



# Wear to Care

News from Salvation Army Trading Company



Welcome to **Wear to Care**, the first issue of Salvation Army Trading Company Ltd's (SATCoL) e-newsletter. Through this newsletter we will keep you informed of the latest news and developments happening at SATCoL.



Clothes recycling is riding high on the political agenda; Kettering MP Philip Hollobone visited our new sorting centre in Kettering and Defra has also stated its priorities for the future of the industry in its Sustainable Clothing Roadmap, launched at London Fashion Week at the end of February. SATCoL is proud to be a stakeholder in the roadmap and part of a group dedicated to promoting sustainability in the textile industry.

To help raise the profile of textile recycling, SATCoL is implementing a nationwide awareness campaign where it is working with schools, retailers and local authorities. We hope the campaign will encourage more people to recycle textiles, using one of our 3,600 clothes banks around the country.

The market has been buoyant, partly due to sterling becoming weaker and also because of increased demand from countries still eager to obtain clothing from the UK. While the current market is still healthy, the global recession could affect the second hand textile trade this year with the prospect of a price correction similar to that experienced by other recycling commodities at the end of 2008.

We would like you to share your recycling news with us by sending it to Paul Ozanne at [paul.ozanne@satradingco.org](mailto:paul.ozanne@satradingco.org).

Finally I would like to thank you for your on-going support which enables us to assist The Salvation Army's many worthwhile causes. My heartfelt thanks and I look forward to working with you in the future.

**Paul Ozanne**

National Recycling Coordinator

### **SATCoL shapes government policy and has The House of Lords recycling**

SATCoL's expertise in clothes recycling and using unwanted textiles was recognised by the government through an invitation to address a hearing about waste reduction in the House of Lords.

Paul Ozanne, SATCoL's representative, told the hearing that sustainability in the textile industry needed to rise up the political agenda. He also stated that textile designers and manufacturers needed to produce clothing which was easier to recycle, to help ensure it did not end up in landfill.

Paul also spoke about SATCoL's humanitarian work, and welcomed the chance of being involved with the [Defra Clothing Roadmap](#) as an opportunity for further research into recycling textiles and shaping future environmental policy.



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### **Emmeline fashions SATCoL's passion**

If you're wondering where you can get unique, recycled clothing, then look no further than SATCoL's Princes Street shop in London. In October, pioneering fashion designer Emmeline Child launched her collection of cutting edge designs made from reused garments in SATCoL's West End store.

Emmeline 4 Re gives fashionistas the opportunity to own great clothes with an ethical, trendy edge. Emmeline 4 Re and SATCoL are building on their three-year partnership to explore viable alternatives for waste textiles. Profits from the store are being donated to The Salvation Army and used to support social welfare projects in local communities across the UK.



### Hands up who wants to recycle?

Who Wants to be a Millionaire? presenter Chris Tarrant and Match of the Day's Gary Lineker have starred in a new SATCoL DVD for schools. The free DVD informs teachers and pupils about SATCoL's work and the importance of clothes recycling, showing how getting involved in the scheme can really make a difference to the local community and vulnerable people throughout the UK.

"With the help of Chris and Gary we are hoping to inspire more children to do their bit for the planet whilst also helping local authorities to reduce their waste sent to landfill.

The DVD clearly explains the benefits of clothes recycling, what happens to the clothes we collect and how the money raised goes to support people in need in local communities" commented Paul Ozanne. A short demonstration clip can be viewed on our [schools webpage](#).

SATCoL is in talks with numerous schools, as well as recycling and education officers around the UK. Participating schools will receive a financial contribution for every tonne collected which they can use to buy school resources or donate to a chosen charity.



SATCoL provides schools with a wheelie bin in which to collect the clothes and a schools information pack consisting of teaching notes, posters, a template press release and the DVD.

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### Scarborough's Banking Success

When Harry Briggs took on the role as recycling manager at Scarborough Borough Council, he immediately identified textile recycling as a key weakness.

Not anymore..... in less than two years, Scarborough Borough Council has increased the number of clothes recycling banks in their area from 4 to 40 and chose SATCoL's Clothing Collection Scheme as their partner.

Requests for banks continue to flood in from parish councils and the aim is to continue expanding the service with an estimated further 20 banks in the next six months.

Harry Briggs says: "SATCoL's scheme offered the best service for us, our residents and the environment. A key factor in choosing to work with SATCoL was their reliability. The scheme also appealed because of the good work that The Salvation Army does within the local community.



"We currently have 15 wheelie bins in schools and we are hoping to expand the scheme into local colleges as well," adds Harry. "Something else we feel is a truly innovative step is we are now advertising the textile recycling scheme on one of our refuse collection vehicles. This really gets the message across that clothes can be recycled rather than end up in landfill."

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For more information on the newsletter and to get  
involved contact:

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