



Textiles Waste Reduction Campaign Toolkit Guide

December 2017

BACKGROUND

The Oregon Department of Environmental Quality's mission is to be a leader in restoring, maintaining and enhancing the quality of Oregon's air, land and water. As part of this role, DEQ is leading efforts to promote waste prevention efforts in the state.

Amendments in 2015 to Oregon's Opportunity to Recycle Act added provisions requiring certain local government jurisdictions to implement waste prevention and reuse programs. Among the options local jurisdictions may choose to comply with these new rules are waste prevention campaigns targeting residential generators that focus on toxic or energy intensive materials. A "waste prevention campaign" is defined as an organized effort intended to change one or more specific behaviors or practices that reduces the amount of solid waste generated or resource used.

To help local governments comply with this rule, DEQ committed to create shelf-ready campaigns. **Make Every Thread Count** is the result of this effort.

THE GOALS OF THIS OUTREACH CAMPAIGN ARE TO:

- » Help local governments run an effective waste prevention campaign
- » Change Oregon residents behavior in purchasing and using textiles



WHAT IS THE MAKE EVERY THREAD COUNT CAMPAIGN?

Make Every Thread Count is a public awareness campaign that encourages Oregonians to think differently before buying clothes, make smarter choices at the register and extend the life of their clothing. Oregonians are smart, practical consumers and this campaign shows how simple steps can greatly reduce the environmental impacts of a material so commonly found in Oregon's waste stream.



HOW TO USE THIS TOOLKIT GUIDE

This Guide walks you through the campaign materials for the **Make Every Thread Count** campaign. The toolkit materials are designed to be easy to use, turn-key, and fully customizable for local governments and other partner agencies in raising awareness about the impact reducing textile waste can have on our community.

THE TOOLKIT INCLUDES THE FOLLOWING SECTIONS:

- 1. Web copy
- 2. E-newsletter content
- 3. Sample press release
- 4. Sample social media posts (Facebook & Twitter)
- 5. Bill insert
- 6. Flyer/Print Advertisement
- 7. Quality/Care Flyer
- 8. Online ads
- 9. Infographics
- 10. Web buttons
- 11. Photo library
- 12. Sample plan



HOW TO ACCESS AND USE THE MATERIALS

Materials are designed to be fully customizable.

To access the files, visit the Oregon DEQ website at http://www.oregon.gov/deq/mm/wpcampaigns/
Pages/textiles.aspx

Infographics, web buttons and the photo library are all ready to use as is—no customization required.

The other materials, including the web copy, e-newsletter, sample press release, sample social media posts, bill insert, some online ads and flyer have been designed to be customized. Word document materials can be easily customized and downloaded at http://www.oregon.gov/deq/mm/wpcampaigns/Pages/textiles.aspx.

Look for the placeholder content with brackets to indicate where changes should be made.

Changes include:

- » Customizing the word "Oregonians" with the name of your city or county, or leaving as is
- » Adding your own website for more information
- » Adding your jurisdiction's logo

Word documents and non-customizable materials are available for your download at the website above. For materials that need specific customization, including the bill and flyer, please contact Oregon DEQ and ask for assistance customizing your materials. Your contact is Julie Miller, Communications Specialist at (503) 229-5509 or miller.julie@deq.state.or.us.

The next few pages walk you through the different materials available for this campaign and provide background on how each piece can be used in outreach efforts.



1. WEB COPY

Use this content to develop your own landing page on your organization's website. This will allow you to easily drive your constituents to one place to find out all they need to know about the **Make Every Thread Count** campaign.

MAKE EVERY THREAD COUNT

Join [Oregonians] in choosing quality clothes that save money, last longer and reduce waste. Poorly made clothes wear out quickly, clutter closets and end up in landfills. Well-made clothes are available for every budget, are built to last, and can be worn often and for years to come. Quality clothes just make sense.

KNOW THE NUMBERS

- » Consumers are buying more clothes and wearing them less. The average consumer now buys 60 percent more clothing items a year and keeps them for about half as long as 15 years ago.
- » Clothing producers are increasing production to meet this demand. Worldwide, clothing production doubled between 2000 and 2014. By 2014, the number of garments exceeded 100 billion.
- » Many of those garments are low quality, and don't last as long as they used to. In fact, the life of consumer products, like clothing, shortened by 50 percent from 1992 to 2002.
- » This means that many of those items end up in landfills. Americans throw away over 32 billion pounds of textiles a year!
- » Making clothing uses resources: It can take 1,500 gallons of water to manufacture just one T-shirt and pair of jeans. That's how much water you will drink in 13 years.
- » Extending clothing life by just three months can reduce carbon, water and waste footprints by up to 10 percent.



LEARN HOW TO HELP

Quality doesn't have to be code for "expensive." Well-made clothes aren't determined by the price tag and simple care can make those pieces last, which saves you the hassle and cost of replacing them. You can extend the life of your clothes and your investment by taking a few easy steps:

Step 1: Look for signs of quality

- » Fabrics: All types of fabrics, whether natural or synthetic, have advantages and disadvantages. Consider the quality of the fabric itself (thickness, softness, stretch, etc.) and how suitable the fabric is for that particular item. Will it be comfortable and durable?
- » Good quality thread and strong, even stitches: Give the fabric a gentle pull to see if the thread breaks or pops. Check for rippled, puckered or twisted hems and seams. Avoid garments that don't appear to hang smoothly.
- » Edges and hems: Cut or "raw" edges and hems can lead to unraveling and loose, hanging threads. Be careful in choosing garments with these features as they may require special laundering.
- » Matched patterns: If the garment has stripes or plaid, the pattern should match up at the seams.
- » Linings: For suits and other lined garments, check to see if the lining hangs loosely and doesn't cause any pulling or puckering.
- » Quality buttons and buttonholes: Buttonholes should be well stitched with no loose threads or raw fabric showing. Test the button in the buttonhole to make sure it's easy to button up the garment.







Step 2: Care for your clothes

- » Clean correctly: Follow labels when washing your clothes to keep them looking better and lasting longer.
- » Consider cold water: For most laundry, you can use cold water and less detergent than directed. This prevents exposure to excess heat or chemicals that contribute to fading or wearing out.
- » Group similar items and turn inside out: When washing, turn jeans and graphic shirts inside out to prevent fading and wear. Wash similar items together (for example, all jeans) to prevent harsher fabrics from wearing on softer ones.
- » Use the dryer sparingly: High heat fades and shrinks material, and also breaks down elastic fibers in clothes, causing breakage and stretching. When possible, line or flat dry your clothes. If you must dry your clothes, use the lowest setting.
- » Stain removal: Discover what sort of care is best for the stain. Cold water, hot water or stain treatment? Some quick online research can save that garment you love.
- » Simple fixes: Learn the simple but satisfying art of re-attaching a button, mending a tear or applying a patch.
- » Call in the experts: Locate a good dry cleaner and tailor that can help keep your clothes clean and well-fitted.

Step 3: Wear those clothes often and for years to come!

Every item in your closet has a cost-per-wear: the longer you wear that shirt or pair of jeans, the more you get out of your investment. A closet carefully stocked with several quality items will outlast a closet packed with poorly made, disposable clothes. So choose quality—you'll look good, save money and help care for our environment.

About this campaign

Make Every Thread Count is a public awareness campaign that encourages [Oregonians] to think differently before buying clothes, make smarter choices at the register and extend the life of their clothing. [Oregonians] are smart, practical consumers, and this campaign shows how simple steps can greatly reduce the environmental impacts of a material so commonly found in Oregon's waste stream.







2. COPY FOR USE IN E-NEWSLETTERS

This customizable text can be used in e-newsletters, direct mail pieces to customers, or on your website.

Oregonians are making every thread count.

Join [Oregonians] in choosing quality clothes that save money, last longer, and reduce waste. Poorly made clothes wear out quickly, clutter closets, and end up in landfills. Well-made clothes are available for every budget, are built to last, and can be worn often and for years to come.

It's about making choices that make sense—which is just part of who we are.

Visit [website.com] to find how you can make every thread count.

[Insert tip and/or infographic from steps 1-3 in web copy]



SAMPLE PRESS RELEASE

This sample press release can be customized and sent out to local media when launching your outreach campaign. Please note areas highlighted in yellow should be updated with your local information. Talking points are also available and posted on the campaign website.

SAMPLE PRESS RELEASE

For Immediate Release: DRAFT MONTH DAY 2018

[LOCAL GOVERNMENT] Asks [Oregonians] to "Make Every Thread Count"

Buving well-made clothes saves money, resources and prevents waste

[CITY] - [LOCAL GOVERNMENT] is encouraging [Oregonians] to choose quality over quantity when buying clothes. The new campaign, "Make Every Thread Count," asks people to think differently before buying clothes, make smarter choices at the register and find ways to extend the life of their clothing before making new purchases.

"Poorly made clothes wear out quickly, clutter closets and end up in landfills," says NAME. TITLE]. "Well-made clothes are available for every budget, and can be worn often and for years to come. This not only save money, but it also protects resources and prevents waste."

Today, the average consumer buys 60 percent more clothing items and keeps them for about half as long as 15 years ago, spurring increased production of more, often lower quality, garments. Clothing manufacturing is resource intensive, requiring materials, water and energy. It can take up to 1,500 gallons of water to manufacture just one t-shirt and a pair of jeans—the equivalent to the amount water a person will drink in 13 years.

In addition to the environmental impacts, a recent study found that 42 percent of Oregonians regretted buying an item of clothing in the past year. Most of the reasons driving regret are completely preventable, such as impulse buys, purchasing unnecessary sale items and buying poor quality. The same survey also found that 33% of respondents got rid of clothing because they no longer liked it, indicating that more thoughtful purchases could prevent waste.

The Make Every Thread Count campaign provides information and resources to help [Oregonians] identify quality and care for their clothes. Tips include learning how to identify well-made clothes, making the right laundering choices and advice on simple repairs. As a result, consumers can dress well, while saving money and reducing negative impacts on the environment. Extending clothing life by just three months can reduce carbon, water and waste footprints by up to 10 percent.

"Taking better care of our clothes and making them last longer can reduce the environmental impacts of fashion," says [NAME, TITLE]. "The longer we can make our clothes last, the less that needs to be produced."

For more information on the how to reduce textile waste, visit: website.com

For further information, please contact:

[Add local government contact]

About this campaign

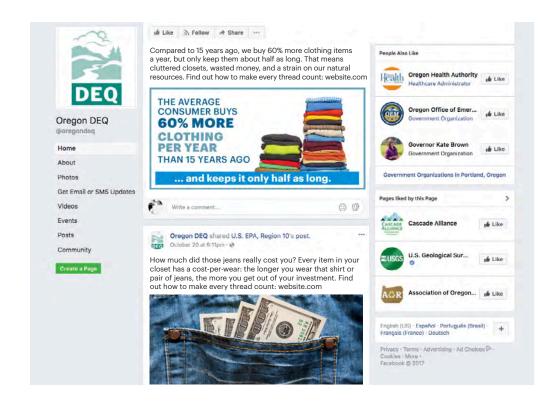
Make Every Thread Count is a public awareness campaign that encourages [Oregonians] to finish differently before buying clothes, make smart choices at the register, and extend the life of their clothing. [Oregonians] are smart, practical consumers, and this campaign shows how simple the commonly found in Oregon's waste stream.



4.

SAMPLE SOCIAL MEDIA POSTS

Use the sample social media posts on the following page as a starting point for customized posts from your organization. Posts can be used with creative assets included in the toolkit, such as infographics and photos from the photo library. We've paired the posts with a few photo examples on the next page.





1. [Oregonians] have unique style. But when it comes to clothes, all Oregonians should choose quality over quantity. Visit http://bit.ly/2luolSv to find out how you can make every thread count.	1. [Oregonians] have unique style. Find how to #makeeverythreadcount to protect our 1-of-a-kind #environment: http://bit.ly/2luolSv	
2. How much did those jeans really cost you? Every item in your closet has a cost-per-wear—the longer you wear that shirt or pair of jeans, the more you get out of your investment. Find out how to make every thread count: http://bit.ly/2luolSv	2. How much did those jeans really cost you? Every item in your closet has a cost-per-wear: http://bit.ly/2luolSv	
3. Develop a long-term relationship with your clothes. Extending clothing life by just three months can reduce carbon, water and waste footprints by up to 10%. What clothing item have you held onto the longest? Find out how you can make every thread count at http://bit.ly/2luolSv	3. Develop a long-term relationship with your clothes. Find tips on purchasing & care to #makeeverythreadcount http://bit.ly/2luolSv	
4. All fabrics, natural or synthetic, have advantages & disadvantages. Consider fabric quality when buying clothes. Will it be comfortable and durable? Find out how to make every thread count: http://bit.ly/2luolSv	4. All fabrics have advantages & disadvantages. Consider fabric quality when buying clothes. #makeeverythreadcount http://bit.ly/2luolSv	
5. Compared to 15 years ago, we buy 60% more articles of clothing items a year, but only keep them about half as long. That means cluttered closets, wasted money, and a strain on our natural resources. Find out how to make every thread count: http://bit.ly/2luolSv	5. We buy 60% more clothing per year than we did 15 years ago, but only keep them for 1/2 as long #makeeverythreadcount http://bit.ly/2luolSv	
6. Your outfit is thirsty. It takes 1,500 gallons of water to make your favorite t-shirt and jeans. That's the amount of water a person drinks in 13 years. Find out how you can make every thread count at http://bit.ly/2luolSv	6. Producing a t-shirt + jeans uses 1,500 gallons of #water. Find out how you can #makeeverythreadcount http://bit.ly/2luolSv	



5. BILL INSERT

Below is a sample bill insert that can be customized for mailings to your constituents. This piece also works well as a print advertisement. On the following page are six designs to choose from.

[Oregonians] are practical and savvy. That's why more and more of us are choosing quality clothes that save money, last longer and reduce waste. Well-made clothes are available for every budget, are built to last, and can be worn often and for years to come. It's about making choices that make sense—which is just part of who we are.

WAKE

EVERY

THREAD

COUNT.

Visit website.com















6. FLYER / PRINT ADVERTISEMENT

This customizable sample flyer can be used as a hand-out at special events and also works well as a poster or print advertisment. On the following page are six designs to choose from.





1.















7. QUALITY/CARE FLYER

This two-sided flyer describes how to identify quality when purchasing clothing and provides simple care instructions on how to extend the life of clothing. This resource can be posted on your website and can be easily printed to hand out at events or included in mailings.







8. ONLINE ADS

These online ads can be downloaded and used in media buys. A variety of sizes are provided, but additional sizes can be provided upon request.

300x250 px option 1 (animated)



QUALITY CLOTHES SAVE YOU MONEY, LAST LONGER AND REDUCE WASTE. QUALITY CLOTHES JUST MAKE SENSE.

MAKE
EVERY
THREAD
COUNT.
LEARN MORE>

300x250 px option 2 (animated)



JOIN [OREGONIANS]
WHO CHOOSE QUALITY
CLOTHES THAT SAVE
MONEY, LAST LONGER
AND REDUCE WASTE.

DON'T COMPROMISE ON QUALITY.

FIND OUT
HOW YOU
CAN MAKE
EVERY THREAD
COUNT.

600x300 px (animated)





728x90 px (animated)

JOIN [OREGONIANS] WHO CHOOSE QUALITY CLOTHES ...

THAT SAVE MONEY, LAST LONGER, AND REDUCE WASTE.

DON'T COMPROMISE ON QUALITY.

FIND OUT HOW YOU
CAN MAKE EVERY THREAD COUNT.

300x50 px option 1 (mobile)



300x50 px option 2 (mobile)



970x90 px option 1 (super leaderboard)



970x90 px option 2 (super leaderboard)





9.

INFOGRAPHICS

These interchangeable infographics can be used on your campaign web page, in social media requests, and in other outreach efforts.



















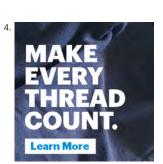
10. WEB BUTTONS

These web buttons are intended to be used on your jurisdiction's home landing web page. The buttons should be hyperlinked to redirect to the campaign web page that you develop for this program.

144 x 144 px







144 x 288 px











Learn More

11. PHOTO LIBRARY

The online toolkit contains a link to an extensive photo library with images of all shapes and sizes to use during outreach efforts. A few samples are shown below. The photos can be used both online and in print materials. The photo library can be accessed here: http://www.oregon.gov/deq/mm/wpcampaigns/Pages/textiles.aspx.













12. SAMPLE PLAN

To use this program element, you will need to fill out the Waste Prevention Campaign Targeting Residential Generator Plan. Sample plans are posted on the website as well as contact information for your local DEQ technical assistant.



WASTE PREVENTION CAMPAIGN TARGETING RESIDENTIAL GENERATORS PLAN

OAR 340-090-0042(3)

A local jurisdiction that chooses to implement the waste prevention campaign targeting residential generators is required to complete and submit a campaign description and an implementation plan to the Oregon Department of Environmental Quality. The campaign must target residential generators of waste and focus on one or more toxic or energy intensive materials or consumer purchasing practices. "Consumer purchasing practices" means the act of purchasing a toxic or energy intensive material, a product containing toxic materials, or a product consisting at least 50 percent by weight of energy-intensive materials.

Complete this form to describe how the local government will meet these requirements and what action it will take to provide a waste prevention campaign to residential generators.

Name of Local Jurisdiction:	
Population Served:	
Name of Local Hauler(s):	
Dates the Program will be Implemented:	 company of the second of the second
Describe the toxic, energy intensive mater and the waste generating behavior targete	ial or consumer purchasing practice targeted in your programed for change.
	rategy and a performance measurement plan that specifies one ent will use to demonstrate the campaign reached the target n objective.
delivery methods. Please include copies at	ed. Description should cover general content, format and ad examples. The campaign must include multiple components
	ow) such as: different visual images to convey core messaging, a variety of media, such as print, websites, social media or
City Official Signature:	Wasteshed:



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