

CASE STUDY TITLE: CLOTH DIAPERS
AUTHOR: VŠE
THEME: RECOVERY AND WASTE MANAGEMENT
<p>ANAVY cloth diapers</p> <p>The Anavy brand has been on the market since 2009, manufacturing and selling baby diapers and other hygiene products. It is run by Ivana Filipovičová as a natural person doing business under the Trade Licensing Act.</p> <p>Each child consumes an average of 1 ton of non-recyclable waste in its lifetime. Approximately 140 million babies are born every year. Every single nappy then ends up in the bin and then in landfill, where it will decompose for the next 200 to 400 years. Our nappies are still lying around and will be for a long time to come.</p> <p>After the birth of their daughter, the young family looked for alternatives to save money while producing less waste. However, no product on the market met the founder's expectations, so she decided to create her own diapers and her own brand. Anavy diapers replace disposable diapers and are made from natural, well-renewable materials - bamboo fibers.</p> <p>Anavy cloth diaper consists of several parts. You use a bamboo multi-layered diaper, into which you insert a bamboo absorbent core, sometimes with separating inserts. Since the bamboo diaper is permeable, you put top panties on top to protect the baby's clothes from getting wet.</p> <p>With Anavy cloth nappies, the baby's bottom does not come into contact with the polyester because they use bamboo terry = viscose, which is 80% plant-based. The Anavy nappy range provides flexibility as it offers different ways of wrapping the baby and also different materials so that every parent can choose what suits them best.</p> <p>The cloth nappies themselves are normally machine washable after use and are recommended to be washed at 60 degrees. Once washed, the nappies can be line dried or tumble dried on a gentle programme.</p> <p>In the production of diapers, the enterprise cooperates with people disadvantaged on the labour market - mothers returning from maternity leave. The main source of income is the sale of nappies.</p> <p>The main and only source of income is the sale of their products. The enterprise mentions on their website that they have never received and do not receive any subsidy funding. Yet the principles and definition of social enterprise have been inherent in their business from the very beginning.</p> <p>Recently, cloth diapers have gained a lot of popularity and competition has also increased. The ANAVY brand does not track the impact of its activities.</p>
STAKEHOLDERS: (1) CUSTOMERS-EDUCATED WOMAN, (2) SUPPLIERS OF MATERIALS
ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: WASTE REDUCTIONS
GREEN SKILLS ADDRESSED: FINANCIAL SKILLS, WASTE MANAGEMENT SKILLS, COMMUNICATION SKILLS
SDGS ADDRESSED: GOAL 12
CHOOSE FROM WEBSITE: HTTPS://SDGS.UN.ORG/GOALS



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