

A diagram illustrating the 5R sustainability challenges. It features five orange circles on a dark background, each containing a text label. The circles are arranged in a loose arc. From left to right, the labels are: 'MY WORLDVIEW', 'REUSE', 'RE-THINK!', 'REPAIR', and 'REMAKE'. Below the 'RE-THINK!' circle is another orange circle labeled 'RECYCLE'. Concentric, hand-drawn style lines in teal and orange surround the circles, creating a sense of movement or orbits. A horizontal teal line is positioned below the 'MY WORLDVIEW' circle.

**MY
WORLDVIEW**

REUSE

RE-THINK!

REPAIR

RECYCLE

REMAKE

CHALLENGES:

REUSE, RECYCLE, REPAIR, REMAKE, RE-THINK!

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College of Merchandising and Hospitality Management

MY WORLDVIEW---

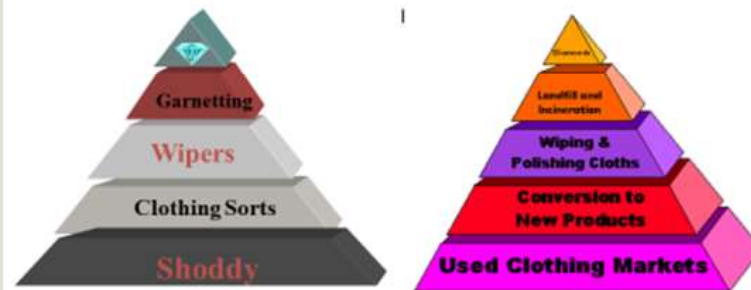
OR HOW IN THE WORLD DID I GET HERE?

- 1975, UG Class, "Can Man Survive?"
- 25 years of recycling research
- World travels
- 10 years as folk art market volunteer
- Donut Economics



RECYCLE

The Digging for Diamonds Pyramid
(Hawley, 2006)



POST
CONSUMER
WASTE

MINING
DIAMONDS

WIPERS

CONVERSION

ZERO by 2037

Council for Textile Recycling
A Nonprofit 501(c)(3) Organization

CTR is devoted to creating awareness about keeping our clothing, footwear, and textiles out of landfills.

Join CTR | Contact

HOME ACTION ▾ OUR COMMUNITY ABOUT CTR ▾ WEAR. DONATE. RECYCLE.

ZERO by 2037

CTR's goal is zero post-consumer textile waste in U.S. landfills by 2037. We can get there by simply adopting the practice of:

WEAR. DONATE. RECYCLE.

Consumers
support our mission

Brands, Retailers, & Government
become a partner

Charities, Private Sector Recyclers & Academia
join the community

ISSUE

5% The U.S. EPA estimates that textile waste occupies nearly **5% of all landfill space.**

85% not recycled While the EPA estimates that the textile recycling industry recycles approximately 3.8 billion pounds of post-consumer textile waste (PCTW) each year, this only accounts for approximately 15% of all PCTW, **leaving 85% in our landfills.**

70 lbs. The average US citizen throws away **70 pounds** of clothing and other textiles annually.

SOLUTION

Since the mid 1940's U.S. charities and the post-consumer textile recycling industry have repurposed and recycled billions of pounds of clothing, household textiles, shoes, and accessories. This ensures your old clothing, footwear, and textiles continue to add value to the U.S. economy and beyond.

More more than ever it is easy to be green - simply donate and recycle what you buy and wear.

Read more about CTR's goal:

Click here to find textile recycling locations near you with the Earth 911 search tool

"ZERO by 2037"

Consumer understanding
Better supply chain
Dealing with rural areas

MINING DIAMONDS



CAREFULLY SORTED CATEGORIES

1-2% OF RECYCLED CLOTHING IS CONSIDERED “DIAMONDS”

REPRESENTS 15% OF THE REVENUES

JAPAN IS AN IMPORTANT EXPORT MARKET FOR DIAMONDS

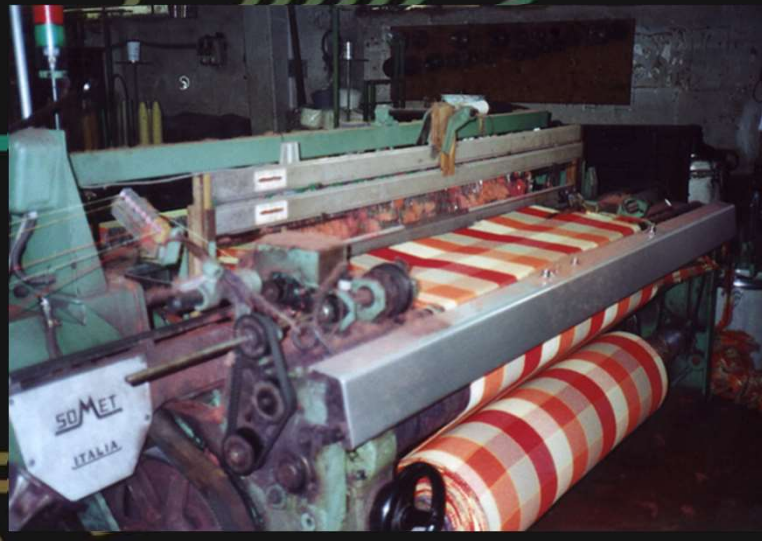
Other markets:

- Vintage shops
- Designer boutiques
- Re-Design Studios
- Specialized fiber markets



REMAKE CHALLENGES

- LACK SKILLS
- TIME CONSUMING
- TRANSPORTATION COSTS
- Mixed Fiber Clothing



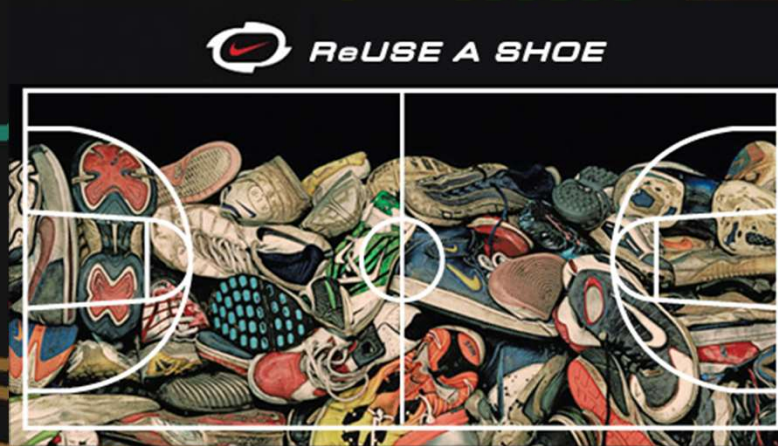


Commit to purity

Iconic 501s

- Since 1873
- 100% cotton
- A blank canvas for personal expression
- A Diamond to the industry
- Designers need to 're-think'

REMAKE



**RE-VALUE
RIGHT-SIZE THE MARKET
HAVE ETHICAL COURAGE!**

RE-THINK!

RE-VALUE



- Buy Quality
- Buy Bespoke
- Buy Handcrafted

**Right-
Size**

RETHINK THE DOUGHNUT

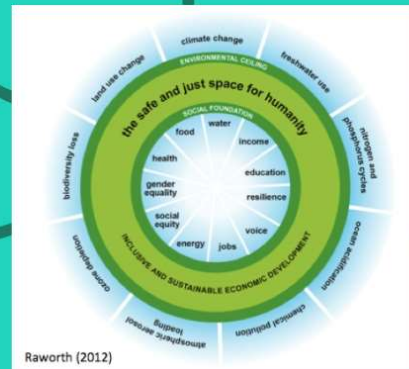


RETHINK OUR VALUES

REVALUE THE ECOSYSTEM

RETHINK BUSINESS MODELS

CHANGE CONSUMER BEHAVIOR



Ethical Courage:

*“Morally Courageous
individuals that act out
their ethical values
during difficult
situations”*

Build Ethical Courage

