



RECYCLING MATTERS

FOR A WASTE-FREE COLLAR CITY

Fast Fashion

Wishing you a happy New Year filled with even more recycling matters content! This issue we wanted to cover what **fast fashion** is, how it impacts us (and the planet), and potential solutions.

The Facts

Fast fashion is clothing that's designed with speed in mind. Clothes in this category can take mere weeks to go from a concept to an actual item in consumers' hands.

Fast fashion is motivated by trends, so as people become interested in new, ever-changing styles, fast fashion companies will quickly pivot to get their own, cheaper version on the market.

- **a 50% increase in greenhouse gases is predicted** if fast fashion doesn't start to slow down; or if people don't switch to sustainable clothing options than synthetic fibers ([Le](#)).
- **Consumers are purchasing 60% more clothes than 2015**, but are also only wearing them for half as long ([Nijman](#)).

The Problems

Fast fashion is only part of the problem. Fast fashion companies are mass-producing the clothes, but this is driven by the demand of consumers looking to stay up to date with trends. Because it's nearly impossible to keep up with them, consumers are left feeling unsatisfied. As well, clothing made by fast fashion companies is not designed to last - items frequently rip, tear or otherwise malfunction because of the material quality.



Pictured: a rack of outfits including a pink blazer with gray trousers.

The Solutions

The opposite of fast fashion is aptly named **slow fashion**, because it prioritizes the sustainable sourcing and creation of clothes to minimize negative effects on the planet. Slow fashion can be cost prohibitive, however, so here are other recommendations:

- Thrift and secondhand stores! Not only are these a good price point, you can also find items from designer labels or other excellent vintage finds 😊
- Do your research. If looking to buy new clothes, look into the company's model to see if they're a fast fashion business or prioritize sustainable practices.
- Find a slow fashion business! As we mentioned before, slow fashion aims to make sure the products are produced sustainably from the materials to the actual process.

WHAT'S INSIDE OUR NEWSLETTER:

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“Real” Christmas Tree Collection

To our residents with municipal recycling and trash service:
it's that time of year again! If you celebrate Christmas and use a real tree (not the plastic kind), our Sanitation Team will pick it up on your regularly scheduled recycling and trash day after the holidays.

Please make sure to do the following before you put out your Christmas tree:

1. Remove all ornaments, lights, and other decorations.
2. Place the tree curbside during your regularly scheduled recycling and trash day.
3. City crews will pick-up your tree for recycling during their normal garbage collection schedule.



Pictured: a Christmas tree with red yellow and blue decorations.

Battery Recycling Drop-off: Open!

We are officially accepting batteries! This program is open on Tuesdays from 9 am to 1 pm. Please notify the laborer at the facility that you have batteries so they may assist you.

Please note that all batteries must be taped, and separated by rechargeable and single-use as well as type.

If these hours aren't accessible for you, STAPLES has a battery take-back program!



Pictured: a pair of batteries.

Curbside Composting Program Close-out

This program was administered in partnership with local food scrap hauler FoodScraps360 and the Town of Bethlehem for a curbside food scrap collection service. The United States Department of Agriculture (USDA) and National Resource Conservation Service (NRCS) awarded the City of Troy funding towards From the Ground Up: An Environmental Stewardship Initiative, which started on September 29th, 2021.

Thanks to this program, 101,085 pounds of food scraps diverted from the landfill. That's 50.5 tons – the weight of approximately 33 Volkswagen Beetles – that was instead used to create nutrient-rich compost and support our neighbors' ability to grow their own food.

To view the full report of the program's impacts, visit www.troyny.gov/foodscraps.



Pictured: City of Troy seal, Town of Bethlehem seal, and the FoodScraps360 logo.

Upcoming Events

COMMUNITY-BASED SUSTAINABLE EVENTS

TROY RESOURCE MANAGEMENT FACILITY (ALAMO) OPEN

Tuesdays and Thursdays, 9 to 1

*Services: food scrap drop-off, pallet pick-up, mulch pick-up,
bagged leaf and branch drop-off, battery drop-off*

Important Links

We've made some changes to the Recycling pages on the website! To learn more about our programs, share info with friends, family, and neighbors, we've added a new section to the newsletter with important links. Underlined text is hyperlinked.

Recycling Guide Database: www.troyny.gov/recyclingguide

Textile Reuse and Recycling Program: www.troyny.gov/textiles

Rechargeable Battery Recycling Program: www.troyny.gov/batteries

Food Scrap Drop-off: www.troyny.gov/foodscraps

Recycling Information: www.troyny.gov/recycling

Household Hazardous Waste Events: www.troyny.gov/hhw

Electronics Recycling Events: www.troyny.gov/electronics

Trash Information: www.troyny.gov/269/Garbage-Collection



Pictured: a red white and blue Uncle Sam style hat with a recycling symbol and a black search box with a link.

VISIT OUR WEBSITE OR FOLLOW US ON FACEBOOK