

ECOALF



**FASHION IS THE 2ND
HIGHEST POLLUTING
INDUSTRY IN THE
WORLD**

ONE MAN'S TRASH IS
ANOTHER MAN'S
TRASEURE



ACT
NOW

!

**VISION: STOP USING NATURAL
RESOURCES IN A CARELESS WAY**

**MISSION: CREATE THE FIRST GENERATION
OF RECYCLED PRODUCTS WITH THE SAME
QUALITY AND DESIGN AS THE BEST
NON-RECYCLED**

WHAT DO WE RECYCLE?



**PET
PLASTIC
BOTTLES**



**DISCARDED
FISHING
NETS**



**USED
TIRES**



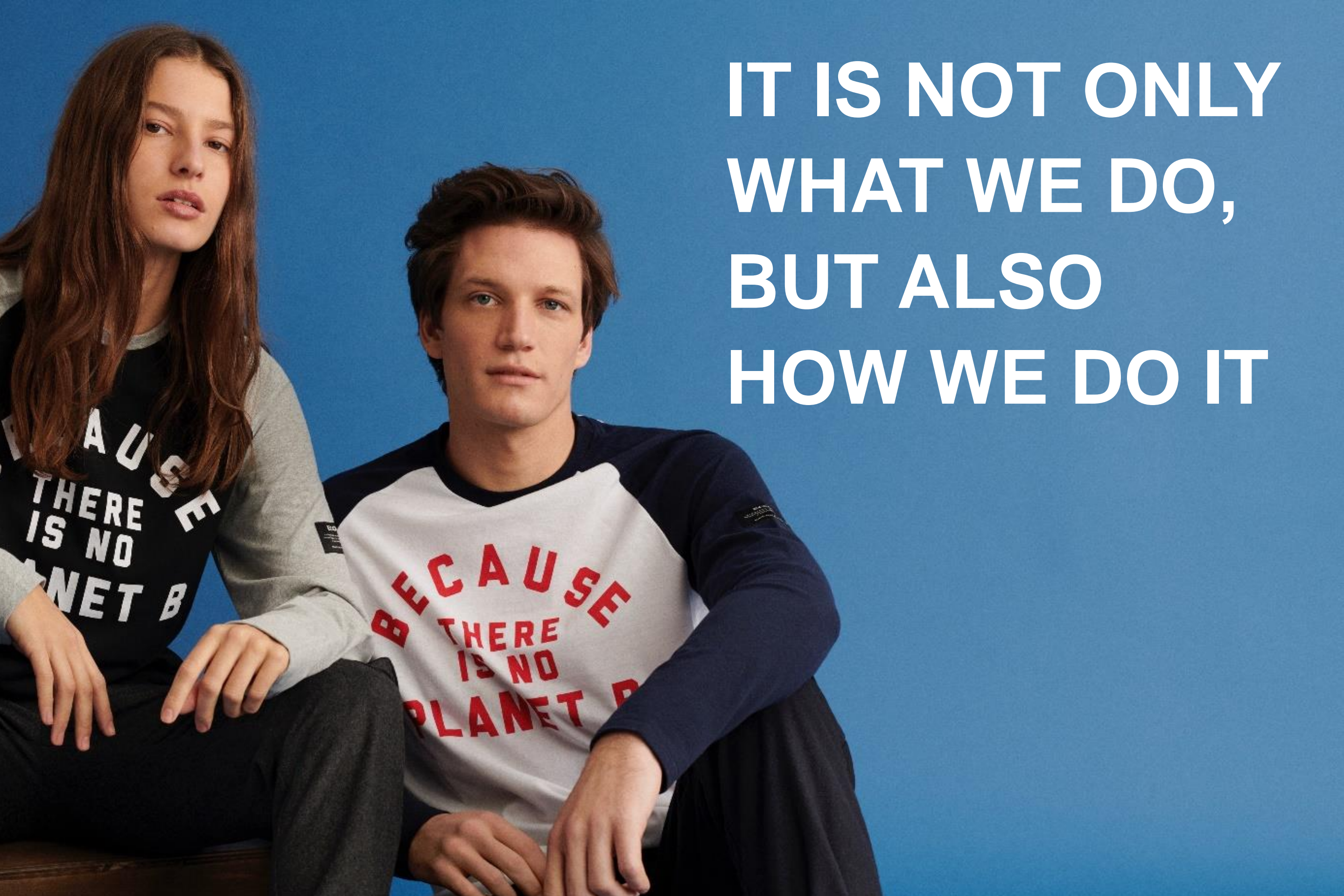
**POST
CONSUMER
COFFEE**



**POST
INDUSTRIAL
COTTON**



**POST
INDUSTRIAL
WOOL**



IT IS NOT ONLY
WHAT WE DO,
BUT ALSO
HOW WE DO IT



PROPERTIES OF POST-CONSUMED COFFEE GROUNDS



FAST
DRYING



ODOR
CONTROL



UV
PROTECTION



ECO-
FRIENDLY



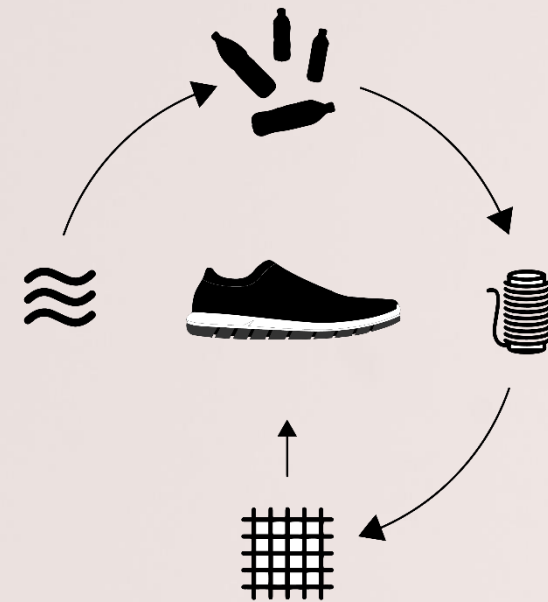
S.Café
®

OCEAN WASTE

MADE FROM RECYCLED PLASTIC BOTTLES
FROM THE BOTTOM OF THE OCEAN.



OUTSOLE MADE FROM ALGAE, THE MOST
SUSTAINABLE PERFORMANCE-DRIVEN FOAM
IN THE WORLD



17 PARTNERSHIPS
FOR THE GOALS



COLLABORATIVE INNOVATION FOR CIRCULARITY



LA INDUSTRIA DE LA MODA ES LA SEGUNDA MÁS CONTAMINANTE DEL MUNDO.
(GREENPEACE)

#RECYCLINGBLACKFRIDAY
ECOALF



LA CANTIDAD DE PRENDAS QUE SE PRODUCEN ANUALMENTE SE HA DUPLICADO DESDE 2000 Y SUPERÓ LOS 100 MIL MILLONES POR PRIMERA VEZ EN 2014.

#RECYCLINGBLACKFRIDAY
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EL TEÑIDO DE TEJIDO CONSUME 5 BILLONES DE LITROS DE AGUA CADA AÑO.

#RECYCLINGBLACKFRIDAY
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UN CAMIÓN DE BASURA LLENO DE TEXTIL ES ENVIADO A UN VERTEDERO O QUEMADO CADA SEGUNDO.

#RECYCLINGBLACKFRIDAY
ECOALF



SE NECESITAN 2700 LITROS DE AGUA PARA FABRICAR UNA CAMISETA DE ALGODÓN, APROXIMADAMENTE LO QUE UNA PERSONA BEBE EN 2,5 AÑOS.

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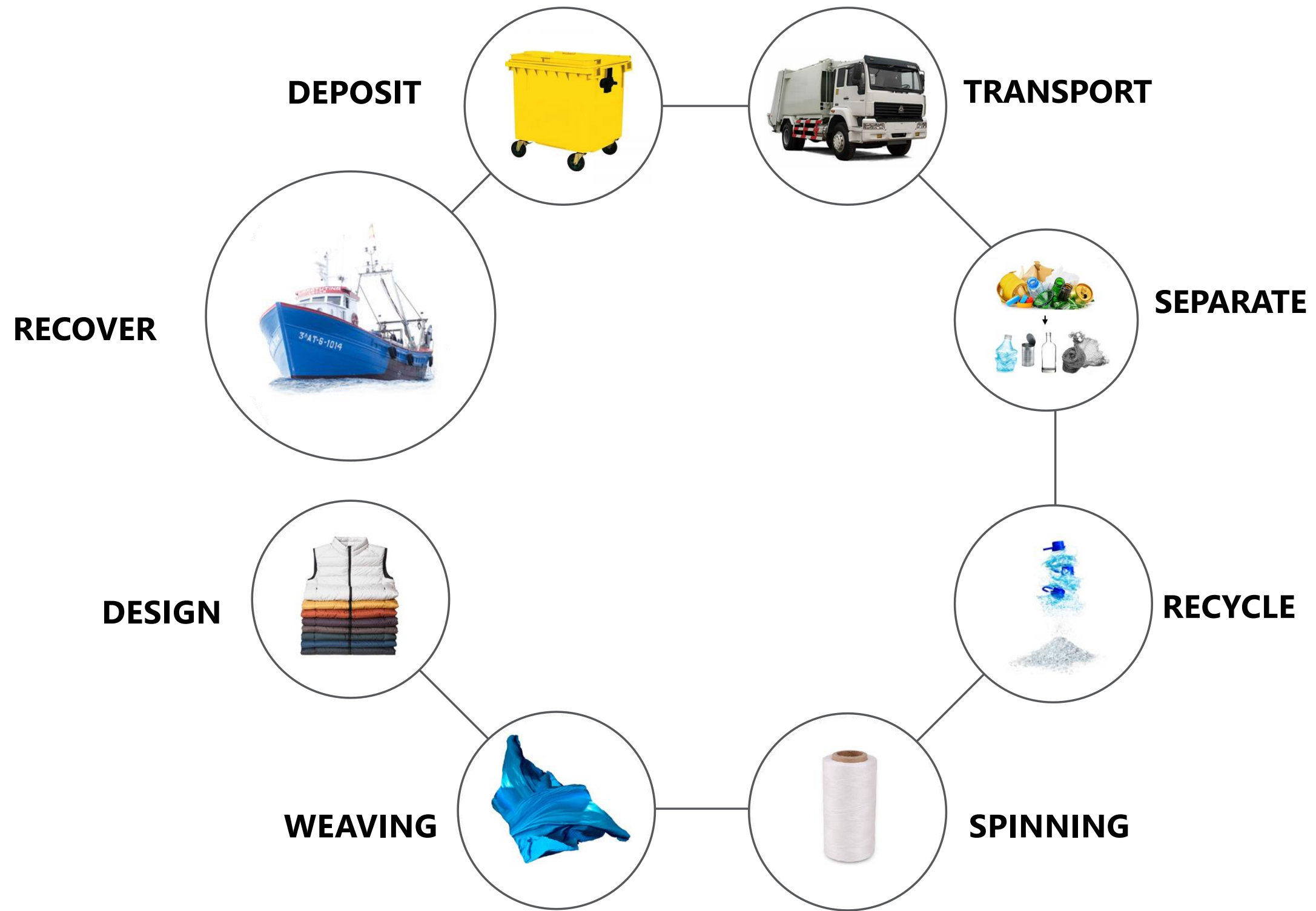
TODOS DEBERÍAMOS REDEFINIR NUESTRO CONCEPTO DE NECESIDAD Y DESEO, ADAPTANDO NUESTROS PATRONES DE FABRICACIÓN Y CONSUMO.

#RECYCLINGBLACKFRIDAY
ECOALF

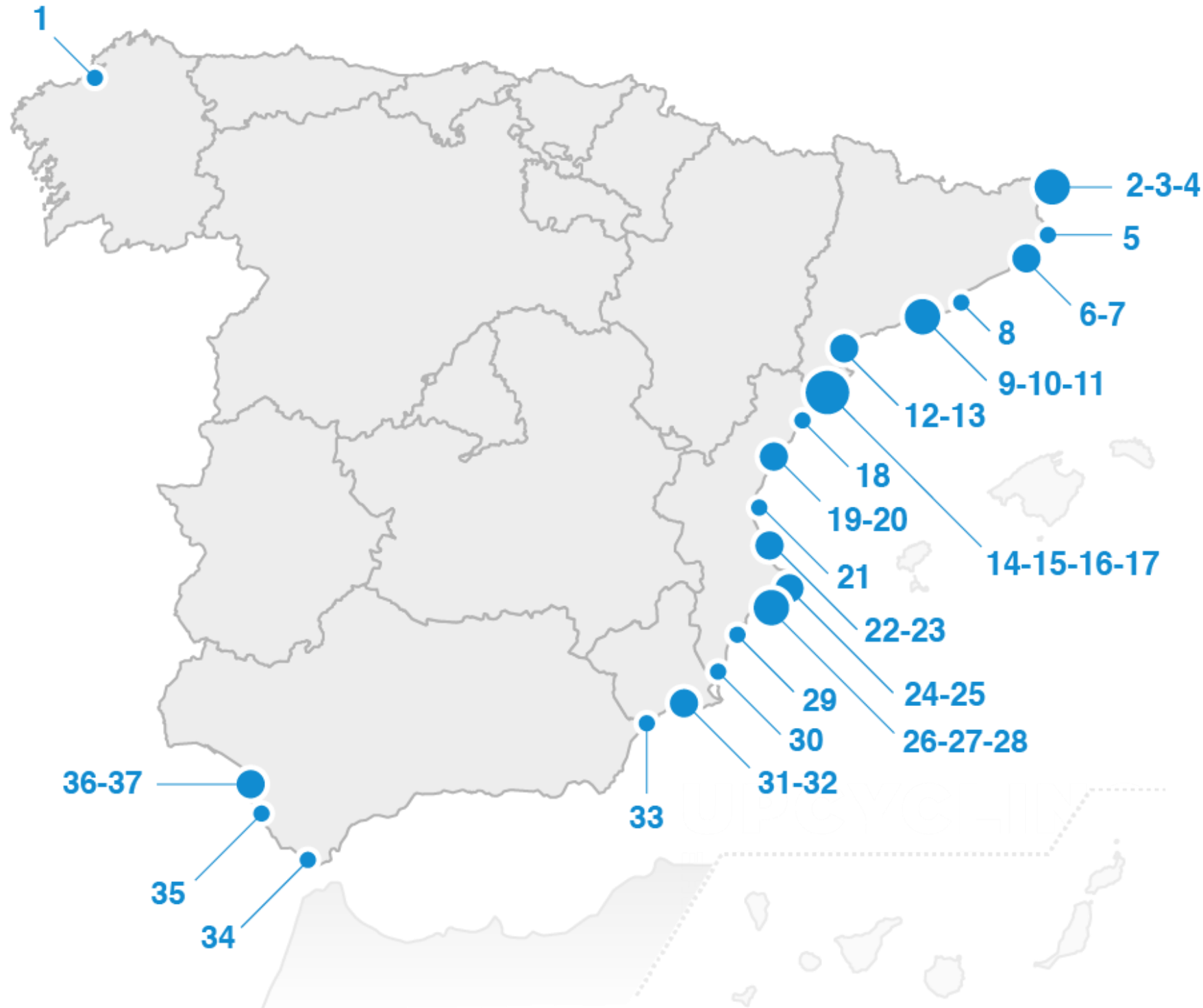
**because
there
is no
planet B**



UPCYCLING THE OCEANS



2018 MAIN RESULTS



37 ports



2.500 fishermen

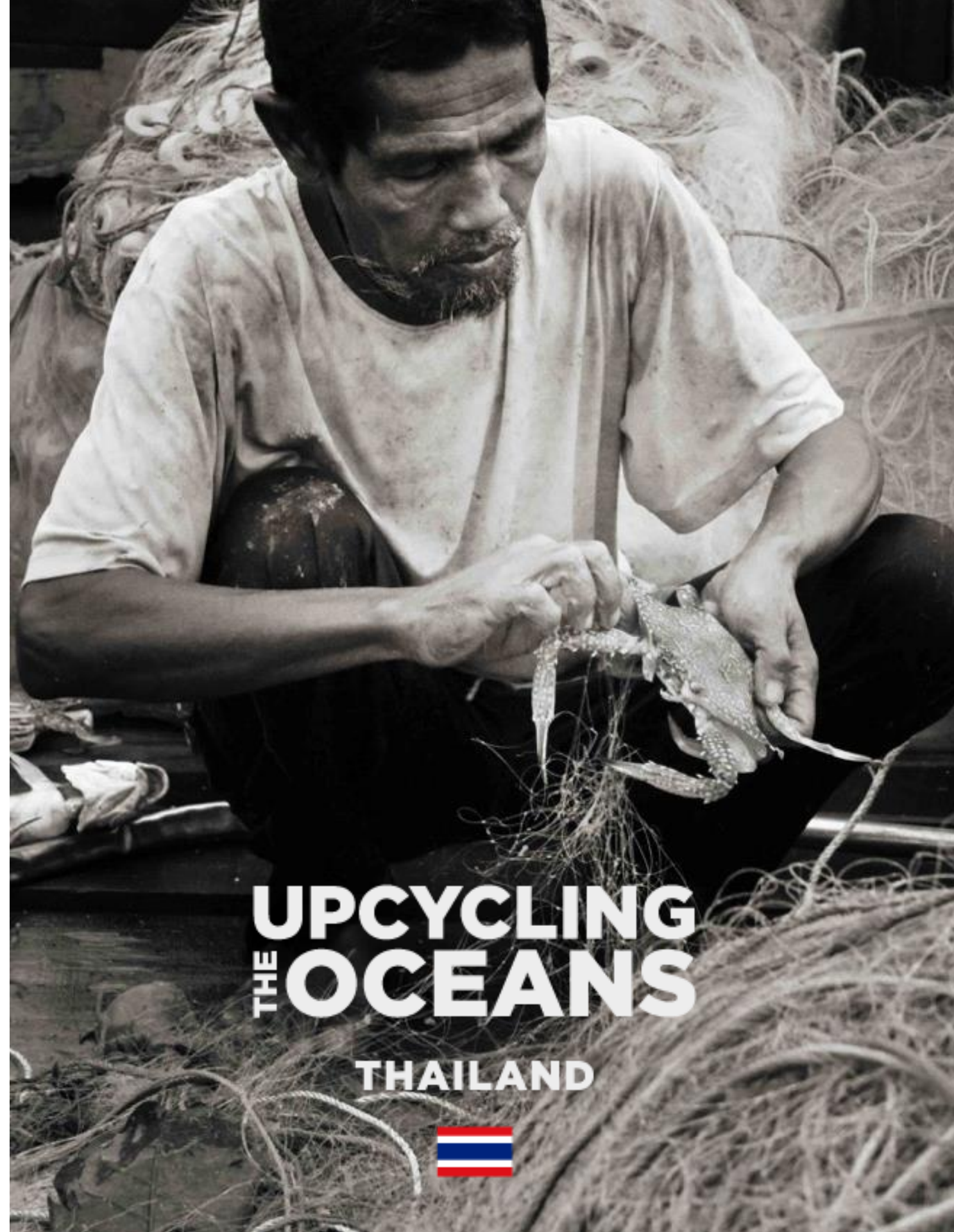


140 T of trash



UPCYCLING THE OCEANS

SPAIN



UPCYCLING THE OCEANS

THAILAND



**IT IS NOT ABOUT SAVING THE
OCEANS, IT'S ABOUT SAVING
OURSELVES**



because there is no planet B

**8 MILLION TONNES OF PLASTIC
END UP IN THE OCEAN EVERY YEAR.**