

GG2g, LLC

Sustainability Initiative Highlights

Contact: Dayan (Day) Moore Owner, Designer

Website: <http://www.gg2g.com>

Primary business: Eco & Animal Friendly Accessories, Made in the USA

Environmental objectives or summary of sustainability mission statement:

The foundational premise of GG2g is sustainability. Our mission is to keep viable materials from entering the landfill and to repurpose them with little additional energy expenditure. Our desire to “physically” keep our supply chain short has had significant impact in how we do business. Using suppliers in the community around us is a necessity. Sourcing material and production locally is woven into the fabric of our business, and has played a major role in constraining and guiding how we’ve moved forward.

Major Goals:

- Establish a Green/Eco brand of “Made in USA” high-end fashion products based on the innovative reuse of used materials.
- Act as a role model for sustainability for other businesses.
- Grow our success so that we may further our philanthropic reach to our community and environment.
- Keep manufacturing in Connecticut.

Major Accomplishments:

- We recycled 98% of the construction materials.
- We have appeared in a number of domestic and one international magazine.
- Appeared in a pilot episode for the series All Shades of Green, a documentary style show for PBS which features all aspects of the green movement.
- Received a prestigious grant from the Eileen Fisher Foundation- Women’s Business Grant.
- To date we estimate that we have prevented over 10,000 pounds (and counting) of billboards and other salvaged materials from ending up in the landfill.
- All repurposed materials are obtained locally thus further reducing our carbon footprint.

Lesson(s) Learned:

Manufacturing in the USA is much more difficult than we could have anticipated.