

OUR MISSION: The Material Innovation Initiative (MII) accelerates the development of environmentally preferable, humane next-gen materials for the fashion, automotive, and home goods industries.



THE PROBLEM

ANIMAL WELFARE

FACT 1:

Over **3.6 billion animals** are killed, sheared, or plucked each year to produce leather, fur, wool, down, and exotic skins.



FACT 2:

Over **1 trillion silk worms** are boiled alive each year to produce silk.

FACT 3:

The vast majority of animals used in materials are **not protected by animal welfare laws**.

FACT 4:

Raising cattle and sheep would be **unprofitable without the revenue from leather and wool**. Reducing the use of animal-based materials is an important intervention in ending animal agriculture.

ENVIRONMENTAL IMPACT

FACT 1:

The fashion industry is projected to **emit 25% of global GHG emissions by 2050**.

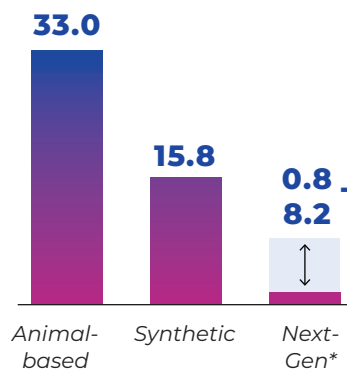
FACT 2:

66-80% of a fashion brand's environmental impact **comes from raw materials**.

FACT 3:

Next-gen materials, on the whole, are poised to be **over 90% better than animal based materials and over 60% better than synthetics**.

ENVIRONMENTAL IMPACT OF LEATHER
CO2 Emissions (kg CO2 eq)

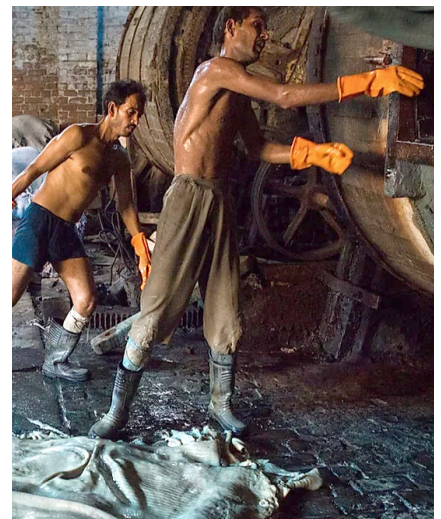


*Includes 5 top companies on the market.

HUMAN RIGHTS

FACT 1:

10% of the chemicals used in textile production cause **cancer, gene mutations, reproductive and hormonal abnormalities, organ damage, and premature death**.



FACT 2:

The modern materials industry exploits millions of people, particularly in developing economies. According to the Global Slavery Index, garments are the second largest category of products made with slave labor that G20 countries import.



**1.4+
BILLION**

Leather Animals



**1+
TRILLION**

Silk Worms



**367+
MILLION**

Wool Animals



**1+
BILLION**

Fur Animals



**840+
MILLION**

Duck & Geese



**2.5+
MILLION**

Exotic Animals

OUR SOLUTION

Leverage technology and markets to accelerate the development and adoption of sustainable and animal-free materials (“next-gen”).

HOW WE DO IT

We are at the center of developing and connecting the ecosystem for sustainable and animal-free materials.



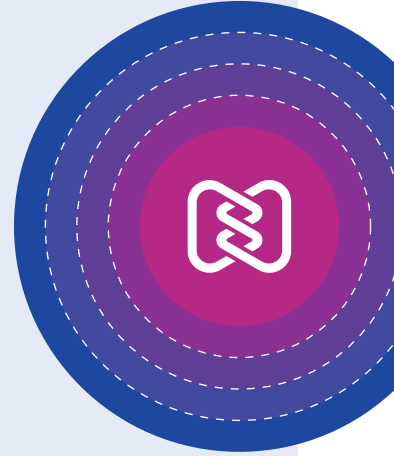
Identifying, assessing, and promoting innovative materials and technologies.



Spurring investments, research, and development to scale promising innovations.



Partnering with brands, retailers, and suppliers bring sustainable materials to market.



OPPORTUNITY

CONSUMER DEMAND

Likely to purchase next-gen materials



of U.S. consumers surveyed



of Chinese consumers surveyed

Brands interested in next-gen materials



of brands MII has met

MARKET POTENTIAL

Next gen materials make up less than 1% of the total market for animal materials. The animal materials industry is at least a \$126 billion market. With consumers demanding these materials, there is enormous market potential for alternatives.

REPLICATION OF WHAT WORKS

Co-founder and CEO Nicole Rawling established and ran the international program of the Good Food Institute, a U.S.-based 501(c)(3) organization promoting plant-based and cultured meat. MII's programs are based on GFI's very successful programs.

WE ARE UNIQUE

The Material Innovation Initiative (MII) is the only organization that accelerates the development of the next-gen materials industry. Our main foci are leather, wool, silk, down, fur, and polyester. **MII is a high-impact nonprofit. Our work is funded by philanthropy and we can only achieve our ambitious goals with your support.**

PLEASE REACH OUT TO:

Nicole Rawling, CEO, Material Innovation Initiative: nicoler@materialinnovation.org



MATERIAL
INNOVATION
INITIATIVE

materialinnovation.org



Charity
Navigator