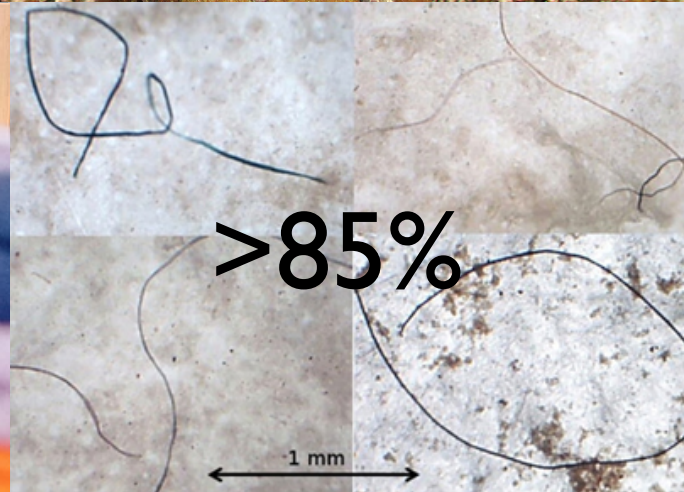


# BENIGN BY DESIGN

## fabrics with minimal impact





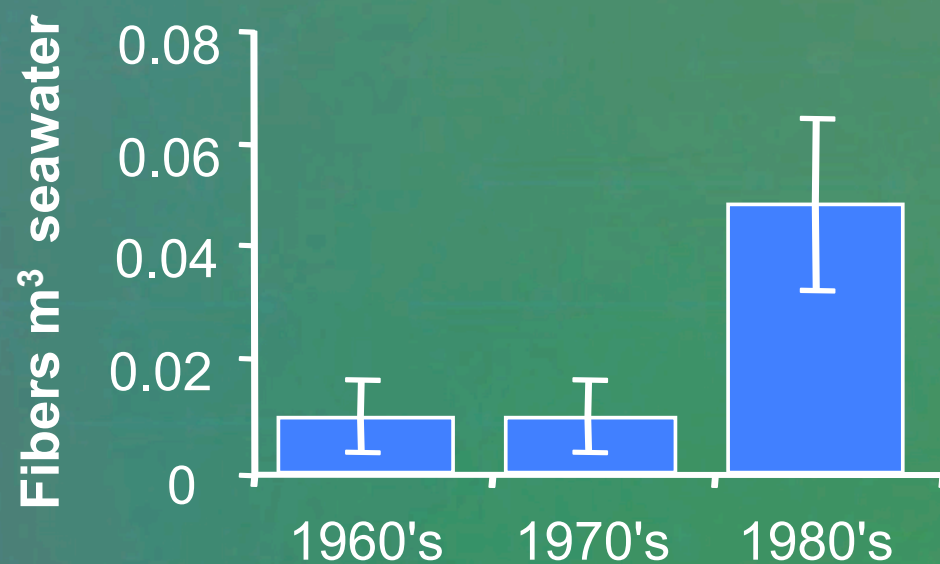




# THE PROBLEM

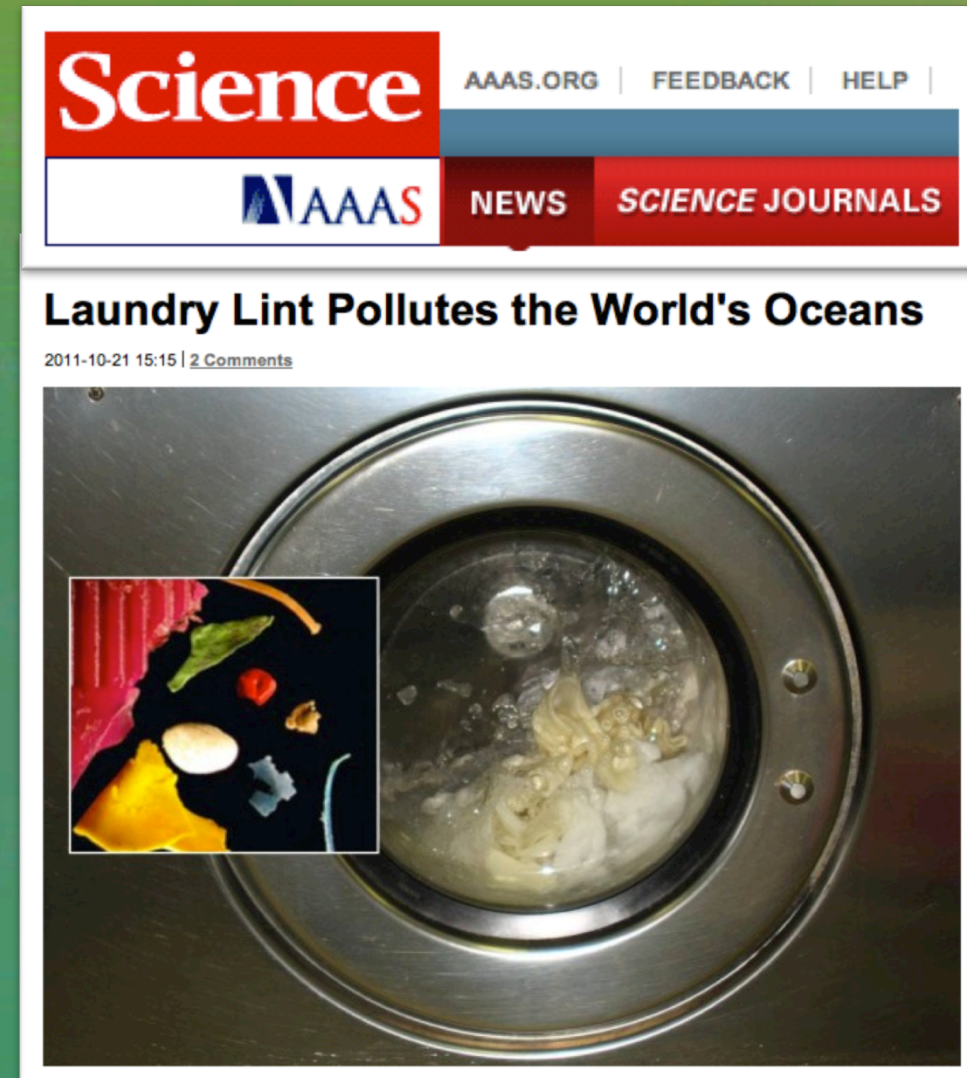
## Clothing fibers:

- most abundant global debris
- problem worsening



## Beyond oceans

- land: sewage fertilizer
- air we breath





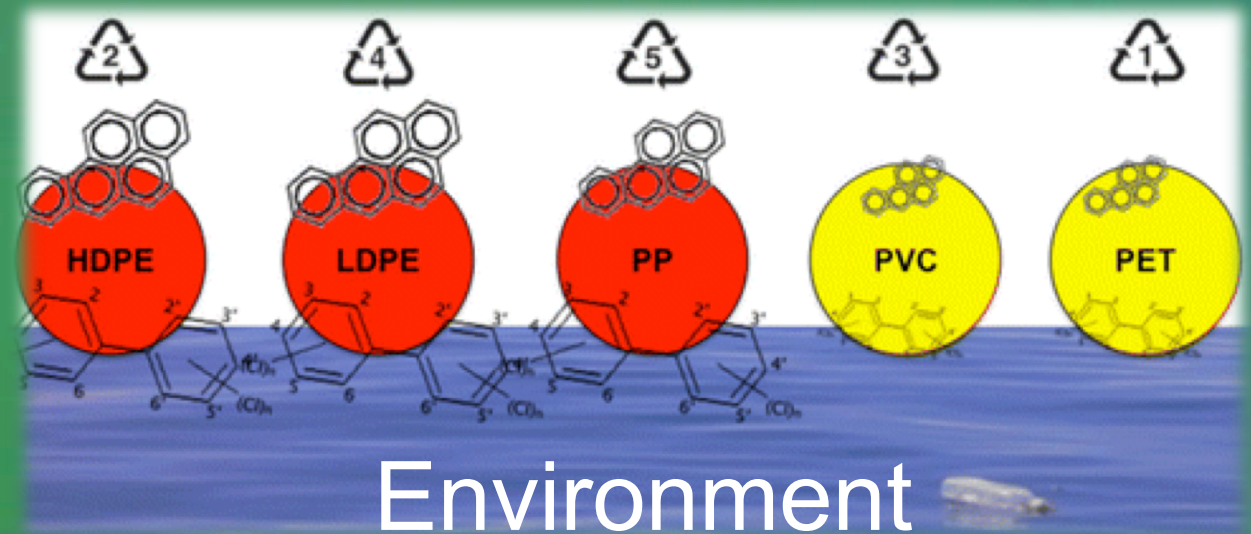
# HARMFUL CHEMICALS: LIFE-CYCLE



+



=



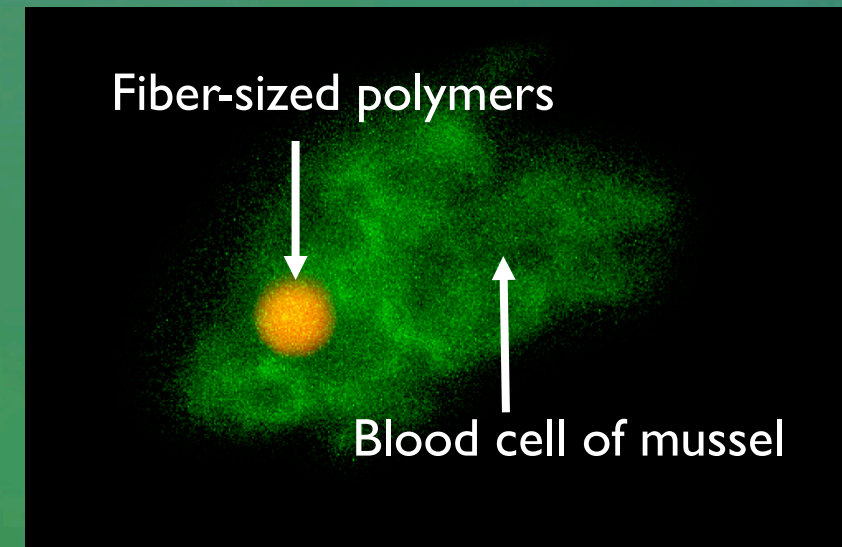


# WHAT IS IMPACT?

## WILDLIFE

## FOOD WE EAT

## HUMANS





# BENIGN BY DESIGN

Santa Barbara



Davis



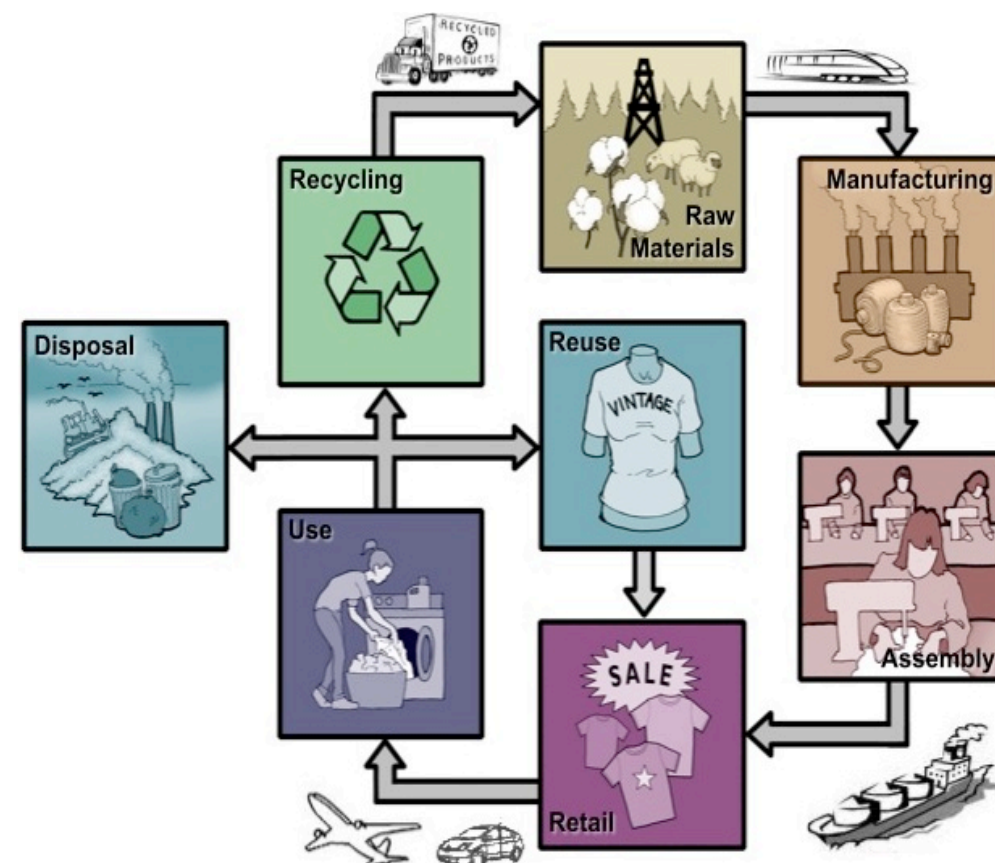
Chicago



Sydney



# BENIGN BY DESIGN IN 5 COST-EFFECTIVE FABRICS WITH MINIMAL IMPACTS



Grave to Cradle



# How do we meet our mission?

## SYSTEMS APPROACH: CHOOSING FABRICS

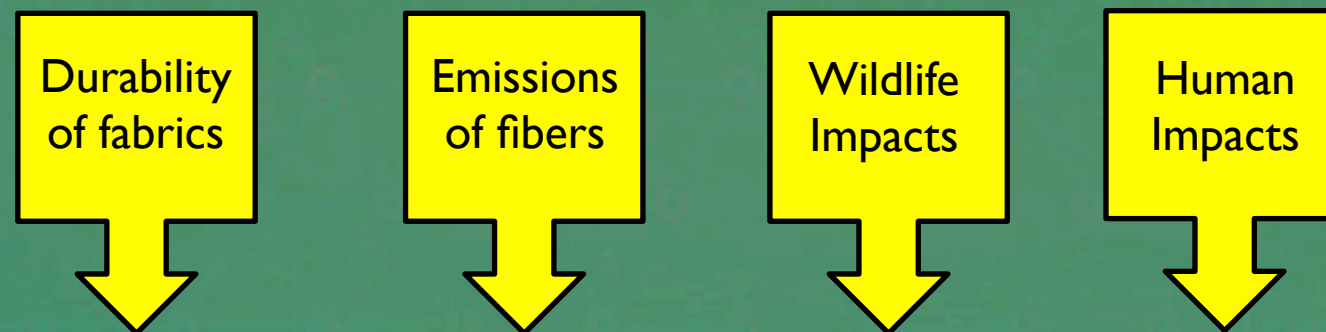
- MINIMIZE IMPACTS
- EMIT FEWER TOXIC FIBERS



# HOW IT WORKS



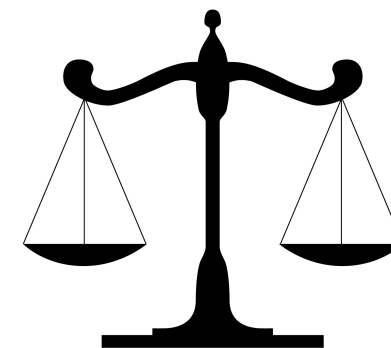
New data:  
Not currently  
available



Possible  
Fabrics



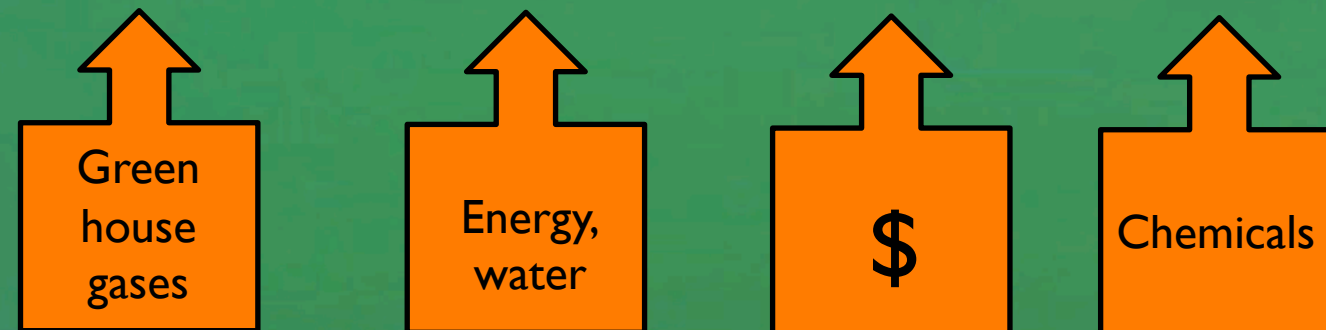
Collaborative & integrative working group approach



Best  
Fabric

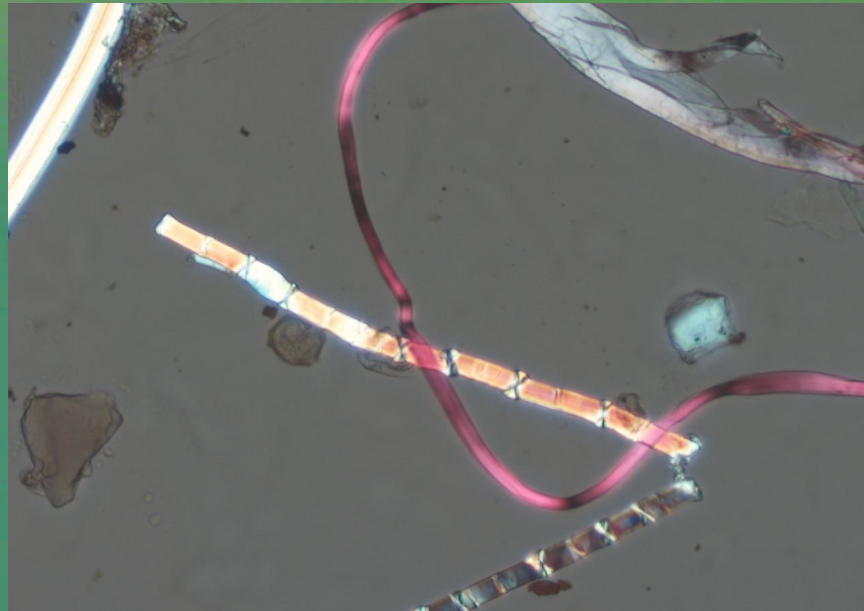


Existing data:  
current indices





# HOW IS IT UNIQUE?



Index?

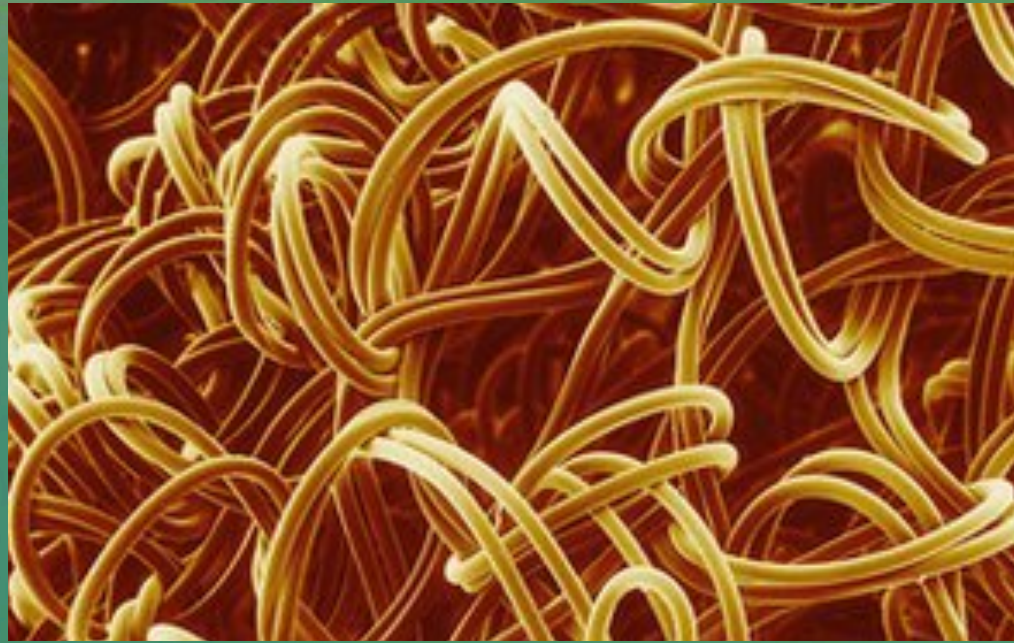


Trade-off





# WHAT WILL IT CHANGE?





# Our TEAM OF NETWORKED RESEARCHERS



Prof. Peter  
Lay



Dr Elizabeth  
Carter



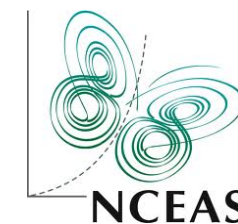
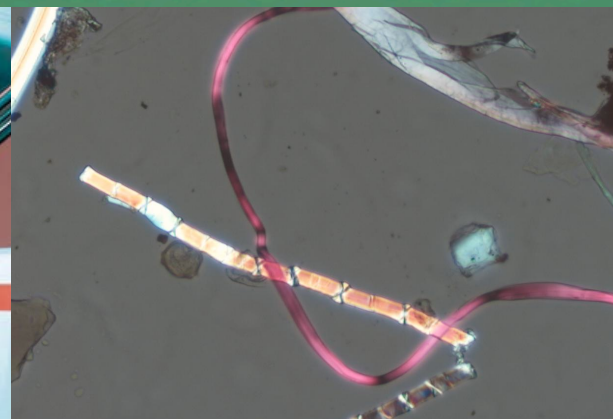
Dr James  
Browne



Dr Chelsea  
Rochman



Mr Blair  
Jollimore



Dr Richard  
Engler



Prof. Patricia  
Holden



Prof. Sangwon  
Suh



Prof. Ben  
Halpern



Prof. Steven  
Gaines



# OUR VISION

Focused R&D approach



Collective Action

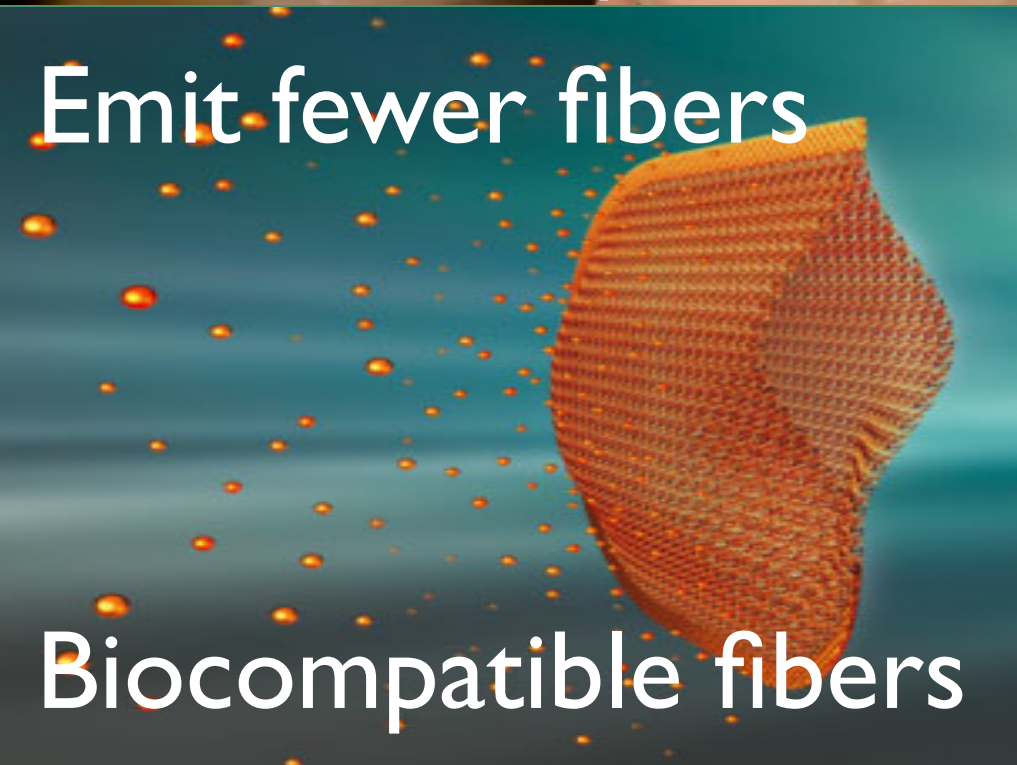


Shape Market

THE  
**NEXT**  
GENERATION

Emit fewer fibers

Biocompatible fibers





# HELP NEEDED

1. Generate awareness of issue: within industry
2. Further develop research agenda
  - biocompatibility: I I polymers
  - emissions: different knits
  - persistence
3. Partner: additional organizations
  - integrate: data & existing indices
  - execute research agenda
  - develop: platforms & tools
  - best case practices

## BUILD ECOSYSTEM: FULFILL MISSION