

# Markham Textile Diversion Strategy

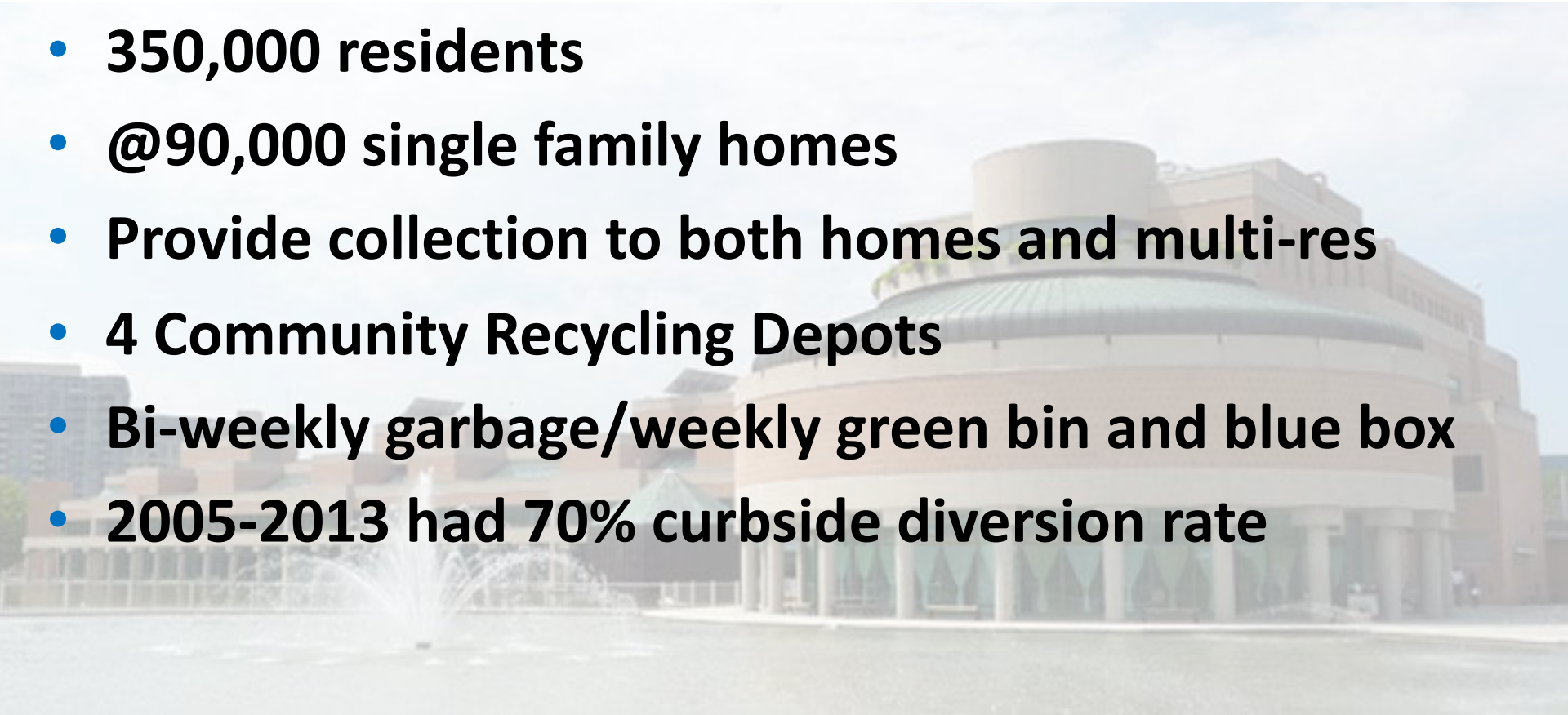


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# A Little about Markham...

- **350,000 residents**
- **@90,000 single family homes**
- **Provide collection to both homes and multi-res**
- **4 Community Recycling Depots**
- **Bi-weekly garbage/weekly green bin and blue box**
- **2005-2013 had 70% curbside diversion rate**



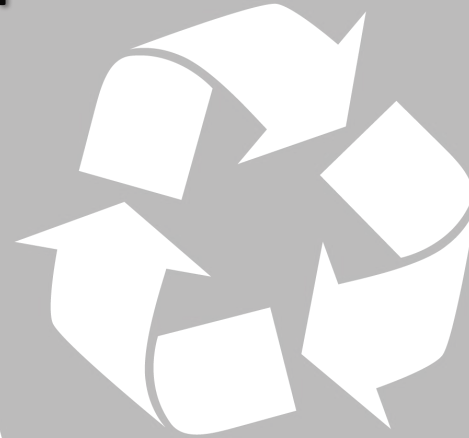
# **“Best of the Best”** Diversion Strategy

- **In 2012, Markham’s Diversion Committee developed a package of diversion initiatives designed to increase diversion to 80%, and move Markham closer to Zero Waste**
- **Markham’s successful ‘Best of the Best’ diversion strategy contained ten diversion initiatives.....**



# New Diversion Initiatives

1. Mandatory Material Separation By-law
2. Unlimited Clear Bags for Residue
3. **Expanded Textile Diversion Program**
4. Zero Waste for Schools Program
5. Establish Retail Bag Policy for Markham
6. Enhanced Promotion & Education
7. Reuse Depot for Renovation Materials
8. Curbside Electronics and Battery Collection Ban
9. Establish Spring/Fall Clean-up Days
10. Expanded Fall Leaf/Yard Material Collection



# Fast Fashion = Disposable Clothing

- A major shift has been underway resulting in a growing amount of inexpensive, low cost, 'disposable' clothing being sold into the North American marketplace
- Known as 'Fast Fashion', inexpensive trendy clothing is designed and priced to be bought, worn, then quickly discarded
- The low cost of fast fashion can only be achieved because more than 98% of all garments sold in Canada are made off shore



- Fast Fashion has a huge carbon footprint



# Textile Recycling

## Unregulated Donation Bins

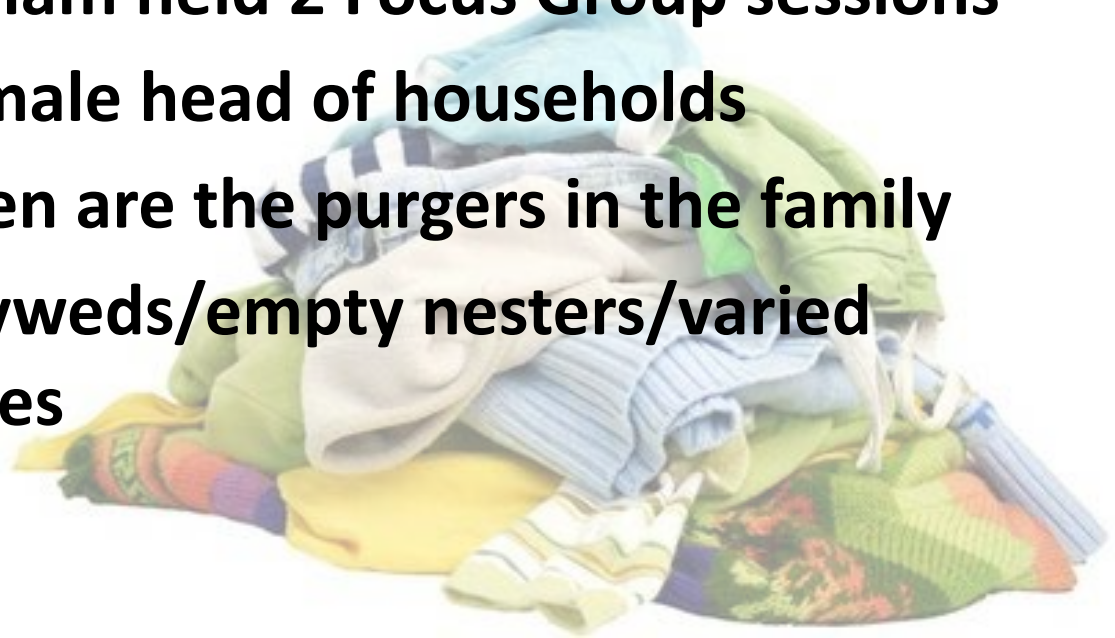
- Municipalities leave textile collection exclusively to 'charity' and for-profit collection companies
- These so called 'charity' boxes have posed a real challenge for GTA municipalities over the past several years



# It's a woman thing...



- Little available information on textiles
- Markham held 2 Focus Group sessions
- 20 female head of households
- Women are the purgers in the family
- Newlyweds/empty nesters/varied cultures



# What we wanted to know...

**What are residents doing with their textiles?**

**What can be  
donated?**

**What goes in the  
garbage?**

**What role does  
Markham  
play?**

**What role does  
'charity' play?**

**What solutions  
would work to  
divert textiles?**





# Focus Group Results

- **Little understanding of what textiles are suitable for donation**
  - unaware that towels, sheets, purses, belts, and shoes etc. can be recycled. Most placed in garbage
- **Would willingly recycle textiles**
  - wanted more education on textile recycling
- **Strong confidence in Markham sponsored diversion programs**
  - would use a Markham managed textile recycling program if available



# Focus Group Results

- Do not donate  
“personal” or  
uncomfortable  
items

# Focus Group Results

- Preferred 24/7 drop off system or home collection service
- Used charity boxes for their convenience
  - had little allegiance to charitable causes

# Focus Group Results

- **Would only  
donate name  
brand clothing**
  - **Not Joe Fresh**

# Perceptions & Motivations

Perception	Response
Desire to donate textiles to people in need	Highest level of agreement
Cheap clothing contributes to short life span, items go to garbage	Low level of agreement
Textiles placed in the garbage get sorted for reuse	Low level of agreement
Reputation of clothing collection services and drop boxes at malls	Mixed reputation. Minority didn't know enough about either option to comment
Used clothing is only good enough for garbage	Large minority agree
Convenience governs disposal method	Large minority reject (behaviour indicates otherwise)
Confidence in charities, donations will be reused by people in need	Mixed levels of confidence



# Profile of Charities

## Low- medium awareness



**THRIFT  
STORE**

**Value  
Village**

[www.valuevillage.com](http://www.valuevillage.com)



## High awareness

**SickKids**

**@ Canadian  
Diabetes  
Association**



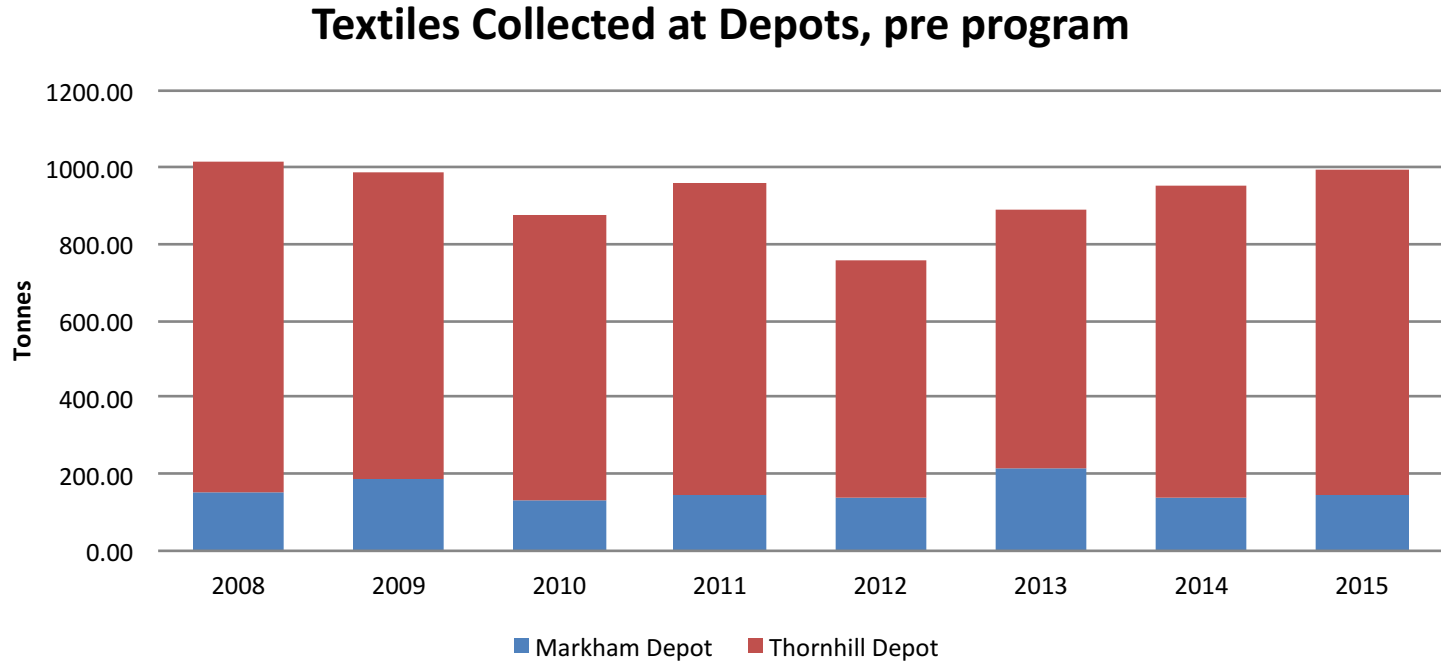
- Is there an ethnic gap in awareness/behaviour?
- Low-medium community presence - telemarketing?

# Test Concepts

- ✓ **YES! Environmentally friendly options to landfill**
- ✓ **YES! Higher profile for charities**
- ✓ **YES! Tell us what happens to diverted textiles**
- ✓ **YES! New branded donation containers in safe places**



# Textile Collection – pre program



- **7400 tonnes of textiles were collected at Recycling Depots even before the start of Markham's Textile program**

# Can collect donations from anywhere...

- Trailer used for Goodwill collection at Thornhill Recycling Depot
- City of Markham is now using this trailer as part of our program for textile collection



# FCM Grant

- **Textile recycling program approved 2016 Capital Project \$67K**
- **Matching grant of \$67K from the Federation of Canadian Municipalities (FCM) for Markham's textile recycling program**
- **FCM commented positively on Markham's application noting the initiative was not only unique, it addressed increased diversion, consumer education, and green house gas reduction.**



FEDERATION  
OF CANADIAN  
MUNICIPALITIES

FÉDÉRATION  
CANADIENNE DES  
MUNICIPALITÉS

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GREEN MUNICIPAL FUND  
FONDS MUNICIPAL VERT



# Partner-The Salvation Army

- **Founded in 1865 and designed to meet the needs of all humans without discrimination**
- **Donated goods and household items are recycled or sold in Thrift Stores to help residents in the areas in which they operate**
- **Once operating costs are covered, 100% of all proceeds go towards supporting the charity**
- **Thrift stores are operated by The Salvation Army's National Recycling Operations division**

# Partner-The Canadian Diabetes Association

- **Founded in 1953 to support people living with diabetes through research, advocacy, education and services**
- **Donated clothing is recycled through the Clothesline program or sold in Value Village stores with 100% of the net proceeds supporting the CDA and diabetes research, education and advocacy**
- **The Clothesline program diverts more than 51 million kg of clothing from landfills across Canada**



# Textile Donation Program

- **New bins at 9 Fire Stations and recycling depots**
- **24/7 security**
- **Serviced by Salvation Army**
- **All textiles accepted**
- **Equipped with sensors**



# Multi-Residential buildings

- Partnership with Canadian Diabetes Association
- 18 buildings on a pilot run
  - 5 multi-res buildings already had donation bin prior to program
  - Potential for 70 bins
- Donation bins are smaller to accommodate space restrictions





# Markham's Donation Bin

- **Low carbon footprint**
  - ✓ Zero electricity in manufacturing
  - ✓ Recyclable materials
  - ✓ Made by Mennonites- arrive by horse & buggy
- **Added Security**
  - ✓ Located at civic facilities
  - ✓ Solar lighting
  - ✓ Security cameras
- **Serviced by Salvation Army**
- **Smart technology**





# Smart Technology



# Smart Technology

## Overview

Alerts



No alerts  
Everything is OK

Urgent containers

Today

1

Tomorrow

2

In 2 days

1

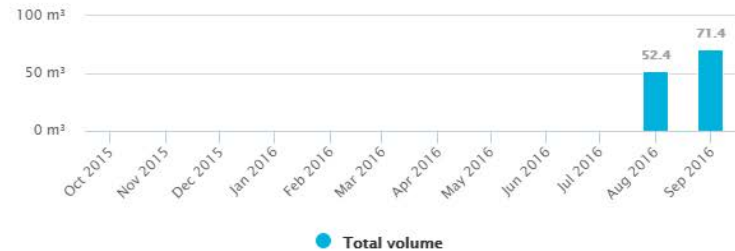
Fill level

Year: Past year  
Content type: All  
Deviation: Yes



Collections

Year: Past year  
Content type: All  
Mode: Volume



# Donation bin at Civic Centre



# Tough on Textiles

- **Goals:**
  - By 2018 - 60+ donation bins managed by Markham
  - Tougher By-laws to address rouge bins on private property
  - Eliminate non-Markham donation bins
- **2017 - ban textiles from garbage/residue**
- **Increased public education and awareness on true cost of fast fashion**



# Textiles - next for EPR?

- **Textile manufacturers' not paying true cost of their product**
- **All textiles have logo and labels**
- **Calling on Ontario Provincial government to include textiles as EPR product – Cradle to Grave**





# Council Support



# QUESTIONS?

**Thank you!**

