ENSEMBLECO

RECYCLING COUNCIL OF ALBERTA CONFERENCE

What 58,600 tonnes of landfilled textiles taught Nova Scotia

TTNS Phase II: a replicable approach for provinces and municipalities



Charlotte Genge, Principal, EnsembleCo

Where my work sits in textile circularity

5 years
applied textile research

15+
talks and panels across Canada

Lead
Textile Transformation NS



Who I work with:

NACTR — The National Association for Charitable Textile Recycling

divert NS — Nothing Wasted

Goodwill Ontario Great Lakes

The Salvation Army Thrift Store

Light House

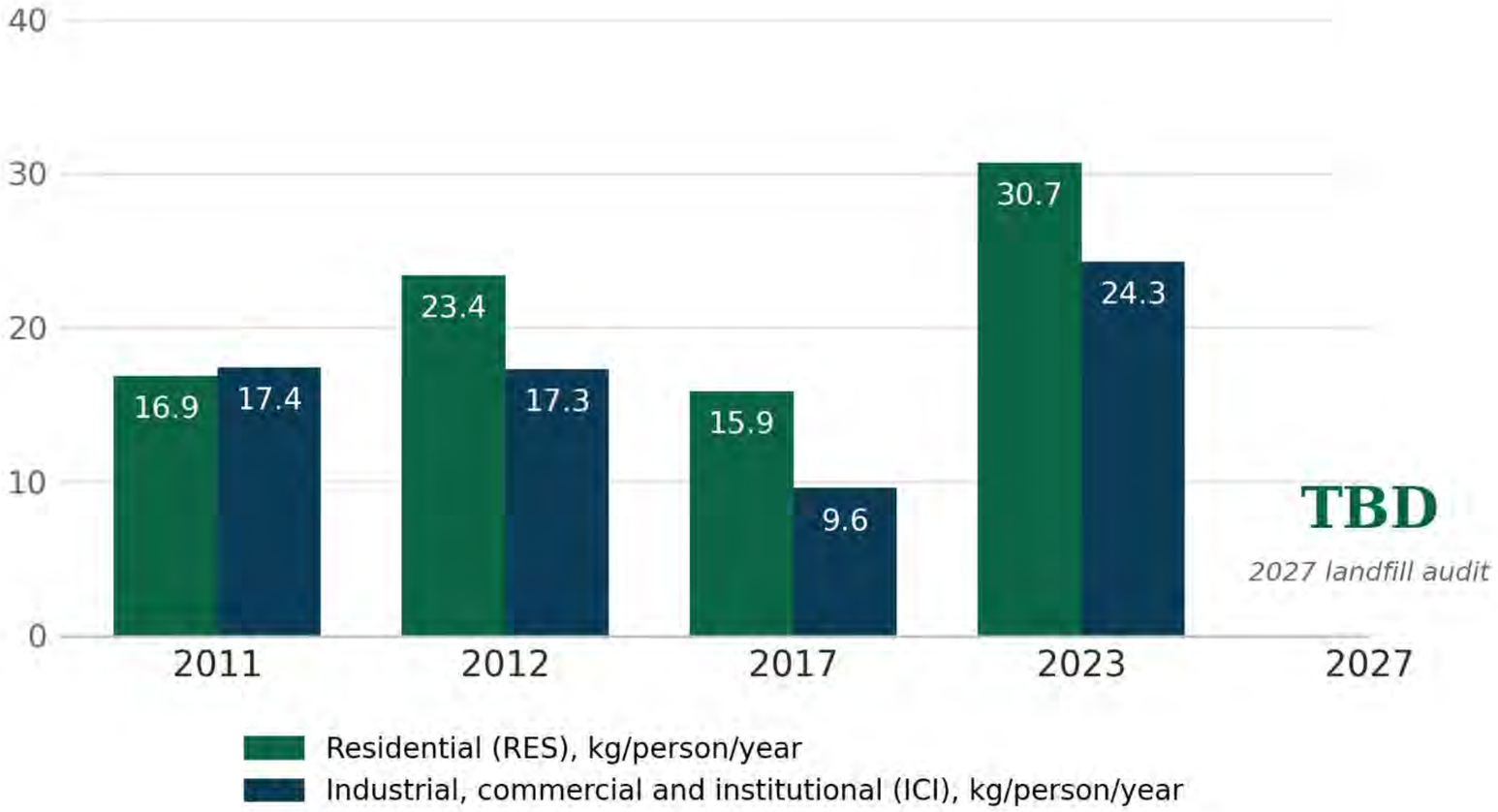
Fashion Takes Action (FTA)

cctc — Canadian Circular Textiles Consortium / Consortium canadien des textiles circulaires

Nova Scotia

Textile waste per person is climbing

Changes in per capita textile waste in NS



RES

15.9 →

kg/person, 2017 - 2023

30.7

ICI

9.6 →

kg/person, 2017 - 2023

24.3

Textile Transformation Nova Scotia

This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :

Environment and Climate Change Canada
Environnement et Changement climatique Canada

2025

Phase I

LANDSCAPE SCAN

2026

Phase II

DATA COLLECTION & ANALYSIS

- Waste Characterization Study
- Donation Etiquette Survey
- End Use Pathways Report

2027

Phase III (TBC)

IMPLEMENTATION

Phase II: Three linked studies, one connected picture

1

Waste Characterization

What is in the donation and export stream?

Material Perspective

2

Donation Etiquette

How does donation behaviour impact reuse potential?

Behavioural Perspective

3

End-Use Pathways

Where can unsellable material go next?

Market Perspective

A model Alberta can replicate

Measure

What is actually in the donation and waste streams

Compare

Test communication methods and messages to improve donor behaviour

Connect

Map domestic end markets for what cannot be resold

Align

Bring collectors into program design early

Reports, Infographics, Recommendations:

www.nactr.ca



Thank You

Get the Reports: