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PRESS RELEASE



CLEAN RECYCLING INITIATIVE™ launches **McGill University Marketing Idea Competition** on the subject of ENVIRONMENT, more specifically the technology platforms of CLEAN RECYCLING INITIATIVE™.

Montreal, January 10, 2022:

Montreal, Canada based non-profit organization, **CLEAN RECYCLING INITIATIVE™** announced today that it launches a marketing idea competition in collaboration with **McGill University**. The competition is to facilitate fresh and innovative ideas of promoting the most sustainable technology platform in the global textile industry, named as **CLEAN RECYCLING INITIATIVE™**. The students of McGill will be challenged to come up with effective ways of delivering messages according to the following segments and target audience:

Segment 1: Educate the public with the issues created by textile wastes, in particular, where the wastes end up even when they are put in local blue bins, salvation army, etc., with the assumption they are recycled / reused. **Target audience:** Everyone around the globe, i.e., consumers of textile goods and creators of textile wastes

Segment 2: Promote the technologies of **CLEAN RECYCLING INITIATIVE™** within the global textile industry for cleanly recycling process-wastes from textile factories. **Target audience:** Brands, Manufacturers, Retailers, Distributors and Transporters of any textile goods

“We are excited to announce the competition with the internationally renowned **McGill University!** All McGill students interested in the environment and participating in the competition will learn about significant issues and challenges arising from textile wastes through the educational contents provided by **CLEAN RECYCLING INITIATIVE™**. I am confident to say that the students will gain some new perspectives

about our environment from the information we will present to them and may come up with great ideas to promote the messages we intend to propagate”, said Sae Chang, CEO of **CLEAN RECYCLING INITIATIVE™**.

Sae went on to say, “We are trying to make this event with engagement from the public 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 \$2,000 for the first, \$1,000 for the second and \$500 for the third place.

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

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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.