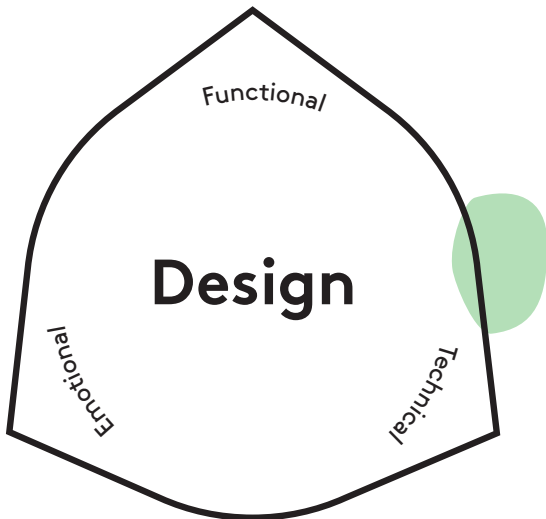


# Environmentally Friendly Materials



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## WHAT?

Materials and production methods that in different ways consider the environment in a positive way.

## WHY?

Environmentally friendly materials are used to minimize pollution and use of resources in materials and production and disposal.

## CHALLENGES

- Environmentally friendly materials can be many things and it is just necessary to define, how it is environmental.
- A product may not necessarily be environmental friendly even if the material is.
- Environmentally friendly materials might compete with less expensive alternatives.

## EXAMPLES

- Use of **organic cotton** instead of conventionally grown cotton; see e.g. the Danish company **Organic Basics**.
- Conventional plastics (such as Polyester and Nylon) that are made by using **renewable components**, see for example the **Plantbottle** initiative.
- The company **Stenpappir** has made an alternative to paper made from wood-pulp that is Cradle to Cradle certified.

## THIS CARD LINKS TO

/ Labelling / Re-Use

## FURTHER READING

Allwood & Cullen (2011). *Sustainable Materials – With Both Eyes Open: Future Building, Vehicles, Products and Equipment – Made Efficiently and Made with Less New Material*. UIT Cambridge / Fletcher & Grose (2012). *Fashion & Sustainability: design for change*. Laurence King Publishing, London.