

URL: [https://ecorner.stanford.edu/?post\\_type=snippet&p=58939](https://ecorner.stanford.edu/?post_type=snippet&p=58939)

Dan Widmaier, co-founder and CEO at Bolt Threads recognizes the myriad of ethical challenges within his industry. In order to change the output, he advises to change the input. Create solutions that are easy to adopt to replace unethical practices.



## Transcript

- Fashion's ethically challenged in a number of fronts.. Do we envision replacing the fashion industry or changing the inputs to make it more sustainable to the planet? My thesis right now, you need to change, if you want to change the output with plastic, change the input to the material.. Cause recycling, and I'm a chemist, I'm biased in this, recycling's a terrible technology.. It's just super loss-y.. And you end up with this distributed pollution all over the planet.. So I think step one is that.. Step two is, one of thing, and we don't talk about this a whole lot externally, but we actively look for materials that could change the way you manufacture the product.. Because then maybe you could dramatically change some of the other impacts in the industry.. And it's still early in that, we're mostly focused on the longevity of the product and the waste product.. But we've got some ideas kicking through..

So it's a little bit of both...