

people against dirty



Design for good

Hi, I'm Tom

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My personal dilemma...

WALDEN;
OR,
LIFE IN THE WOODS.

By HENRY D. THOREAU,
AUTHOR OF "A WEEK ON THE CONCORD AND MERRIMACK RIVERS."



I do not propose to write an ode to dejection, but to brag as lustily as chanticleer in the morning, standing on his roost, if only to wake my neighbors up. — Page 32.

BOSTON:
TICKNOR AND FIELDS.
M DCCC LXX.



Nature vs. technology

Eco-Origin

romantic green

- Romanticism (JJ Rousseau)
- Technology is part of the problem
- 'Natural' claims
- Precautionary principle
- Use less



Eco-Progress

future green

- Modernism (Francis Bacon)
- Technology is the solution
- Eco-innovation
- Biotech revolution
- GMO
- Nano technology



What's on consumers mind?

Health & **Convenience**



You are all gonna die!



- Natural
- Safe
- Non-toxic
- No enzymes, no parabens, no formaldehyde,...

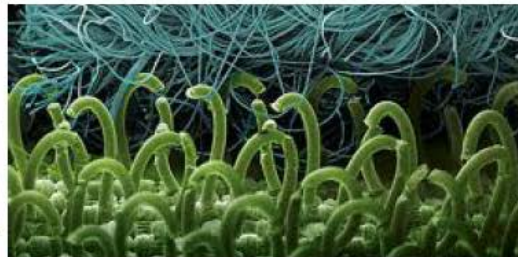
It's the consumer... stupid

It's Not My Fault.....

- New chemistry
- All ingredients are safe! It's...
- Low temperature
- Right dosing

It's Theirs.....





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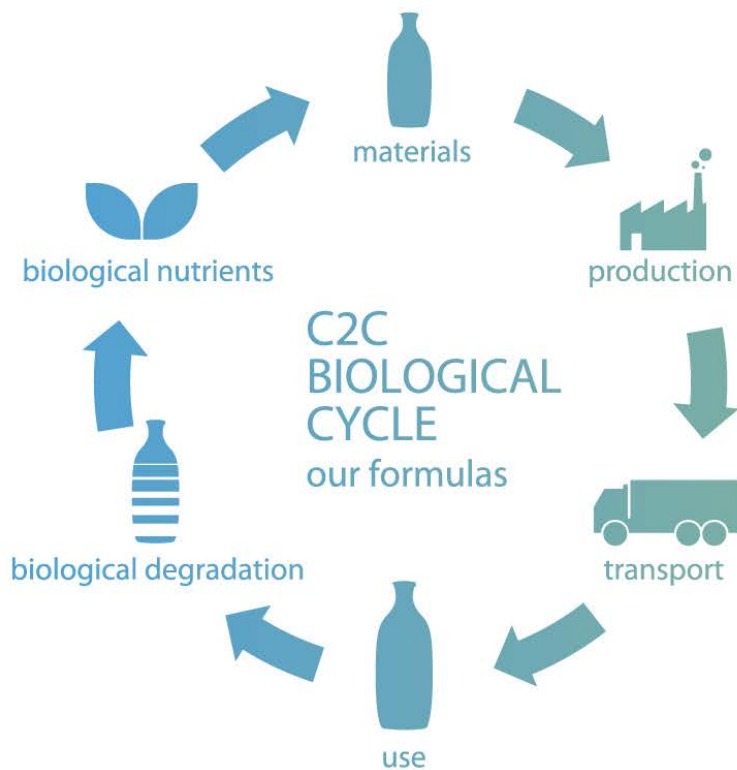
Biomimicry

a glimpse into the most advanced design lab

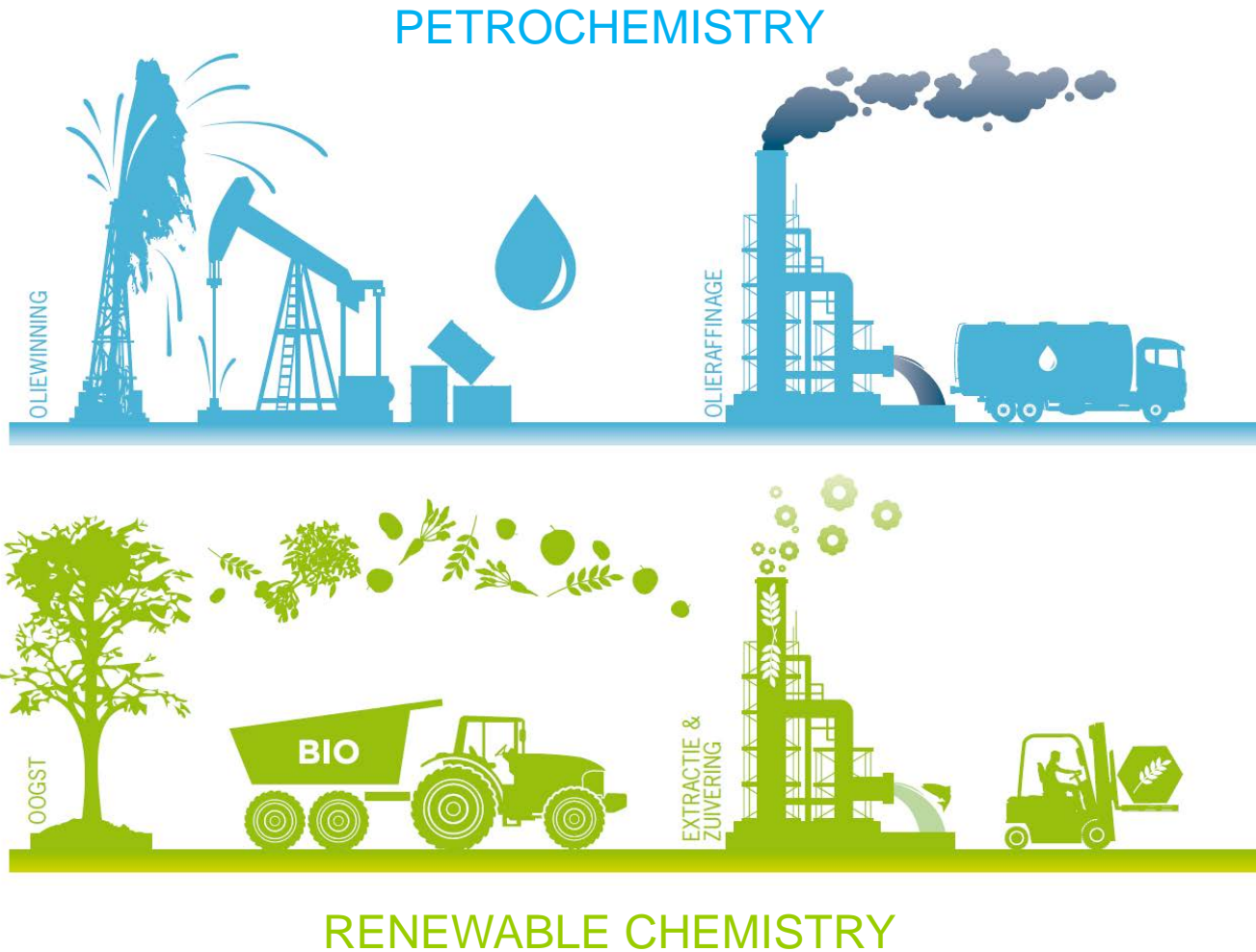
**How to
design our
business
more like an
eco-system?**



1. Embracing a circular economy, creating restorative cycles

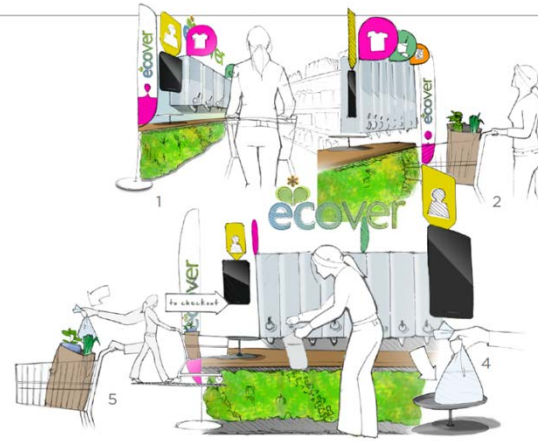


2. Transition to a sustainable biobased economy



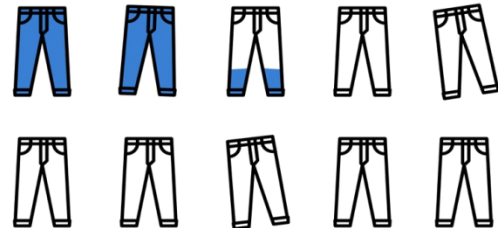
Source: Wageningen University image

3. Dematerialization



DIRTY IS CLEAN.

Americans wash their jeans after an average of **2.3 wears**.



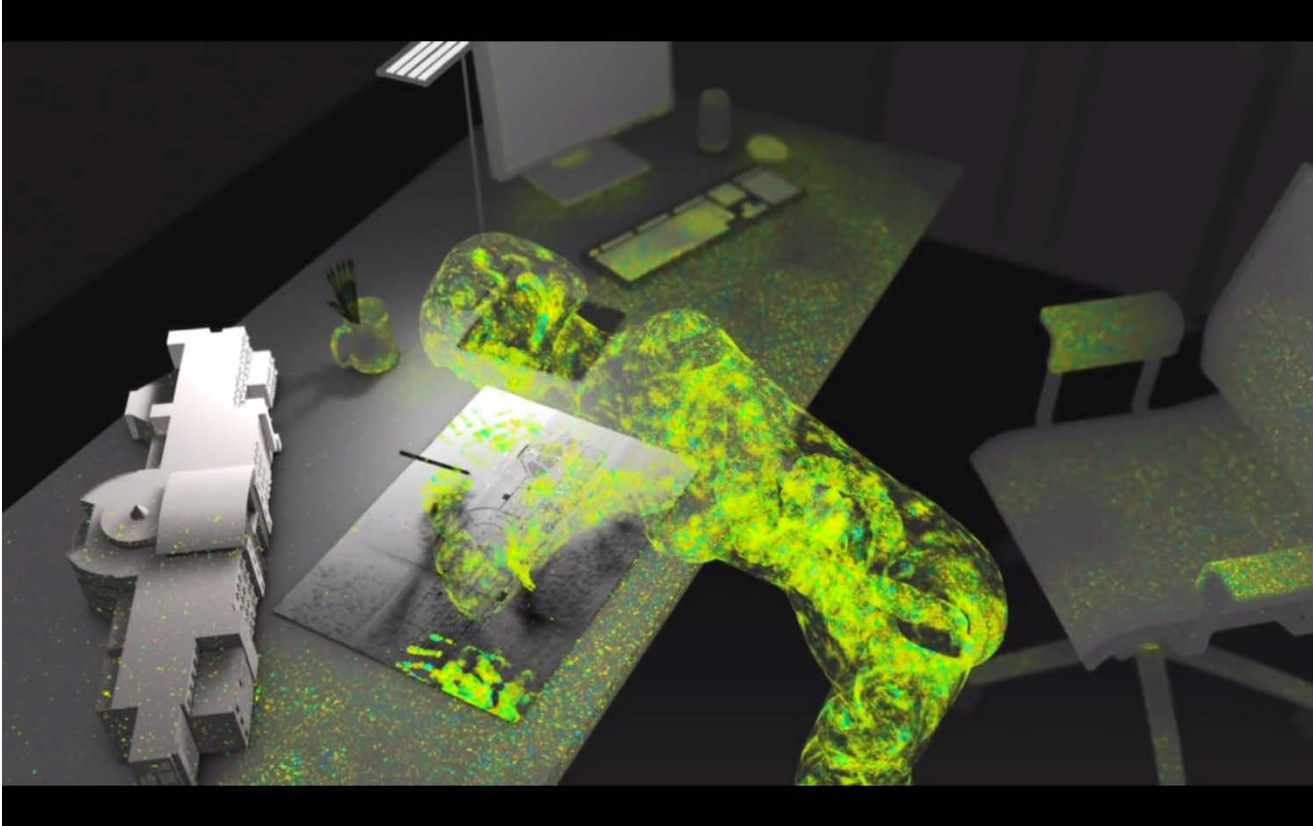
Wearing jeans **10 times** before washing can reduce water usage by 77%!



SAVE WATER. WASH LESS.



4. Healthy Cleaning

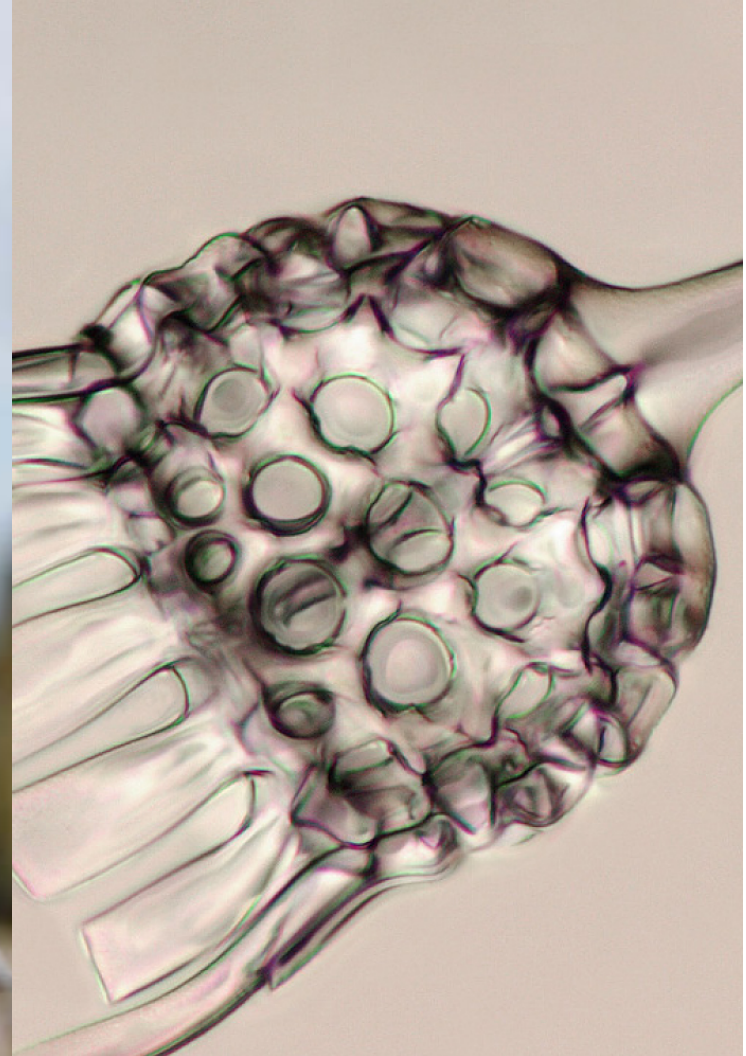


Trillions of microbes

in us, on us and around us

crucial influence on our mood, our health, our sense of wellbeing

5. Make products you fall in love with





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