

”

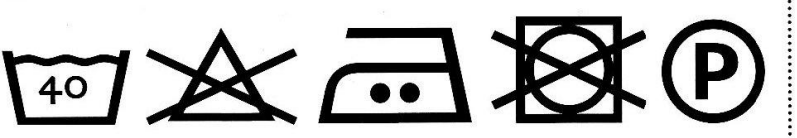
Valuing Norwegian Wool: Renewawool



Apples and oranges...

- Jet dye cotton 34 EDU's/kg
- Jet dye organic cotton 28 EDU's/kg
- Jet dye Tencel 28 EDU's/kg
- Machine washable wool 24 EDU's/kg
- Dope dye polyester 19 EDU's/kg
- Re-cycled cotton 11 EDU's/kg





Or give it to your mother.
She knows how to do it.

Cradle To Cradle Workshop i Oslo 8. juni

Eco-Effectiveness

Nature's Design Patterns

Cradle to Cradle Design is a new strategy for business growth and prosperity that generates ecological, social, and economic value. It represents a fundamental conceptual shift away from the flawed system design of the Industrial Revolution, not just a damage management strategy.

Background

In response to widespread environmental degradation, many industries have adopted a strategy known as "eco-efficiency"-minimizing waste, pollution, and natural resource depletion. But eco-efficiency is not a strategy for long-term success. It seeks to make the current, destructive system sustainable.


Waste Equals Food

Minimizing toxic pollution and the waste of natural resources are not strategies for real change. Designing industrial processes so they do not generate toxic pollution and "waste" in the first place is true change. Long-term prosperity depends not on the efficiency of a fundamentally destructive system, but on the effectiveness of processes designed to be healthy and renewable in the first place.

Cradle to Cradle Design's strategy of eco-effectiveness is rooted in the systems of the natural world, which are not efficient at all, but effective. Consider the cherry tree. Each spring it makes thousands of blossoms, which then fall in piles to the ground-not very efficient. But the fallen blossoms become food for other living things. The tree's abundance of blossoms is both safe and useful, contributing to the health of a thriving, interdependent system. And the tree spreads multiple positive effects-making oxygen, transpiring water, creating habitat, and more. And it is beautiful!

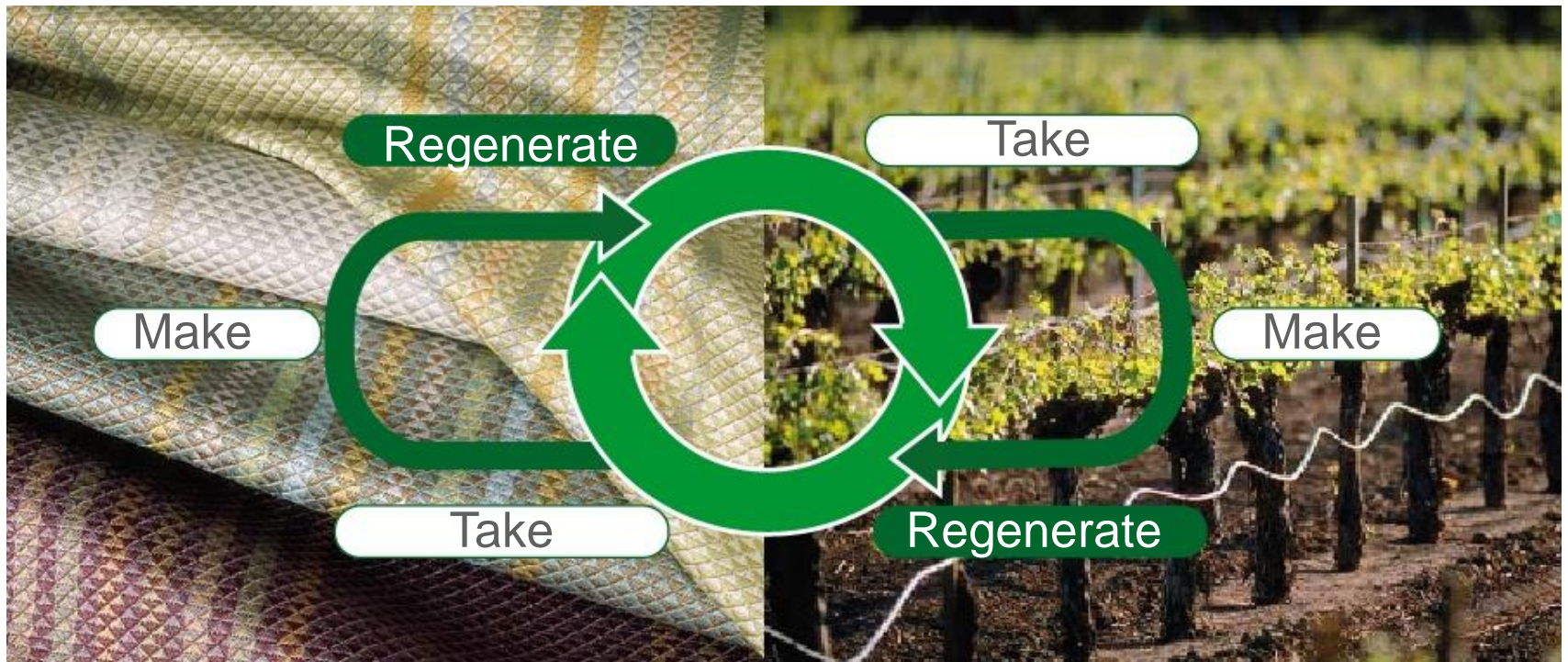
Eco-effectiveness seeks to design industrial systems that emulate the healthy abundance of nature. The central design principle of eco-effectiveness is waste equals food.

When waste equals food, the "be less bad" imperatives of efficiency fade. When a product returns to industry at the end of its useful life and its materials are used to make equally valuable new products, the minerals or plastics of which it is made do not

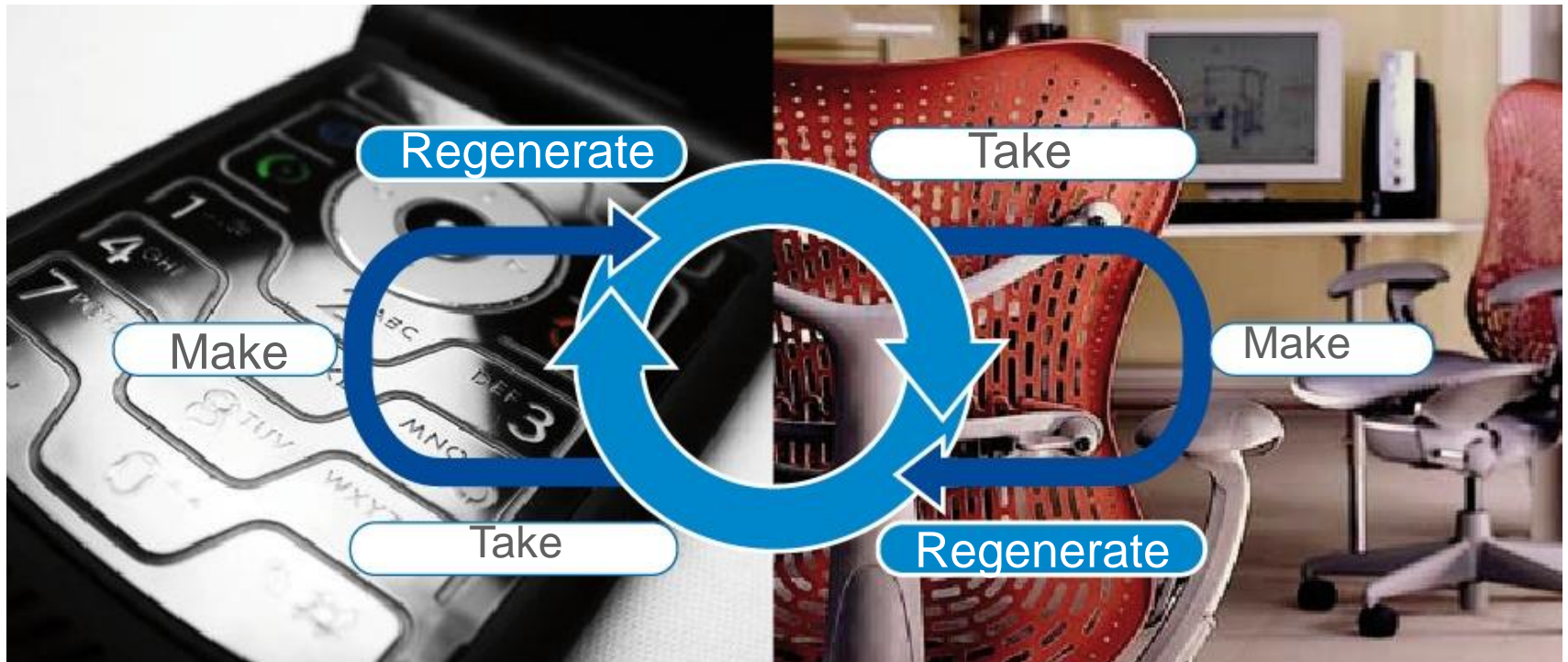


"Eco-effectiveness seeks to design industrial systems that emulate the healthy abundance of nature."

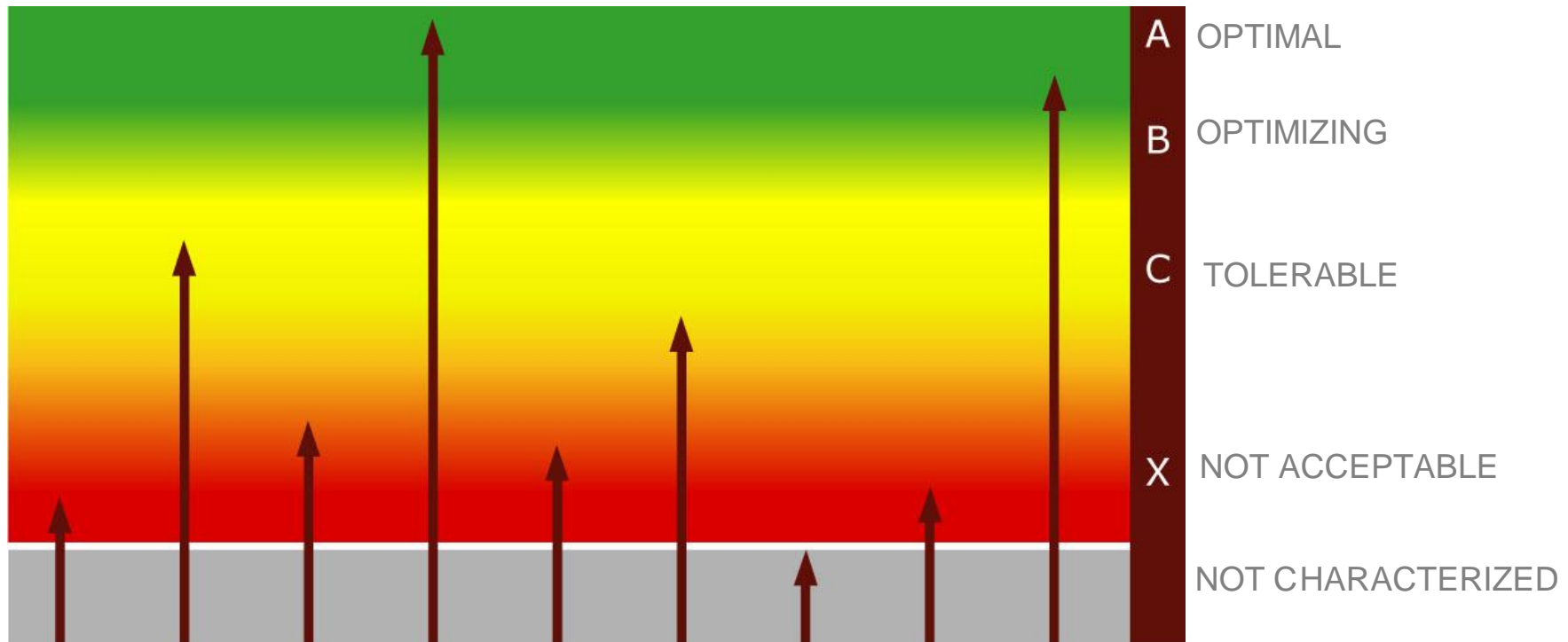
DESIGN BEYOND PRODUCT DESIGN – **BIOLOGICAL** SYSTEMS



DESIGN BEYOND PRODUCT DESIGN – TECHNICAL SYSTEMS



IDENTIFY THE BEST: ABC-X CATEGORIZATION



TRIGEMA BIODEGRADABLE T-SHIRT

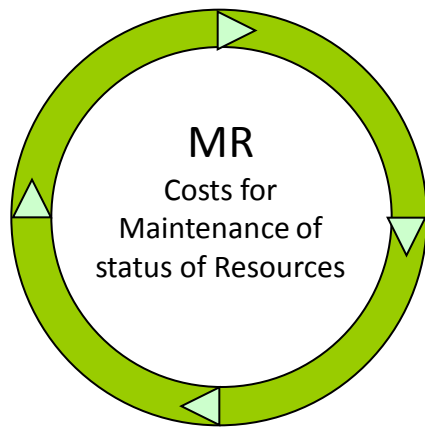
NEW DIMENSION OF QUALITY FOR APPAREL PRODUCTS

- User's Health

- Safe for the Environment

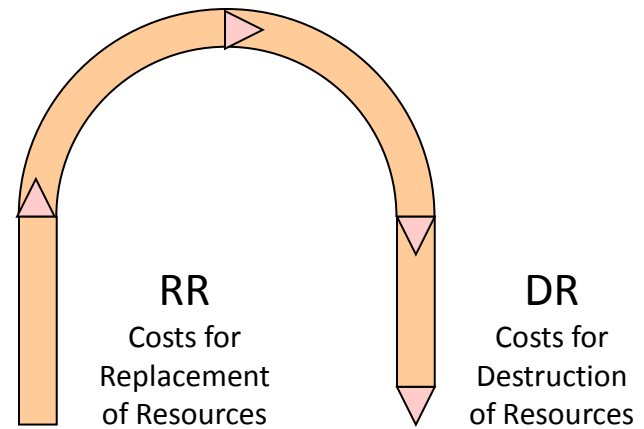


COMPETITION OF STRATEGIES: ECONOMICAL CYCLES



Cycle Economy

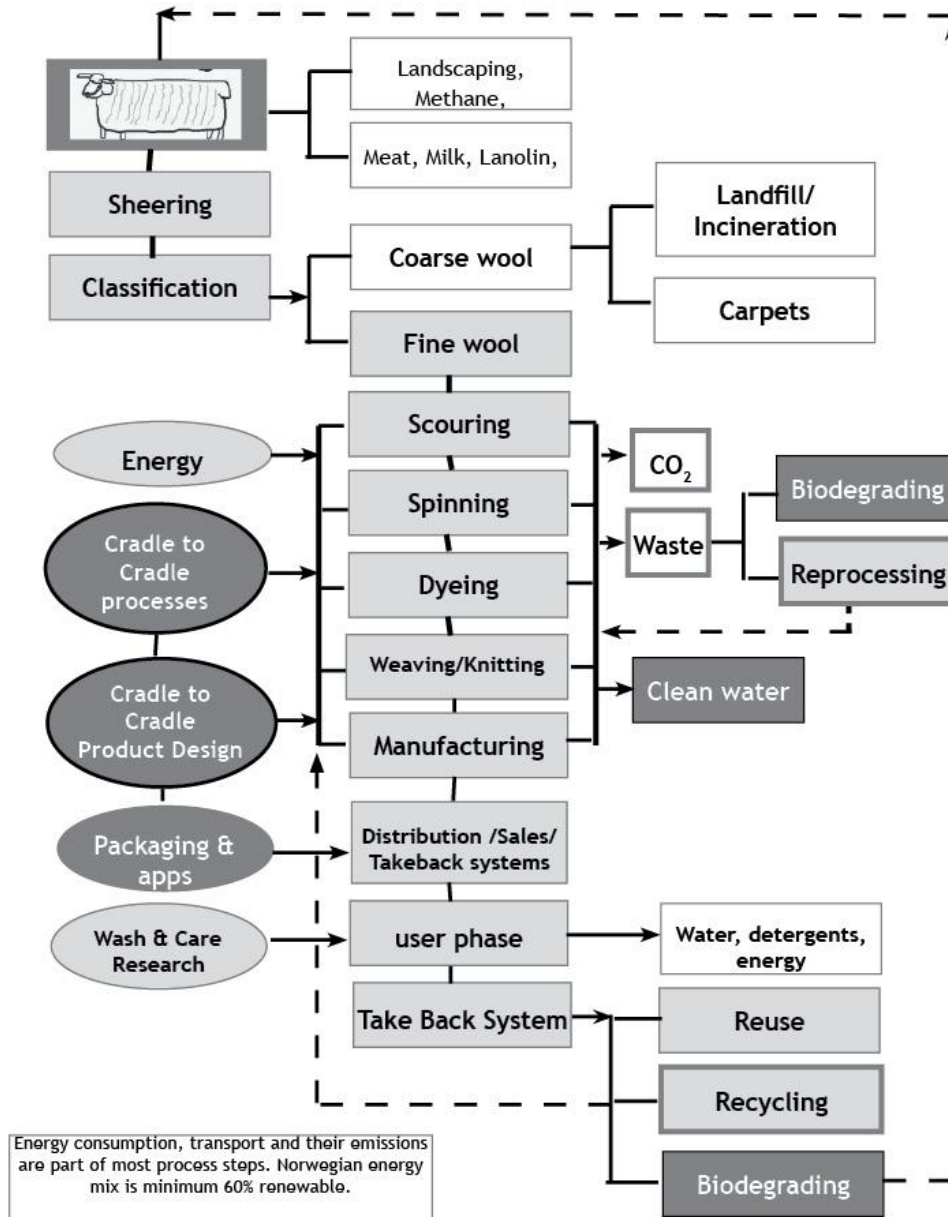
<



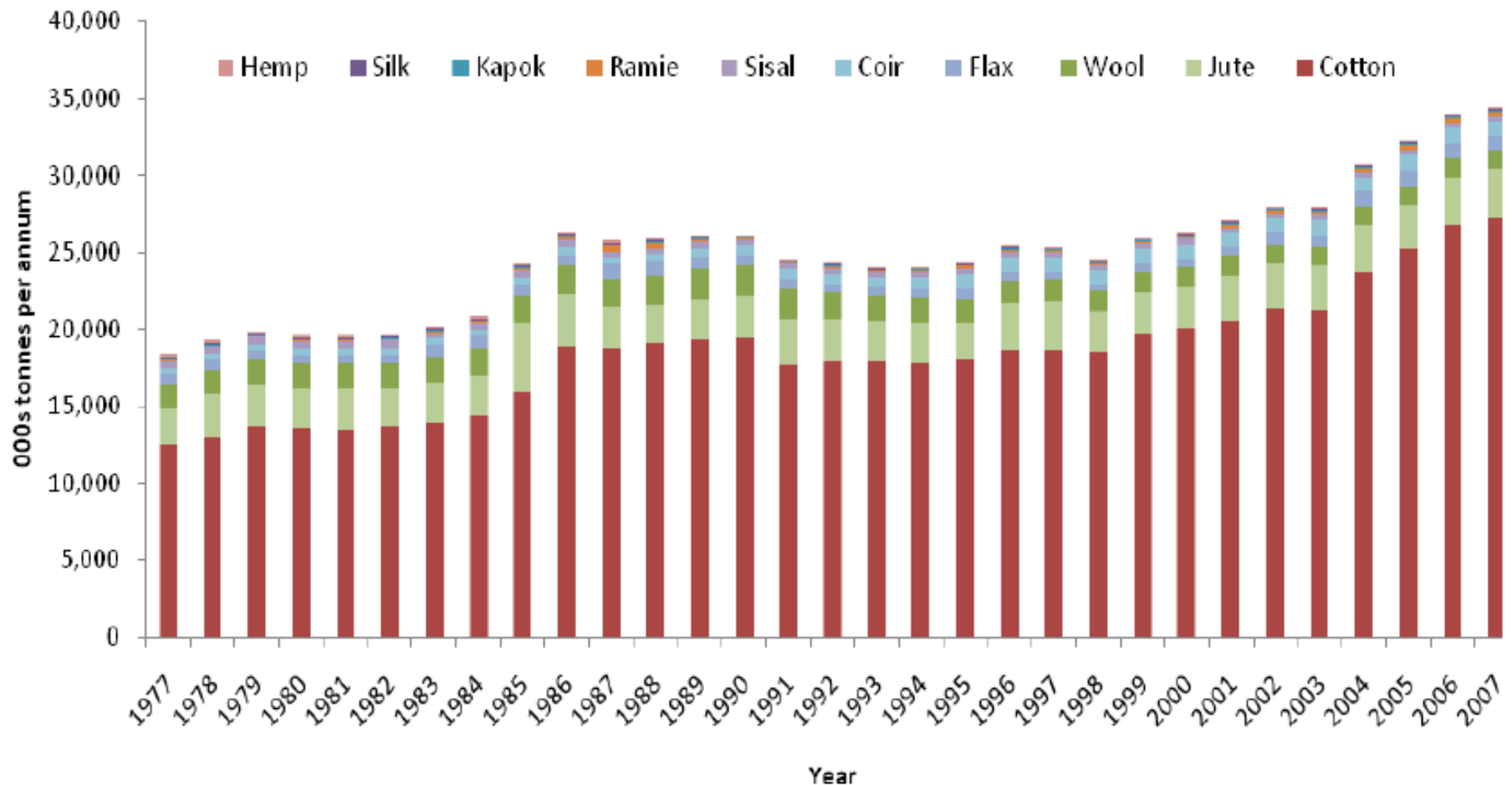
Take Make Waste

Design of the situation: Costs MR < Costs DR + RR

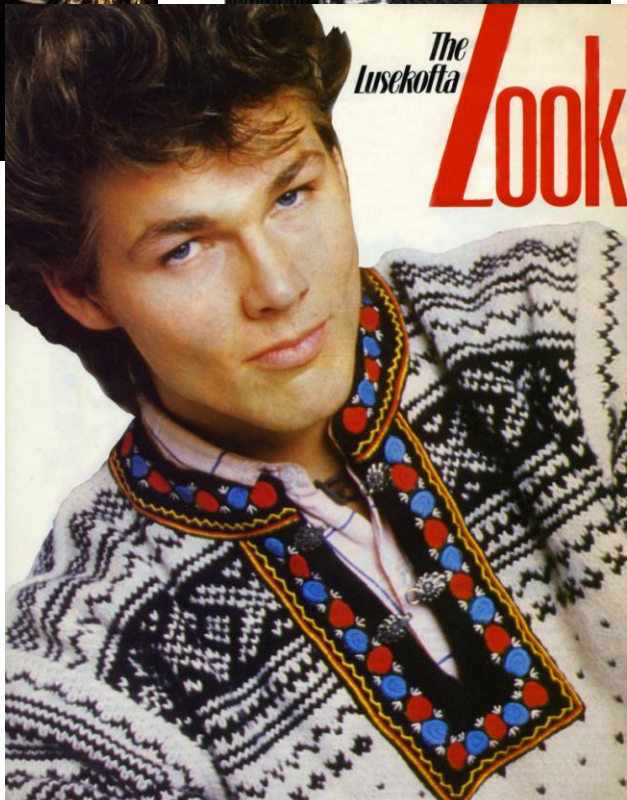
Renewawool Eco-innovative valuechain



Natural Fibre Production....



- Primary natural fibres: cotton, jute, wool, coir







Most of the wool we wear is in undergarments and they are of course made from merino-wool from Australia



ONLINE SHOP

BLOGS

OUR WORLD

MEET YOUR KNITTERS

MEET YOUR SHEEP

GREEN CREDENTIALS

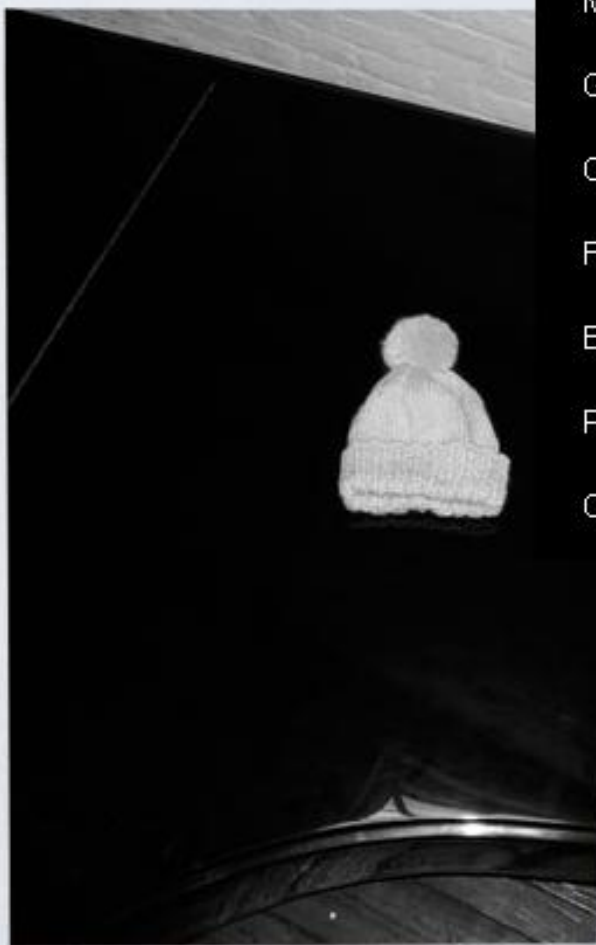
CHARITY

FLICKS

BLOGS

PRESS

CONTACT US



**Wool is a
dangerous
waste-
product**

please click on the flag



Woolless and Hair Sheep Breeders in Europe

Wenn Sie diese

