

Design icons champion new plastic free solutions platform

LONDON, UNITED KINGDOM, January 11, 2023 /EINPresswire.com/ -- Over 40 of the world's pre-eminent designers, scientists, and business leaders have united in their support of the world's first materials and systems solutions platform PlasticFree.

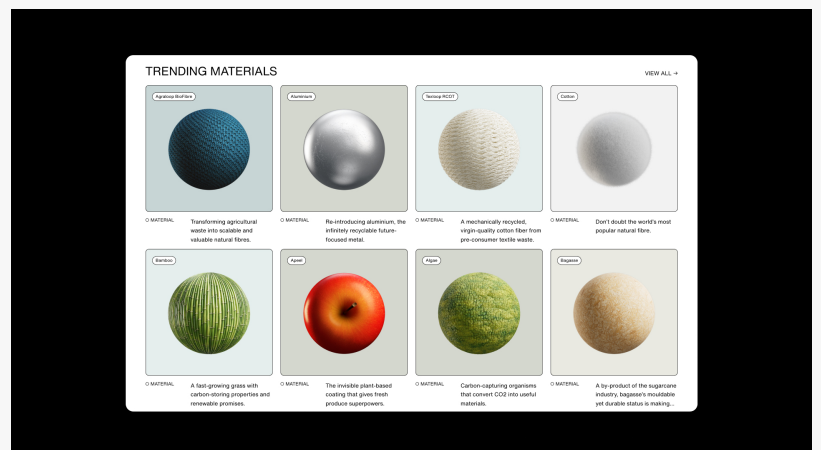
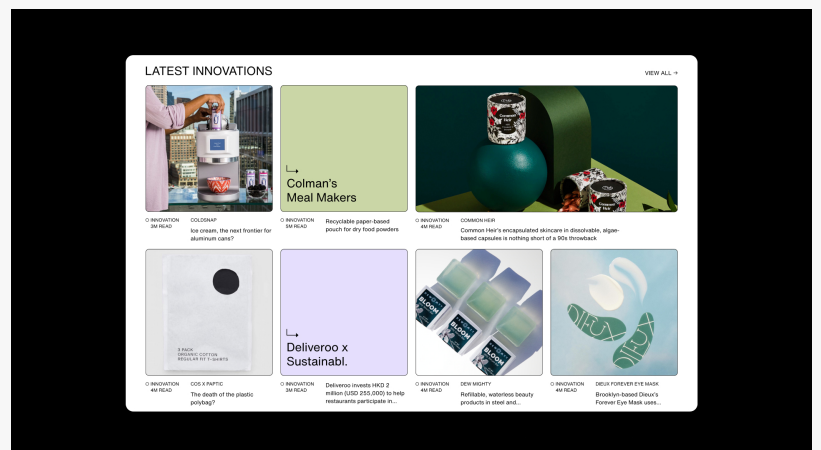
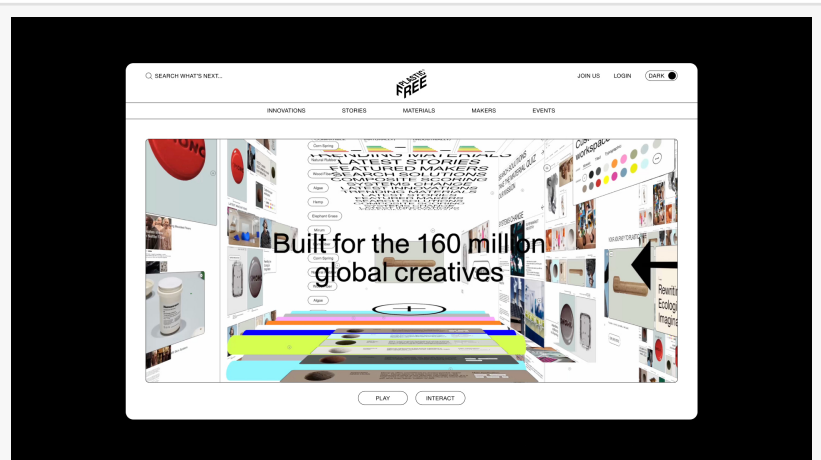
Hosted on PlasticFree.com, the platform's Advisory Council includes design icons such as: Thomas Heatherwick; Sir David Chipperfield; Tom Dixon; Shaway Yeh and Skylar Tibbits of the Massachusetts Institute of Technology.

Launching today, the platform is set to combat the scourge of plastic and single-use systems.

Powered by global solutions group [A Plastic Planet](#), it aims to help designers and business leaders eradicate one trillion pieces of plastic waste from the global economy by 2025.

The online design tool has been created to empower the 160 million global creatives to rethink packaging, textiles and products.

It provides in-depth reports on over a 100 plastic-free alternatives and insights in system changes such as



solid formulations and permanent reusable packaging.

The website also features 125 case studies from 5 continents, giving examples where alternative materials have been used to better existing products and systems and editorial from the heroes of the design world.

Rich editorial content from world experts and daily updates of new content gives designers unparalleled knowledge to design waste out at the very beginning of the creative process.

Creatives can subscribe to the platform for just £250 annually. Subscribers too can enjoy access to exclusive events and networking opportunities.

PlasticFree highlights examples where materials purporting to be plastic-free have been brought to market but don't meet the EU's strict 'plastic-free' definition — of a polymer that has been chemically altered.

The platform's founding council also includes business leaders such as Eden Project co-founder Sir Tim Smit, WeTransfer co-founder Damian Bradfield, and Natural Fiber Welding Founder Dr Luke Haverhals.

They are joined by scientists such as medical expert Professor Hugh Montgomery OBE of University College London and green chemistry pioneer Professor Terry Collins of Carnegie Mellon University.

Sian Sutherland, co-founder of A Plastic Planet, said: "Everything begins with a creative process. There is significant power held by the 160m global creatives to help us rethink how we take, make and waste, to reimagine different systems and material uses in a very different way from today.

"Our default dependence on incredible but toxic and indestructible plastic has to end. Designers want to be part of the solution but there is a minefield of misinformation out there. If we can ignite and empower creatives by giving them trusted, relevant data and inspiring case studies, we believe we can change everything much faster."

"We have one simple goal—make the designer the smartest, most confident person in the room to push back against that inevitable brief that says just use a bioplastic or a recycled polymer, so we get a green tick. Above all, our focus is on system change not just better materials."

Jos Harrison, Global Head of Brand Experience & Design, Reckitt Benckiser Group, said: "There are few things more exciting to a designer than finding the combination of like-minded passion and depth of expertise.

"PlasticFree combines these attributes in a platform that will empower teams of designers inside

and outside our organisation – and across the industry; this can only be a good thing – supercharging the unique capacity of designers to imagine and improve the future.”

Laura Stein, CCO, Bruce Mau Design, said: “As designers, we need to understand the full life-cycle of what we make.

“Instead of cobbling together continually emerging technologies and ideas, using PlasticFree makes it easy—and inspiring—to better our practices by bringing it all together in one trustworthy place. PlasticFree fills an important void to accelerate positive action against our biggest human challenges.”

Caitlin Gauthier, Founder, CEO of design group CONFEDDE, said: “This is the tool I have waited my entire professional career for.”

Higginson Strategy

PlasticFree

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/610744018>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.