

## Fashion For Good Meluncurkan Proyek *Compostable* Polybag



Fashion for Good (Amsterdam, Netherlands), a global fashion platform focused on environmental sustainability goals, launched the Home-Compostable Polybag Project. The six-month project is a collaborative effort by Fashion for good with C&A (Vilvoorde, Belgium) and Levi Strauss&Co (San Francisco, CA, USA) to find alternatives to conventional plastic packaging bags. The three biggest fashion entities in the world created a global competition and selected Greenhope and TIPA as innovators for the project.

The objective of the innovation of packaging bags for fashion products is to be made of plant-based materials to reduce the use of fossil materials that are commonly used to produce conventional plastics. No less important, the two alternative plastic packaging innovators are challenged to demonstrate their ability to create packaging that can be compressed on a household scale as well as integrated composting facilities.

Fashion for Good has an initiative to make the entire fashion industry good through a circular fashion-based approach that is restorative and regenerative in its design. Fashion for Good offers opportunities for startups in South Asia to develop their technologies, products, and services by connecting them with Fashion for good partners. With the support of industry experts and partners, Greenhope will be able to expand its presence into the fashion industry. Through the Home Composable Bags Project, Fashion for Good is testing Greenhope-produced bags with biobased material content as a worthy substitute for conventional plastic bags in the C&A and Levi Strauss & Co supply chains.

The Naturloop bags used in this collaboration contain 23–35% of the biobased content that is obtained from the raw material of the caterpillar. Composability is the ability of a material to degrade and degrade under certain conditions and time into carbon dioxide, water vapour, and microbial biomass that can support plant growth. Naturloop has a home composability or home compostable where the composition environment occurs in a home-scale compost tub like in the backyard of the house.