



# The RightCycle Program Partners with Nonprofit to Help Disabled Workers, Sustain the Environment

## case study



different ability levels – whether it’s removing a snap or zipper or processing the whole garment.”

The RightCycle Program also dovetails with JCDC’s commitment to the environment and to developing “green” lines of business.

“One of our goals is to eliminate waste in landfills and reduce, reuse and recycle,” said Mark Crockett, JCDC production manager. “This is a perfect example of going that extra step and getting a high volume of apparel and other items that had been previously landfilled and finding a way to recycle them. Generally, when you think of recycling, you think of wood pallets, plastic and glass, you don’t really think of cleanroom suits. This is a step in the right direction that, hopefully, will expand to a point where it becomes commonplace to recycle them.”

## About The RightCycle Program



Created in 2011, The RightCycle Program diverts previously hard-to-recycle nitrile gloves, safety eyewear, and apparel items from the waste stream and turns them into plastic pellets. These are then used to create durable consumer goods such as shelving, totes, and lawn and garden furniture. Since its launch in 2011, the program has diverted more than 500 tons of waste from landfills.

“The RightCycle Program is all about making a difference – diverting used garments and gloves from the waste stream and giving them a second life,” said Lisa Morden, senior director of global sustainability for Kimberly-Clark. “Working with JCDC enables us to extend the social impact of the program by helping to provide employment opportunities that help to improve people’s lives.”

Or, as Rose put it: “From the young woman working side-by-side with people with significant disabilities to the older gentleman who had previously been institutionalized and unable to contribute to society, The RightCycle Program adds value to a wide variety of lives.” Rose continues, “People with disabilities are not defined by their disability. When you think about the big picture, we all want to have purpose. And I can’t think of a better purpose than giving someone the opportunity to find theirs.”

## The Initiative



The RightCycle Program and the Jackson County Developmental Center (JCDC) of Millwood, West Virginia, have embarked on a partnership that is making a difference in the lives of people with disabilities while benefitting the environment at the same time.

JCDC helps people with disabilities find, obtain and retain jobs in their communities. The RightCycle Program recycles single-use apparel, safety eyewear, and gloves to help labs, cleanrooms and industrial facilities keep these items out of landfills. Kimberly-Clark Professional\*, which created the program, had a need that dovetailed with JCDC’s mission – finding workers who could remove zippers and other metal parts from protective apparel so it could be recycled.

## The Benefits



JCDC employees are now performing these tasks. The arrangement provides employment for people who have survived traumatic brain injuries or have been diagnosed with autism spectrum disorders, learning disabilities and other conditions.

“Oftentimes people with disabilities are treated as if they can’t work,” said Sara Rose, development and communications specialist for JCDC. “The RightCycle Program provides them with a job and a very clear assignment. It’s adaptable for lots of



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