

# What is the difference between

## **Environmentally Friendly, Green, and Sustainable Design**

### **Green**

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Attitudes and values about environmental health; environmentally conscious lifestyle.

### **Sustainable**

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Production and consumption practices that help to maintain social, economic, and ecological harmony.

### **Environmentally Friendly**

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Describes goods or services that create less harm on the environment.

In researching these topics, you really see the extent to which the words are used interchangeably. But, by digging a little deeper we are able to put them into context, learn how each is used, and differentiate the terms to ultimately understand them better ourselves.

The term green design represents attitudes and values that are put into practice by a business or individual in an effort to reduce the footprint you leave on the environment and health of its dwellers. Going green involves a lifestyle change targeted at being consciously aware of the surrounding environment and how production and consumption, among other factors, affect that environment. In relation to design, this involves taking steps toward energy efficiency, reducing pollution, and incorporating sustainable elements. Green design can be achieved through recycling, composting, using renewable energy sources and other ecologically responsible practices that aim to protect and maintain our social and environmental health.

Environmentally friendly, also known as eco-friendly, in its most basic definition, is a marketing word that describes products that do not harm the environment or ecosystem. These products may conserve resources and prevent pollution. Rather than representing lifestyle changes, this word represents tangible items (goods and services) that are the product of green design practices which claim to be less harmful to nature.

Sustainability, on the other hand, does not describe products specifically. Instead, it is a design philosophy that consists of efforts to protect the environment, public health, human communities, and animal welfare. According to the EPA, sustainability "creates and maintains the conditions under which humans and nature can exist in productive harmony fulfilling social, economic, and other requirements of present and future generations." The concept is based on the basic interdependence between humans and nature with the goal of making significant changes in human production and consumption patterns to enable continued economic growth while protecting environmental resources.



*We support women who strive to make more ethical and sustainable purchases by expanding access to fashion you can feel good about.*

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