

The image features a scenic landscape background with rolling green hills, dense forests, and a large blue lake in the distance under a cloudy sky. Overlaid on the top half is the WasteZero logo, where 'Waste' is in blue and 'Zero' is in green, with a registered trademark symbol. Below the logo is the tagline 'Save Money. Reduce Waste.' in blue and green text.

**WasteZero**<sup>®</sup>  
Save Money. Reduce Waste.

## Textile Collection

Wisconsin Council on Recycling  
March 2<sup>nd</sup>, 2018

# About WasteZero



- In business since 1991, & 100% driven to **cut trash in half across the US**
- Is a **national leader** in municipal waste reduction
- Deep experience with a **full range** of waste reduction approaches
- Provides comprehensive capabilities, from **analysis to results**
- Has a **100% success rate** with WasteZero-designed programs
- Is a certified **B Corp**, meeting rigorous social & environmental standards
- Is based in Raleigh, NC, with regional support around the nation



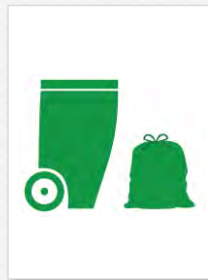
*Our programs are the most effective available, reducing waste by 44% on average, with many surpassing 50%.*

# A Continuum of Solutions

WasteZero provides a wide range of solutions. The list below is not comprehensive, but it provides a good overview of the key types.



**PAYT / Unit  
Based Pricing**



**Overflow**



**Yard Waste**



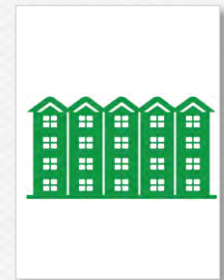
**Organics**



**Textiles**



**OneRoute®  
Co-Collection**



**Multi-Family  
Housing**

**Consulting —> Program Design —> Pilot Development —> Full-Scale Implementation**

# Key Solutions

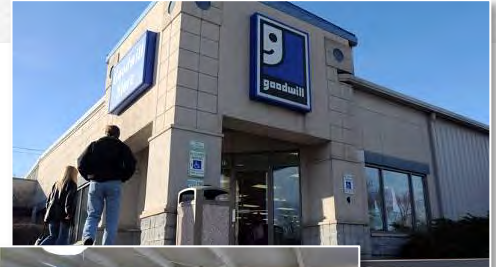
## Textiles Diversion



In the US, an estimated 13 million tons of textiles are thrown away each year. Only about 15% of that valuable material is diverted from the waste stream.

### Creative approaches to increase donations and divert textiles from the waste stream:

- Curbside collection programs
- Drop-off programs
- 100% municipally-run or done in partnership with
  - Non-profit organizations
  - For-profit textiles diversion companies



- Program Design
- Impact Analysis: Financial & Environmental
- Implementation

# Simple Recycling

- In major metro areas in eight states, WasteZero markets and supplies Simple Recycling, a private for profit company with roots in the OH/MI thrift store industry.
- Simple Recycling contracts with cities; sends bag mailer and postcard to households
- Residents place orange bags at the curb on recycling day
- Cities receive \$20/ton for the material
- 160,000 HH in Minnesota; 100,000 HH in Illinois; growing
- Milwaukee metro of interest—but not right now
- WasteZero can help with nonprofit and for-profit programs elsewhere for curbside, drop-off, or just promotion



# Simple Recycling

## Markets

- **Highest and best use:** Domestic thrift store
- **Next best:** Overseas brokers
- **Good:** Fiber markets (insulation, industrial wipers, etc.)

50% of Simple Recycling's material stays in North America

China doesn't allow used clothing imports.

Material is graded in the U.S. before exporting to meet needs of specific markets.

Overseas markets have “repair culture” compared to U.S. “throwaway culture.”



# Simple Recycling

## Competition?

- We throw away SO MUCH that there is enough material for both drop-off and curbside
- EXAMPLE: 2015 Illinois waste characterization study estimates 66% of clothing and 95% of other textiles still going in the garbage; 423,000+ tons plus a year!
- Takes into account all current methods of collection like charity drop-offs, etc.
- Simple Recycling provides no tax deduction



## Environmental benefits

- Haulers hate clothing at MRFs—acts like a “stringer”
- More than 1 ton of carbon conserved for every ton collected; best ratio for curbside except for aluminum

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