Centre for Social and Sustainable Innovation
Communiqué
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This edition brought to you by the UN’s Sustainable Development Goal 12:
Ensure sustainable consumption and production patterns

Interface sequesters carbon to create a carbon-negative carpet tile
“Proof Positive tile is an important step in our Climate Take Back™ mission as we look at climate change as an opportunity, not a problem," says Chad Scales, Interface's Chief Innovation, Marketing, and Design Officer. Every day, plants pull carbon out of the atmosphere through photosynthesis, but release it when they decompose, explains this article. Interface has taken specifically selected plant-derived carbon and converted it into a durable material that stores that carbon for at least a generation. The carbon is stored in the materials that make up the Proof Positive tile. The tiles' materials can be recycled to create new carpet tiles at the end of the product's useful life. Keeping this carbon in Interface's recycling system ensures that this carbon stays in a closed technical loop where it belongs, rather than in the atmosphere where it has negative effects on climate.

Business, academia, and NGO team up to create better ways to measure pollution
Scientists in the Bay Area have worked out two completely different approaches to monitoring pollution at high resolution. One group installed new, cheaper sensors on top of schools and museums, creating a grid that keeps track of seven different pollutants as they drift around Oakland and San Francisco. The other group used Google Street View cars equipped with pollution sensors to make a detailed map of pollution in Oakland, block by block. Now both groups are scaling up and getting ready to go global. Find out more in A Race to Develop Pollution Sensing Tech Plays Out in Oakland in Wired June 2017.

SDGs
Ethical Corporation has found that 60% of companies have integrated the Sustainable Development Goals into their business strategy. This is up from 46% last year.

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