout  
Field Technologist, Operations - Calgary District Office  
[Province of Alberta](#)  
Phone: 403-932-3383  
E-mail: [paul.prout@gov.ab.ca](mailto:paul.prout@gov.ab.ca)

Catherine Leighton  
Coordinator, Waste Management  
[Partners in Project Green/Toronto Conservation Authority](#)  
101 Exchange Avenue  
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**Environmental Services**

April 4<sup>th</sup>, 2018

To whom it may concern,

**RE: City of Markham's Textile Recycling Program**

Markham has established a successful and widely acclaimed textile recycling program through partnering with 100% charitable organizations. The City has formally licensed and partnered with Diabetes Canada, The Salvation Army, Steps to Recovery & the Ontario Federation for Cerebral Palsy, and works with each agency using a "no remittance" model. Markham does not pay for textile collection operations, bin infrastructure or the post-collection marketing of materials. The charities do not pay Markham for permissions to use City branding or place bins at hosting sites and are not subjected to annual licensing fees.

Markham's program captures textile material through a drop-box style system. The City and its charitable partners select high-traffic, strategic sites to host Markham-branded donation containers. These sites are easily accessible, well-lit and range in property type, from community centres and libraries to multi-residential buildings and private retail locations.

In an effort to change the stigma surrounding the traditional donation bin provided by for profit organizations—commonly a dilapidated plywood box left on undeveloped land—the City has procured multiple flagship containers which are equal parts functional and aesthetically appealing. These containers are large, shed style structures that feature volume sensing technology, solar lighting, roll-up doors for easy servicing and City-branded signage designed to instruct and educate the user.

Since its launch in 2016, this program has captured over 7.7 million pounds of textile material. Markham's partners re-hang, re-sell and recycle this yield and use the revenues generated to cover their operational costs and to fund their charitable community initiatives.

If you have any questions or comments related to Markham's program or would like more details, please feel free to call or email:

905-477-7000 x 3560  
[cmarsales@markham.ca](mailto:cmarsales@markham.ca)

Thank you,

Claudia Marsales  
Senior Manager, Waste & Environmental Management  
City of Markham



**Simon Langer**  
National Manager, Government and Strategic Partnerships  
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## Waste and Environmental Management

### CDA Testimonial

The City of Markham's partnership with the Canadian Diabetes Association (CDA) began in the summer of 2016 through our new municipal textile diversion strategy. The CDA approached the City and proposed the use of their standard and "Urban Bins", specifically designed for multi-residential applications as part of our diversion strategy. Since the approval of that proposal, the CDA has provided the City with 50 textile recycling containers in multi-residential buildings across the City. Service of these containers has been customized at each site by the CDA to meet the needs of each individual building. The CDA retains all donations and services the donation contains at no cost to the City. The level of service provided by the CDA has been excellent. Feedback from property managers has been very positive, and all requests for extra servicing have been met with quick action. The City of Markham is pleased with the mutually beneficial partnership developed with the CDA for the collection and recycling of textile material.

City of Markham  
Waste and Environmental Management



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Lead Researcher, Waste Wiki Project  
York University



**Jack Heath**  
Deputy Mayor

August 1, 2017

**Re: Diabetes Canada Reference Letter**

To whom it may concern,

The City of Markham began its partnership with Diabetes Canada in the summer of 2016 as part of our municipal textile diversion strategy.

This partnership involves the use of textile collection bins designed specifically for multi-residential buildings. To date, we have installed 60 multi-res bins across the City, with more to come in a second phase. Diabetes Canada developed and followed a service plan that customizes to needs of each building. We collected over 220,000 pounds of textiles in the first six months!

The City of Markham has been pleased with the benefits. As a free service, we appreciate that there is no financial impact on our taxpayers. Further, we are very pleased with the level of service offered. Feedback from property managers has been positive. All requests for additional servicing visits have been met with quick action. We also appreciate the environmental benefits of this partnership, demonstrating our commitment to waste reduction, re-use and recycling. Most importantly, we are helping a charity fulfill its mission through this initiative. One out of every three people has diabetes or pre-diabetes in Canada, and our effort is making a difference.

The City of Markham is pleased with the mutually beneficial partnership developed with the CDA for the collection and recycling of textile material. We look forward to it continuing. If you would like to call to obtain more information, please feel free to do so.

Best wishes,

A handwritten signature in black ink, appearing to read "JH/15".

Jack Heath  
Deputy Mayor  
City of Markham





**Simon Langer**  
National Manager, Government and Strategic Partnerships  
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**Nancy Ruscica**  
Manager, Partnerships & Innovation  
Environment & Energy Division  
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September 5, 2017

To Whom It May Concern:

**RE: Diabetes Canada Textile Recycling Drive for TDSB Schools**

In 2016, the City of Toronto's Environment & Energy Division joined with Diabetes Canada on a clothing and textile recycling drive for Toronto District School Board (TDSB) schools as part of Clean Toronto Together (CTT) – the City's annual spring cleanup campaign.

This was the first time that the City had collaborated on a textile diversion initiative as part of the CTT campaign and it was a great success. With Diabetes Canada's leadership, over 40 TDSB schools joined the drive and diverted 43,000 lbs of textiles from our landfill.

The City commends Diabetes Canada's efforts on this important initiative and their commitment to helping keep Toronto clean and green.

Sincerely,

A handwritten signature in blue ink that reads "Nancy Ruscica".

Nancy Ruscica  
Manager  
Partnerships & Innovation  
City of Toronto



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Partners in Project Green  
101 Exchange Ave  
Vaughan Ontario, L4K 5R6

July 27, 2017.

To Whom It May Concern:

I'd like to express my support for Diabetes Canada and the great work they are doing on textiles diversion.

Partners in Project Green is a membership-based not-for-profit organization committed to developing the largest eco-business zone in the world. Created in partnership by Toronto Pearson and Toronto and Region Conservation, it is a vast community comprising 650 businesses, government bodies, institutions and utilities, all working together to strengthen the Toronto region's economy and environmental sustainability by fostering business-to-businesses collaboration, supporting the installation of green technologies, and participating in meaningful environmental projects that drive results.

Last year, we organized a Recycling Collection Drive in partnership with Diabetes Canada to celebrate Waste Reduction Week in Canada. Fifteen organizations from 29 locations across the Greater Toronto Area participated in the campaign and collected 2,609 kg of textiles. Participating organizations included: Ikea Distribution, Air Canada, the Beer Store, Pratt and Whitney, Bental Kennedy, Triovest and many others.

I am pleased to announce we have partnered with Diabetes Canada for the 2017 Recycling Collection Drive to further divert textiles from landfill. Diabetes Canada has provided excellent customer service for our drive. Bins were dropped off and pick-up in a timely manner. Diabetes Canada staff maintain professionalism when interacting with campaign registrants.

Diabetes Canada is committed to a circular economy and has selected end-markets that maximize resale of textiles locally. The Recycling Collection Drive would not have been possible without our partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Leighton".

Catherine Leighton  
Project Coordinator, Waste Management, Partners in Project Green  
101 Exchange Ave, Vaughan Ontario, L4K 5R6  
Direct: 416-661-6600 X 5946  
Email: [cleighton@trca.on.ca](mailto:cleighton@trca.on.ca)



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July 31, 2017

Simon Langer  
Manager, Government and Strategic Partnerships  
National Diabetes Trust  
Diabetes Canada  
1400-522 University Avenue  
Toronto, ON M5G 2R5

RE Reference Letter in Response to a Municipal Request to Diabetes Canada

Dear Mr. Langer,

The City of Vaughan is happy to summarize the partnership efforts with Diabetes Canada over the last few years in support of your response to a municipal request for information.

Since 2016, the City's Environmental Services department has contracted Diabetes Canada to participate in the five Environmental Days held each year to provide residents the opportunity to donate textiles. The ability of Diabetes Canada to provide textile weights to assist in waste diversion from landfills was a key part of the rationale for the City's decision to select Diabetes Canada for this role. The participation of Diabetes Canada in the ten Environmental Days so far in 2016 and 2017 has been much appreciated by residents and City staff.

Partners in Project Green (PPG) reached out to the City to run an electronics and textile pick-up at two City facilities during the 2016 Waste Reduction Week. Diabetes Canada is a PPG partner and their indoor bins were placed at the Vaughan City Hall and the Joint Operations Centre.

The participation of Diabetes Canada in these events, together with a professional operation and knowledgeable staff, has resulted in discussions towards a more comprehensive textile recycling program. Textile recycling is a component of the business plan of the Environmental Services department. As such, the following efforts are underway to investigate a textile recycling program for the City of Vaughan:

- Undertaking a pilot to place Diabetes Canada outdoor bins at select City facility locations, such as community centres, libraries and fire stations, to be launched during Waste Reduction Week in October 2017;



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- By-law amendments required should the City determine to allow textile recycling bins on an ongoing basis at City facility locations; and
- Investigating a procurement approach with the City's Procurement Services department to enter into service agreements with vendors of record such as charities that provide a service to the community rather than using an RFP protocol to contract the service.

Feel free to contact Kate Dykman (ext 6309) or Tony Iacobelli (ext 8630) for further information.

Regards,

A handwritten signature in black ink, appearing to read "Mark Christie".

Mark Christie  
Director, Policy Planning and Environmental Sustainability



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A screenshot of a news article from The Brandon Sun. The page has a yellow header with the site name and a black navigation bar. Below the header is a search bar and a featured image of a 2018 Ford F-150 truck with the text "GETTING A TOUGH TRUCK ISN'T A TOUGH CHOICE". The main headline reads "City joins pilot project targeting textile waste". Below the headline, it says "By: Jillian Austin" and "Posted: 06/14/2018 3:00 AM | Comments:". At the bottom, there are social media sharing icons for Twitter (9), Facebook (43), and Email (3).



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A rise in clothing consumption and production has led to a dramatic increase in textile waste around the world.

In Canada, the average person throws out 81 pounds of textiles annually, while North Americans send 9.5 million tonnes of clothing to the landfill every year — most of which could be reused or recycled, according to statistics compiled by Waste Reduction Week in Canada.

# DIABETES CANADA

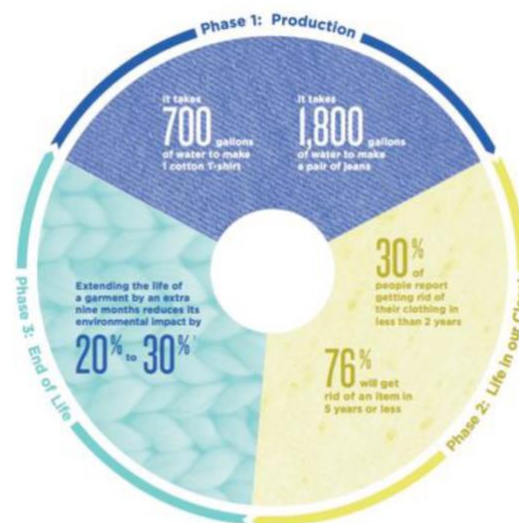
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STATE OF REUSE REPORT  
Value Village released its 2018 State of Reuse Report, which looks at consumer clothing habits.



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In an effort to curb the problem locally, the City of Brandon has joined a pilot study on textile waste diversion with York University and Diabetes Canada.

"Even though we have great organizations in our community such as MCC Thrift (Shop), Nearly New, and Diabetes Association, there is still an estimated 85 per cent of textiles that end up in our landfill," said Lindsay Hargreaves, the city's environmental initiatives co-ordinator.

Hargreaves recently presented to city council on the initiative, which is the first national study on the topic. It will aim to identify the "economic, environmental and social impacts of textile diversion for municipalities."







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Simon Langer, national manager of government and strategic partnerships with Diabetes Canada, said it is estimated that more than 3.8 million pounds of used textiles are being generated by households in Brandon on a yearly basis.

"This not only represents a significant amount of material being sent to landfills ... but it is a missed opportunity to generate revenue for critical, life-saving diabetes research," Langer said.

Diabetes Canada is one of Canada's largest health charities, and its social enterprise, the National Diabetes Trust, collects and diverts more than 100 million pounds of textiles from Canadian landfill sites annually.

"We are also very proud that 95 per cent of our total collections are reused or repurposed," he said. "One hundred per cent of net proceeds



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generated through our textile collection efforts help support our life-saving diabetes research, programs (like our 12 medical supervised camps for kids with type 1 diabetes), education, and advocacy."

As part of the pilot project, Diabetes Canada clothing collection bins will be permitted on city property. The study will work to build awareness and education around textile waste, while also increasing awareness for all charitable textile collectors/

resellers in Brandon.

Hargreaves said there will also be a life cycle analysis dashboard and diversion data provided to the city on a monthly basis by York University. This will include data on greenhouse gas emissions reduced, water saved, amount of textiles collected,



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etc.

A city textile diversion logo will be created to be posted on the Diabetes Canada bins and will also be provided to the other charitable organizations who support textile diversion.

"This pilot program will provide several benefits including less garbage and an increase in diversion, an environmental commitment, and will build partnership capacity in the community," stated Hargreaves' report to council. "There are over 160 municipalities across Canada already taking part, including Winnipeg, and the proposed program is supported by the Province of Manitoba and the Association of Manitoba Municipalities."

A new report released by Value Village shows there are promising trends toward decluttering, but North Americans are throwing away far more



**Simon Langer**  
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textiles and home goods than ever before.

"What many do not realize is that when an item is thrown away, it is not only the item itself going to waste, but the natural resources required to create it," states the third annual State of Reuse Report.

"This means 700 gallons of water for every T-shirt sent to the landfill, or 1,800 gallons of water for each pair of jeans."

The report also revealed the continued need for consumers to embrace the full cycle of reuse — to not only donate, but also shop for used or upcycled products.

"While there is a consistent base of people (40 per cent) who purchase pre-owned goods at least once every few months, 60 percent of North Americans are shopping thrift once a year or less," states the report.



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Value Village commissioned Edelman Intelligence to conduct a survey of 3,001 people age 18 or older from the general population in the U.S. and Canada. The survey was conducted online from March 15-22.

Coun. Kris Desjarlais (Rosser) said the pilot program will be a good way to educate the public. There are places for worn-out or torn clothing, he noted, such as jeans, which can be made into insulation. Other types can be repurposed in a variety of ways.

"It's just a great way for us to increase our recycling efforts here in Brandon," he said. "And it's not going to detract from any of the donations that places like Nearly New or MCC would get — in fact, they might end up seeing more because it will be more on our minds."



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Mayor Rick Chrest said he is supportive of the project, and is pleased to see it is a pilot program.

"I agree with Coun. Desjarlais. I think with more public education about these textiles, hopefully will precipitate more people donating them to all of the organizations," he said. "But in the event that doesn't happen ... we can modify the program accordingly."

A tentative start date for the program has been set for early August. A campaign will be launched in the coming months, and the public is encouraged to visit [brandonenvironment.ca](http://brandonenvironment.ca).

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## NEWS LOCAL

### Innovative new diversion program believed to be first in Southwestern Ontario

By Jonathan Juha, Postmedia News  
Wednesday, March 28, 2018 3:39:13 EDT PM



Stratford's waste reduction co-ordinator Kate Simpson holds a ripped shirt next to the city's first textile recycling bin. The city formalized this week a partnership with Diabetes Canada to run a textile diversion program that includes a curbside component. The program is believed to be the first of its kind in Southwestern Ontario. JONATHAN JUHA/THE BEACON HERALD/POSTMEDIA NETWORK

The City of Stratford is poised to become one of the first municipalities in Southwestern Ontario with a program that will allow its residents to recycle their old clothes and other unwanted textiles.



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As part of the recently created diversion program, residents will be able to recycle clothing and other textiles – such as shoes, towels, belts, fabrics and linens – that are not in a condition to be donated to charitable organizations.

Though highly recyclable, it is estimated that about 85 per cent of these items end up in landfills across the province.

Locally, five per cent of residential waste, or about 300 tonnes a year, are textiles, said Kate Simpson, Stratford's waste reduction co-ordinator.

"All these things have market value and can be successfully recycled and turned into other products such as rags and insulation," she said, noting Stratford is following the lead of the City of Markham, north of Toronto, which is believed to be the first Canadian municipality to have banned textiles from its landfills.

Believed by area recyclers to be the first of its kind in the region, the initiative will be run in conjunction with Diabetes Canada.

Though many other organizations like the Salvation Army, Goodwill and Value Village already run community-based textile recycling programs in communities across the region, what makes Stratford's project unique is the addition of a curbside pick-up component.

At this time, the city is planning to collect these items from residents' homes twice a year.

The first pick-up days will go from April 16-20, which coincides with Earth Week, and the second round will be from Oct. 15-19, which is waste reduction week.

"We wanted to highlight those two weeks and show it is great for our environment to try to divert materials from the landfill," Simpson said.

All people have to do, she added, is to leave outside their homes during those days their textile items in clear bags or garbage bags with masking tape and a big "D" written on it to signal they are there for donation.

People will also be able to donate their items all year long at a drop-off bin at the local landfill.

Diabetes Canada will retain the profits and all the money it makes out of selling the materials to support its own diabetes-related programs.

There's no cost associated with running the program either, but the city will benefit from diverting all of these materials from its landfill, Simpson said.

"This isn't costing residents any money and we are saving space in the landfill, and that alone is a huge gain for the City of Stratford."

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Markham's textile recycling program to save taxpayers \$86,000

2017-02-14, 2:51 PM



## Markham's textile recycling program to save taxpayers \$86,000

Amanda Persico

Markham Economist & Sun | Jan 10, 2017

Markham is leading the way when it comes to waste diversion.

With plans to ramp up its textile recycling program, Markham is eyeing an 85 per cent diversion rate, up from 81 per cent.

Currently, there are 53 textile recycling bins across the city. By April, there will be 77.

Markham's aggressive recycling and waste diversion program has caught the attention of municipalities across North America, said deputy mayor and regional councillor Jack Heath, who also chairs the city's waste diversion committee.

"Markham is setting the standard across Canada. Other municipalities are calling us to ask about our program," he said. "It goes to show how proud our residents are, when they visit other municipalities and question why its not done there."

There's more to the ratty T-shirt than how long it sits in a landfill.

Who makes clothes and how they're made have become an international issue.

"Textile waste has always been seen as a human rights issue, not a waste issue," said the city's waste and environmental services manager, Claudia Marsales. "Looking at it as waste is more manageable for just little Markham."

Since the introduction of clear garbage bags, banning e-waste and batteries from curbside collection in 2013, the city has saved about \$760,000 in curbside collection rates, which is calculated by weight.

The city is expecting an additional \$400,000 in savings this year, of which about \$86,000 could be attributed to the new textile recycling efforts.

Along with expanding the textile recycling program, the plan this year is twofold: to be more aggressive with unregulated donation bins, and to ban textiles from curbside collection.

"We should send the message, if you put a bin in Markham, we will confiscate it," said Marsales, who called for tougher bylaws on non-regulated clothing donation bins.

The city is looking at banning textiles from curbside collection starting in April, with pamphlets and reminder stickers for residents who don't get the message.

"We won't stop collection because we see a sock," Marsales said. "We want to use the ban as an education tool."

The city is looking at ways to expand textile recycling to include carpeting.

Amanda Persico is a reporter with the Markham Economist & Sun . She can be reached at [apersico@ymg.com](mailto:apersico@ymg.com) . Follow her on [Twitter](#) and [York Region Media Group](#) on [Facebook](#)



Markham is looking to increase its textile recycling program from 53 bins to 77, including an additional five SMART bins, by April, Oct. 18, 2016.



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**Solid Waste & Recycling**

Canada's magazine on collection, hauling, processing, and disposal • December 2016 / January 2016

**2017 Looking Up for Waste Management & Recycling**

*This issue:*  
Facility Innovations  
Non-profits & Textile Collection  
Waste Industry Future - 2030  
Industrial Waste Diversion

Publications Mail / Agreement # 40719512

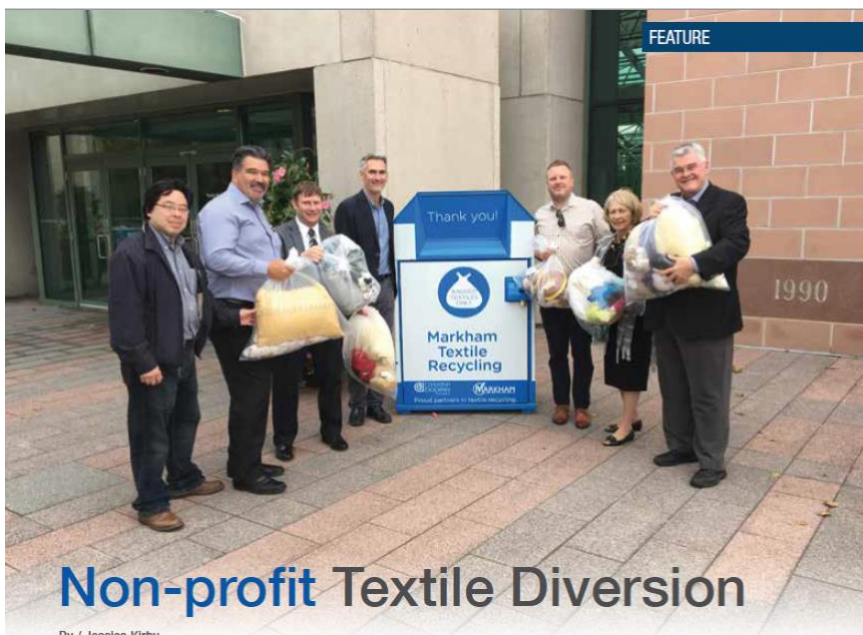
The magazine cover features a vibrant illustration of various waste management elements. At the top, the title "Solid Waste & Recycling" is written in large green letters. Below it, a subtitle reads "Canada's magazine on collection, hauling, processing, and disposal • December 2016 / January 2016". The main headline "2017 Looking Up for Waste Management & Recycling" is in bold yellow text. The central illustration depicts a globe with several anthropomorphic characters: a blue recycling bin with eyes, a man in a hard hat holding a "CITY HALL" sign, a woman pointing at the globe, a yellow tractor, a green recycling truck, a grey recycling bin, and a large green bag of waste. A machine labeled "MRF" (Material Recovery Facility) is also shown. The background is a light blue sky with a white seagull.

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## Non-profit Textile Diversion

By / Jessica Kirby

Photo courtesy of Canadian Diabetes Association.

The whole country is talking about textile diversion. Leveraging the City of Markham's successful program in this area (among others) the discussion is reaching a growing number of stakeholders, placing importance on the roles each has to play in diverting this enormous contributor to the waste stream.

Non-profit associations have a vital role to play in diverting textiles and other household items from the waste stream through strategic corporate partnerships and other initiatives. As programs find greater success across Canada, a key component is municipal partnerships that increase reach and community participation while helping achieve diversion goals and environmental objectives.

Canadian Diabetes Association (CDA) is a key player in the textile diversion market, providing pick-up of discarded textiles and household items and delivering them to resale and recycle streams through its partnership with Value Village Thrift Stores.

CDA collects items from drop-off bins, scheduled door-to-door collection, and

community partnerships and is paid by Value Village, which has a sustainability department and sophisticated recycling services. Besides items sold in its stores, specific licenced partners specialize and reprocess certain items.

The majority of textiles are not made from organic materials and there is a long list of challenges in how to recycle them and really separate the fabrics and materials," said Simon Langer, manager, government and strategic partnerships, national diabetes trust, CDA. "There are a number of conferences on the subject and interesting research into this happening overseas and in other places. In the Canadian context, we still need, from the government perspective, to keep an eye on building the infrastructure to recycle in a more meaningful way."



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## FEATURE



Photos courtesy of Salvation Army Thrift Store.

CDA reaches communities with direct, impactful messaging about the importance of textile recycling and the diabetes epidemic—close to 11 million Canadians live with diabetes or prediabetes, amounting to a third of the population. Eighty-five per cent of textiles – 500,000 tonnes per year in Ontario alone – end up in the landfill. These numbers are meaningful to most Canadians and are hard to ignore.

In Canada, CDA has 28 operations in 2,500 communities. Staff and volunteers make calls to millions of households informing people of its services and scheduling pick-ups.

"We visit 1.7 million homes a year and have 1.8 million visits a year to our website," he said. "We have over 100 trucks in circulation and are very proud of the fact we have over 3,500 donation bins across the country."

Collection bins have been the saviour and the bane of organizations like CDA, on the one hand providing convenient, consistent, and branded collection for communities, while on the other, losing favour when clandestine collection bins are left without maintenance.

CDA bins are strategically located near schools, with high population areas

and good opportunities to engage the community and talk about fast fashion.

"Having opportunities to engage and teach the younger generation about both issues – fast fashion and diabetes – is awesome," said Langer. "Clothing drives also play into that."

CDA is always looking to collaborate with municipalities directly because doing so provides opportunities to achieve the greatest possible social and environmental benefit, said Langer. "Doing it alone means 85 per cent of textiles are still going to landfill, but with municipal partnerships this can be overcome."

Specialized municipal program structures fit custom diversion programs and meet specific needs. Features include service agreements, insurance coverage, and partnership in creating the communication piece to teach residents about textile diversion, and report back the impact of diversion for the organization and the municipality.

The City of Markham is proud of its collaboration with CDA to develop a municipally sponsored textile diversion program in multi-residential sites. Over 120 buildings will have bins placed, and combined with resident education, is an extremely successful program.

*Bylaws in place to restrict bin placement on private and municipal property have been enacted to combat charity "pretenders" that use certain terminology to misrepresent their causes and identity.*

"The support of the municipality and residents has been great and we are in conversations with other municipalities as well," said Langer.

By its own efforts, CDA has partnered with various property management firms and subsequently placed bins in over 500 condo and apartment buildings across Canada.

Bylaws in place to restrict bin placement on private and municipal property have been enacted to combat charity "pretenders" that use certain terminology to misrepresent their causes and identity.

"These companies don't have the service capability or infrastructure to service these bins so they become dumping grounds, communities don't look pretty, and residents complain," said Langer. "Unfortunately because there are misrepresented companies out there, the only way to deal with it is to speak collaboratively with municipalities because in the context of CDA, we are proud of our 3,500 bins we service daily."

Textile recycling can save millions in landfill and transportation costs, and diversion programs also create jobs and improve the lives of people living with diabetes.



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If municipalities are after diversion, said Langer, it is important to realize creating bylaws to restrict bin placement simply encourages textiles in the garbage.

"Textiles are no different than other waste streams, meaning it comes down to convenience and accessibility," he said, pointing to research that says most people want more information about where to recycle textiles and would use a conveniently located service.

"What all charities combined take in only accounts for 15 per cent of textile collection across the country," he said. "How else will we make meaningful impact unless municipalities partner with us?"

In terms of community, the key is changing behaviour. CDA works with municipalities to help get the message across to educate people see a pair of jeans as less recyclable than a pop can.

"Work with them in making sure the public understands textiles, what is appropriate to recycle, and where drop boxes are location," said Langer. "For those more technology focused, we have a clothesline app that shows location and ease of convenience.

The Salvation Army Thrift Store, which first established stores in 1908, diverts millions of pounds of used items annually (68.8 million pounds in 2015-16), reselling 99 per cent of them and using the profit to fund social service programs in communities.

Through Donor Welcome Centres (DWC) at each of its 108 stores across Canada, Salvation Army Thrift Store provides consistent, recognizable service seven days a week. Its strategic municipal partnerships include customized programs that fit specific municipal needs, said Tonny Colyn, Salvation Army Thrift Store national product acquisition manager.

"In the Region of Peel we partnered

to open four DWCs and a Thrift Store in their community recycling centres (CRC) to assist them in reaching their waste diversion goals," said Colyn. "For the City of Markham, we are working alongside them to reduce their textile waste production through volume sensor donation bins. With this 'smart' technology we can more effectively monitor the volume in each bin, notify us when they are close to being full, and give us clear trends for each area."

In the Region of Halton, a Salvation Army Thrift Store Trailer is housed and maintained at the Halton Waste Management Site in Milton for persons to drop off gently used items.

Like similar organizations, Salvation Army Thrift Stores rely exclusively on

donations and continuously encourage communities to donate.

"We understand that there are numerous organizations asking for donations and that is why through our stores, DWCs, donation drives and bins we have provided a well maintained, convenient, and reputable service for communities," said Colyn. "There are always people in need and it will always be critical moving forward to assist them in any feasible way possible through supporting Salvation Army programs and services.

This includes emergency relief, practical assistance for children and families that often tend to the basic necessities of life, providing shelter for homeless people, and rehabilitation." ●●

## FEATURE

### DID YOU KNOW?



- Every consumer in Canada produces 66-88 lb of textile waste per person per capita, per year.
- 36 million Canadians buying 60 new items and seven pairs of shoes each year, which amounts to 2.2 billion garments and 252 million shoes going to landfill each year.
- Textiles make up 5 to 11 per cent of garbage in landfills.
- A city of \$50,000 pays for handling and disposal of 3,000 tonnes of textiles each year.

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