

1

00:00:04,590 --> 00:00:11,760

Sustainability unwrapped a conversational podcast about responsibility, ethics, inequalities,

2

00:00:11,760 --> 00:00:22,320

climate change and other challenges of our times where science needs practise to think about awards and how to make our society more sustainable.

3

00:00:22,320 --> 00:00:28,260

One forecast at a time. Hi, everyone.

4

00:00:28,260 --> 00:00:33,870

We welcome our listeners to another podcast at Of Sustainability and Growth.

5

00:00:33,870 --> 00:00:39,780

And in this episode, we will talk about the textile reuse and recycling.

6

00:00:39,780 --> 00:00:48,960

I'm the host of this episode and I'm from Hong Kong School of Economics, where I'm doing research about supply chain and sustainability.

7

00:00:48,960 --> 00:00:58,240

And our guest today is important A.M. from a non-profit organisation next year, located in a beautiful Finnish city of town,

8

00:00:58,240 --> 00:01:03,900

better and next military style involved in collection and sizing of U.S. textiles.

9

00:01:03,900 --> 00:01:07,260

High, ample. It's so great to have you here. Hi, Anna.

10

00:01:07,260 --> 00:01:14,310

It's really nice to be here. Thank you. It's a lot of things happening in Finland right now for textile reuse and recycling.

11

00:01:14,310 --> 00:01:23,190

And I guess our listeners have heard on my part about the nationwide textile collection system coming up in Finland.

12

00:01:23,190 --> 00:01:26,820

I think the goal is to have it by 2020 three.

13

00:01:26,820 --> 00:01:31,760

Right? Somehow, very soon. Yeah, it's one and a half years from now already.

14

00:01:31,760 --> 00:01:35,070

Yeah, exactly. So what I know that kind of thing.

15

00:01:35,070 --> 00:01:43,380

Most of your textiles in Finland end up in the next household waste or rather collected by the charity organisations,

16

00:01:43,380 --> 00:01:51,060

for example, with FEMA or Red Cross. So it might be something like 80 versus 20 percent.

17

00:01:51,060 --> 00:01:56,230

So on top of your experience, could you tell us a bit more what's cooking in this area right now?

18

00:01:56,230 --> 00:02:02,250

So what's in the nationwide collection of You Six about to bring to our life?

19

00:02:02,250 --> 00:02:12,900

Of course, the nationwide textile collection is it comes from the European Union and it starts EU wide in 2025.

20

00:02:12,900 --> 00:02:22,170

But Finland is starting it two years earlier because we want to be frontrunners and to achieve the national collection,

21

00:02:22,170 --> 00:02:29,200

we need to develop a network of textile collectors that collect used textiles from all over Finland.

22

00:02:29,200 --> 00:02:35,670

Also, we need to build a textile factory to recycle, be used next to us,

23

00:02:35,670 --> 00:02:44,730

and also we need to find ways to utilise the used textiles, especially those that are not in good enough condition to be sold.

24

00:02:44,730 --> 00:02:54,300

And we for that, we need companies that develop and manufacture new products out of recycled textile fibres that will be produced by the factory.

25

00:02:54,300 --> 00:03:02,400

And the textile factory is built in Toriko and it is supposed to handle all of.

26

00:03:02,400 --> 00:03:14,820

Inlands, recyclability used textiles and the textiles are collected and sorted locally, and then they are transported to Toriko for recycling.

27

00:03:14,820 --> 00:03:23,320

The factory will break the clothes apart in order to recover the textile fibres from those used textiles.

28

00:03:23,320 --> 00:03:29,580

Mm hmm. I see. And so next duty is actually a part of this network of factories, right?

29

00:03:29,580 --> 00:03:39,840

Yeah, we are. We have been a part of the Guelaguetza project that has for a long time studied textile use, textiles and textile recycling.

30

00:03:39,840 --> 00:03:49,440

And now for the duration of the year 2021, we are part of the pilot phase of the national collection.

31

00:03:49,440 --> 00:03:59,580

So we are already receiving used textiles for the recycling pilot and we are sorting them by textile material.

32

00:03:59,580 --> 00:04:05,190

So, yeah, we are very, very much in the midst of this. Yeah, that sounds exciting.

33

00:04:05,190 --> 00:04:11,040

And now when you talking a lot about reuse and then also recycling,

34

00:04:11,040 --> 00:04:17,910

I thought about it's maybe important to understand the difference between those two terms.

35

00:04:17,910 --> 00:04:22,860

It might be sound like back to basics that we have to define this terminology.

36

00:04:22,860 --> 00:04:27,420

But I think it's really important at the end of our discussion,

37

00:04:27,420 --> 00:04:32,910

when we talk more about collection purposes and the different conditions of use textiles.

38

00:04:32,910 --> 00:04:41,700

And from my experience, I work a lot with these terms in terms of my research work and being absolutely honest here.

39

00:04:41,700 --> 00:04:44,820

Before I joined the research forces,

40

00:04:44,820 --> 00:04:52,620

I thought that dividing the trash between different household collection bins is something that recycling truly is,

41

00:04:52,620 --> 00:04:56,160

and that now at this point of time, it's quite familiar to me.

42

00:04:56,160 --> 00:04:57,870

What is the use of what is recycling?

43

00:04:57,870 --> 00:05:09,750

However, I do come across the situations and the various information sources where reusable and recyclable, those two words are used interchangeably.

44

00:05:09,750 --> 00:05:14,880

Could you please clarify which processes stand behind the textile to use from your experience?

45

00:05:14,880 --> 00:05:19,860

And then also, where does the recycling for textiles actually begin?

46

00:05:19,860 --> 00:05:27,060

Yeah, that is very necessary because I also think I don't know any regular person outside of this textile use,

47

00:05:27,060 --> 00:05:33,930

textile industry or field that uses recycling in its specific meaning.

48

00:05:33,930 --> 00:05:38,910

It has a different meaning in everyday language. So we need to talk about that.

49

00:05:38,910 --> 00:05:44,850

Yeah. So the everyday meaning is usually it has everything.

50

00:05:44,850 --> 00:05:51,270

It is generally everything that has to do with putting the stuff that you have

51

00:05:51,270 --> 00:05:55,890

that you don't need basically anywhere else besides your trash can at home.

52

00:05:55,890 --> 00:06:03,030

But the specific meaning that we are talking about here and when we talk about recycling and the national collection,

53

00:06:03,030 --> 00:06:10,530

it actually means recovering the material and using it as a raw material for the new product.

54

00:06:10,530 --> 00:06:20,610

So with clothes and textiles, this means, for example, that you have your old pair of jeans and then the jeans are broken down to material level.

55

00:06:20,610 --> 00:06:27,360

And then the material, usually the cotton is recovered from the jeans, the jeans are broken apart,

56

00:06:27,360 --> 00:06:33,990

and then you take the cotton and then you produce a new recycled textile fibre out of that cotton.

57

00:06:33,990 --> 00:06:40,200

And yeah. So basically it's utilised as a raw material for the new product.

58

00:06:40,200 --> 00:06:48,300

I see. Yeah. And they are it requires like a factory process to do that.

59

00:06:48,300 --> 00:06:56,250

But Reuse is using an item of clothing in its original intended purpose.

60

00:06:56,250 --> 00:07:04,110

So if we take the pair of jeans as an example again, then it's reusing the jeans as jeans.

61

00:07:04,110 --> 00:07:08,580

You wear them on your own, you as trousers.

62

00:07:08,580 --> 00:07:10,820

That's how we use.

63

00:07:10,820 --> 00:07:19,190

So that's that doesn't require a factory process, you can just give them to your friend, for example, or sell them at a flea market.

64

00:07:19,190 --> 00:07:29,810

That's a reuse. And what this has to do with national collection, the national collection focuses precisely on recycling so that there is,

65

00:07:29,810 --> 00:07:37,280

for example, an existing network of actors who you can donate your clothes for reuse.

66

00:07:37,280 --> 00:07:39,140

They have to be in prime condition.

67

00:07:39,140 --> 00:07:47,540

But for recycling, it's far clothes that are in less than prime condition and maybe cannot be sold as they are right now.

68

00:07:47,540 --> 00:08:00,020

So it's a way of finding finding ways to utilise the old old, maybe a little bit worn, worn down clothes and textiles.

69

00:08:00,020 --> 00:08:08,540

I see when we speak about reuse and recycling and also now it's such a hot subject about national collection system,

70

00:08:08,540 --> 00:08:15,200

I have a personal impression or the feeling that reuse is kind of less emphasised nowadays,

71

00:08:15,200 --> 00:08:20,930

while recycling has been always such a sexy subject in a way.

72

00:08:20,930 --> 00:08:25,300

But we need to keep in mind that there is importance of waste prevention strategies.

73

00:08:25,300 --> 00:08:32,420

So it sounds maybe sounds funny, but in those ways like applying those waste prevention strategies,

74

00:08:32,420 --> 00:08:36,320

we will we will have less things to recycle at the end of the day.

75

00:08:36,320 --> 00:08:41,360

And here I have actually rather personal question to you.

76

00:08:41,360 --> 00:08:50,750

I understand the motivation behind establishing a collection of textile or textile to use and recycling to be more sustainable,

77

00:08:50,750 --> 00:08:57,290

environmentally friendly. But why did you personally become interested in two years?

78

00:08:57,290 --> 00:09:00,510

Yeah, it's a it's a funny, funny old story.

79

00:09:00,510 --> 00:09:09,880

Um, originally, I'm a social science student and I graduated from social sciences as a master with a master's degree,

80

00:09:09,880 --> 00:09:14,360

um, with with a leaning towards gender studies and nationalism.

81

00:09:14,360 --> 00:09:22,310

So very different from recycled textiles. And after graduation, I was I was thinking about DNA.

82

00:09:22,310 --> 00:09:28,250

I was applying for part time work that has nothing to do with academia.

83

00:09:28,250 --> 00:09:31,730

And I couldn't get the part time work for a while.

84

00:09:31,730 --> 00:09:42,080

And my writing for PhD left behind. So the local employment services at the sent me to next year for a work trial,

85

00:09:42,080 --> 00:09:51,260

which is customary to help with career planning and to basically to do something that you are not just sitting at your home.

86

00:09:51,260 --> 00:09:55,760

So that's how I ended up in next year originally. And that's next.

87

00:09:55,760 --> 00:10:05,210

That's what next year also does, that we offer opportunities for people who have been looking for work for a long time and they receive instructions,

88

00:10:05,210 --> 00:10:11,180

instructions for doing the work. So we learn like basic work skills and also, uh,

89

00:10:11,180 --> 00:10:18,860

career planning and like aiding Ading with finding employment or thinking about your next career plan.

90

00:10:18,860 --> 00:10:25,550

And yeah, when I worked there for a while, I thought, OK, this is really great.

91

00:10:25,550 --> 00:10:30,500

It's a really great combination of environmental good and social good.

92

00:10:30,500 --> 00:10:37,910

And I was offered the opportunity to work at Next Daehlie as an instructor and that meant

93

00:10:37,910 --> 00:10:45,830

that the PhD went to my desk drawer and now my first option is to work at next year.

94

00:10:45,830 --> 00:10:54,380

And I've been working here for three years already and my current status at Nextel is that I'm an instructor and I direct people who have,

95

00:10:54,380 --> 00:10:59,570

for example, they might never have had a job or that they don't have a complete degree.

96

00:10:59,570 --> 00:11:09,620

And from day to day, we saw textile. Send them and we work with vintage clothes and we offer them also carry a planning and for example,

97

00:11:09,620 --> 00:11:13,430

we help them finish their studies if they have unfinished studies.

98

00:11:13,430 --> 00:11:20,570

I'm also working at a project called Functional Learning Environments of Circular Economy.

99

00:11:20,570 --> 00:11:27,620

So we are finding when we move to what circular economy we are finding jobs and also try to create jobs and

100

00:11:27,620 --> 00:11:36,650

identify places that there are jobs within the circular economy that do not require such like a university degree,

101

00:11:36,650 --> 00:11:45,800

like we try to find where are the possible future future employment places for free, for example, people with vocational degrees.

102

00:11:45,800 --> 00:11:53,720

I'm also the head of next State Department and I'm responsible for half of next Delice store that we have.

103

00:11:53,720 --> 00:12:01,790

Also a thumping. We have a store beside salting and yeah, I'm really excited about my work.

104

00:12:01,790 --> 00:12:12,620

That sounds exciting. And it's so interesting that Next Daehlie has both such a strong social aspect along with environmental purpose in your work.

105

00:12:12,620 --> 00:12:20,660

So to me, it sounds as you are standing on the all sustainability pillars in the way social, environmental and economic, hopefully.

106

00:12:20,660 --> 00:12:28,730

So you are now working on the and leading the project about six outsourcing, as I understood from your background.

107

00:12:28,730 --> 00:12:33,860

And I think I'd like to ask more questions about connexion and starting practises.

108

00:12:33,860 --> 00:12:40,910

Also, I am a logistician myself, so that's the topics that I'm curious the most and I hope our listeners are as well.

109

00:12:40,910 --> 00:12:47,090

So to me, it seems that textile collection and sorting process are quite complicated.

110

00:12:47,090 --> 00:12:52,790

And from my experience of studying and working with charity collectors,

111

00:12:52,790 --> 00:13:02,540

I heard that textiles often are prone to humidity and Wolke into collection containers, and those things can prevent reuse and recycling.

112

00:13:02,540 --> 00:13:06,590

And also, I know that the songwriting process is very intensive.

113

00:13:06,590 --> 00:13:13,550

So people have to look at manually and check every single item that they get into their sorting process.

114

00:13:13,550 --> 00:13:18,260

So from your experience, what makes textiles so special to handle?

115

00:13:18,260 --> 00:13:25,970

Or maybe if I better phrase this question, how textiles are different from other waste types?

116

00:13:25,970 --> 00:13:29,600

Yeah, textiles are very delicate, as you described.

117

00:13:29,600 --> 00:13:38,540

You have to be very careful with them because one one moulded textile, I know to a textile can ruin the whole batch.

118

00:13:38,540 --> 00:13:42,950

But the main thing that separates textiles from other West types,

119

00:13:42,950 --> 00:13:53,690

I think that the main difference is that there are immediate use and market value in textile waste in quotation marks.

120

00:13:53,690 --> 00:14:04,850

So. You can open a bag of you use Dexters, and we hope it's always washed and cleaned when it's brought to us,

121

00:14:04,850 --> 00:14:09,740

but you can open it and then you can grab an item of clothing from there.

122

00:14:09,740 --> 00:14:18,560

And if it's good in good condition, clean, fashionable, you can just put it on a coat hanger, attach a price tag and sell it.

123

00:14:18,560 --> 00:14:24,110

And you can sell it with five euros, 10 euros, maybe even 50 euros.

124

00:14:24,110 --> 00:14:32,120

So it's difficult to imagine the same sort of process with plastic or aluminium cans that, yeah,

125

00:14:32,120 --> 00:14:40,580

you can just take them and put them on a store just just like they arrive and then sell them for good money.

126

00:14:40,580 --> 00:14:44,630

So I think that's that's a big difference.

127

00:14:44,630 --> 00:14:55,010

I can't imagine doing that, for example, with the old, I don't know, yoghurt carton folks that have tried to sell that.

128

00:14:55,010 --> 00:15:02,840

That's not going to work. Exactly. So the market value and indeed needed is something that textile waste is about.

129

00:15:02,840 --> 00:15:05,360

So it seems like the collection is an important step.

130

00:15:05,360 --> 00:15:15,260

But you're also emphasise that the content that the clothing that's, for example, consumers bring should be clean and you hope that that is so.

131

00:15:15,260 --> 00:15:22,760

It is important that what kind of content consumers bring to the collection container or the collection point.

132

00:15:22,760 --> 00:15:29,840

And I wonder if there are any ways we can influence consumer sorting practises or maybe

133

00:15:29,840 --> 00:15:34,820

at least we can direct them towards the right collection amongst all

available options.

134

00:15:34,820 --> 00:15:41,580

And it seems like there are so many of them. So charity privates and also now public collectors.

135

00:15:41,580 --> 00:15:51,180

Mm hmm. That is a key question also for the listeners, but also for us, all of us people working with youth textiles at the moment.

136

00:15:51,180 --> 00:16:00,470

The question then, yeah, the local waste management companies will be responsible for organising the national collection.

137

00:16:00,470 --> 00:16:07,100

And it's one and a half year away. And a lot a lot is still uncertain.

138

00:16:07,100 --> 00:16:14,520

So I try to talk about. What what I know and from what I've heard and what I know from my experience,

139

00:16:14,520 --> 00:16:19,710

that what we all want to do is to make it as easy as possible for the consumer and for the households to donate.

140

00:16:19,710 --> 00:16:29,940

TechStars But there will be varying conditions in different parts of Finland, such as population density and different networks of local actors.

141

00:16:29,940 --> 00:16:34,680

For example, in my small hometown in eastern Finland, there is, as far as I know,

142

00:16:34,680 --> 00:16:40,620

there is not a place to donate, even even textiles in that are in good condition.

143

00:16:40,620 --> 00:16:50,040

And yeah, so how the national collection will be done it I think the local practises will vary.

144

00:16:50,040 --> 00:16:58,500

So they try to make use of the local actors and try to take into account the local specialists.

145

00:16:58,500 --> 00:17:09,570

If it is something we I think we do know it's good that we try to collect stuff that is for recycling, for recycling.

146

00:17:09,570 --> 00:17:15,580

So the stuff that it's that is in prime condition.

147

00:17:15,580 --> 00:17:22,000

That could be sold or reused. We are not so sure about that yet, but is it the same place?

148

00:17:22,000 --> 00:17:32,750

Is it like a one stop shop or is it recommended that you donate it to some existing actis that collect the reusable TechStars already?

149

00:17:32,750 --> 00:17:44,110

And we are not sure how it will look. So it's possible that the collection where you donate it for the national collection, is it indoors or outdoors?

150

00:17:44,110 --> 00:17:57,040

Um, is it, for example, located at malls or is it maybe at some yards like like your by your waist, for example.

151

00:17:57,040 --> 00:18:04,120

Um, likely it will be in some public places, um, for example,

152

00:18:04,120 --> 00:18:13,030

near malls or near like market squares in such in a similar fashion that plastic collection is organised

153

00:18:13,030 --> 00:18:21,990

that then that there will be container container boxes where you can donate the used textiles and.

154

00:18:21,990 --> 00:18:28,890

Yeah, there are good sites and bad side to that's the outdoors collection boxes are sensitive to humidity,

155

00:18:28,890 --> 00:18:34,480

but they can be closer, closer, and that can be more of them. So it's it's a good thing.

156

00:18:34,480 --> 00:18:44,050

Um. There's kind of a Trade-Off between accessibility and then also can be kind of connexion safety of the material inside that.

157

00:18:44,050 --> 00:18:50,580

Yeah, exactly, exactly. And yeah, smart people are trying to find the best possible solution.

158

00:18:50,580 --> 00:19:01,800

Yeah. And yeah. Also what what the consumers have to how I would direct the consumers at this point is.

159

00:19:01,800 --> 00:19:06,420

Follow your local waste management company and their information.

160

00:19:06,420 --> 00:19:13,410

They are the principal actor here, so that's a that's always a good thing to do from this point on.

161

00:19:13,410 --> 00:19:18,030

But also remember to prioritise reuse.

162

00:19:18,030 --> 00:19:27,540

So if you have clothes that are good to be sold, please try to sell them first and then only after that.

163

00:19:27,540 --> 00:19:40,410

Donate for the national collection and please remember to wash wash the used clothes that you are donating and make sure they are properly dried.

164

00:19:40,410 --> 00:19:48,210

And also stuff that has a high hygiene risk such as underwear will not be suitable for the national collection.

165

00:19:48,210 --> 00:19:58,080

Um. Yeah, and also. I've seen that the next day at my place of employment that we are this kind of one

166

00:19:58,080 --> 00:20:03,210

stop shop where you can donate like from your reuseable to recyclable text us.

167

00:20:03,210 --> 00:20:09,030

And we see that there there is always some textiles that are not in good enough condition.

168

00:20:09,030 --> 00:20:18,180

And it's it is really important that they are because we cannot be sure how much in the same bag is contaminated, even if there is one,

169

00:20:18,180 --> 00:20:28,380

one or two bad items of clothing, because stuff like mould can be really hazardous to clothes that's spread around.

170

00:20:28,380 --> 00:20:36,210

Yeah, that's true, but. Well, yeah, that's about it. Those are the most important instructions I can think of.

171

00:20:36,210 --> 00:20:43,080

That's great. So I know when you were talking, I was thinking about some examples and then please correct me if I'm wrong.

172

00:20:43,080 --> 00:20:54,810

So if let's say I have absolutely dirty piece of clothing, having some I know oil or some really stains that can be spread over other textiles.

173

00:20:54,810 --> 00:21:02,910

So I would rather put that to mixed waste because I know it will be burned for energy and burning waste is also sort of a way of recovering.

174

00:21:02,910 --> 00:21:10,200

Right. So those absolutely dirty and non recyclable items, they go to waste in our household.

175

00:21:10,200 --> 00:21:14,220

Is that true? Yes, that is true.

176

00:21:14,220 --> 00:21:20,370

If it's like completely dirty, if this stains like blood stains or urine stains,

177

00:21:20,370 --> 00:21:25,410

stuff like that, or it's absolutely dirty and disgusting that an item of clothing.

178

00:21:25,410 --> 00:21:29,640

Yes. That mixed waste is the best place, best place to put it.

179

00:21:29,640 --> 00:21:33,600

Your regular old trash can at home because, yeah,

180

00:21:33,600 --> 00:21:40,080

it's more most economical and ecological to burn it because it would be really

181

00:21:40,080 --> 00:21:43,950

difficult to recover the material from there because there is high hygiene risk.

182

00:21:43,950 --> 00:21:48,060

So definitely for some items it's best to put it in the trash.

183

00:21:48,060 --> 00:21:55,590

Exactly. Exactly. So then I'm thinking about those items that are, for example,

184

00:21:55,590 --> 00:22:03,600

having some worn out spots or for example, they are simply not good enough for being reused.

185

00:22:03,600 --> 00:22:09,000

So there are some parts that are completely missing. And you know that, for example, you wouldn't be wear them again.

186

00:22:09,000 --> 00:22:15,840

And then most likely some other person also wouldn't be happy about having that item in their wardrobe if we talk about clothing.

187

00:22:15,840 --> 00:22:20,940

So this is the right kind of item for national collection of plastic stuff.

188

00:22:20,940 --> 00:22:25,560

That's something that they want to have because they will recycle that. Is that correct?

189

00:22:25,560 --> 00:22:31,230

Yeah, exactly. It's kind of preferably has like some small faults.

190

00:22:31,230 --> 00:22:36,240

It kind of homes, but it has to be washed and clean and not a high hygiene risk.

191

00:22:36,240 --> 00:22:41,190

So, yeah, that sounds like the correct type of product. OK, that's good.

192

00:22:41,190 --> 00:22:44,220

So I think I start to understand the logic applied behind that.

193

00:22:44,220 --> 00:22:52,500

And then last category is the ones they're usable textiles like the precious ones, the ones you can get the most value out from.

194

00:22:52,500 --> 00:23:00,300

I guess if you sell them as they are, if they go to, for example, charity stores or vintage selection of next Sealy.

195

00:23:00,300 --> 00:23:06,340

And they are basically, I guess the rule of thumb would be that you would be happy to wear them again yourself,

196

00:23:06,340 --> 00:23:10,560

like maybe the style would work still for you. And yeah.

197

00:23:10,560 --> 00:23:16,440

Or for example, you would be able to sell them one gift to a friend and not being ashamed of doing that.

198

00:23:16,440 --> 00:23:24,330

Yeah. So but actually selling the clothing through the store, for example, Facebook or giving it to a friend,

199

00:23:24,330 --> 00:23:29,340

it sounds to me like most common ways to do that is to use of

clothing.

200

00:23:29,340 --> 00:23:33,780

And I know that next year you have such advanced reuse practises.

201

00:23:33,780 --> 00:23:39,990

So maybe could you share with us a bit more about how do you do reuse at next to as professionals?

202

00:23:39,990 --> 00:23:50,640

Yeah, with pleasure. Yeah. So the next really, we have quite a wide variety of possibilities for reuse.

203

00:23:50,640 --> 00:23:54,450

So even if you're even when you're donating for reuse,

204

00:23:54,450 --> 00:24:02,250

it might be good to check the website of the actor you are donating to to check out what they receive and what they don't receive.

205

00:24:02,250 --> 00:24:09,300

I think we at next are a little bit special in what we can receive for reuse as well.

206

00:24:09,300 --> 00:24:13,710

So our main thing is reusing and reusing it locally.

207

00:24:13,710 --> 00:24:22,190

So it's important to us that the benefits of the donated clothes are felt in the same communities and.

208

00:24:22,190 --> 00:24:30,670

Yeah, and also because of ecological reasons that you don't have to transport the used textiles all over and.

209

00:24:30,670 --> 00:24:36,250

All textile Ortiz at Nextel go through every item that's donated and then check whether it meets

210

00:24:36,250 --> 00:24:42,190

the criteria for reuse or recycling or whether the only possible alternative is actually burning.

211

00:24:42,190 --> 00:24:45,000

It does energy waste, which happens also.

212

00:24:45,000 --> 00:24:54,610

Um, but yeah, we have the regular reuse with regular clothes that you donate that are in prime condition, that are modern and fashionable.

213

00:24:54,610 --> 00:25:05,290

We we are in partnership with three recycling centres and we direct our sellable modern Second-Hand clothes there to be sold.

214

00:25:05,290 --> 00:25:12,970

But then this is the special part. We have a vintage selection at our own store.

215

00:25:12,970 --> 00:25:21,940

It's basically clothes that are produced in the 2000s or earlier, and we also sell clothes that have some faults in them.

216

00:25:21,940 --> 00:25:28,960

They can have small holes or even bigger holes or some stains. We have clothes and textiles that.

217

00:25:28,960 --> 00:25:37,870

Yeah, they are faulty, but we still sell them at a price, it's a lower price, but we still are able and willing to sell them,

218

00:25:37,870 --> 00:25:43,450

which is fantastic that the old clothes with and the material is often also very good.

219

00:25:43,450 --> 00:25:50,110

Uh, it's really nice that we can also find a new home for them with people who are skilled at repairing them.

220

00:25:50,110 --> 00:25:56,470

And we have a very skilled customer base who can do that and who are willing to buy them and who are into vintage.

221

00:25:56,470 --> 00:26:02,920

So it's a really, really fun and privileged position to be in as next year.

222

00:26:02,920 --> 00:26:09,550

Also, we are selling second hand ya's fabrics and handicraft supplies and sewing machines.

223

00:26:09,550 --> 00:26:19,930

And as far as I know, that's unique in Finland, uh, having a second hand store for those items, at least on our scale.

224

00:26:19,930 --> 00:26:28,180

Also, we have tailor raised collections for entrepreneurs. So if an entrepreneur can't find something at our store,

225

00:26:28,180 --> 00:26:35,380

they can contact us and they can request for a specific types of items to be collected for them specially.

226

00:26:35,380 --> 00:26:43,840

And then we negotiate the price. And then it's possible to for entrepreneurs to get exactly what they want for for example,

227

00:26:43,840 --> 00:26:52,250

for some new idea, for a new circular economy product that they decide to produce.

228

00:26:52,250 --> 00:26:54,350

So it's a it's a good service.

229

00:26:54,350 --> 00:27:05,150

I don't know, I haven't heard of similar service either elsewhere, but it may exist maybe also those are the things we get money out of.

230

00:27:05,150 --> 00:27:13,460

But we also do charity and we want to give back because people donate their tax dollars to us.

231

00:27:13,460 --> 00:27:21,290

We want also to donate them onwards and have have the possibility to do good things around us.

232

00:27:21,290 --> 00:27:26,870

So we also have the similar types of tailor raised collections for

charities.

233

00:27:26,870 --> 00:27:30,410

So also charities and associations can contact us.

234

00:27:30,410 --> 00:27:40,910

And for general purposes, they can also request that we collect something for them specifically and that's usually for free.

235

00:27:40,910 --> 00:27:45,170

For example, we have collected items of clothing for mother and child homes,

236

00:27:45,170 --> 00:27:51,650

day centre for people struggling with addictions, animal shelters, theatre productions, etc., etc.

237

00:27:51,650 --> 00:28:01,730

And we also have a deal with primary schools in Tampa that they can pick up free materials for their textile lessons at schools.

238

00:28:01,730 --> 00:28:05,540

And we have similar sort of deal with the textile industry.

239

00:28:05,540 --> 00:28:10,770

Students at studying at Vocational Institute try to get done.

240

00:28:10,770 --> 00:28:15,950

Thumper uh, we also send some materials to charity abroad.

241

00:28:15,950 --> 00:28:21,080

We have like we give hand to hand with, you know,

242

00:28:21,080 --> 00:28:30,740

with the hand to hand the principal to some charity workers that donate them to people, less privileged people in Baltic countries.

243

00:28:30,740 --> 00:28:37,790

We just sent some material to Gambia and we also work with it to send some materials abroad.

244

00:28:37,790 --> 00:28:44,930

But we try to emphasise the local reuse more and more and we try to.

245

00:28:44,930 --> 00:28:56,010

We try to achieve that all of our material stays within the borders of Finland during the year 2022 and from there onwards, I think.

246

00:28:56,010 --> 00:29:04,250

Well, firstly, it's impressive. It's impressive that you do so many different use practises with the daily and you listed so many of them.

247

00:29:04,250 --> 00:29:14,360

So it is really an extensive portfolio. And I like your idea about locality and being a domestically used actor, because as a logistician,

248

00:29:14,360 --> 00:29:21,170

I do believe that if we reduce the emissions and we prevent our textiles from travelling somewhere abroad,

249

00:29:21,170 --> 00:29:30,030

even though they would be seeking for another life, we still can become more sustainable if we do that domestically and locally.

250

00:29:30,030 --> 00:29:36,710

And now when you were describing all different use purposes that you have for the next meeting,

251

00:29:36,710 --> 00:29:41,700

I was kind of getting back to our discussion about sourcing practises.

252

00:29:41,700 --> 00:29:49,580

So it seems like all these diverse use purposes require skilled workforce that actually

253

00:29:49,580 --> 00:29:55,520

can professionally sourced textiles according to criteria for different purposes.

254

00:29:55,520 --> 00:30:01,130

And I think other fields that are now heavily into recycling,

255

00:30:01,130 --> 00:30:11,840

they might experience similar issues around workforce for recycling and various tasks that are linked to weatherization of waste.

256

00:30:11,840 --> 00:30:20,430

So what do you think? What types of specialists will be needed at different phases and where will it be possible to get that education?

257

00:30:20,430 --> 00:30:25,850

And we can take Finland as an example maybe. Yeah.

258

00:30:25,850 --> 00:30:33,680

When the society society will change, hopefully a lot and then we will need new kinds of expertise.

259

00:30:33,680 --> 00:30:41,180

And yeah, when we move closer to what circular economy, we will require personnel with various areas of expertise,

260

00:30:41,180 --> 00:30:50,600

I'm sure we will need engineers, manufacturers, mechanics, marketing people to develop their circular economy expertise.

261

00:30:50,600 --> 00:30:56,570

But what I know most about is the collection phase because I'm working with that daily.

262

00:30:56,570 --> 00:31:06,560

And that also requires a specific set of skills and it requires training, in my opinion.

263

00:31:06,560 --> 00:31:09,650

And currently, in most cases,

264

00:31:09,650 --> 00:31:19,550

the sorting of used TechStars is not a paid full time profession and it doesn't have relevant education or it's not available in Finland.

265

00:31:19,550 --> 00:31:32,210

But we wish we wish we had next on both and me personally, we wish it will become a full time profession with with maybe study programmes.

266

00:31:32,210 --> 00:31:43,550

And I am happy to say that next year amongst one of the one or two others in Finland have created a course as part of textile and fashion industries,

267

00:31:43,550 --> 00:31:51,470

studies about sorting recyclable quotation marks, recycled textiles.

268

00:31:51,470 --> 00:32:01,040

Um, and it's part of the project that was mentioned, the functional learning environment environments of circular economy.

269

00:32:01,040 --> 00:32:10,640

And it's a 12 week course that you can do here at next Daehlie and you get the credits at the Vocational Institute to try to get better.

270

00:32:10,640 --> 00:32:17,240

And the course includes practical sorting. You learn different material fibres by hand.

271

00:32:17,240 --> 00:32:25,490

You do the actual salting work. And also there are theoretical lessons every week, for example, about which clothes are sellable.

272

00:32:25,490 --> 00:32:29,980

How do you identify things such as textile pests?

273

00:32:29,980 --> 00:32:38,780

Um, what are the possible advantages and disadvantages of certain textile materials about vintage?

274

00:32:38,780 --> 00:32:45,200

What vintage can be sold and in what condition and other possibilities for reuse, for example,

275

00:32:45,200 --> 00:32:51,410

how to handle the tailoring collections, special collections and yeah, various topics.

276

00:32:51,410 --> 00:32:57,050

And we hope that this this along with the other few courses that exist,

277

00:32:57,050 --> 00:33:03,020

we really hope this will form a basis for a nationwide vocational course for textile sorting.

278

00:33:03,020 --> 00:33:06,110

I think we need that because that will be the nationwide collection.

279

00:33:06,110 --> 00:33:11,960

So we need people who have had the training and who do the sorting all over Finland,

280

00:33:11,960 --> 00:33:17,240

uh, at least the pre sorting phase locally in various parts of Finland.

281

00:33:17,240 --> 00:33:24,920

And also eventually I hope there will be a degree of, for example, textile sorting and logistics or something like that.

282

00:33:24,920 --> 00:33:29,150

I, I will hope that this will happen. And I will I will hope that next.

283

00:33:29,150 --> 00:33:35,180

He has also a real role in that because I would be really excited to work with that.

284

00:33:35,180 --> 00:33:44,360

I also would like to have that because then I could come up with a teaching and then also to join that in my research would be to actually apply.

285

00:33:44,360 --> 00:33:49,470

Over there. So that's fantastic that there's already opportunity and I didn't know about this course,

286

00:33:49,470 --> 00:33:54,960

so it makes me feel very positive that education is kind of the key.

287

00:33:54,960 --> 00:34:00,020

So I feel like with that education and educating people so that we can build a

288

00:34:00,020 --> 00:34:05,390

successful future and actually achieve circular economy because we will get people,

289

00:34:05,390 --> 00:34:14,210

knowledgeable people, experts in reuse and recycling, but also for textile industry in general.

290

00:34:14,210 --> 00:34:19,610

In Finland, I have an impression that people are very engaged with sustainable lifestyle.

291

00:34:19,610 --> 00:34:26,310

At some point. I feel like now nowadays these are the kind of stone of the Finnish lifestyle.

292

00:34:26,310 --> 00:34:30,850

So and they know a lot for basic consumer,

293

00:34:30,850 --> 00:34:40,520

for basic textile consumer changes that we discussed right now will demand quite a lot of skill for people to work with textile collection.

294

00:34:40,520 --> 00:34:44,960

But also I'm thinking about the consumers and the consumer perspective.

295

00:34:44,960 --> 00:34:49,070

It feels like it will increase the demand,

296

00:34:49,070 --> 00:34:58,760

like what's demanded from them as textile consumers at the point when dispose their clothing or out of household textiles.

297

00:34:58,760 --> 00:35:05,000

And now, since they listened through the entire episodes and they get so many insights,

298

00:35:05,000 --> 00:35:11,840

I want them to leave this episode with kind of main takeaways from our discussion.

299

00:35:11,840 --> 00:35:21,410

As for textiles, textiles, consumers, so the question that we maybe would like to answer is this takeaways would be how can we help them not to

300

00:35:21,410 --> 00:35:29,670

lose themselves in this upcoming changes related to textile collection and how to be a sustainable consumer?

301

00:35:29,670 --> 00:35:36,020

OK, so top tips that ductility how to survive the national collection.

302

00:35:36,020 --> 00:35:45,870

Exactly. OK, first of all, I think it all starts from buying less and producing less waste, so.

303

00:35:45,870 --> 00:35:54,980

Think about what you buy, buy less, buy ecological, buy ethical, buy second hand, take care.

304

00:35:54,980 --> 00:35:59,760

Remember to enjoy your clothes and repair them if need be.

305

00:35:59,760 --> 00:36:05,900

Um, and please, please, please donate clothes that are washed.

306

00:36:05,900 --> 00:36:12,890

Wash your clothes first and follow the instructions of the place you are donating them to check their website.

307

00:36:12,890 --> 00:36:18,860

It's their job to make their instructions clear and simple. Hopefully they also will be that.

308

00:36:18,860 --> 00:36:28,970

So follow the instructions. They're also to keep up to date, follow your local waste waste management companies information about this.

309

00:36:28,970 --> 00:36:34,570

Uh, they should be your primary source of information in your local area.

310

00:36:34,570 --> 00:36:44,140

And it might be useful to remember from this episode the difference between recycling and reuse and based on that,

311

00:36:44,140 --> 00:36:46,270

to handle your use, text us accordingly.

312

00:36:46,270 --> 00:36:56,470

So at first, think about reuse, think that is there a place you can donate for reuse and then check out the possibilities for recycling,

313

00:36:56,470 --> 00:37:01,570

for the clothes that are not in prime condition, that are to be sold?

314

00:37:01,570 --> 00:37:05,710

We will see whether it will be like a one stop shop where you can donate all of them.

315

00:37:05,710 --> 00:37:11,080

But it's it's still good whether it will be that it's still good to know the difference.

316

00:37:11,080 --> 00:37:15,310

Also, you might want to check us out next at Social Media.

317

00:37:15,310 --> 00:37:20,730

We are on Instagram, Facebook and Tic-Tac. That's right.

318

00:37:20,730 --> 00:37:25,400

I love your vintage selection, so it's good to follow. Yeah, I am.

319

00:37:25,400 --> 00:37:29,150

I would like to sign in and everything you just said and maybe just for myself.

320

00:37:29,150 --> 00:37:37,040

I would also add to the first point that love your clothing. So for me, it has changed a lot of my consumption.

321

00:37:37,040 --> 00:37:38,540

A lot of my consumption habits.

322

00:37:38,540 --> 00:37:47,720

When I started actually to really fall in love with what I'm buying from clothing stores, repairing that cleaning, taking care of that,

323

00:37:47,720 --> 00:37:49,010

cleaning it carefully,

324

00:37:49,010 --> 00:37:59,210

and then also kind of sharing that love by donating clean pieces that I can't or I don't want to wear myself to charity organisations.

325

00:37:59,210 --> 00:38:04,490

And yes, so now I think we are reaching the end of our episodes.

326

00:38:04,490 --> 00:38:08,690

And thank you very much for being here today,

327

00:38:08,690 --> 00:38:18,440

making it possible to have such an interesting discussion about six years and about what's coming up, the national collection of textiles.

328

00:38:18,440 --> 00:38:25,400

So coming back to our listeners, we really hope you enjoyed today's episode and it was insightful for you.

329

00:38:25,400 --> 00:38:30,680

We are looking forward to your feedback as well on everything that we have shared with you here today.

330

00:38:30,680 --> 00:38:41,120

And so with you today, we had input from SEXILY and the Bureau from Hopkins School of Economics.

331

00:38:41,120 --> 00:39:04,572

Thank you very much for your time.