



# **Sustainable Materials - With Both Eyes Open (Without the Hot Air)**

*Julian M. Allwood, Jonathan M. Cullen*

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This evidence-based survey presents a holistic vision of options for a sustainable future by going beyond efficient and clean production to the inclusion of material efficiency and the reduction of demand. Beginning with an all-encompassing examination of the uses of the five most important materials—steel, aluminum, cement, plastic, and paper—this exploration delves into the entire lifecycle of these materials, from smelting and goods manufacture to final recycling. Through evidence drawn from this analysis and real-world commercial enterprises, the study submits creative solutions for achieving manufacturing efficiencies and the same functionality or services using less material, and identifies potential economic outcomes from these scenarios.

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