

ACADEMIC INSTITUTION	University of Alberta	PROJECT NAME	Reworks
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NEED AND AUDIENCE

Reworks is a textile recycling company with the end goal of lowering the amount of textile waste entering landfills, educating younger individuals on the importance of recycling and sustainability, and creating a high-quality recycled textile product. We are addressing the need to provide more sustainable options to retailers and the increasing need for environmentalism that starts with companies rather than consumers. We will be targeting both clothing companies and other retailers such as grocery stores for selling and distributions of our products. We plan to partner with local non-profit organizations with excess clothing donations which will be the source of our materials, and ensure the textile is past its stage of being reused. We will recycle the clothing into new material and create products from that material such as hats and grocery bags. During this time, our research and development team will be diligently searching for solutions to allow our product to be produced with a higher percentage of recycled cotton, making it more environmentally friendly. The ideation of this project is centered around the untapped potential of young entrepreneurs in our community. We will lead them to not only by being an example of a successful, genuine brand but also help facilitate their success by demonstrating through our challenges how they can actualize their own unique ventures. Each student that joins Reworks will have the chance to gain authentic experience in business development; furthermore, by presenting both our successes and hurdles at events such as conferences, Reworks will become more than a business. It will become a story to teach others. Our goal is to inspire innovative environmental solutions to modern day to the ever-increasing textile and pollutive waste.

ACTION TAKEN

We are currently still in Research and Development for this project to develop the process for breaking down the fibres. We will begin prototyping once we have access to labs post pandemic. We have partnered with organizations including IHuman Society, Operation Warmth, and Ambrosia Medical Spa to run our masks drive. We are also educating people on waste created from the fast fashion industry on our social media to increase awareness. We are also recipients of the *Canadian World Youth Innovation Grant For Sustainable Livelihoods and Entrepreneurship* and semi-finalists in the World's Challenge Challenge!

IMPACT

Rework's recent venture included raising masks for a non-profit in need that deals with at risk Edmonton youth. With help of Operation Warmth and IHuman Society, we raised \$800 and 4,500 masks. A portion of the masks (approximately 400) were reusable masks that contributed to our waste diversion efforts. We were able to raise this amount through donations and with the help of small businesses. This masks drive was a great way to give back to the community and to get our name and mission out in the community. The network we built will be integral in getting our textiles and message out to the community once we complete our prototype. We are hoping to work with these partners and many more to start distributing our product(s) once they are completed.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since May 2020)

Litres of water conserved	0	Metric tonnes of waste diverted	12 lbs
GHG emissions diverted	0	Dollar value of waste diverted in CAD \$	\$1400

PROJECT START DATE	June 2020	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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