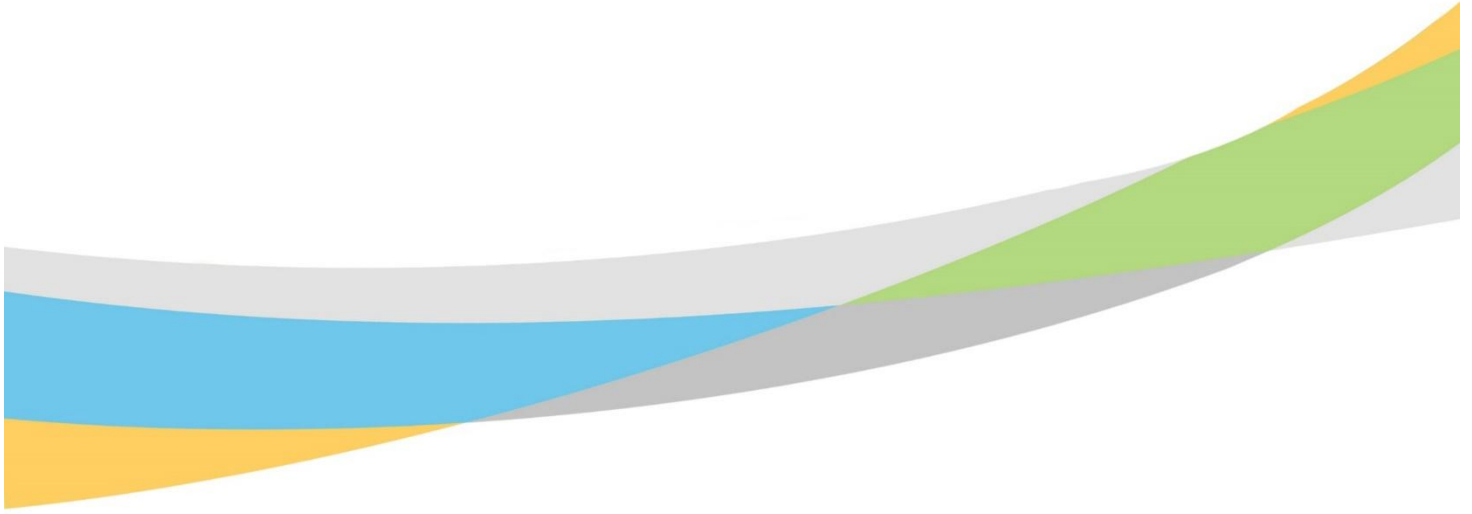




Recycling Collection Drive Campaign Guide

Partners in Project Green
2026

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Recycling Collection Drive Campaign Guide

Thank you for participating in the Recycling Collection Drive (RCD)! This employee engagement campaign guide provides you with all the information and sample templates needed to engage your employees during Waste Reduction Week and Circular Economy Month in Canada.

About Recycling Collection Drive

Recycling Collection Drive is a great way to engage your employees during Waste Reduction Week and Circular Economy Month in Canada. The 2026 program will run for two weeks, October 12-25, one week overlapping with Waste Reduction Week. Recycling Collection Drive participants place temporary bins in their front lobby to collect clothing, household textiles, and electronic waste that employees and the community donate. At the end of the campaign, the materials will be refurbished, reused and/or recycled by [Diabetes Canada](#), and [Electronic Recycling Association \(ERA\)](#). Each participating organization will receive a certificate with the amount of material diverted from landfill to a local charity as a result of the campaign.



FIGURE 1 CITY OF MISSISSAUGA PARTICIPATING IN THE RCD 2023

Acceptance Criteria

Clothing and Household Textiles:

- Accessories and bags
- Clothing (including footwear)
- General household textiles (blankets, sheets, towels, curtains)
- Sleeping bags
- Soft toys (i.e. stuffed animals)

Electronic Waste:

Laptops & Computers:

- Laptops/Computers (Mac and Pc)
- Docking Stations Parts (Motherboards, Hard Drives, Etc.)
- Keyboards, Mice, Wires/Cables

Printers:

- Printers (Inkjet and Laserjet)
- Fax Machines
- Scanners & Copiers

Consumer Electronics

- Gaming Consoles
- Ipods/Ipads/Mp3
- Players Stereo Equipment

Handheld Devices:

- Mobile Phones
- Iphones
- Smart Phones
- Tablets

Kindly note that we cannot accept the following electronic items:

- Personal electronics (shavers, toothbrushes, etc.)
- Household appliances (microwaves, blenders, toasters, etc.)
- Kitchen appliances (refrigerators, stoves)
- Large televisions

Timelines and Actions

Here are the program timelines and actions we recommend you follow to ensure a successful campaign.

DATE	ACTION
September 11, 2026	• Deadline to register sites for campaign
September 14, 2026	• Receive site confirmation email
September 21, 2026	• Send out email communication to staff and/or submit information for internal employee newsletter using newsletter template (see Sample Communications)
September 23, 2026	• Participate in Recycling Collection Drive organizer webinar (1:00-2:00pm EST)

DATE	ACTION
October 1, 2026	• Receive Campaign Guide and Resource Package from Partners in Project Green • Receive bin drop-off schedule from Partners in Project Green
October 5-9, 2026	• Bins are dropped off at registered locations by Partners in Project Green and Electronic Recycling Association
October 5, 2026	• Print template poster and acceptance criteria signage and place on the bins in strategic locations throughout the building. Ensure bins are in the correct location for Monday morning (Oct 12) • Email or print a copy of the Campaign Guide for reception (close to where bins will be supervised)
October 12 to 25, 2026	• Collect material for the Recycling Collection Drive • Take photos of your staff beside your bins, preferably when full (with your company logo in the photo). Send photos to Partners in Project Green to share through social media. • We request that all individuals in shared photos consent to the use of the photos by signing the Participant Digital Image Release form. • Send out reminder email (October 19th) to staff that the campaign is coming to an end soon • See email from Partners in Project Green with bin pick-up date
October 26- 30, 2026	• Bin pick-up

Collection Bins and Placement

Clothing and E-waste collection bins should be placed in the front lobby close to reception, the security desk, or lunchroom. These high traffic locations will raise awareness about the campaign and encourage employees to participate. Bins should be placed in a supervised area of the building that is locked when the building is closed. Please provide the reception desk with a copy of the Campaign Guide.

Please provide internal contact information near the bins for employees to get more information about the RCD. The purpose of this is to prevent calls directly to Diabetes Canada and ERA to allow for more effective internal communication.

IMPORTANT NOTE: If your bins are 75% full at any point during the week, consider arranging storage for overflow material or alternative receptacles/bins (ensure any additional receptacles/bins can be easily transported using a manual hand pump lift. **If you think you'll require an additional pick-up**, instructions are in the FAQs below.

FAQs

Here is a list of frequently asked questions you may get from participants and organizers.

Q: When does the Recycling Collection Drive run?

A: Recycling Collection Drive runs October 12-25, 2026. You will receive your bins on October 5-9, 2026. The bins will be removed on October 26- 30, 2026.

Q: What are the dimensions of the bins? What do they look like?

A: The clothing bin is 36" W x 26" D x 36" H. View the bins below or online at:

<https://partnersinprojectgreen.com/programs/recycling-collection-drive/>

The E-Waste pallet mounted collection bin is 48"W x 42" D x 48" H and the wheeled collection cages (based on availability) is 60" W by 30" D by 60" H.



FIGURE 2 TEXTILE AND E-WASTE COLLECTION BINS

Q: If I have items to donate after October 25, 2026, how can I donate them?

A: For textile donations, visit declutter.diabetes.ca for a free home pick up or to find a donation bin.

For E-waste donations, visit <https://www.era.ca/> for a [pick up request](#), [shipping label](#) or to find a [depot](#) near you.

Q: What happens if my bins fill up before Recycling Collection Drive is over?

A: Textile Bins: If you require an additional pick-up, a fee of \$100 for each additional pick-up if less than 10,000 LBS of textiles are collected in total from all your participating locations. If over 10,000lbs of textiles from all participating locations are collected, up to 10 free additional pick-ups can be scheduled. Contact Partners in Project Green at Darlene.Coyle@trca.ca and we would be happy to schedule a pickup with Diabetes Canada.

E-Waste Bins: If you require a pickup prior to October 25th, additional pickups can be scheduled for \$75 for each additional pickup. If over 4,000 KG of e-waste is collected from all participating locations from your organization, the charge will be waived.

Additional pick-ups require at least 5 business days' notice. It is recommended that participating organizations plan for storage of overflow items.

Q: Can I bring in durable household goods (household appliances, sport goods, etc.)?

A: Durable household goods and appliances, such as lamps, vacuums, and sporting goods, are **not accepted**.

Soft textiles (e.g., blankets, sheets, stuffed animals) and IT equipment (e.g., printers, gaming consoles, mobile devices, monitors, and computers) are accepted.

Q: Can I bring clothing and electronics that are in poor condition?

A: Yes. We accept items in all conditions. Please ensure clothing is cleaned before donation.

Q: Can I place the clothing / electronics directly into the bin?

A: To allow us to easily transport the material, all clothing must be placed in clear or translucent plastic bags before being placed into the bin. However, electronics can be placed directly into the appropriate bin.

Q: My building has a specialty recycling program for batteries. Can I utilize the Recycling Collection Drive to highlight this program?

A: This depends. The 2026 Recycling Collection Drive resources are intended for the collection of clothing, household textiles and electronics only. However, you can leverage the momentum around the Recycling Collection Drive and its framework to promote other recycling programs.

Q: How does electronic recycling work?

A: The process of recycling old electronics can vary depending on the organization. If these devices are being manufactured into new products, each device will likely go through a shredding machine before the separation process, while metals are melted down and refined.

ERA has taken a different approach to computer recycling and electronic waste disposal. ERA takes your devices, securely destroys any personal data from donated devices using industry leading software, and refurbishes them, if possible, for their next stage of life. Once the process is complete, they donate devices to local non-profit organizations, charities, care facilities and educational institutions in need. If devices cannot be refurbished, they are used for raw component reclamation. [Learn more about data wiping at ERA.](#)

Q: How are my results calculated?

A: Textiles: When the bins are picked up from Diabetes Canada the total number of bags/items are tallied and recorded. Based on the number of bags/items collected, Diabetes Canada, extrapolates the tonnage collected.

E-Waste: Electronic Recycling Association collects all the items from the bins and sorts each item by type. They are then tallied, and the tonnage is extrapolated based on the weight per item.

Q: When can I expect to learn the results of the Recycling Collection Drive?

A: Partners in Project Green will issue electronic certificates in late November once the tonnage has been calculated.

Q: We really enjoyed this campaign. Can we continue a recycling program all year long?

A: Yes! Diabetes Canada and ERA offer full-year recycling programs.



FIGURE 3 LONGO'S PARTICIPATES IN RCD 2022

For more details about pickups of various collection streams:

Textiles	E-Waste
Visit: declutter.diabetes.ca	Email: sally@era.ca Visit: www.era.ca/

Facts and Stats

Textile waste

- Each year, the program diverts more than 100 million lbs. of clothing and household items from landfill sites across Canada. This translates into the following facts and stats:

Facts and stats by Diabetes Canada. For more information, please visit: declutter.diabetes.ca.

ACTION	RESULT
Fundraises	\$5,000,000 contributed to Diabetes research
Sends	2,400 children and youth living with diabetes and prediabetes sent to D-camps
Saves	1 Billion kWh of energy (based on diversion)
Reduces	280 million pounds of CO2 emissions reduced (based on diversion)
Trees Saved	7,257 mature trees
Water Saved	167,828 liters of water
Removes	212,087 cars from road

Electronic waste

ERA works with charities across Canada to provide refurbished electronics for their programs. This gives them access to reliable technology while allowing them to apply their resources to what they're good at: developing programs to help Canadians struggling with poverty, health concerns, or are otherwise experiencing misfortune. Because the ERA is an advocate of equality, we are not specifically affiliated with a given charity. The ERA helps hundreds of charitable organizations each year through the donation of necessary computer equipment.

Electronic Poster and Signage



FIGURE 4 EVENT POSTER



FIGURE 5 TEXTILES ACCEPTED POSTER



FIGURE 6 E-WASTE ACCEPTED POSTER

The above event poster (Figure 4) can be placed in strategic locations around your building to raise awareness of the campaign (bulletin boards, lunchrooms, main entrances, copy rooms, etc.). The Accepted Items posters (Figure 5 & 6) should be placed on the temporary bins to communicate what materials are accepted and encourage proper sorting. It is important to ensure the Accepted Items posters clearly indicate the segregation of materials to prevent materials from being rejected by the collection staff.

Sample Communications

Please see below for sample communications content that can be sent through newsletters, email or social media. Feel free to customize these communications to suit your work environment. **Don't forget to share photos of your staff with the bins and company logo with Partners in Project Green!** We request that all individuals shown in shared photos consent to the use of the photos by signing the [Participant Digital Image Release form](#).

Newsletter

Suggested date of release: Week of September 28, 2026

Title: We're celebrating Waste Reduction Week & Circular Economy Month in Canada

Content:

Let's all do our part to help the environment! Did you know that clothing and electronic waste can be easily reused and/or recycled?

In celebration of Waste Reduction Week and Circular Economy Month in Canada, from October 12-25, 2026, we are participating in a Recycling Collection Drive. We challenge you to bring your old and unwanted clothing,

household textiles, and electronics from home and place them in the bins located at _____ (*bin location*). We accept items in all conditions. Please ensure clothing is cleaned before donation. All clothing must be placed in plastic bags before being placed into the bin. Clothing will be reused and recycled by Diabetes Canada and e-waste will be reused after securely destroying personal data, if possible, or recycled by Electronic Recycling Association (ERA).

Below is a list of materials that are accepted:

Clothing and Household Textiles:

Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

Laptops & Computers:

- Laptops/Computers (Mac and Pc)
- Docking Stations Parts (Motherboards, Hard Drives, Etc.)
- Keyboards, Mice, Wires/Cables

Printers:

- Printers (Inkjet and Laserjet)
- Fax Machines
- Scanners & Copiers

Consumer Electronics

- Gaming Consoles
- Ipods/Ipads/Mp3
- Players Stereo Equipment

Handheld Devices:

- Mobile Phones
- Iphones
- Smart Phones
- Tablets

Kindly note that we cannot accept the following items:

- Personal electronics (shavers, toothbrushes, etc.)
- Household appliances (microwaves, blenders, toasters, etc.)
- Kitchen appliances (refrigerators, stoves)
- Large televisions

Thanks for your support in making _____ (*name of organization*)'s Recycling Collection Drive a success!

If you have additional items and would like a free home pick up after the Recycling Collection Drive, please visit declutter.diabetes.ca or www.era.ca/.

Email Communication

Suggested date of release: October 5, 2026

Title: Recycle clothing and electronics at our Recycling Collection Drive

Did you know that 85% of clothing and 83% of electronic waste is currently sent to landfill? For Waste Reduction Week and Circular Economy Month in Canada, from October 12-25, 2026, _____ (*name of organization*) will host a Recycling Collection Drive where you can donate your unwanted clothing and

household textiles to Diabetes Canada and electronics to Electronic Recycling Association. It's the perfect opportunity to clean out your closet.

We accept items in all conditions. Please ensure clothing is cleaned and placed in plastic bags before being placed into the bin.

Feel free to drop off all unwanted:

Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

Tablets, smartphones, cell phones, home phones, handheld electronics (Mp3 players, gaming consoles, etc.), stereo equipment, gaming equipment, monitors, personal computers (desktop and laptop), mice, keyboards, printers, digital cameras, computer parts, miscellaneous cables, external hard drives, USB keys and other storage devices. Personal data from donated devices will be securely destroyed and refurbished for reuse and donation, if possible, or used for raw component reclamation.

This event is brought to you by [Partners in Project Green](#) in celebration of [Waste Reduction Week and Circular Economy Month in Canada](#), with support from [Diabetes Canada](#) and [Electronic Recycling Association \(ERA\)](#).

Drop off material from Monday to Friday at _____ (bin location). If you have any questions, contact:

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick up after the Recycling Collection Drive ends, please visit declutter.diabetes.ca or www.era.ca/.

Reminder Email Communication

Suggested date of release: October 12, 2026

Title: Our clothing and electronics drive is now underway

The Recycling Collection Drive has commenced!

We accept:

Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

Electronics (all types), Tablets, Smartphones, Cell phones, Home phones, Handheld electronics (Mp3 players, gaming consoles, etc.), Stereo equipment, Gaming equipment, Monitors, Personal computers (desktop and laptop), Mice, Keyboards, Printers, Digital cameras, Computer parts, Miscellaneous cables, External hard drives, USB keys and other storage devices.). We accept items in all conditions.

We accept items in all conditions. **Please ensure clothing is cleaned and placed in plastic bags before donation.**

These materials will be reused or recycled, ensuring that valuable resources do not go to landfill. This is a great opportunity to clean out your drawers, closets and basements!

Clothing will be reused and recycled by Diabetes Canada and e-waste will be reused after securely destroying personal data, if possible, or recycled by Electronic Recycling Association (ERA). This event is brought to you by Partners in Project Green in celebration of Waste Reduction Week and Circular Economy Month in Canada.

From Monday to Friday, bring your unwanted clothes/ electronics to _____ (*bin location*). If you have any questions, contact:

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick up after the Recycling Collection Drive, please visit declutter.diabetes.ca or www.era.ca/.

Textile Tuesday Email Communication

Suggested date of release: October 20, 2026

Title: This Textiles Tuesday, give clothes a new life!

Did you know that Tuesday during Waste Reduction Week in Canada is known as Textiles Tuesday?

Unwanted clothing and textiles can easily be diverted to support local communities and social causes while lowering environmental impact, however 85% of textiles still ends up in landfills. Textile waste causes an environmental problem because natural textiles biodegrade in landfills, producing CO₂ and methane emissions which contribute to climate change; while synthetic materials do not biodegrade and instead stay forever in landfills.

Solving this problem requires textiles to be given a new life and diverted from the waste stream. Find out how you can do your part and give clothes a new life by visiting Textiles Tuesday.

And don't forget, this week you can bring your unwanted clothes to _____ (*bin location*) and support our Recycling Collection Drive!

E-Waste Wednesday Email Communication

Suggested date of release: October 21, 2026

Title: This E-Waste Wednesday, give electronics a new life!

Did you know that Wednesday during Waste Reduction Week in Canada is known as E-Waste Wednesday?

Unwanted e-waste can easily be diverted to support local communities and social causes while lowering environment impact, however 82.6% either ended up in landfills or was informally processed, leading to potential environmental and health hazards.

Solving this problem requires e-waste to be given a new life and diverted from the waste stream. The ERA works with charities, nonprofit organizations, care facilities and educational institutions across the country to provide refurbished electronics for their programs. This gives them access to reliable technology while allowing them to apply their resources to what they're good at, developing programs to help Canadians struggling with

poverty, health concerns or are otherwise experiencing misfortune. Personal data from donated devices are securely destroyed. Find out how you can do your part and give computers and electronics new life by visiting www.era.ca.

And don't forget, this week you can bring your unwanted electronics to _____ (bin location) and support our Recycling Collection Drive!

Final Email Communication

Suggested date of release: October 22, 2026

Title: Last chance to bring in unwanted clothes, household textiles, and electronics!

Our Recycling Collection Drive is coming to an end. You have until Sunday (Oct 25) to drop off your unwanted clothes for reuse or recycling at _____ (location).

We accept:

Clothing (all types), shoes, boots, accessories and bags, general household textiles (blankets, sheets, towels), sleeping bags, curtains, and soft toys (i.e. stuffed animals).

Electronics (all types), Tablets, Smartphones, Cell phones, Home phones, Handheld electronics (Mp3 players, gaming consoles, etc.), Stereo equipment, Gaming equipment, Monitors, Personal computers (desktop and laptop), Mice, Keyboards, Printers, Digital cameras, Computer parts, Miscellaneous cables, External hard drives, USB keys and other storage devices.). We accept items in all conditions. Personal data from donated devices will be securely destroyed and refurbished for reuse and donation, if possible, or used for raw component reclamation.

Clothing will be reused and recycled by [Diabetes Canada](#). Electronics will be reused and recycled by The Electronic Recycling Association (ERA). This event is brought to you by [Partners in Project Green](#) in celebration of [Waste Reduction Week and Circular Economy Month in Canada](#).

If you have any questions, contact:

Contact info name

Contact info job title

Contact info phone number and email

If you have additional items and would like a free home pick-up after Waste Reduction Week, please visit declutter.diabetes.ca or www.era.ca/.

Sample Social Media Messages

Note: If posting on LinkedIn, please tag @Partners in Project Green.

Can't wait to celebrate #WasteReductionWeek and #CircularEconomyMonth with @TRCA_HQ's #RecyclingCollectionDrive. We'll be collecting clothing, household textiles, and electronics for @DiabetesCanada and @ElectronicRecyclingAssociation @DonateRecycleIT to help ensure this material stays out of landfill



FIGURE 5 SODA STREAM PARTICIPATING IN THE RCD 2019

#WasteReductionWeek is around the corner! Next week, we'll be starting to collect clothing and household textiles for the #RecyclingCollectionDrive. @TRCA_HQ @DiabetesCanada @ElectronicRecyclingAssociation @DonateRecycleIT
We're doing our part for #WasteReductionWeek and #CircularEconomyMonth by participating in @TRCA_HQ's #RecyclingCollectionDrive and collecting clothing and household textiles
#DYK 85% of clothing and 83% of electronics currently goes to landfill? We're participating in @TRCA_HQ's #RecyclingCollectionDrive. Bring in your unwanted clothes, household textiles, and electronics to be reused and recycled with @DiabetesCanada @ElectronicRecyclingAssociation @DonateRecycleIT
#DYK clothing and textiles do not belong in the garbage even if they are in poor condition? We're participating in @TRCA_HQ's #RecyclingCollectionDrive to help divert this material from the landfill and support @DiabetesCanada
#DYK municipal recycling bins don't accept clothing, textiles, and electronics? @TRCA_HQ's #RecyclingCollectionDrive is engaging our employees and customers to drop these materials off at our facilities
Happy #Circular Economy Month in Canada! By participating in @TRCA_HQ's #RecyclingCollectionDrive we are helping divert unwanted clothing and household textiles from the landfill while supporting @DiabetesCanada @DonateRecycleIT @ElectronicRecyclingAssociation
It's #WasteReductionWeek in Canada (October 19-25) and we're doing our part by collecting clothing, household textiles and electronics. Thanks to @TRCA_HQ and @DiabetesCanada @DonateRecycleIT @ElectronicRecyclingAssociation for organizing this opportunity!

About the Organizers



About Partners in Project Green

Partners in Project Green's waste management programs provide organizations with hands-on support to facilitate the capture and diversion of waste materials, support local communities and move towards a circular economy.



About Diabetes Canada

Diabetes Canada collects gently used clothing, electronics, and small household items. The \$8.7 million in annual proceeds help us fund world-leading Canadian diabetes research as well as services for Canadians affected by diabetes or prediabetes. We also help the environment by diverting 100 million lbs. from landfills. Learn more at: declutter.diabetes.ca.



About Diabetes Canada

The Electronic Recycling Association (ERA) is a non-profit organization founded in 2004 to address the growing problem of e-waste and the increasing 'digital divide'. With a focus on recovery, refurbishment, and reuse, ERA continuously supplies charitable groups with donated IT equipment while securely managing the retiring IT assets of organizations and individuals across Canada.

Key Contacts

General Inquiries	Clothing Inquiries	E-Waste Inquiries
Darlene Coyle Partners in Project Green (437) 880-2148 darlene.coyle@trca.ca	Amreen Khan Diabetes Canada 437-518-5296 amreen.khan@diabetes.ca	Sally Tran Electronic Recycling Association 413-477-0664 sally@era.ca

Appendix A: Hosting a Clothing Swap

Why Host a Clothing Swap?

A Clothing Swap is a great way to engage colleagues in a sustainability initiative. It is a simple yet meaningful engagement with minimal effort. It offers a fun opportunity for participants to update their wardrobe with pre-loved and gently used items that are new to them, while extending the life of the clothing instead of being sent for disposal. Since textiles are difficult to dispose of sustainably, the Clothing Swap attempts to keep them in circulation longer and prolong their life.

Simply put, clothes are not made with end-of-life in mind, which results in nearly all textiles ending up in landfill eventually. Due to the complex blend of materials clothing is made of, there is no accessible and affordable method of separating materials for continued use. In addition, removing zippers and buttons is an arduous process that is not completed on a large scale. As a result, it is estimated that the textile industry contributes to 20% of the total global waste.¹

Common fabrics like polyester, acrylic, and nylon are synthetic materials made from plastic (and therefore oil), which make up nearly 70% of clothing produced worldwide. These fabrics release microplastics into the environment and often use toxic chemical dyes during production. Which is why the United Nations has identified textiles as a key sector in address global plastic pollution.

Partners in Project Green (PPG) hosted a Clothing Swap at Toronto and Region Conservation Authority (TRCA) head office. This resource was developed based on the event experience and is intended to support other organizations interested in running similar initiatives to promote textile reuse and waste reduction.

Resources Needed

- Accessible space to place large cardboard boxes for items collection
- Large cardboard boxes to collect items
- Area to sort items & store prior to the swap
- Tracking sheet (see example on page 5)
- Area to host the swap
- Display tables and/or clothing racks for day-of set up
- Bags to pack items at the end of the swap
- Staff/Volunteers to plan and coordinate the event

¹ Biyada, S., & Urbonavičius, J. (2025). *Circularity in textile waste: Challenges and pathways to sustainability. Cleaner Engineering and Technology*, 24. <https://doi.org/https://doi.org/10.1016/j.clet.2025.100905>

How to Run a Clothing Swap

Step 1: Planning

Team: Identify the team that will be supporting the delivery of the event. A project lead and staff volunteers will be needed with clear roles and responsibilities including communications and promotion, collection and sorting of items, tracking and metrics collection, and assisting participants during the event.

Scope: Decide what materials you want to collect. It doesn't have to be limited to clothing. It can include toys, household items, books, etc.

Timing: Determine how long you would like to host the Clothing Swap. Partners in Project Green (PPG) hosted a two-day event, which was well attended. One of those days was a mandatory in-office day to ensure higher participation. The length of the event is at the discretion of the organizer. But be aware that the longer the event is, the more likely participants will bring items to add to the display.

It is also recommended to host the event alongside another popular event (E.g., staff BBQ, Training Day, etc.).

Step 2: Promotion

Signage: Create clear signage that communicates:

- When participants can drop off clothing and the drop off location (i.e. location of the large cardboard boxes)
- When and where the clothing swap event will take place
- That items need to be in good condition with no tears or stains
- If you are focused on gathering high quality clothes, it may be helpful to limit the number of items each person can bring in (e.g., 3-5 items)
- An internal contact person for questions

Advertising: Signs should be displayed in high foot-traffic areas such as kitchenettes, lunchrooms, meeting rooms, on TV displays, washrooms, elevators and stairwells. It is also a good idea to post on any bulletin boards and staff repositories.

Communications: Email communications should be sent to all staff sharing the collection and clothing swap event details at regular intervals.



FIGURE 6 EXAMPLE EVENT POSTER

Partners in Project Green Experience: Promotion

Communications: It is important to provide as much advanced notice as possible. PPG found that giving a month's notice in advance of the swap event was valuable. This included posters and signage, combined with emails a couple weeks ahead of the collection period.

Signage: It is important to make the collection dates and the clothing swap event dates clear in the communications and signage. The collection dates are just as important as the event date and should be given equal space in the visuals created.

Step 3: Collection and Sorting Items

Collection: Collection ahead of the clothing swap event is important to ensure there is an adequate number of items at the start of the event. A labelled cardboard box can be placed in a high traffic area for employees to drop items into. This can be at the staff entrance or cafeteria/break room. Depending on how many items you are looking to collect at the start, the bin can be set out for a week or more.

Partners in Project Green Experience: Clothing Collection

PPG put out a bin for 9 days and started the swap with 357 items of clothing.

Sorting: After the collection period has ended, the items will need to be sorted by clothing type and size. This ensures the collection is well organized for participants to browse materials and to pull out any items that are not suitable for the clothing swap (e.g., damaged, stained, or ripped items).

Items which are damaged and do not meet the acceptance criteria for the clothing swap can be set aside and donated to a local charity or thrift store.

It is important to have a have staff volunteers identified, and sorting dates scheduled ahead of time.

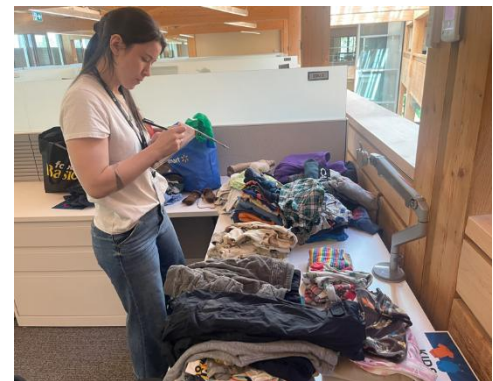


FIGURE 7 SORTING COLLECTED ITEMS AHEAD OF THE SWAP

Partners in Project Green Experience: Sorting

PPG sorted collected items into the following categories:

Jackets, Sweaters, Shirts, Jeans, Pants, Shorts, Dresses, Shoes, Accessories, and Kids (shorts, pants, and shoes).

For the applicable items, they were further sorted by size (Small, Medium, Large, Extra Large).

During the sorting process, two staff members sorted through the materials over half a day.

Step 4: Display

On the day(s) of the clothing swap event, items can be folded and displayed on tables (as shown in Figure 3) or hung on clothing racks. They can be sorted by category and further broken down by size for a simpler browsing experience.

A combination of tables and clothing racks is a good option for browsing and maintenance. Clothing racks are especially helpful for displaying bulky items such as jackets and sweaters.

Signs are important to communicate the type and size, as well as instructions for participants. It is helpful to host the clothing swap event close to an area where participants can try on the items they are interested in (E.g., bathroom, changing room).



FIGURE 8 COLLECTED CLOTHING IS DISPLAYED ON A TABLE TO PARTICIPANTS TO BROWSE

Step 5: Tracking and Metrics

Tracking: To better understand the impact of the clothing swap event, a tracking sheet can be provided for participants to record the items they take and the quantity of each. There can also be signage along the display table requesting participants to use the tracking sheet (see Figure 4). This approach is particularly beneficial if the display area is left unattended at any point during the event.

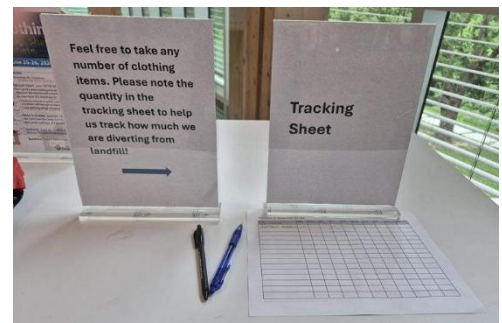


FIGURE 9 SIGNAGE INFORMING PARTICIPANTS OF THE TRACKING SHEET

Partners in Project Green Experience: Tracking Sheet

The tracking sheet asked participants for their name and to indicate the quantity of each item taken.

Example of Tracking Sheet:

Name	Jacket	Sweater	Shirt	Jeans	Pants	Shorts	Dress	Kids	Shoes	Accessory
<i>Example</i>		1	2		1		1		1	

Metrics: Collecting metrics is optional, depending on the goals of the event. Some organizations choose to host an informal and unmonitored swap table which allows participants to donate and take items freely. However, PPG opted for a more structured approach and monitored key metrics to better understand and demonstrate the impact of the event.

The type of metrics that can be collected include, but are not limited to,

- The weight of items collected, swapped, and remaining at the end
- Number of participants who participated in the clothing swap event
- The quantity of items collected for each category (e.g. tops, pants, accessories)
- The quantity and weight of unusable items (stained, ripped or otherwise unsuitable for swapping)
- Total quantity of items at the beginning, during, and end of the event (initial intake, mid-event inventory, and final inventory)

Partners in Project Green Experience: Calculating Quantity and Weight

PPG counted the number of items collected in each category and calculated the average weight of each item in that category. This was done by using a kitchen scale and averaging the weight of 5-6 items per category. This was used to calculate the total weight that was collected through the event and can be used to calculate the weight of items taken during the swap in combination with the participant tracking sheet.

Example of metrics template:

Item	Avg weight (G)	Qty. of Items	Total KG (G/1000 * Qty)
Winter jacket	696.6	14	9.75
Sweater	423	39	16.50
Shirt	145.83	102	14.88
Kids tops & pants	191.38	74	14.16
Jeans	739.33	14	10.35
Pants	457.8	28	12.82
Shorts	242	18	4.36
Dresses	350.67	29	10.17
Shoes	360	15	5.40
Accessories	340.19	24	8.16
357			106.55

Step 6: Clean Up

At the end of the event, items can be packed into bags and saved for a future event, or they can be donated to a charity of your choice. Such charities include [Diabetes Canada](#), [Oasis Clothing Bank](#), [Goodwill](#), [Kidney Clothes](#), etc. It is recommended to contact the charity ahead of time to ensure your donations are accepted and any logistical needs are met.

Step 7: Communicate Impact

Lastly, if metrics are collected, communicating the results to employees can be a powerful way to demonstrate the value of the initiative. Key findings can be included in emails, newsletters, annual reports and during key sustainability events such as Earth Month (April), Second Hand September, Circular Economy Month (October), Textiles Tuesday.

