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Ecobirdy children's furniture is made of recycled plastic toys. An accompanying storybook and school programme has been designed to introduce youngsters to the concept of circular design and inspire them to contribute to a more sustainable future.

Words:
Hester Lacey

It must be well-nigh impossible for any intelligent, reasonably well-informed person to remain unaware of the plight of the world's ecosystems. We cannot ignore what we can clearly see – and we can see it writ large in mainstream media. The final episode of the BBC's hugely popular 2017 Blue Planet II series showed sobering images of oceans awash with plastic and ended with David Attenborough's call to action: 'The future of all life on earth now depends on us.' This probably did more to raise awareness of the consequences of our profligate discarding of plastic than any other single initiative. The June 2018 edition of National Geographic, a journal of record not given to scaremongering, had an extraordinarily effective cover shot that reimaged a plastic bag as an iceberg, emphasising the sheer quantity of plastic waste in the seas. The coverline succinctly summed up one of the biggest current dilemmas: 'Planet or Plastic?'