



## The City of London's Textile Diversion Program in support of **Diabetes Canada**

### Changing the Conversation – Clothing Donation Bin Bylaws to Textile Diversion Strategies

#### The Importance of Textile Diversion:

- **85%** of all textiles go to landfill sites across Canada
- Textiles account for **5-11%** of all garbage
- It is estimated that over **500,000 tons** of textile waste is going to Ontario's landfill sites every year
- Studies indicate that every consumer in Canada produces **30-40 kilograms (66-88 lbs.)** of textile waste per year
- Based on Stats Canada research, Canadians spent **\$36.7 Billion** in Retail Clothing last year - more used clothes will be coming to our landfills, municipalities need to take action!

#### Who We Are

- Clothesline contributes **\$10 million/year** to Diabetes Canada to support its mission to **end diabetes**
- Diabetes Canada supports the **11 million Canadians (30% of the population)** that suffer from diabetes or pre-diabetes
- Clothesline diverts over **100 M lbs** of textiles from landfill every year
- Clothesline has over **70** municipal partnerships across Canada, including the **City of London**, The City of Toronto, The City of Ottawa, The City of Markham, The City of Vancouver, the City of Calgary, Peel Region, Durham Region, among many others
- Clothesline collects textiles from **1.7M homes, 4,000 textile recycling bins and 2,900 partnerships**
- Clothesline is a member and or partner of the **National Zero Waste Council, Ontario Waste Management Association, Partners in Project Green, the Recycling Council of Alberta, Coast Waste Management Association**, among many other established and reputable sustainability and environmental organizations that work with us in bringing attention to the importance of textile diversion and recycling

#### Transitioning From Standard Clothing Bin Bylaws to a Comprehensive Textile Diversion Strategy:

- Clothing Donation Bylaws have not proved to be a successful deterrent for illegal bin placements in the majority of municipalities across Canada
- Bylaws that restrict strategic bin placements in a municipality simply encourage textiles going to the landfill
- The majority of bylaws have not proven themselves capable of dealing with “charity pretenders” that use certain terminology to misrepresent their “causes” identity – which negatively impacts diversion efforts
- In most cases, “charity pretenders” do not have the operational capabilities to service their bins appropriately, so they become dumping grounds, and residents rightfully complain, this further hinders our ability to divert textiles from landfill
- **“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,” as stated by Claudia Marsales, Senior Manager, Waste Management, City of Markham, who called for tougher bylaws on non-regulated clothing donation bins. (please see enclosed article “Markham's textile recycling program to save taxpayers \$86,000”)**



- Donation bin bylaw enforcement is an expensive and time consuming process, it might be more proactive to utilize resources to create communication strategies that educate the public about the importance of textile recycling, how their donations impact our charity, and inform residence where they can find reputable municipal sponsored textile recycling bins
- Providing convenient and accessible clothing Donation Bins are the cornerstone of running a successful textile diversion program, recent research suggests that only **40%** of the population is aware of a donation bin that is convenient and highly accessible in most communities
- **We are kindly requesting that the City of London continue their leadership position in sustainability and waste management and join with Diabetes Canada in expanding our very successful partnership in textile diversion to create the City of London's own municipally sponsored Textile Diversion Program in support of Diabetes Canada**

### The City of London and Diabetes Canada – Building Upon Our Current Relationship

#### The City of London – The Birthplace of Insulin

The City of London is well known to be the “**The Birthplace of Insulin**”, Banting House is where Dr. Frederick Banting woke up at 2 a.m. on the morning of October 31, 1920 with the idea that led to the discovery of insulin – one of the most significant medical achievements in Canadian history.



In memory of Dr. Frederick Banting, Diabetes Canada would be very proud and deeply appreciative for the opportunity to continue growing our partnership with the City of London, in our mission to **end diabetes**.

#### Environmental Impact:

- Since 2014, the generous residents of the City of London, in partnership with Diabetes Canada have been able to divert over **959,955 pounds** of textiles from the landfill.



\*Arenas, City of London, Clothesline Textile Recycling Bins

- Since 2014, Diabetes Canada's current municipal bin placements (which are located at all City of London arenas) have diverted an impressive **131,083** pounds of textiles from the landfill. Every year these bins have also increased their yearly diversion rate. In 2015, these bins collected over **57,849** pounds of



textiles, in 2016 – this number increased to **67,034** pounds of textiles and in 2017, these bins are currently on pace to divert over **74,000** pounds of textiles from the landfill!

#### **Social Impact:**

These textile collections have allowed Diabetes Canada to send **over 128 children** to our D-Camp program. **D-camp is a medically supervised camp for children that suffer from type 1 diabetes.**



**While at camp, children have the opportunity to learn about diabetes management in an enriching, diabetes-friendly environment.**

#### **Building upon our current partnership – opportunities to expand:**

##### **Strategic Placements:**

City of London Community Centres – 6 prospective sites (3 pilot bins)  
City of London Fire Halls and Police Stations – 9 prospective sites (3 pilot bins)  
City of London Libraries – 5 prospective sites (3 pilot bins)  
City of London Waste Management Sites – 3 prospective sites (2 pilot bins)

Based on our current national collection averages, these prospective sites could potentially divert an additional **230,000** pounds of textiles from the landfill and would send **30 children** to our D-Camp program (conservative estimates).

##### **Multi-Residential Placements:**

The City of London currently has over 900 multi-residential buildings

Based on our current national collection averages, these prospective sites could potentially divert over **4,500,000** pounds from the landfill and send an additional **600 children** to our D-Camp program.

#### **What are the benefits for the City of London to create their own textile recycling program, in partnership with Diabetes Canada?**

- Through partnering with Diabetes Canada and York University, the City of London will be contributing to **Canada's first national textile recycling research study**
- Potential to divert **over 5 million pounds** of textiles from the landfill on a yearly basis
- **Education and awareness campaign** that addresses textile waste and collection efforts
- Significant **cost saving** for the City of London's waste management infrastructure
- **Customized operational service plan** to meet the specific needs of the City of London (service runs 7 days a week)
- Clothesline is fully insured, **\$2 million liability insurance** for each bin placement
- City of London branded textile recycling bins **at no additional cost** (supplied and maintained by Diabetes Canada)



- **Textile collection diversion data** provided on provided on an ongoing basis
- **Convenient and accessible** donation locations to help increase textile waste diversion
- Clothesline's textile recycling program is a **FREE** service

#### **Steps to Expand the City of London's Textile Diversion Program with Diabetes Canada and York University**

1. Diabetes Canada and York University provides the City of London with our Textile Diversion Pilot Program and Research Study Proposal
2. City of London Textile Diversion Program Proposal accepted
3. Joint communication piece created to educate the public about the importance of textile diversion
4. Municipal sites selected (i.e. multi-res, strategic placements, environmental day initiatives)
5. Bin location determined at each individual site
6. Customized service schedule created for each site
7. City of London textile recycling bins are ordered and placed
8. Municipal Textile Diversion Data collected and provided on an ongoing basis
9. Social impact & sustainability reports delivered to the City of London on an ongoing basis
10. Program adjusted on an ongoing basis

On behalf of the **11 million Canadians** that suffer from diabetes or prediabetes, we sincerely appreciate your kind consideration of Diabetes Canada's Textile Diversion Program for the City of London.

Sincerely Yours,

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