



Recycle to Read Textiles Campaign Guide

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Background

What is Recycle to Read?

Recycle to Read is a campaign designed to give schools and communities an opportunity to recycle to get new books to support children's literacy.

The programme is collecting items not typically collected from households for recycling, such as toys, textiles, and batteries, through school and retail collections. Participating schools are rewarded with exclusive discounts and vouchers to buy a fantastic range of fiction and non-fiction books suitable for early years through to 11-year-olds, from the Harper Collins [Recycle to Read book catalogue](#).

Why recycle textiles?

Every year in the UK we throw away **over 206,000 tonnes of textile waste**. The average item of clothing is only worn 10 times before being thrown away.

When clothing is thrown away the material the clothes were made from can never be used again. It can take 200+ years for the materials to decompose in a landfill. When textiles breakdown over time they produce greenhouse gases and dangerous chemicals and dyes can leach into the groundwater and our soil.

Recycling clothing results in; less rubbish going into landfill or being burnt as Energy from Waste, it also reduces the amount of water required to make new textiles and the greenhouse gases that come from decomposing clothes

The [Recycle to Read Textiles campaign](#) gives schools the opportunity to care for the environment and earn book rewards by collecting good quality used textiles for recycling.

This guide is designed to provide an overview of how to get the most out of the campaign.

Recycling Rewards

- Your school will earn £300 worth of book vouchers for every tonne of textiles collected.
- All schools that are registered with the scheme can unlock a minimum of 20% discount off books in the Harper Collins Recycle to Read book catalogue (www.Collins.co.uk/recycleto-read).



Full terms and conditions can be found here: jointhepod.org/legal#textiles

Book vouchers

If your school has had a Recycle to Read collection, you will receive an email containing your collection results, Recycling Reward Points and book voucher codes awarded or earned (if any) within 14 working days of the collection or prize draw.

Book voucher codes issued by Recycle to Read during the school year 2022/23, expire 30 November 2023 unless a different date is provided at the time of issue.

Read the full [***Recycle to Read FAQ's***](#) for more information about recycling rewards and book vouchers.

Recycling Reward Points

Recycling Reward Points reflect how much your school has earned from recycling. 1 Recycling Reward Point is equal to £0.01p. For example, 12,500 points is the equivalent of £125.

Recycling Reward Points are converted to book voucher codes.

Book voucher codes are issued in multiples of 5s up to 100 and 100s thereafter), with £5 the smallest denomination. For example, if a school has earned £125 that will be 12,500 points and the school will be provided with two vouchers - a £100 voucher and a £25 voucher.

Only one book voucher code can be used in each transaction. The lowest denomination of book voucher codes is £5, therefore the total will be rounded down to the nearest £5. For example, if a school has earned £102, this would be one book voucher code worth £100.

How does the campaign work?

Once you've signed up to the campaign, you'll be able to access all of the campaign resources.

1. When you're ready to hold your collection;



Send an email to collections@wastebuster.co.uk and we will organise a textile collection for you.

Use the subject heading 'Textile Collection' and include your:

- Contact name
 - School name and postcode
 - Email address
 - Telephone number
2. We'll pass this information to our textile partner who will contact you to arrange a collection date. Please email us each time you want to hold a collection – you can hold more than one each academic year.

Once your collection date is agreed, send out the parent mail asking families for textile donations. You can edit the document to include the date you need the donations in by. To save having to store them, it's a good idea to ask for them either the day before or the morning of the collection.

3. Once picked up, your textiles will be sorted and weighed. You will receive an email containing your collection results, recycling reward points and book voucher codes earned (if any) within 14 working days of the collection.

Campaign resources

We've put together a library of resources and templates to help you get the most from your campaign.

You'll need to be signed up to Recycle to Read textile collections and logged into the Pod to access them from either your dashboard or the campaign section.

The resources include:

- **Textile assembly** – A handy assembly which launches the campaign to the school and details why textile recycling is so important.
- **Parent mail** – An editable template to send home to parents, that explains which textiles can be collected and what to do with them.

Tips to help you prepare for the campaign:

- Agree a space to collect your textiles.
- Notify your colleagues that the school is going to be collecting textiles for recycling in a team meeting.



- Tell your school office to expect textile donations and where to direct them to (e.g. the school hall).
- Share the news with your Eco-Team if you have one and give them some tasks to support you.
- Deliver the assembly to get the whole school involved.

Textiles we CAN accept:

We are collecting common household textiles in good condition:

- Clothes
- Shoes (in pairs, ideally bagged together)
- Handbags
- Belts
- Bed sheets
- Covers and pillowcases (but not pillows or duvets)

Please bring them into school, tied up in plastic bags

Textiles we CANNOT accept:

- Stained textiles
- Textiles with holes in
- Duvets
- Pillows

What happens once the textiles are taken away?

Textiles are taken by our partners to a UK sorting facility. They are sorted and weighed. To prevent waste, only suitable items are sent for reuse in the UK and around the world.

Textiles that are not suitable for reuse are sent for recycling in the UK, either to be cut up to make industrial wiping cloths or sent for 'flocking' where they are broken down and their fibres used as stuffing or even rewoven into new materials.

A small percentage (~3% on average) are currently not suitable for reuse and can't be recycled. These are sent for waste to energy treatment.



Recycle to Read work with LMB Textiles and Nathans Waste Savers to process any textiles collected through the programme for reuse and recycling. Further information on both companies can be found here:

- UK: Nathans Wastesavers (<https://www.nathanswastesavers.co.uk/>)
- London boroughs: LMB (<http://www.lmb.co.uk/>).

Help and Support

We have put together a full list of frequently asked questions – which you can find [here](#)

Terms and conditions for the campaign and the competitions – can be found [here](#)

We hope you will find this guide and our campaign resources helpful in preparing for and running your campaign.

If you have any further questions, please [contact us](#)

