



Environment
Jaguars are in trouble. Why?



Health Making
safe drinking
water available



Environment
Earth-friendly
products

SPECIAL
EARTH DAY
DOUBLE
ISSUE

TIME FOR KIDS



GORILLA PATIENTS

When the
great apes
need medical
care, a team of
veterinarians is
on call in the wild.

This mountain gorilla
lives in Virunga National
Park, in the Democratic
Republic of the Congo.



TIGHT GRIP Plastic fishing nets can be harmful to marine life like this crab.

Green Is Child's Play

"Every day is Earth Day," **Green Toys** proudly states on its website. The California-based toy company wants to make kids, parents, and the Earth happy. Its ecodesigned toys are made from nonbiodegradable materials—mostly milk jugs—headed for landfills.

Green Toys buys the recycled plastic from waste-management companies. The plastic is cleaned, separated by color, and turned into pellets. The pellets are then heated and molded to make the toys. The company says it has stopped nearly 50 million milk jugs from entering landfills by using them in their toys.

"Kids can effect change by what they choose to play with," Green Toys' chief creative officer, Ian Coats MacColl, told TFK. "Put that milk jug in the recycling bin—it can become a toy instead of something harmful to the planet."



Green Toys is helping the Earth. The company uses milk jugs and other recycled material to make toys for toddlers.

shows how ecodesign can be profitable. In 2016, Adidas began selling a running shoe made from recycled ocean plastic and fishing nets. The idea caught on, and the company is now offering more Earth-friendly products. "A running shoe is an object that people can relate to," the shoe's designer, Alexander Taylor, told TFK. "I never expected [it] to have the impact it has had."

Recycled deep-sea fishing nets and about 16 plastic bottles are used to make each shoe. Parley for the Oceans collects the plastic from coastal areas around Maldives, an island nation in the Indian Ocean.

"It's about collecting the plastic or stopping it from going into the oceans in the first place," says Taylor. "Then it's about processing it: creating yarns and [other] materials."

In addition to its recycled plastic shoes, Adidas has a **prototype** for a

100% biodegradable shoe. Its upper is woven from a material that is modeled on spider silk. When the shoe reaches the end of its lifetime, it breaks down in water.

A Win-Win Situation

Not to be outdone by Adidas, Nike is also in the ecodesign race. The company is manufacturing many of its shoes with parts from recycled sneakers and waste from its factories. Nike says that since its FlyKnit line launch in 2012, it has kept 182 million plastic bottles out of landfills.

Making and buying sustainably designed products lets both manufacturers and consumers help the planet. "Sustainability is about doing your part and taking responsibility," Taylor says. "It's about understanding the impact that everything around us has on the planet."

—By Rebecca Katzman

Power Words

prototype noun: a first model

sustainable adjective: able to be done without destroying resources

Think

Pick a product. How would you change its design to make it better for the environment?