How innovative materials can save forests and bring fashion and packaging into the 21st century.
A SOBERING CHALLENGE

The world’s scientists have delivered a sobering challenge to humanity: transform how we produce and consume resources within the next ten years, or risk catastrophic upheaval for humans and biodiversity and the climate crisis moving beyond our control.

A large part of the solution to climate change is to move rapidly away from our reliance on fossil fuels. However, as a landmark United Nations report released in May 2019\(^1\) affirmed, to fully address the climate crisis, it is equally important to preserve and restore the world’s forests. Unfortunately, we are losing essential forest ecosystems all over the planet, too often for the sourcing of fashion fabrics like viscose, rayon, acetate, and lyocell, and for paper packaging, even though readily available solutions exist today.

\(^1\) https://www.un.org/sustainabledevelopment/blog/2019/05/nature-decline-unprecedented-report/
Conserving the world’s most vital forest ecosystems, which are the largest and most effective terrestrial carbon storehouses, is a climate solution easily within our grasp. Original forests (primary, old growth or ancient forests), in particular, are 40 times more effective at sequestering CO$_2$e/hectare than plantation forests$^2$, yet every year 3.2 billion trees$^3$ are cut down for paper packaging and viscose textiles. Many of those trees come from the world’s most Ancient and Endangered Forests – forests are not only vital for addressing climate change, but integral for countless species, to keep pandemics at bay, and to protect Indigenous and community rights.

$^3$ Estimates were made using the Environmental Paper Network Paper Calculator Version 4.0. For more information visit www.papercalculator.org, and FAO data
WASTE NOT WANT NOT

There are smarter, lower-footprint options to using carbon- and biodiversity-rich forest fibre to make boxes, shopping bags, and t-shirts.

Man-made Cellulosic Fibre (MMCF) textiles and paper products are conventionally made by pressure boiling trees and adding toxic chemicals to extract the cellulose portion of the wood. But cellulose can be found everywhere. New fabrics can be regenerated from mountains of discarded cotton clothing and garment factory scraps, or from agricultural or non-edible food waste. Paper packaging can be made from agricultural waste, leaves, and recycled materials.

These Next Gen Solutions solve multiple issues at the same time. Compared to conventional forest-based fabrics and packaging, Next Gen Solutions radically reduce waste, chemical use, water, and energy consumption while saving forests, preventing carbon emissions, and protecting the planet.

The key to Next Generation Solutions is not just their ingenuity, but the ability to scale them to solve the problems we face at the scale at which they occur. Together we can bring these solutions from niche to mainstream.

STYLE THAT DOESN’T COST THE EARTH

Designers and fashion brands can incorporate Next Gen textiles into new apparel designs today. Several viscose producers are already making MMCF textiles such as rayon and lyocell with regenerated recycled cotton textiles or agricultural waste. We’ve used these innovative textiles – made with pre-consumer industrial cotton waste, post consumer recycled cotton waste, flax waste bast fibre, and plant leaves – in the Circular Chic photo shoot.
THIS BAG IS MADE WITH NEXT GEN SOLUTIONS
20% sugar beet residue (non-gmo)
THIS DRESS IS MADE WITH RECYCLED FABRIC

Liva Reviva
30% recycled fabric
Currently, paper packaging uses three billion trees every year, many of these from the world’s most carbon-rich and vibrant forests. Surging online shopping is projected to exacerbate this impact, as online purchases use seven times the packaging that in-person buying does. The good news is that packaging can be made out of so many lower impact choices.

Next Gen Solutions for paper packaging have all the same benefits as viscose solutions – they take the sourcing pressure off forests while redirecting waste streams, and use cleaner, greener manufacturing methods. In this shoot we’ve used paper packaging made from waste straw, fallen leaves, non-GMO sugar beet residue, and grass, and that’s just the beginning of the solution story. These are products that are commercially available now. And there are myriad options for packaging alternatives on the horizon.

These solutions are already coming onto the market – the more widely they are adopted and invested in, the sooner they can be scaled to reduce waste, save forests, and keep you fashionable.

**SOLUTIONS LIVE HERE**

Brands and retailers have the capability to influence and choose the materials that go into their goods. They also have the ability to innovate systems to reuse, reduce use, and extend the lifespan of materials and products they use and sell. These purchasing and design decisions have high quality ecological outcomes and create cost savings.

Reusing shipping boxes, shipping lighter-weight packaging, and capturing an additional round of value from second-hand or rental clothing are also business models that are gaining traction as companies move to ensure business decisions also serve environmental imperatives.

Design and product innovation does not happen magically, especially at the scale required to stabilize our climate and meet commercial business needs. Policy and investment needs to be mobilized to bridge the gaps to sector-wide shifts in production. By working together strategically, investors, innovative technology ventures, pulp producers, paper/packaging/viscose manufacturers,
Patched “Elephant Ear” plant leaf

60% fallen leaves
40% post-consumer recycled

This bag is made with next gen solutions

This jacket is made with next gen solutions
THIS OUTFIT IS MADE WITH RECYCLED FABRIC

50% Recycled Cotton
50% REFIBRA™

Liva Reviva
30% recycled fabric
governments, civil society, and corporate buyers of wood pulp–derived products can scale these solutions up to meet the problems we face.

Canopy’s CanopyStyle and Pack4Good initiatives inspire decision makers within brands to choose Next Gen Solutions in their packaging and fashion fabrics. And it’s not just the fashion sector that can benefit and be part of the solution. MMCF fibres and/or paper packaging are used for products across the board from food and beverage, health and beauty, and electronics, to automotive and furniture.

To put it simply – the future is here if we want it.
THIS COAT IS MADE WITH RECYCLED FABRIC

30% REFIBRA™
68% Cotton
2% Elastane

THIS BAG IS MADE WITH NEXT GEN SOLUTIONS

50% wheat straw
50% post-consumer recycled
THIS DRESS IS MADE WITH NEXT GEN SOLUTIONS

100% noval™ hemp/ flax straw
CANDICE CARTY-WILLIAMS

Candice Carty-Williams is a British writer and author of the bestselling novel Queenie. She has written for a wide range of publications including The Guardian, i-D, Vogue, The Sunday Times, BEAT Magazine, and Black Ballad and is a contributor to the anthology New Daughters of Africa, edited by Margaret Busby.

MEET THE AMBASSADORS

KELLY KNOX

Kelly Knox is a model, mother of two, and activist. She’s a dedicated and passionate advocate for diversity in fashion and motherhood with the aim to dismiss society’s preconceptions about disability and beauty ideals. Kelly is listed in the Power 100 – a celebration of Britain’s most influential disabled people and is devoted to motivating future generations to embrace their uniqueness and be body confident. Over the course of her career, Kelly has spread her message of diversity and drive internationally, across various cultures and social movements. From billboards, TV editorials, campaigns, catwalks, panel talks, and a TEDx – Kelly is a true pioneer in her field.
EMMA BRESCHI
Creative, presenter, activist, and model, Emma Breschi broke onto the scene in 2017 with Vivienne Westwood and has quickly become one of the most sought after names in the industry. Her relatability, witty content, and natural charm is what has made her one of the most refreshing figures in fashion and entertainment today.

More than her brand work, Emma is a UK Changemaker for UN Women, an ambassador for Bloody Good Period, a charity whose focus is to provide period supplies for asylum seekers, refugees, and those who can’t afford them. In 2019 she featured in the UN Women ‘End FGM’ campaign and also spoke on Lady Garden’s International Women’s Week panel discussing body ownership.

ANNA SHAFFER
Anna Shaffer is an English actress, known for her roles as Ruby Button in teen soap opera Hollyoaks and Romilda Vane in the Harry Potter film series. She plays the role of Triss Merigold in Netflix’s smash hit series The Witcher.
EFE EFETURI

Efe Efeturi is a menswear enthusiast, filmmaker, and lifestyle content creator. Efe’s passion for creating extremely high quality content stems from his offline focus and business – Motion Media – a production agency that shoots editorials for some of the biggest fashion and beauty brands. Away from the camera, Efe is a big fan of sport and in particular, Formula 1. He also lives a plant-based lifestyle, creates mens grooming content, and is determined to keep in the best shape possible.

EMMA SLADE EDMONDSON

Emma is an entrepreneur, creative director, broadcaster, and thought leader working across conscious fashion retail, marketing, branding, sustainability and intersectional social justice.

Renowned for her transformational work within the charity retail, slow fashion, and environmental sectors, Emma brings a unique, aspirational, and innovative drive to every project she works on. She has been recognized as a pioneering leader in the sustainable fashion space, and as a Forbes 100 Environmentalist.
Learn more about Circular Chic and Canopy’s plans to save ecosystems all over the planet at www.canopyplanet.org