

Sustainability Heroes: Brands that “Give a Crap”!

Sustainability gets a lot of press, and sometimes it can be hard to tell who’s actually walking the walk! But don’t worry, we’ve got you covered with Aussie brands we love that have sustainability at the core of their business.

Home Goods

Who Gives a Crap

You might have seen some eye-catching designs on the TP hanging out in the toilets at your mate’s place. That extra-fun toilet paper you were using was probably Who Gives a Crap, a TP company that actually gives a crap about people worldwide having access to basic sanitation. Founders Simon Griffiths, Jehan Ratnatunga, and Danny Alexander developed their recycled toilet paper product with the goal of donating 50% of their profits to help build toilets in developing countries—and that’s exactly what they’ve done.

The certified B-Corp has donated over \$8.3 million to improve sanitation conditions around the world. So next time you’re running low on rolls, pick up some eye candy for your bathroom and know you’re doing good for the world—and your bum! (No inks, dyes, or scents found in these squares.)

Apparel

Will + Bear

Whilst traveling Australia in their vintage Kombi, Alex (Bear) and Loz (Will) were inspired by the people and the landscapes of their travels. Out of determination to give back to the nature that awed them on the road, Will + Bear was born.

The mission “from the earth, for the earth” remains at the foundation of the iconic headwear company. Using natural, biodegradable, and recycled fibres (like Australian wool and recycled cotton, to name a few), Alex and Loz are committed to giving back to the planet and nurturing a culture of people that seek to love and preserve the beauty of the outdoors. The couple plant 10 trees for every hat sold and have nurtured over 200 acres of forest in Senegal, Africa since the founding of their business in 2016. Check out their Instagram for some inspo on planning your next holiday with some quality (and aesthetic) time outside.

Accommodation

Hobart Hideaway Pods

Looking for an eco-friendly scenic getaway? Hobart Hideaway pods were designed specifically with the environment in mind. The two studio-style pods—“Pea” pod and “Vanilla” pod—were built from sustainably sourced materials and upcycled wood from an old industrial building in Sydney.

Be treated to stunning views of the D'Entrecasteaux Channel through energy-efficient double-glazed windows, and stay warm during the cool Tasmanian evenings with solar heating systems. Another big win is the property's composting toilet system with reed bed wastewater treatment systems; basically, this means thousands of litres of water are saved every year and no sewage is put back into Tassie waters. All this, and you're just a short drive away from the foodie scene of Hobart, the Museum of Old and New Art, and dozens of nature walks.

Book a stay and for each night you reserve, money is given to Wildcare Tasmania, an organisation dedicated to conserving and preserving Tasmanian wildlife and culture.

Lifestyle

frankie Magazine

Say goodbye to glossy pages and hello to the vegetable-ink printed images of frankie! (Yes, with a lower-case f). frankie covers all your fashion, art, photography, and interesting people needs on pages that are PEFC and FSC certified—aka, they're forest friendly.

Feast your eyes on articles talking about slow fashion, environmental consciousness, eco-friendly products, and how to live a more sustainable life in ways you might never have thought (like, renting sustainably? Who knew!) Women-founded and women-ran, frankie goes the extra mile to bring sustainable practices to light and make sustainable living oh-so-much more obtainable for the everyday person—without sacrificing appearances.

Food

Wilderbean

Founded in Melbourne, Wilderbean is the first of its kind—pasta made of 100% Australian grown legumes. Not only are legumes the plant-based protein option of choice, but they happen to be one of the most sustainable foods on the planet.

Thanks to their natural nitrogen fixation, legumes often don't need fertilizers or large amounts of water to grow, so they don't contribute to greenhouse gas emissions like other forms of protein. Wilderbean pasta also comes in completely recyclable and compostable packaging, eliminating plastic waste while keeping you full—and supporting the local economy through ingredients sourced nearby and packaging printed right in Melbourne. Win-win-win!

With these Aussie brands forging the path to a more sustainable future, it's becoming easier than ever to reduce your footprint. Do you support any sustainability heroes we didn't mention? Let us know!