

# Why Recycle

## Reduce your Fashion Footprint

These days it's hard to miss an article on how climate change affects us all and how we feel we need to reduce flying, eating red meat and how all these factors are heating up our planet. However, what about the blight of the clothing industry? Do we feel guilty about buying unnecessary clothes? A new dress for the summer? Desperate efforts to stay on-trend with the latest fashion? The environmental impact of fashion is huge. It's funny how we don't seem to worry about that as much.

Do we need to be on-trend? Our personality stays the same so why do we need to follow trends? Once we know what we like we can have our own style, regardless of the trend that's out there. Fashion comes and goes but to have your own style is far more interesting than the ever-changing fashion that drives us to buy things we don't really need.

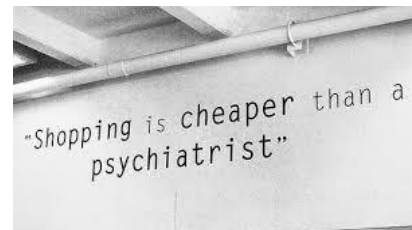
Below are some tips to help you look great whilst reducing your fashion footprint.

- **Before you hit the high street or the on-line shop ask yourself if you really need it? Or are you buying stuff just to feel better?**
- **Choose quality over quantity whenever possible.**
- **Give your old clothes a facelift through mending or natural dyes.**
- **Buy preloved and pass them on to a charity shop/friend/clothing bank when you are done with them.**
- **Take care of your clothes. Wash them less, and at cooler temperature, sometimes a good airing is all it needs.**
- **Use washing liquid instead of powder. The scrub function of the grains of the powder can result in more tearing of the fibers.**
- **Research fabrics that cause the least environmental and social harm. Cotton is not necessarily always the healthiest option.**
- **Linen, wool and Lyocell (Tencel) are environmentally friendlier.**
- **Review and plan your wardrobe too and hire or borrow clothes and accessories for one-off occasions.**

Did you know that the clothing industry is the second largest polluter in the world after oil production? Also, it can take over 15,000 litres of water to grow the cotton to make a pair of jeans.

The Aral Sea located in central Asia has all but gone, and it looks like a desert, with one of the rivers that fed it – the Amu Darya – diverted into cotton-production farms and sucked dry before it could reach the sea. Another catastrophic result of the cotton industry.

The pounds we spend for an item of clothing isn't the true cost - the real cost is the millions of gallons of clean water that was used to grow the fabric, or the millions of gallons of fresh water that was polluted with toxic chemicals to dye the clothes chemical waste discarded during manufacturing. The garment then ending at landfill is just the last nail in the coffin...



The environment is paying a hefty price for our beliefs and practice of so called retail therapy. Slogans like this surely don't help.



Take out needle and thread and sew those annoying holes.



Use liquid instead of powder to prolong the life of your clothes.



# Why Recycle

## We're Busy This Summer

The champions have been very busy during the summer months. At Thorpe Way Community Action Day on 11 May, we collected 900kg of metal and electrical, at Cambourne Community action day we got 800kg of electricals and metal.

We have also had stalls at EAT Festival, Milton Country Park, Arbury Carnival and Fen Edge Festival to mention a few. Regardless of the weather the champions have worked very hard handing out kitchen caddies, leaflets and spoken to hundreds of people about the importance of waste reduction and recycling.



Smiley volunteers despite washout at Arbury carnival.



Rambo aka Colin and Jane collecting metal at Tiverton Community Action Day.



Jenny manning the Take -it- or- leave- it stall at Thorpe Way Community Action Day.



Cllr Douglas De Lacey posing by our stall at Milton Country Park.



Kay at EAT Festival.



# Why Recycle

## Meet the champion

### Katherine Cui

My name is Katherine, I'm from China. I moved to Cambridge 8 years ago. I am a mum with three children, a language teacher and 'mumpreneur'. Caring for environment is one of my important values.

I have read a lot of articles and news about how much waste we humans generate that end up in the ocean, which does serious harm to marine life and the environment overall. I think it's everyone's job to help to reduce the plastics that end up in the ocean, and to reduce the consumption of plastics. I never used to categorise the waste, because I wasn't educated. I want to volunteer for recycling champions because I want to contribute my efforts towards helping the environment, to set up an example for my children for them to be educated from an early age and to promote the importance of correct recycling to reduce the plastics in the local river.



Katherine posing with her children

## SPREAD THE WORD!

Do you know of any groups or organisations that would appreciate a talk on household recycling? Please let us know or ask them to get in touch. Also, if you know of any local events where we could have a recycling stall it would be great to hear about them. For these or any other issues or enquiries please contact:

[birgitta.laurent@scambs.gov.uk](mailto:birgitta.laurent@scambs.gov.uk) or call 01954 713614



Birgitta giving talk at a Camsight meeting in South Cambridgeshire.

## Community Action Days

Streets and Open Spaces team have received funding to run an additional 12 Community Action Days within the City of Cambridge area for one year. The SOS team and Greater Cambridge Shared Waste will be working together to deliver successful days out in the community clearing away unwanted bulky items, wood, electricals and metal. There will also be a Take-it -or -leave- it stall present where someone's trash can become another person's treasure.

Recycling champions and SOS volunteers are needed to help out during these busy days. Some of the community action days will be larger and will involve other organizations and others will simply be more like skip days where containers are available in specific locations for the public to dispose of their unwanted bulky items.

The big SOS funded community action days are as follows:

- **Saturday 21 September 9am-1pm at East Chesterton at Chesterton Methodist Church, Green End Rd, Cambridge CB4 1RW.**
- **Saturday 5 October 9am-1pm Cherry Hinton Tenby Close/Bliss Way.**
- **Saturday 19 October 9am-1pm Trumpington Rec/Byron Square**

# Reduce, Reuse, Recycle

## Community Recycling Champions



This issue focuses on our contamination campaign that Greater Cambridge Share Waste launched in July.

Did you know that an average of 75 tonnes of clothes are incorrectly put in Cambridgeshire and Peterborough recycling bins each month?

It costs taxpayers around £10,000 a month to remove and dispose of these clothes. If they were passed on correctly, the clothes could raise approximately £19,000 for charity each month!

The campaign aims to send a message to the public to increase their knowledge in recycling and also hopefully lower the amount of contamination in the recycling bins around City of Cambridge and South Cambridgeshire.

In our campaign we have identified textiles, sanitary products, black bags and food and liquids remains as the main contaminants in the recycling bin.

On average, 23 tonnes of textiles are put into blue bins in South Cambridgeshire and Cambridge City every month which amounts up to a loss of value £6,000 per month.

Instead of landfilling clothes they could be recycled appropriately in clothing banks and charity shops.

In this edition we will be discussing tips how to care for our clothes, how to make them last a bit longer and take a look at the environmental impact the clothing industry has on the environment. In a nutshell: **‘Buy Less, Choose Well, Make it Last’.**

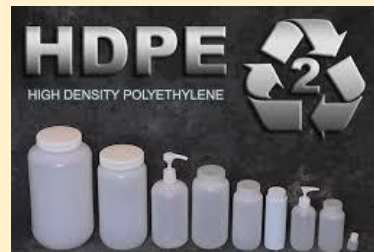
Find out more inside...

### Hugh and Anitas War on Plastic

You might have seen Hugh Fearley- Whittingstall and Anita Rani's series on BBC1 about the blight of plastic where Hugh names and shames various Councils around the country dumping their recycling around the globe. He discovered vast quantities of British recyclates being dumped in Western Poland, Indonesia and China. Sainsbury's bags, Council logo's on plastic bags were among a few of many items he discovered on his travels.

Greater Cambridge Shared Waste recyclates go to Amey Waste park for separation and ready to be bought by UK offtakers. Over 95% of the plastic stays in the UK with a small percentage going to a Spanish recycling plant. No plastic from Amey goes further than that!

Since 2018 there has been a high demand for clear and white High Density Polyethylene (HDPE). These are items like your moderately stiff plastic bottles and milk bottles. Therefore UK preprocessors are keen to get hold of this and the market value of this plastic is high!



White HDPE bottles and travel size containers.

Greater Cambridge Shared Waste is also running an anti-flytipping campaign in the summer months. Tackling fly-tipping has been identified as a priority in South Cambridgeshire District Council's Business Plan 2019-24. This sits under the 'being green to our core' section of the plan as part of the Council's work to reduce their impact on the environment.

Most if not all of us have a huge amount of pride in our communities and no one wants to see rubbish next to bins that can get blown around which can end up in the river and the sea. Like any purchase, we are asking people to take a second to think. If your rubbish ends up dumped in the countryside and is traced back to you, then you could end up being prosecuted.

Everyone can play a role in combatting fly-tipping – make sure the person you let take your waste away has the right licence so it does not end up dumped in the countryside.