



originalhome
100% ECO DESIGN

8 March, 2023

Make a change, stop wasting waste



**WASTE-BASED
INTERIOR
DESIGN
SAVES
BIODIVERSITY**

As our planet continues to face increasing environmental challenges, the need for sustainable practices and conscious consumer choices has never been greater. The impact of waste on biodiversity, and particularly on marine life, is enormous. At originalhome, we believe waste should not be wasted. We redefine interior design by transforming waste into beautiful and eco-friendly products. It is our aim to not only enhance your living spaces but contribute to a cleaner, healthier planet together. This is why we celebrate biodiversity and clean up our planet to make a difference.

Negative impact of waste on biodiversity

The amount of waste that is produced every year is significantly impacting biodiversity. Currently, over 2 billion tons of waste is generated annually. If nothing changes, this amount is expected to increase by almost 70% to 3.4 billion tons per year by 2050*. Improper disposal of waste contaminates ecosystems, water bodies, and soil, harming and even killing many species. Marine life is particularly vulnerable. The enormous amount of plastic waste in our oceans is causing enormous suffering for many animals. Each year, more than 100.000 marine animals are found that have been killed by plastic, through entanglement or ingestion. And this is only the tip of the iceberg. There are many more animals that suffer the consequences of plastic waste and microplastics, as 13 to 15 thousand pieces of plastic continue to be dumped and make their way into our oceans every day**.

Time to make a change through waste-based interior design

To change the impact of waste on biodiversity it is not only time to adapt our behaviour and improve waste management regulations around the world. We need to start seeing the potential of waste. Instead of producing new materials, waste materials can be a great resource for interior design, fashion or other industries. Using waste as a raw material avoids the negative impact of producing new materials and cleans up the planet. Although human activity has severely impacted biodiversity and depleted natural resources, it is not too late yet! One of the many incredible things about biodiversity is its resilience. When we lessen the pressure we put on the planet and start managing existing resources well, the ecosystem will adapt and nature and biodiversity will recover. Now is the time to make a change.

75% of originalhome collection is made from waste

To help clean up the planet and encourage better waste management and awareness, 75% of the originalhome collection is made from waste. We save land and trees and minimize CO2 emissions by saving waste from rotting in a landfill, being burnt, or ending up in the oceans. By working together with local entrepreneurs, we also work to improve waste management in some of the poorest and most polluted regions on the planet.

To showcase that waste should not be wasted, we design modern interior accessories made from waste:

- Furniture made from waste wood from old houses, barns boats and trucks that otherwise would end up in landfill
 - Throws and Cushions from waste cotton that would otherwise be burnt or ends up in landfill
 - Glassware from empty wine bottles that would otherwise end up in the ocean
- And more!

Waste is beautiful!

By showcasing how beautiful and useful waste can be, we hope to set an example and inspire others to give back to the earth and to the people. Read all about our made from waste materials, products and production on our website: www.originalhome.nl/origins/.

At originalhome, we are committed to putting planet and people before profit. We minimize our footprint on the planet and maximize our impact on people by designing interior design with nature at its origin. We believe that together, we can change the course for both Earth and its people.

PRESS CONTACT

Floor van den Berg
floor@originalhome.nl

About originalhome

Originalhome offers sustainable & ethical home decoration. We combine eco design and earth friendly (waste) materials with social trade. We work closely together with small workshops located in the rural and remote areas of Bangladesh, Indonesia and Tanzania to create more job opportunities. The products are solely made by hand on a non-industrial scale using traditional crafts. We give back 20% of our profits back to social causes. Read more at www.originalhome.nl.



SB0036.00

Farm Bench Recycled

Made from: Waste wood

Price: €179,95



TF0023.41

Cushion Waste Cot. Green (60x60 cm)

Made from: Waste Cotton

Price: €42,95



GC0003.00

Bottle Vase - Clear

Made from: Upcycled Wine Bottles

Price: €17,95



BP0034.01

Cake Stand Reclaimed dia 20 cm

Made from: Waste Teak Root Wood

Price: €29,95

*Kaza, Silpa; Yao, Lisa C.; Bhada-Tata, Perinaz; Van Woerden, Frank. 2018. What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050. Urban Development; Washington, DC: World Bank. <http://hdl.handle.net/10986/30317> License: CC BY 3.0 IGO.

** Mulhern, Owen. 21 July 2022. How Many Marine Animals Die from Plastic Each Year?; Earth.Org, earth.org/data_visualization/how-many-marine-animals-does-ocean-plastic-kill/.