SustainaGrow Canopy Crew · Clean Industry

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Country: Colombia · Chía **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Prototype

Elevator Pitch

Our business idea is to create a sustainable children's clothing line that adjusts to the pace of children's growth while tackling climate change. Through circular economy principles, eco-design, and reforestation initiatives, our clothing line uses recycled materials, eco-friendly inks, and innovative production methods to minimize environmental impact. Additionally, we provide clothing to children from low-income families, promoting biodiversity conservation and social inclusion.

Climate Problem

Our solution addresses the environmental impact of children's clothing production and the financial burden on families who continuously need to purchase new clothes for their growing children. The fashion industry, particularly cotton production, is highly resource-intensive. Cotton cultivation alone accounts for approximately 2.4% of the world's cultivated land but uses 6% of the world's pesticides and 16% of insecticides. Globally, the annual water footprint of cotton production is around 93 billion cubic meters. By using recycled textiles and eco-friendly production methods, we save approximately 1,500 liters of water per garment produced. Additionally, for every piece of clothing made from recycled materials, around 23 PET bottles are kept out of the oceans, reducing plastic pollution. Financially, families spend a considerable amount on children's clothing annually. In Colombia, for example, the average household expenditure on clothing and footwear for children under 14 years old

Founder

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