



# ECOFABRI

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# EcoFabri's Purpose

- Promote sustainability by repurposing discarded fabric for home construction
- Goals: Reduce waste in the textile industry, and contribute to environmentally-conscious living spaces



# Addressing Fashion Industry Problems

- Fast fashion waste, overconsumption, and the inability of garments to break down easily

## Strategies:

- Use eco-friendly materials like discarded fabric
- Implement circular economy principles to reduce waste
- Encourage consumers to buy fewer, higher-quality items
- Advocate for extended producer responsibility

# How to Create Plastic Bricks?

Two materials are needed:

- Plastic bottles
- Cement

Advantages:

- Environmental Impact
- Affordability
- Durability
- Community Involvement

Disadvantages:

- Structural Limitations
- Flammability

# Plastic Brick Homes



100 Square meters will  
require 10,000 to 15,000 17  
oz bottles



These homes can last as long  
as 300 years



# Eco-Tiles

Materials needed:

- Garments/Fabrics
- Resin or Epoxy
- Molds

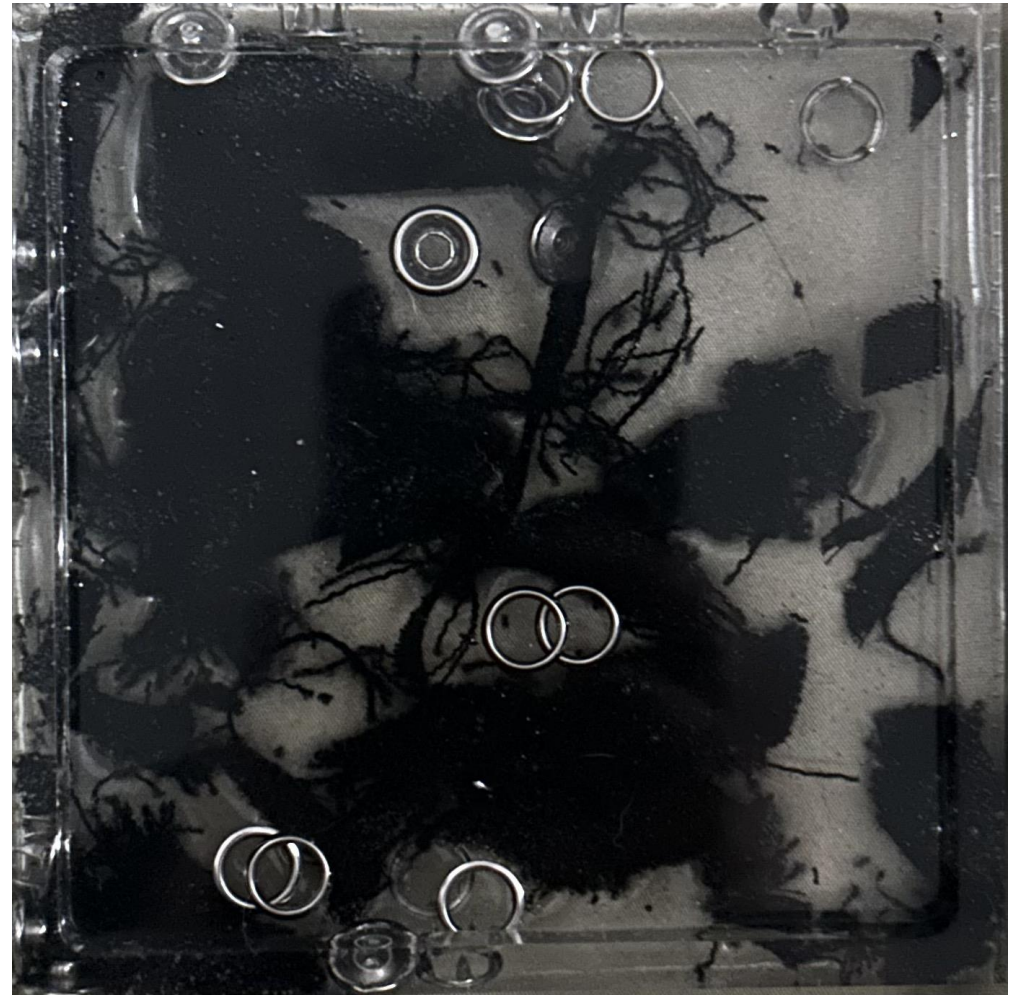
2223 tiles (30 cm by 30 cm each) would be required to cover the floor and walls of a 100 square meter home

Advantages:

- Waste reduction
- Durability
- Lightweight
- Eco Friendly Production

Disadvantages:

- Fading and Staining
- Labor intensive



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# The App

**Goal:** The EcoFabri app is to foster community engagement and promote sustainable practices within the fashion industry.

## Community Engagement

- Interactive website for user participation
- Donate discarded plastic bottles
- Repurpose into bricks for sustainable homes

## Loyalty Points System

- Motivate customers to support rebuilding sustainable homes
- Earn points for each plastic bottle donated
- Redeem points for rewards and benefits
  - Discounts on next purchase
  - Exclusive access to new products or events
  - Option to contribute points towards additional charitable donations



# Continuation...

## Fashion Events Section:

- Virtual shows, global/local eco-friendly pop-up markets.
- Stay updated on latest trends, news, and events in sustainable fashion.

## Sustainable Fashion Events Calendar:

- Comprehensive calendar of sustainable fashion events.
- Helps users plan and participate in relevant activities.

## Community Engagement:

- Discussion forums for sharing tips, asking questions about sustainable fashion practices.
- Educational resources to enhance awareness and understanding.

## Gaming Features:

- Earn badges and rewards for eco-friendly choices, participation in challenges.
- Makes sustainable fashion practices competitive and enjoyable.







🏠 All Topics

📄 My Posts

➕ Create Post

🚪 Log Out

Sign in to test this template  
If you included sample data, sign in  
as any sample user with the  
password 123.

👤 Sign in as Sample User



Jailine Collado

## Post Detail

All Topics > Topic Posts > **Post Detail**

👤 Leah Newell



Building with recycled materials can be a great way to save money and the environment.



🗨️ Count

REPLY

👤 Leslie Smith



It's amazing how these do not look like recycled materials!



February 22, 2024



**Jailine Collado**  
Senior

Account Setup

- Account Type
- Payment Setup
- Profile Image
- RSVP To Event
- Submit First Post



**Jailine Collado**

Building with recycled materials can be a great way to save money and the environment.



Post Text

Comments



Comment...




COMMENT




3 Likes


 **ADMIN**


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 Members

 **Notifications**

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 Return to Member App

 User full name

**Notify All** Notify One

## Notify All Users

Community Recycling Initiatives

Body

Join community events or challenges that involve recycling clothes or organizing clothing drives.

CREATE NOTIFICATION

**Community Recycling Initiatives** 

Body

Created Date

Community Recycling Initiatives

Body

Created Date

# NYC Waste Statistics

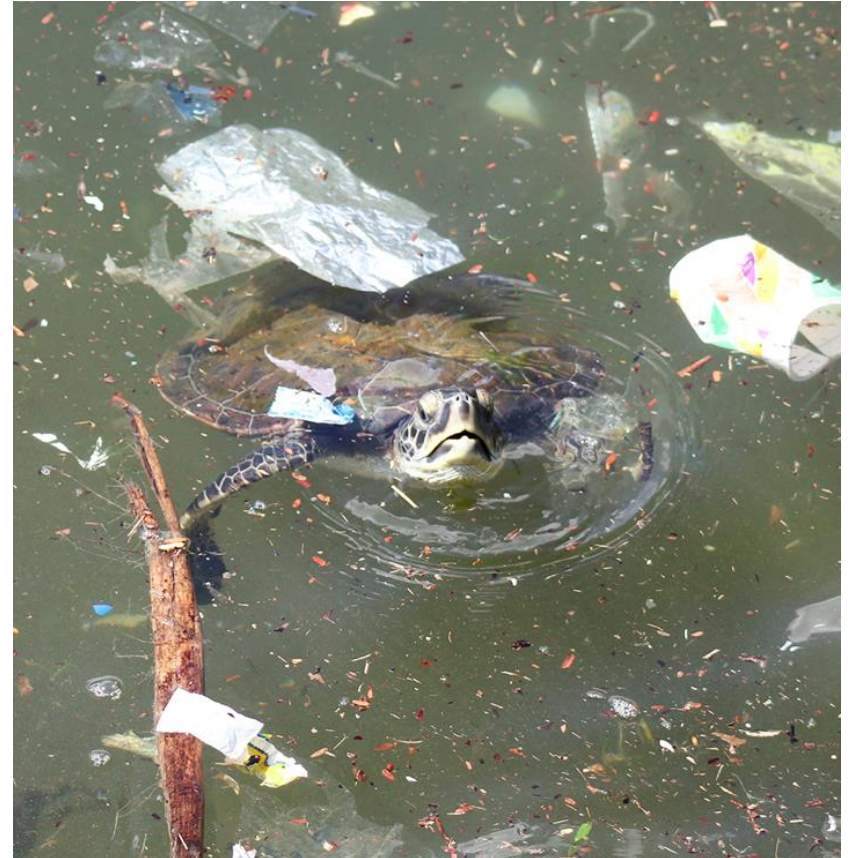
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## NYC Plastic Waste Statistics:

- Non-bottle rigid plastics captured in recycling: 27.5% in 2017 (up from 16.4% in 2013)
- Capture rate for rigid plastic bottles and jugs: 50% in 2017 (down from 50.6% in 2013)
- Plastic film (e.g., supermarket bags) in waste stream: 7.5%
- Challenges in recycling plastic film due to clogging machines

## NYC Clothing Waste Statistics:

- Clothing and textiles in waste: 5.7%
- Average household discards 120 pounds of textiles annually
- Textile waste collected and recycled through "Re-fashionNYC": 4.9 tons daily in 2021
- Textile donations: 33.2 tons



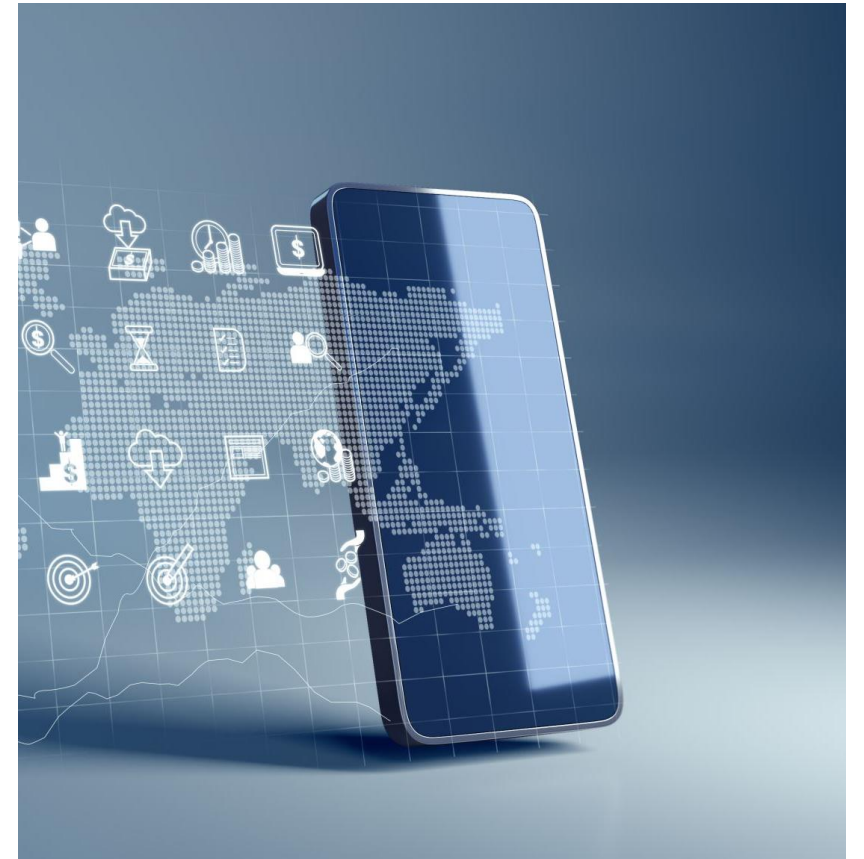
# EcoFabri Donation Bin



# Who's Our Consumer?

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- **Educators and Students:** Schools with green programs and individuals passionate about environmental education may promote the EcoFabri app and engage in related projects.
- **Environmentally Conscious Individuals:** They are concerned about the impact of their actions on the environment and actively seek out eco-friendly solutions to reduce waste and promote sustainability.
- **Tech-Savvy Millennials and Gen Z:** This demographic group is comfortable with technology and social media platforms, making them likely users of the EcoFabri app and other digital initiatives.
- **Urban Dwellers:** People living in urban and suburban areas, where environmental issues like overflowing landfills are more visible, are more likely to engage in recycling and sustainable practices.
- **Community-Focused Individuals:** Those who value community involvement and collaboration to achieve shared environmental goals would be interested in participating in EcoFabri's projects and initiatives.
- **Ethical Shoppers:** Individuals who prioritize ethical consumerism and prefer to support brands that align with their values, such as those promoting sustainability and social responsibility.
- **Green Volunteers and Activists:** People actively involved in environmental activism and volunteer work may utilize the EcoFabri app and participate in recycling programs and initiatives.



# Reference

- Lettieri, Greg. “NYC Waste Statistics - What You Need to Know: RTS.” *Recycle Track Systems*, 23 Aug. 2022, [www.rts.com/blog/nyc-waste-statistics-what-you-need-to-know/#:~:text=New%20York%20City%20produces%20more,heading%20in%20the%20wrong%20direction.](http://www.rts.com/blog/nyc-waste-statistics-what-you-need-to-know/#:~:text=New%20York%20City%20produces%20more,heading%20in%20the%20wrong%20direction.)