

PURPOSE

What is the biggest purpose behind your idea?
(a highly aspirational tagline that tries to solve a global challenge)

Wear Green to make the world clean!
What does that mean?

Our team aims to introduce a new, sustainable approach to textile production by addressing the aspects of:

1. Sustainable materials
2. Proper waste management
3. Productive efficiency

ENVIRONMENTAL IMPACT

What positive impact does your idea have on the environment?

1. There is no longer a need for high water usage during the growth of textiles, as hemp cultivation requires only a small amount of water.
2. The negative impact on the soil is reduced, as hemp cultivation uses no pesticides, which would otherwise cause detrimental consequences for biodiversity.
3. Hemp can be easily recycled and is biodegradable.
4. Neu Pulp recycling used in the process produces cellulose, which can later be made back into textile fibres.
5. The microplastic pollution that would typically occur due to the use of polyester is no longer a problem, meaning that detrimental effects of it on our health and well-being are avoided.
6. The amount of trash thrown away is reduced, as the leftovers are recycled, leading to a fall in greenhouse gas emissions, slowing down climate change.
7. The recycling centers and plant habitats are outside megacities and are next to each other, meaning that transportation pollution is minimized.

PEOPLE

Who will benefit from your idea?

1. The common consumer
2. Workers from low-income regions outside megacities
3. Low-lying region residents

MOONSHOT

Describe your idea in 3 sentences!
A self-sufficient waste management and hemp textile production system in which the amount of resources used are minimized by recycling and reusing the production waste.

The leftovers [water and gas] are used to optimize the hemp textile production with the steam explosion method, which not only improves the quality of the textile, but also reduces the labor intensity.

The reduction in costs makes the production more accessible, allowing for bigger changes in the market to be achieved.

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

1. Steam explosion pre-treatment
2. pH and soil fertility meters
3. Neu Pulp recycling

FINANCIAL IMPACT

How do you make sure your idea is financially sustainable?

1. The constant inflow of trash from the megacities provides the centers with the materials needed to function, meaning that costs inferred from gaining materials are minimized.
2. Reduced production costs allow for lower sale prices, increasing the quantity sold and the income gained, which is then used as an investment for the continuity of the process.
3. The corporate responsibility shown by our solution can be expected to attract investment from non-governmental or other organizations, providing an additional stream of income to cover the costs.

SOCIAL IMPACT

What positive impact does your idea have on society?

1. Our solution increases the accessibility of the green textile, encouraging the use of it as a substitute for unsustainable fabrics.
2. The improved quality of the textile encourages the consumers to buy less, as the production can be used for a longer time.
3. Hemp fabric is consumer -friendly, since it is not only durable, yet also more breathable and absorbent than other fabrics, creating consumer loyalty to a sustainable good.
4. The newly created work places in the recycling centers located in low-income regions provide the population with new job opportunities to fight against poverty.
5. Decent working conditions are guaranteed, as the methodology reduces labor intensity.
6. Safe working conditions are guaranteed as well, since hemp production does not require the use of pesticides and so does not harm the health of those working.