



Wearing Waste Out

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Key

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£500,000
saved every year

TRAID's work to divert unwanted clothes waste saves our local authority partners around £500,000 every year.



Towards Zero Waste

0

Towards Zero Waste

Introduction

TRAID is a charity taking practical action to stop clothes being thrown away. We work with local authorities, businesses, housing associations, households and schools to divert clothes from the waste stream for reuse.

Around 1 million tonnes of textiles are sent to UK landfill and incineration every year, much of which can be worn again. With UK landfill at bursting point, and textiles contributing disproportionately to greenhouse emissions, TRAIID's work to find positive reuses for clothes waste is more relevant than ever.

From waste management to charity retail, sustainable education to international development funding, every aspect of TRAIID's work transforms clothes waste into resources to maximise social and environmental, as well as economic benefits.

Disposal alone will not create zero waste communities and national waste policies are aligning more closely with organisations like TRAIID, which prioritise reuse over recycling and changing attitudes to waste.

This publication demonstrates how TRAIID works with local authorities, businesses, schools and other stakeholders to tackle and solve the problems of clothes waste for a truly sustainable future.

Together, we can wear waste out.

Maria Chenoweth-Casey
CEO, TRAIID



Textile Bank Service

B

Textile Bank Service

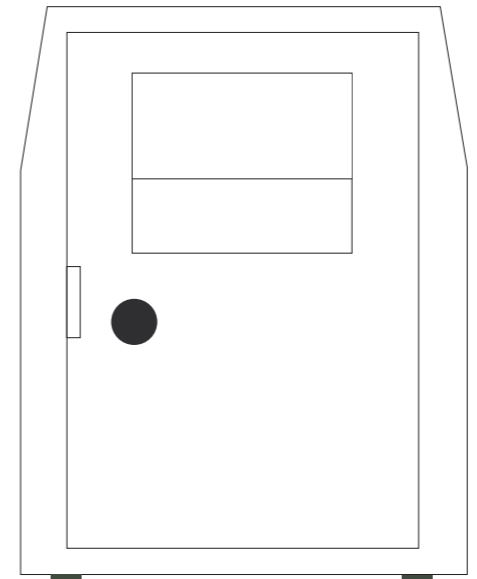
TRAID runs a network of **over 1,500 clothes donation banks** around the country where people can drop off their unwanted clothes.

We work in 191 boroughs and districts in the UK diverting around 3,000 tonnes of clothes from landfill and incineration every year.

TRAID provides the resources, infrastructure and capacity to place and manage charity-led textile banks on a large or small-scale.

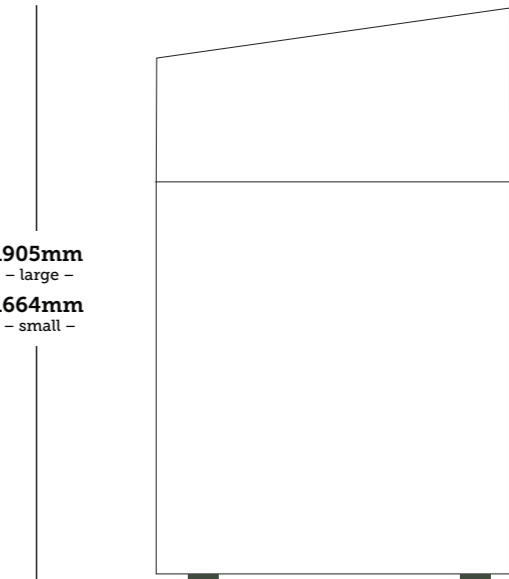
TRAID's textile bank service includes:

- Assigned contracts manager
- Free textile banks and regular collections
- 24-hour response to overflows or other bank issues
- Waterproof, fire proof and theft proof textile banks built to the highest specifications
- Banks are branded with charity livery and can be co-branded
- Regular provision of data including tonnage figures and carbon equivalent savings
- Area audits to find best locations for new textile banks
- In-house maintenance team to deal with vandalism, access problems and graffiti removal
- All relevant waste disposal licenses and ISO 14001 accredited



1500mm – large –
1250mm – small –

Front



1905mm – large –
1664mm – small –

1250mm – large –
900mm – small –

Side

TRAID large bank specifications

Height: 6' 3" (1905mm)
Width: 4' 11" (1500mm)
Depth: 4' 1" (1250mm)

All Plate 2.5mm THICK

Overall Height at Front 75"
(1905mm) tapering down to back
height of 66" (1676mm)

Holds approx 300 kilos of textiles

TRAID small bank specifications

Height: 5' 5" (1664mm)
Width: 4' 1" (1250mm)
Depth: 3' 3" (900mm)

All Plate 2mm THICK

Overall Height at Front 65"
(1664mm) tapering down to back
height of 60" (1524mm)

Holds approx 225 kilos of textiles

Both bank sizes feature:

Unique Vandal Proof Bolt-Lock (pat.applied for) / Access barrier in chute compliant with current health & safety recommendations / Finish: One coat of grey oxide primer inside and out, with TRAIID green top coat.

**We prevent around
3,000 tonnes of
unwanted clothes
from being thrown
away every year.**

**We sort, price, hang
and sell over half
a million garments
each year for our
charity shops.**

H

Free Home Collections

TRAID runs a free home collections service picking up unwanted clothes from households. It is an easy and convenient way for people to donate directly to charity direct from their door.

Collections are scheduled at the weekends and evening when people are at home. This means donations are protected as they don't have to be left outside where they are vulnerable to weather damage and theft.

We also offer this scheme to local authorities and other stakeholders, usually where TRAIID also operates textile banks, to provide households with multiple ways to donate unwanted clothes and increase clothes reuse rates.

Free Home Collections

TRAID's home collection service includes:

- Free collections of unwanted clothes from households
- Households book online, by phone or email
- Tonnage and number of collections is tracked and recorded
- All home collections are carried out in vans which are fully branded with TRAIID livery
- Logistics are plotted to be as sustainable as possible
- Households have direct contact with the charity



TRAID Education

E

TRAID Education

TRAID educates people of all ages about the impacts of our clothes on people and the environment and gives people the tools to make more sustainable choices.

We do this by working directly with over 10,000 children, young people and adults every year delivering practical workshops, talks, lectures, events, seminars and assemblies.

TRAID delivers sustainable education in many settings including schools, universities, youth and community outreach. We regularly work in partnership with local authorities, businesses and housing associations helping them to engage communities in waste prevention, reuse and sustainability.

TRAID education offers:

- A sustainable schools programme reaching over 10,000 children and young people annually delivering assemblies, projects, and creative workshops on waste prevention
- Practical workshops and events for people of all ages including youth and hard-to-reach groups to promote clothes reuse
- Clothes waste prevention talks and presentations to councils, businesses and community groups
- Training for local authorities to increase clothes reuse rates
- Targeted press and publicity across local, national and trade press

We deliver sustainable education to over 10,000 children, young people and adults every year.

TRAID raises around £4,500,000 every year to reduce clothes waste, deliver sustainable education and tackle global poverty.

Reuse in Action

How TR Aid works with local authorities, schools, businesses and housing associations to wear waste out.





B

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Tailoring Reuse in Brent

Services: Textile Banks, Sustainable Schools Programme

Partner: London Borough of Brent

Waste Diverted: 3,307 tonnes

Carbon Emissions Saved: 46,298 tonnes

Since TRAIID launched in 1999, we have collected unwanted clothes for reuse in the London Borough of Brent. We manage a network of textile banks and regularly deliver education and events across the borough.

In 2012, TRAIID partnered with Brent Council to deliver a year-long programme of assemblies and workshops in schools to explore textile reuse and recycling, waste prevention and sustainability.

We delivered 79 sessions reaching over 8,000 pupils examining the life cycle of clothing from manufacture to disposal, creative up-cycling workshops and in-school campaigns to increase reuse levels and prevent waste.

Councillor Mary Arnold, Brent Council's Lead Member for Children and Families, said: "Brent Council is committed to encouraging recycling and the reuse of materials and goods. This excellent project will help more of our schoolchildren to understand how clothes, fashion and goods are produced and how they can be made more sustainably."

In 2013, TRAIID is continuing to deliver structured sustainable education in Brent schools which aims to:

- Inform schools of the reuse and recycling services available in Brent
- Introduce schools to the social and environmental impacts of the fashion industry
- Encourage pupils and schools to protect the earth's natural resources by preventing waste
- Improve repair and reuse skills by teaching pupils sewing, customisation and up-cycling solutions



The project with Brent Council was absolutely brilliant. I have thoroughly enjoyed working with TRAIID. The presentations were deeply informative and interactive helping my Year 9 pupils gain a new understanding of what 'recycling, up-cycling and ethical design' was really all about!

*Kelly Martinez, Head of Textiles
at Claremont Secondary School*



The Zone Youth Club

Services: Youth and Community Education

An important part of TRAIID's education delivery is our work with youth and community groups.

In 2013, TRAIID completed two projects over eight months at the Zone Youth Club in Islington.

We worked with 75 young people aged between 9 and 19 delivering a series of practical workshops and discussions investigating the impacts of clothes on the environment and climate change, and the conditions they are made in. The group learned practical sewing, up-cycling and design skills to design and make new garments from clothes waste.

Islington Council's executive member for children and families, Cllr Richard Watts, said:

"This project is giving young people in Islington the chance to develop practical skills like sewing, while also finding out about how a business is run in the fashion industry. We all know how tough it is for young people to find training and employment opportunities at the moment, so schemes like this that will boost their chances, are a good thing."

The projects aimed to:

- Introduce young people to the social and environmental impacts of the fashion industry
- Empower young people to protect the earth's natural resources by preventing waste
- Teach the practical skills needed to make clothes
- Encourage young people to be active citizens and to take part in positive activities with their peers outside of formal education.
- Introduce young people to further education and work in the fashion industry



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Free Home Collections: Another Route to Reuse

Services: Textile Banks, Sustainable Schools Programme

Partner: Royal Borough of Kensington and Chelsea

Waste Diverted: 275 tonnes

Carbon Emissions Saved: 3,850 tonnes

One of the major obstacles to reducing clothes waste is a lack of access to clothes donation facilities, especially when people want to recycle larger quantities of textiles in one go. The more opportunities people have to recycle easily, the more likely it is they will do so.

In response to this, TRAIID offers a free home collections service collecting textiles direct from people's doors which is used by thousands of households. It is also popular with local authorities which are often prevented from accepting unwanted clothes as they cause problems for the machinery used to separate waste. TRAIID's home collections service enables local authorities to offer residents a household textile collection scheme and increase reuse rates.

In 2012, the Royal Borough of Kensington and Chelsea approached TRAIID to deliver this service across the borough. We already provided the borough with a well-established network of textile banks. Offering additional home collections gave residents multiple convenient ways to donate their unwanted clothes in the borough.

We worked with the council recycling team to promote the scheme to households including leaflet drops, local press, the council website and a poster campaign in local libraries and other community centres.

Today, every household in the borough has access to TRAIID's free home collections service and are able to book online, by phone or email.

This project has had a massive impact on me. I have learnt so much about what I wear, where it comes from, how much energy it takes to manufacture textiles and transport to a shop.

Jessica Grech, 15, who took part in TRAIID's project at the Zone Youth Club in the London Borough of Islington, 2013.

The Council is pleased to be working in partnership with the charity TRAIID, providing residents of Kensington and Chelsea with a free collection service to give unwanted clothes a second home and raise money for good causes both here and in the developing world.

Councillor Nicolas Paget-Brown, Cabinet Member for Environment, Transport and Leisure, Royal Borough of Kensington and Chelsea.



charity clothes recycling

B

H

Increasing Clothes Reuse in Wandsworth

Services: Textile Banks and Home Collections

Partner: London Borough of Wandsworth

Waste Diverted: 273 tonnes

Carbon Emissions Saved: 3,882 tonnes

In 2013, TRAIID began working in partnership with the London Borough of Wandsworth to increase clothes reuse rates in the borough.

TRAIID established a completely new network of charity textile banks and offered every Wandsworth household a weekly free collection direct from their door. Households can book online, by phone or email.

The ability to offer local residents more than one way to donate their unwanted clothes, plus a TRAIID charity shop in the heart of the borough, made us the ideal partner to divert clothes for reuse from the waste stream.

TRAIID worked with the council to audit the borough identifying the best sites for banks where they would be visible and easily accessed by residents. We have now placed over 20 banks which are heavily used by residents who are donating over two tonnes of unwanted clothes every week.

By working collaboratively with councils like Wandsworth, TRAIID is able to help households deal with unwanted clothes easily and ethically, while significantly increasing clothes reuse rates to prevent waste.



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Creative Community Engagement

Services: Textile Banks, Community Up-cycling Events and Education

Partner: London Borough of Hammersmith and Fulham

Waste Diverted: 357 tonnes

Carbon Emissions Saved: 4,998 tonnes

TRAID has worked in the London Borough of Hammersmith & Fulham since 1999 collecting unwanted textiles at our charity textile recycling banks. We divert around 35 tonnes per year from the waste stream supporting the council in its efforts to reduce waste and increase reuse.

We regularly work with the local authority recycling team supporting council initiatives and green events to promote clothes reuse reaching thousands of residents. It's a collaborative partnership with the council working closely with TRAIID to strategically expand textile bank coverage in the borough to increase the volume of textiles collected.

In 2011, TRAIID helped the council to pilot its very first 'Swish' (clothes swapping) event which proved hugely popular with local residents. Today, we team up regularly with the council to run Swishing events in the borough. It's a way for people to refresh their wardrobes without using resources or having a negative impact on the environment.

At each event, TRAIID teaches sewing and up-cycling techniques to improve the fit and condition of items ensuring clothes last for longer.

TRAID's education team also works in primary and secondary schools in the borough delivering sustainable education to children and young people aiming to inspire them to recycle more for a sustainable future.



Circle 33 Housing Trust Residents Project

Services: Textile Banks, Home Collections and Community Education

In 2013, TRAIID devised and delivered an 8-week inter-generational project with Circle 33 Housing Trust residents to promote textile reuse and waste reduction. We developed this partnership after running initial one-off education events that proved hugely popular with residents.

The housing association placed 10 TRAIID charity textile banks giving their residents and the general public easy access to recycling points. At the same time, TRAIID ran free creative workshops and discussion sessions on the problems of waste and consumption, what we can do about it and the benefits of recycling unwanted textiles.

The activities were designed to engage as many housing association residents as possible and proved a useful platform to forge closer links between residents to build thriving and environmentally aware communities.

Participants were asked to look at where their clothes are made and the conditions they are made in, and to explore what a sustainable fashion industry could look like. Discussions on textile waste and its impacts led to practical sessions to design and construct pieces from textile waste creating new sustainable garments.

This work not only encouraged residents to recycle more of their unwanted clothes, but also equipped participants with knowledge, new skills and confidence in a community setting.

TRAID is also running its free home collections service collecting unwanted textiles direct from Circle 33 households.



Timberland: Business & Industry



Services: Textile Banks, In-Store Collections, Corporate Education

Partner: Timberland

Waste Diverted: 20 tonnes

Carbon Emissions Saved: 280 tonnes

TRAID has partnered with international shoe and clothes retailer Timberland since 2009 helping them take action to minimise their environmental footprint by reducing clothes waste.

Timberland chose TRAIID as its preferred charity partner launching a national scheme providing clothes banks on the shop floor for customers to donate unwanted clothes. TRAIID empties the banks on-demand and sorts all donations for reuse and resale.

Some funds raised were ring-fenced to support a TRAIID funded project with Pesticide Action Network UK to help cotton farmers in Benin improve their health and incomes by growing organic rather than using dangerous pesticides.

Timberland also placed a TRAIID clothes donation bank at its head office to encourage employees to reuse and recycle their unwanted clothes. In 2010, TRAIID's ethical fashion label created a collection of bespoke bags up-cycling Timberland's leather off-cuts and shirting which sold in selected stores.

Most recently, Timberland collaborated with TRAIID to redesign the iconic yellow boot. This project went to the heart of our charity operations requiring TRAIID to source and sort donated fabrics including vintage prints, bandanas and tweed to create a limited edition of 1,600 pairs of boots which were sold in the UK, France, Italy and Benelux. The collection received huge press attention and sold out.

TRAID has been wonderfully pro-active. Wandsworth Council is committed to working with charitable textile recycling bank providers to improve provision rather than competing with them. TR Aid has identified locations on Council land and addressed any issues at newly installed sites as they arise.

*Michael Singham, Waste Strategy Manager,
London Borough of Wandsworth*

Timberland and TR Aid work together to recycle fashion waste. We placed TR Aid textile banks in our stores and at head office giving customers and staff a convenient way to donate clothes raising funds for the brilliant projects around the world that TR Aid supports.

Timberland

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