



# GreenAid

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## **Problem**

The industries of design produce massive amounts of unsustainable by-product everyday. From fashion to architecture, there are numerous harmful and wasteful products used in our projects. Most companies hesitate using sustainable products because they don't know where to look, the cost per unit/production, or having trust in a 'green' 'natural' company.

## **Solution**

To educate and motivate industry designers to use sustainable products.

By providing an easy-to-use directory of sustainable companies online, the site will encourage the use of eco-friendly materials by stating facts about how the environment would benefit from using the product . By creating a keyword resource guide of alternative solutions, a professional community forum, and friendly networking, the site should be the best aid on the internet

## **Strategy**

Create an informational web site about GreenAid.com to encourage interest and web presence. Present concept and informational web pages to large companies and venture capitalists for sponsorship and funding. Develop web based marketing; Google Adwords, advertisements on social and eco-friendly web pages.

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## PULL THE PIN!

Greenaid is here to educate and motivate design industries to go green. We try to simplify the process by hand feeding you the information you need to make your company and world a better place. Join the revolution today! Help stop the use of harmful and wasteful products!

[It can be intimidating to go green.](#) The effort to research where to get products and how much more it will cost is what drives most companies from not changing their toxic habits. Here at Greenaid we make the transformation easier by offering a quick and informative experience.

By using our 'process by elimination' keyword search, you'll find that sustainable product quickly, along with a list of companies offering it. If you create an account with us you could keep a directory of products and distributors.



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[Architecture](#) > [Structural Materials](#) > [Stone](#) > [Volcanic](#) > [EarthBags](#)

## Earthbags (and PaperCrete)

Earthbag building is a modern adaptation that combines the traditional technique of rammed earth in conjunction with high-tech woven polypropylene bags and tubes that act as a flexible form to contain the earth.

Rammed earth is an ancient building technique that compresses pre-moistened suitable earth in-between rigid wooden forms to create sturdy compacted walls. Much of the Great Wall of China is constructed of rammed earth. Earthbag building is a type of flexible form rammed earth.

Earthbag building allows us the ability to build sculptural, monolithic shapes, inspired by nature's artistic freedom, while providing profound structural integrity. Hence, a whole house from foundation to walls to roof can be built

## Did you know?

The built environment has a profound impact on our natural environment, economy, health and productivity.

In the United States, buildings account for:

- 36% of total energy use/65% of electricity consumption
- 30% of greenhouse gas emissions
- 30% of raw materials use
- 30% of waste output/136 million tons annually
- 12% of potable water consumption