

Welcome to the **Green Chemistry and Apparel Design FIG** for 2017

I am really looking forward to meeting you!

This fall we will be exploring the value of balancing product performance and the environmental impacts of sportswear. Through a series of design challenges, you will gain experience using key ideas in molecular and product design to invent more sustainable clothing for the sports apparel industry. The first step in designing new solutions is to survey what is currently being done. Your summer assignment is focused on exploring how companies are currently trying to design more sustainable sportswear.

Your summer assignment is to identify one brand (see list below for inspiration) that publicizes the way it addresses the challenge of creating more sustainable sportswear. After you identify a brand of interest, your next task is to do some research on the internet to answer the following questions. I have included two examples that illustrate the kind of information that I want you to consider on the next page.

1. Capture the image associated with the company's sustainability effort.
2. What is the marketing slogan that they are using?
3. What are they doing to make products more sustainable (action)?
4. How is it better for the environment?
5. What is the website for more information?

Step #1 – please send me the answers to these questions by email by the end of August – jhaack@uoregon.edu

Step #2 – using one page of paper, create an image or diagram that captures the information above and bring this with you to the first day of class.

Possible brands to consider or choose your own.

Puma

Mammut

Nike

Reebok

Adidas

Columbia

The North Face

Under Armour

Saucony

Patagonia

Starseeds

Ethica

IceBreaker

Threads 4 Thought

Natural Peak

H&M

Speedo

ellesse

Teeki

Fair Indigo

prAna

Please see the next page for examples.

patagonia

WORN WEAR

Marketing Slogan: Better than New

Action: This goal of this program is to increase the length of time that consumers use a garment. A consumer sends a piece of Patagonia clothing to the company and they repair it, clean it, and then resell it to new consumers.

How is this better for human health and the environment? Every time a product is made, there are impacts on human health and the environment. If you can extend the life of the product, you reduce the amount of impacts per use. Think about a single use item vs. something you keep and use for years. You also decrease the use of natural resources because you are reusing product instead of making new product.

Website: <https://wornwear.patagonia.com/how-it-works>

LOOPTWORKS

EXCESS MADE USEFUL

Marketing slogan: Excess Made Useful

Action: The goal of this program is to make consumer products only out of materials that already exist. This is a form of upcycling.

How is this better for human health and the environment? The company intercepts and uses excess materials from other industries and transforms them into new and useful products. This process reduces the need for virgin materials and keeps high quality materials from being disposed in the landfill.

Website: <https://www.looptworks.com/pages/about>