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PRESS RELEASE

CLEAN RECYCLING INITIATIVE™ launches the **International Sustainability Marketing Competition** which will challenge students around the globe against their ability to educate the public on environmental issues arising from textile waste and the technology platforms of CLEAN RECYCLING INITIATIVE™ as the most sustainable technology platform not only in the textile industry but also global textile waste in general.

Montreal, May 17th, 2022:

Montreal, Canada based non-profit organization, **CLEAN RECYCLING INITIATIVE™** announced today that they are launching an environmentally focused marketing case competition for university students around the world. Many prestigious universities from around the globe are set to participate in the competition (the full list of the participating universities provided at the end of the press release).

“Although the list is already quite impressive, involving many geographic regions and prestigious names, we are working on expanding it further,” said Anna Belford, the Sustainable Development Specialist at CLEAN RECYCLING INITIATIVE™ and the coordinator of the event.

“The competition aims to educate the public on the issues arising from textile waste and facilitate fresh and innovative ideas of promoting **CLEAN RECYCLING INITIATIVE™**, the most sustainable technology platform in the global textile industry. The students will be challenged to come up with effective ways of delivering messages according to the two different competition segments,” Anna continued.

The segments Anna mentioned are as follows:

Segment 1: Educate the public with the issues created by textile waste, specifically where the waste ends up after they are put in local blue bins, donation bins, etc. **Target audience:** Everyone around the globe (i.e., consumers of textile goods and creators of textile waste)!

Segment 2: Create a marketing campaign that promotes the technologies of **CLEAN RECYCLING INITIATIVE™** for cleanly recycling process-waste from textile factories. **Target audience:** General public, Brands, Manufacturers, Retailers, Distributors and Transporters of any textile goods

“We are excited to see many prestigious colleges will participate in the competition! Students participating in the competition will learn about significant issues and challenges we face due to textile waste through the educational contents provided by **CLEAN RECYCLING INITIATIVE™**. I am confident to say that the students will gain important new perspectives about our environment in the course of the competition and will come up with great ideas to promote the messages we aim to propagate”, said Sae Chang, CEO of **CLEAN RECYCLING INITIATIVE™**.

Sae went on to say, “We will be involving the public in the competition by allowing our social media followers to vote for the winners! It will be a fun and educational event for the global audience interested in saving our precious environment!”.

The winners of the competition will be awarded with \$3,500 for first place, \$2,000 for second place and \$1000 for third place.

More details about the competition are available at the **CLEAN RECYCLING INITIATIVE™** website (<https://cleanrecyclinginitiative.com/competition/>).

Weekly newsletters will be going out to everyone on the mailing list for the competition. Anyone who would like to participate or receive these newsletters, please contact annabelford@cleanrecyclinginitiative.com

Participating Universities (in no particular order):

McGill University (Canada), Concordia University (Canada), Fashion Institute of Technology (USA), University of Queensland (Australia), Université de Montréal (Canada), Australian National University (Australia), Schulich School of Business (Canada), Trent University (Canada), University of Bristol (UK), Korea Advanced Institute of Science and Technology (Korea), Jashore University of Science and Technology (Bangladesh), Bangladesh University of Textiles (Bangladesh), University of Manitoba (Canada), Simon Fraser University (Canada), University of Victoria (Canada), University of Waterloo (Canada), University of Toronto (Canada), and Khulna University of Engineering and Technology (Bangladesh).

About CLEAN RECYCLING INITIATIVE™

The non-profit organization, CLEAN RECYCLING INITIATIVE™ was established based on the donations of the technology platform with the same name, i.e., CLEAN RECYCLING INITIATIVE™, from a Montreal, Canada based company, HEAT-MX™, which specializes in thermal insulation business. The organization engages in providing solutions for recycling textile waste without using chemicals or any other harmful processes for the environment. The solutions are designed for collecting and processing textile waste from the general public as well as organizations in global textile industries in a wide range of operational categories, including manufacturing, transportation, distribution, retail, wholesale, etc. The technology platform consists of three different categories, defined based on the sources of textile waste and how to collect and process them. POST-CONSUMPTION is for household waste with labeling requirements fulfilled by the general public. PRE-CONSUMPTION is for manufacturing waste from textile mills and IN-LINE 3 is for specific types of intermediary raw material manufacturing.