



Clean Recycling Initiative™  
SUITE 1700, 2001 ROBERT BOURASSA  
Montreal, Canada H3A 2A5  
[info@cleanrecyclinginitiative.com](mailto:info@cleanrecyclinginitiative.com)  
+1 514 604 1093

## **PRESS RELEASE**

The International Sustainability Marketing competition has come to an end and Clean Recycling Initiative™ could not be happier with the results. The non-profit started the competition back in September 2022 for students from all over the world to. The competition received a great response globally with more than 400 students participating from 70+ schools across 5 continents.

### **Montreal, November 30th, 2022:**

The Montreal, Canada based non-profit organization, **Clean Recycling Initiative™** has been running a very successful international competition over the course of the past three months. The goal of the competition was to encourage students around the world to think about sustainable solutions to many of today's environmental problems and how to spread their message to the general public. The more than 400 students registered in the competition came up with several brilliant submissions making the work of the judges quite difficult.

"We were so impressed by the work of the students, it actually made narrowing down the winners very difficult," said Sae Chang, CEO of Clean Recycling Initiative™ and a judge in the competition.

"The hard work from the students and judges really made this competition run brilliantly and for that we are so thankful," Sae continued.

The other judges on the panel for the competition were Sarah Cook (Product Manger at Kamik), David Ng (Import Manger at Tai Lung LTD.), and An Pham (Founder and Designer of BOIDA Vegan Outerwear). Dr. Shafiul Islam, an R&D product specialist at Superior Glove, was also in a supporting role with the judging panel, but ultimately did not cast any votes due to a conflict of interest.

“I am incredibly proud of all of the students who submitted their ideas in this competition, but a special thanks is in order for the top 6 finalist,” said Anna Belford, an employee of Clean Recycling Initiative™ and the head organizer of the event. “Each group showed a high level of dedication and intelligence throughout the entire duration of the competition,” Anna continued.

The 6 finalists in the competition are listed below alphabetically according to school name:

**Amirkabir University of Technology:** Fatemeh Azizi, Hassan Sharifi, Armaghan Barekat, Amir Parsa Masoumi

**Bangladesh University of Textiles:** Habibur Rahman Anik

**Makerere University:** Waiswa Ronald Mirondo, Kibalya Godfrey, Kehoda Rose, Bainomugisha Barnette, Mulungi Ian

**McGill University:** Isabella Frymoyer, Anoushka Oka, Marianna Gutierrez Herrera, Siobhan Mehrotra

**University of Cape Coast:** Sebastian Appram, Opata Hamdaratu Mateko, Emmanuel Ndemele

**Western University:** Ziyi Gu, Angelica Zagorski, Klajd Kapllani, Marah Madokh

The winners of the competition received \$3500 CAD, \$2000 CAD, and \$1000 CAD for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place, respectively. The group from University of Cape Coast came in 3<sup>rd</sup> place, followed by the McGill University group in 2<sup>nd</sup> place, and **Habibur Rahman Anik from the Bangladesh University of Textiles as the grand prize winner!** A large congratulations for all the top 6 finalists is surely in order.

The competition finalists were decided by the judging panel and from there were instructed to condense their ideas from the original submission into something that could be posted on social media. All 6 finalists submitted these posts which can be seen on the Clean Recycling Initiative™ LinkedIn page. The public was given the opportunity to vote for their favourite submissions and over the course of one week, over 2000 people from around the globe had cast their votes. The results of the vote in combination with the judging panel’s scoring of the submissions is what ultimately decided who the winners would be.

Although this competition has ended, Clean Recycling Initiative™ suggests that this may become an annual event. To keep up to date on future competition details or to learn more about Clean Recycling Initiative™ visit <https://cleanrecyclinginitiative.com/>.

**Competition Sponsors:** Tai Lung Canada LTD., International Down and Feather Laboratory (IDFL), Superior Glove, Kamik, BOIDA Vegan Outerwear, and HEAT-MX™

## **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 wastes without using chemicals or any other harmful processes for the environment. The solutions are designed for collecting and processing textile wastes 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 levels, defined based on the sources of textile wastes and how to collect and process them. LEVEL 1 is for household wastes with labeling requirements fulfilled by the general public. LEVEL 2 is for manufacturing wastes from textile mills and LEVEL 3 is for specific types of intermediary raw material manufacturing. Although the technologies were developed based on how the materials from each LEVEL are processed, one important aspect of it concerns the collections, especially in LEVEL 1, i.e., household wastes. Therefore, the organization will work with federal governments, municipalities, law makers, etc., around the globe to help implement the technology platform.



**TAI LUNG  
CANADA LTD.**

**B O | D A**

