

Trevor McCaw
Renewal Squared Inc.
tmccaw@renewalsquared.com

Driving Change in Canadian Schools: Renewal Squared and EcoSchools Canada Join Forces Against Textile Waste

TRENTON, Ontario, August 30, 2023 – Renewal Squared, a Canadian clothing and textile recycling company, is pleased to announce an exciting new sponsorship with Ecoschools Canada, a national environmental education and certification program. This collaboration will advance the shared missions of both organizations to improve sustainability and community recycling across Canada. This alliance aims to significantly diminish the volume of textiles destined for landfills and amplify awareness on the significance of a circular economy.

Disturbingly, even though almost all clothing and textiles can be repurposed or recycled, 85% tragically find their way to landfills. The apparel industry, churning out an astounding 150 billion garments annually, sits as the second largest global polluter and accounts for a whopping 10% of worldwide carbon emissions.

Through the introduction of clothing recycling bins on school premises, schools can accrue points towards their EcoSchools plan, furthering their sustainability goals. Remarkably, these bins don't just contribute to eco-advancements – they double as fundraising initiatives. For every pound of textiles collected through its school bin collection program, Renewal Squared makes a financial donation back to the school. This provides schools with a no cost, no risk continuous source of fundraising to invest in green infrastructure, eco-friendly upgrades, environmental curriculum resources, or any other school priorities.

"This collaboration is not merely about recycling and reuse. It's about shaping a new student mindset that prioritizes sustainability and the environment," says Darryl McCaw of Renewal Squared. "By educating students on the circular economy, we are fostering future leaders who can make informed and conscientious decisions."

"We are thrilled to team up with Renewal Squared and leverage their innovative textile recycling program to expand the environmental and financial benefits for Ecoschools across Canada," said Ryan Dymont, Co-Executive Director of Ecoschools Canada. "This partnership is a great fit with our mission to support youth leadership, environmental learning, and climate action"

Program Highlights and Benefits for Schools:

No-Cost Fund Raising Initiative: Renewal Squared absorbs all associated costs, from placing the bins to the collection of clothing and textiles. For every pound collected, Renewal Squared makes a financial donation back to the school.

Minimal School Involvement: With just slight promotion and minor logistics planning, schools can host a successful clothing collection bin.

Advancing Eco-Goals: The program substantively contributes to the eco and sustainability objectives of both local schools and the larger community.

Educational Merit: Students gain valuable insights into the circular economy, understanding the profound importance of recycling and sustainability.

As both organizations converge on this unique project, they are ardent in their hope to make a dent in the alarming statistics surrounding clothing waste and to instill a sense of responsibility in the next generation.

About Renewal Squared:

Renewal Squared is a textile recycling and clothing reuse company based in Ontario. Through its school bin collections program, Renewal Squared provides an ethical solution for diverting clothing and textiles from landfills. The company aims to make textile sustainability accessible for schools while also empowering them to achieve their sustainability goals. To learn more, visit www.renewalsquared.com.

About EcoSchools Canada:

Since 2005, EcoSchools Canada's award-winning certification framework has provided independent reporting and recognition for schools and outdoor and environmental education centres. Reaching about 1 million students annually, we are the largest bilingual, voluntary environmental certification program for K-12 schools in Canada. We support engagement across all levels of the education sector – from students and teachers to trustees and parents – through training workshops and webinars, annual conferences, educational resources, and national campaigns.

Media Contacts:

Renewal Squared: Trevor McCaw - tmccaw@renewalsquared.com

EcoSchools Canada: Jose Marulanda - jmarulanda@ecoschools.ca