

2025 Annual Report

- *Eco-Industrial Hub (Eco-Hub) – 1566 Howard Street, SF, CA 94103*
- *Eco-Depot – 1144 Howard Street, SF, CA 94103*
- *Showcase Eco-Home – 728 Cole Street, SF, CA 94117*
- *Office HQ – 99 Saint Germain Avenue, SF, CA 94114*



Matter Of Trust.org

Join Eco-Enthusiasts
For Renewable Resources

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Our Vision & Mission

Our Vision: Humanity Harmonizing with Earth

Our Mission: To Link Surplus with Needs

We encourage optimism and build trust in renewable cycles!

We serve communities by:

- Mobilizing and supporting replicable, interwoven, local-to-global systems that sort waste into resources. ([Hair Matters](#) & Global Hubs)
- Researching and showcasing practical, planet-friendly inspirations for households and workplaces. ([Eco-Home](#), [Eco-Depot](#), [Eco-Industrial Hub](#))
- Developing and growing our kind-hearted, environmental social media platform for Humanity Adding Solutions. ([The Hum Sum](#))
- Empowering and celebrating youth, interns, apprentices, cottage industry and green careers for all ages. ([Eco-Academy](#))
- Organizing and implementing our Worthy Actionable List of Projects that nurture healthy air, soil, water, energy and life. ([The WALOP](#))

Our main goals:

- Provide engaging and transformative ecological* programs.
- Present in-house, in-field tests and, with partners, the highest and best uses for naturally abundant and man-made waste stream materials.
- Integrate balance and respect for ancient wisdom, common sense and trailblazing innovations.

Matter of Trust is an ecological* public charity established in 1998.

*Ecology is the study of how life thrives in habitats: forests, oceans, cities

A word from our ...

Janet Standen



Board Chair

2025 represents change and we may all be learning about how we individually and collectively deal with new inventions. As AI and robots become more and more a part of our daily discussions, we are also seeing a huge desire for inter-personal connection.

At Matter of Trust, we're on the high-tech / low-tech tight wire. From our planet-friendly social media platform to our felted hair mats, we see the benefits of being online and of a digital cleanse.

Most importantly, through our open houses, field trips, meetings, site projects... it's undeniable that humanity has nearly returned to pre-covid socialization. San Francisco is particularly more vibrant and "back". Humanity shines in resilience and adaptability.

The Hum Sum forums and local-to-global events calendar are choc full of the most uplifting and inspiring innovations and stories! Check them out, if you're ever needing a hug from Mother Nature. Our Hair Matters program also lifts spirits with easy doable solutions that all ages can see. Onward for more wild and wooly discoveries!

Lisa Gautier



President &
Board Vice Chair

Overview of 2025!

Let's start with an update for each of our five departments:

- **Hair Matters Program** – Partnerships, field studies and the Quiet Fiber Cycle
- **Eco-Industrial Hub (Eco-Hub)** – Flagship factory redesign
- **Eco-Home & Urban Edible Garden** – Six festive, week-long open houses
- **Eco-Academy** – Field trips and internships galore
- **The Hum Sum** – Spanish and French versions, plus many new features
- **WALOP** – Worthy Actionable List of Projects

Our Fiscal Sponsorships:

- **Sonoma Food Runners** – June Michaels is helping to feed NorCal
- **Heart of the City Farmers' Market** – Food Security Education Program

Ensuring the lights stay on so we can get to work:

- **Admin** – Systems updates and incorporating AI
- **Fundraising & Development** – Charity's duty is to provide pathways for the general public toward fulfilling good works. People may want to volunteer time, contribute funds or offer a haircut! We're here to help!



2025 Outcomes

- **Hum Sum**
 - Hum Sum in-kind donors total - 27,800
 - Fiber donations total - 8,400
 - Hum Sum new accounts in 2025 - 3,750
 - Hum Sum gifts posted in 2025 - 1,230
- **Social media followers**
 - Facebook- 30k followers
 - Instagram - 31.3k followers
 - LinkedIn - 1.1k followers
 - Tik Tok - 4k followers
 - Youtube - 1.5k followers
- **Eco Home Open Houses** - 2,500 visitors
- **Students visiting of Field Trips** - 200
- **Volunteers & interns** - 10
- **Hair machines at HQ and in parter hubs** - 40
- **Active research, felting, and field project parter hubs** - 91

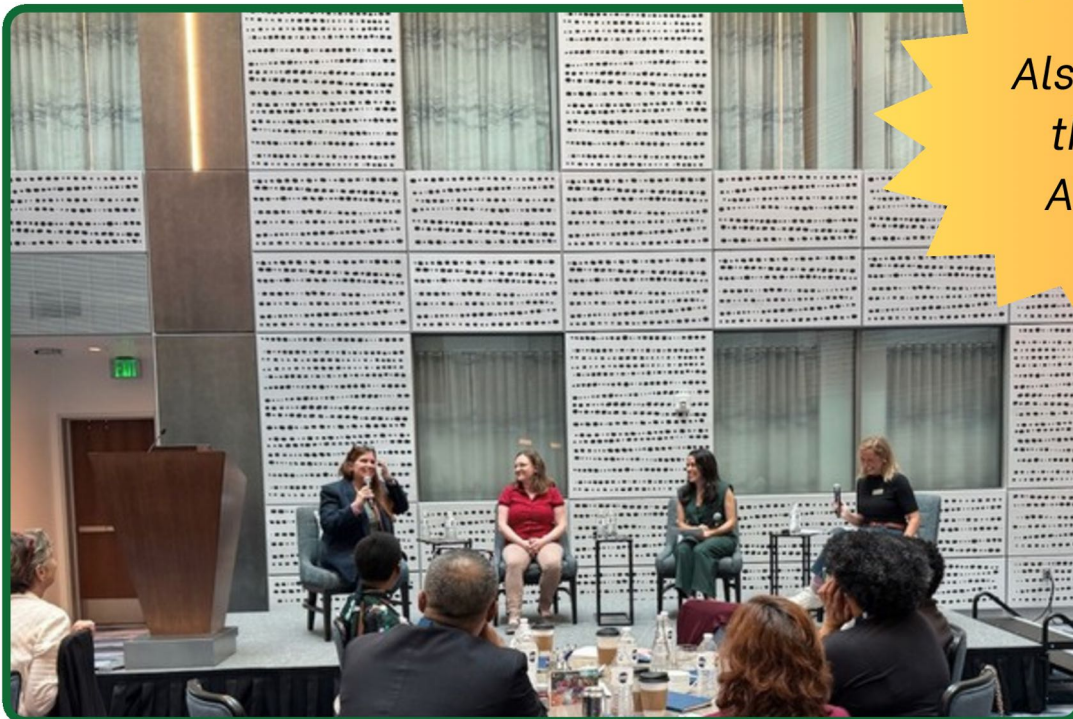
Hair Matters Program

Lectures & Panels



Promoted Hair Matters at the Office of Spill Prevention and Response, OSPR, Oil Spill Conference in front of 300 oil spill and oil company experts - Marathon Petroleum / Arco, HQ Los Angeles

Also in DC at the **.ORG Awards!**



Hair Matters Program

Labs & Certifications

We are currently testing our floating Hair Pillows with natural corks and preparing submissions to the EPA and California OSPR for certification review. At the same time, we're continuing laboratory research with earthworms and abalone to better understand how heavily chemically treated hair behaves in soil and water environments. These studies help us provide clearer guidance for our stylist community and determine safe PPM (parts per million) levels for environmental use.

XV. Data, methodology, and supporting documentation for the levels of metals, cyanide, chlorinated hydrocarbons, pesticides, PCBs, and PAHs.

The laboratory report is provided in Attachment C.

Compound	Concentration
Arsenic	<1.03 mg/kg
Barium	5.04 mg/kg
Cadmium	<0.534 mg/kg
Chromium	<0.540 mg/kg
Copper	24.4 mg/kg
Lead	<0.660 mg/kg (J flagged)
Mercury	0.050 mg/kg
Nickel	<0.565 mg/kg
Selenium	6.67 mg/kg
Silver	<0.478 mg/kg
Vanadium	<0.511 mg/kg
Zinc	218 mg/kg
Cyanide	0.235 mg/kg
Chlorinated Hydrocarbons	All < RL
Pesticides	All < RL
Polychlorinated Biphenyls (PCBs)	All < RL
Polychlorinated aromatic hydrocarbons	All < RL except for the following:
• 2-methylnaphthalene	0.0111 mg/kg
• Butyl benzyl phthalate	0.0238 mg/kg
• Di-n-butyl phthalate	1.84 mg/kg
• Naphthalene	0.00308 mg/kg (J flagged)
• Phenanthrene	0.00379 mg/kg (J flagged)
• 1-Methylnaphthalene	0.00646 mg/kg (J flagged)



Hair Matters Program

Presidio of San Francisco

We've continuously seen how our hair patches compare to non hair patches – testing against compost, chemical fertilizer and controls.

The super vibrant green areas are the Hair Mulch Plots!



Check out that transformation!



Hair Matters Program

Global Partner Hubs

We now have 139 MOUs* with our Global Partner, Research & Felting Hubs covering 54 countries !



*Memoradums of Understanding



Hair Matters Program

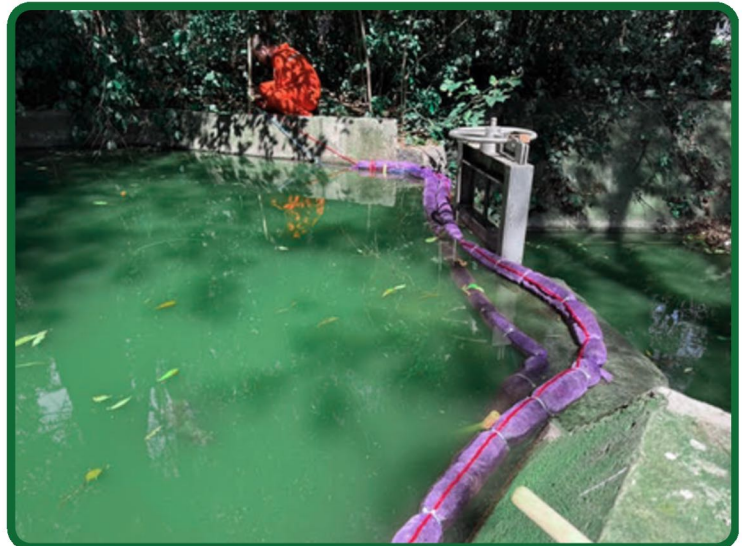
Latin America



Mattia, Director of Hair Matters & Global Hubs, has moved from Chile to Mexico this year. He coordinated a very successful event with L’Oreal Mexico in the largest park of Latin America, Bosque de Chapultepec in Mexico City.

Hair booms were installed in the park’s lake to help remove toxins originating from the nearby food court and parking lot.

These eco-friendly booms are created using donated hair from L’Oreal salons, supporting both environmental cleanup and sustainable reuse initiatives.



Hair Matters Program

South America

Matter of Trust Chile's Post



Matter of Trust Chile is at Parque nacional Lauca.

23h · Putre, Chile · 🌐

Thank you, thank you, thank you ❤️❤️

To each and every volunteer who joined us last week to create absorbent hair booms to spill in Lauca National Park.... See more

⚙️ · See original · Rate this translation

*Our Amazing
Chile Partners
with hair
booms!*



Hair Matters Program

United Kingdom



This drone shot shows the giant donated pet fur “paw prints,” we installed at Wild Soils in March 2025, as part of our Hair Mulch projects. After routine mowing, these areas quickly bounced back with fresh, greener growth. We’ve consistently seen that regrowth starts along the edges and then gradually fills in wherever the fiber mulch is present.



In conversations with Dr. Gary Andersen of Lawrence Berkeley National Laboratory, we believe the fiber mulch may be encouraging a mycelial fungal response—helping explain the way growth spreads outward through the soil. Much like “Fairy Rings” as they are called in Ireland and beyond.



Hair Matters Program

United Kingdom

At "Wild Soils", an organic farm led by Nick Padwick—known as the UK's "King of Compost"—consulting for King Charles III, alongside his son, Ben Padwick.

Even in these already fertile and carefully managed soils, the addition of fiber mulch is clearly making a meaningful difference.



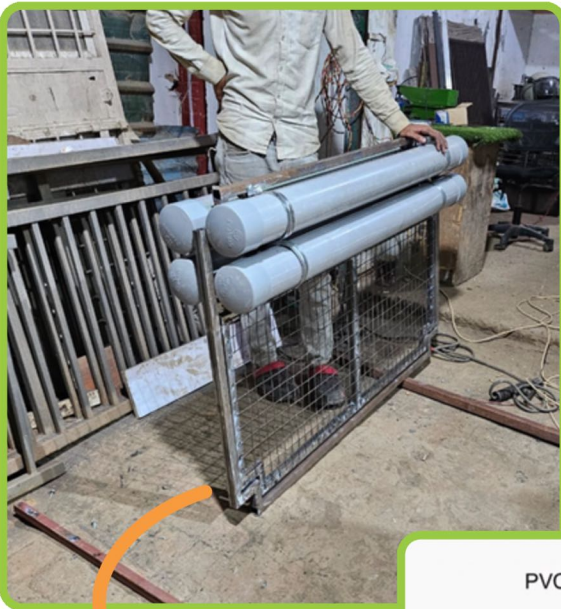
2025 was the hottest summer ever recorded in the UK, the testing is showing much more moisture under the hair mulch and this is of vital importance to farmers.

We are covering the compost pile rows with waste wool to study how it insulates – keeping them warm all winter. We are doing parallel trials in California and at other sites as well.

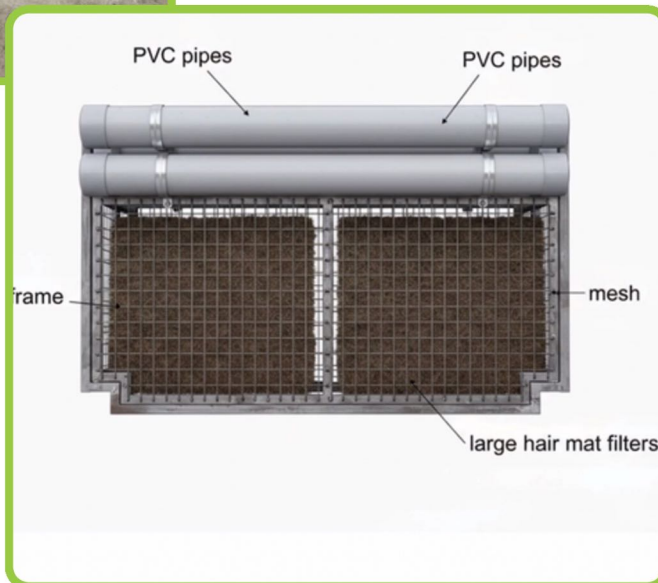


Hair Matters Program

India



Rahul leads one of our most active hub partners in India and we are collaborating on a river clean up project near Dehli.



The contraption he designed- How cool !



Hair Matters Program

India



The contraption in use which floats well and the design makes it easy to replace hair mats for multiple uses.

Trash near Delhi river way, the project location for cleanup.



Eco-Industrial Hub + Exhibit Hall

Daniel, shown here, who heads our Eco-Hub and Eco-Depot, here training volunteers on how to make mats earlier this summer before our conveyor belt system was completed.



Eco-Industrial Hub + Exhibit Hall



The felting machines are now configured so that the needles jump in and out even faster, grab enough hair to felt a tight mat. This way the needles don't bend as the mat moves forward along the conveyor belt.



Our new cork filled hair booms and tank socks - that float great!

Eco-Industrial Hub + Exhibit Hall

Daniel, Eco-Hub / Eco-Depot Lead, is designing multiple conveyor belt configurations for making long hair mats and scrims. There will be one at the Eco-Hub and two more at the New Eco-Depot.



He has also created a striking new fish tank display in our Eco Hub bathroom and reconfigured the filters.

Who knew ADA-compliant bathrooms in a warehouse setting could be both highly functional and visually engaging?



NEW Eco-Depot!

We now have our new Eco-Depot in SOMA District of San Francisco!

Plumbing and electrical work are now ready for the machinery to make needle punch felting machines for the hubs and to power the conveyor belt systems etc.



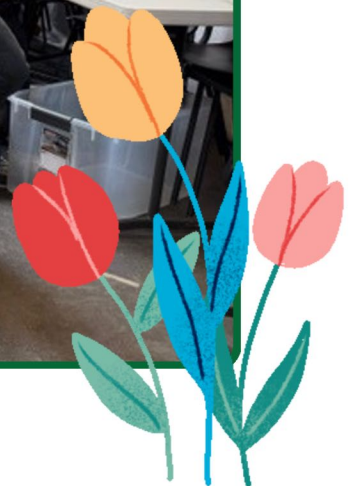
Rolls ready for a new filtration design for the Air Force in our new Eco-Depot location !

Round hair mats that will be going to the Daly City Lake Merced planting project



Eco-Academy Youth Programs

Our Eco-Academy fosters positive environmental communication and shared learning opportunities for youth and the young at heart. We host field trips and off-site experiences, while also training volunteers, interns, apprentices, and Hum Sum Mods.



Eco-Academy Youth Programs



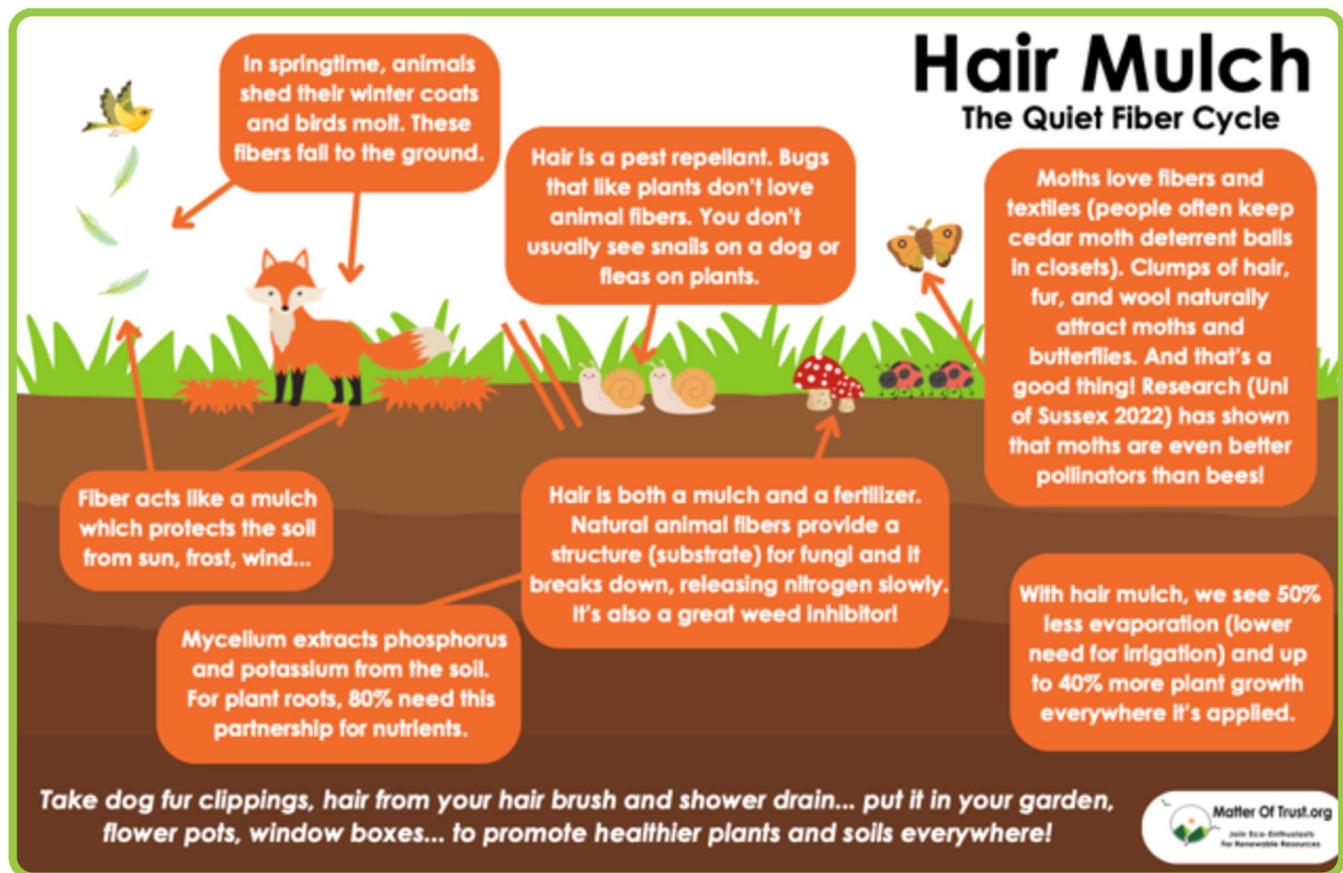
We have some teachers who love to come back every year and Mission High, John O'Connell, Balboa High and others have Bio classes and Green Clubs.



Our apprenticeship and volunteer programs continued to grow this year, creating meaningful opportunities for hands-on learning and community engagement. We also greatly value our long-standing partnership with ARC-SF.org, whose team consistently demonstrates reliability, professionalism, and strong contributions across daily operations.



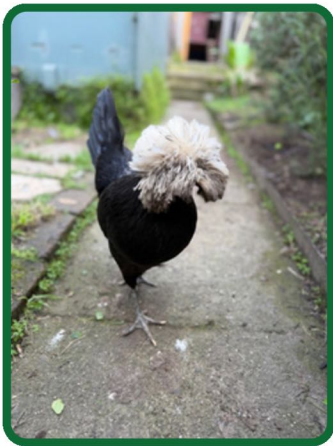
Eco-Academy Youth Programs



We've been promoting the idea of The Quiet Fiber Cycle, and the role of animal fiber mulch in soil, to students recently. In the same way we have done the oil spill demos in classrooms for almost 3 decades. Hopefully mulch will gain traction and some press coverage and within a generation it will be used everywhere. In the meantime, there has been significant interest and excitement over this program's research!

Eco-Home & Urban Edible Garden

Jeff is the Head of our Eco-Home and Urban Edible Garden. We take recycled (washed) surplus yogurt porcelain cups and drill holes in the bottom for little plant give aways at open houses



Guess which one we call Tina Turner Einstein? Gertrude is also a lovely addition! They are very friendly!

Eco-Home & Urban Edible Garden

We showcase planet-friendly living and ways to green and detoxify all areas of the house. Celebrating fun ways to ecologize holidays, we provide field trips and six festive, one-week-long, themed open houses each year:

- Bee My Valentine (bedrooms & garden) - February
- Spring Greening (bathrooms and storage) - April
- Greendependence Day (home office/home gym) - July
- Fallin' for Harvest (kitchen and dining) - September
- Haunted Eeko-Home (exterior and garden) - October
- Seasons Greenings (living room, reception and gift shop) - December



Eco-Home & Urban Edible Garden

We've been growing tomatoes, rhubarb, artichokes, and various herbs. The fragrant mint & pineapple sage are big hits with field trips and with the local hummingbirds!



Our 3 bee hive colonies are doing really well at the moment, we hope to have them survive the winter!

You can see these bees are carrying large loads of very yellow pollen

Eco-Home & Urban Edible Garden

We hosted six successful open houses this year, each with strong community engagement and participation.

We also introduced a new digital feedback system to better capture visitor insights and help guide ongoing exhibit updates and improvements.



Our "Season's Greenings" open house, highlights global holiday traditions and sustainability topics like artificial versus natural trees.



The Hum Sum : Humanity Adding Solutions

*The HumSum
got a new look !*



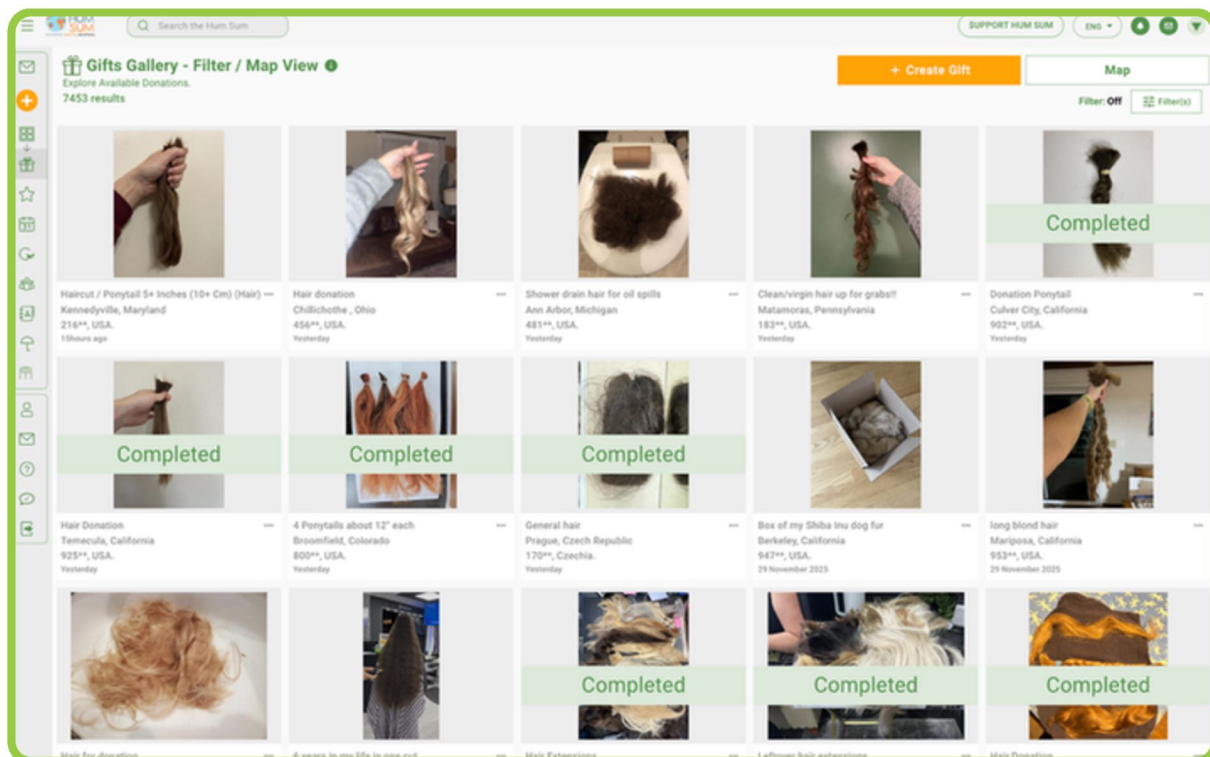
Philip (Hum Sum Lead and Webmaster), Kevin (Hum Sum Tester) and Andi (Hum Sum / Hair Matters Liaison) work with Lisa (President) diligently on upgrading front end and admin sections of the website. Nancy (Project Manager), Jinu, Rahul R, Rahul K, Thomas (Developers), in India, plough through the thousands of Jira tickets we send their way.
It is truly quite the powerful and empowering site!

The Hum Sum : Humanity Adding Solutions

Galleries of Posts

2025 concentrated on the Gifts Gallery and Events Gallery.

With so many field projects underway, we're thrilled to see such a steady stream of fiber donations coming in from the public, local hair salons, and groomers alike!

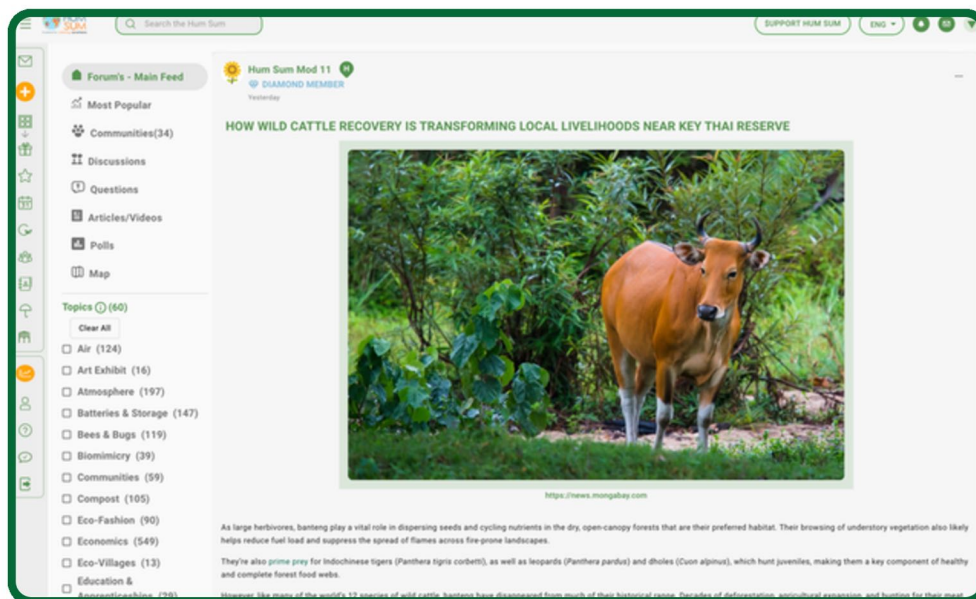


The Hum Sum : Humanity Adding Solutions

Forums

We are steadily growing a robust forum section featuring eco-innovations that are organized by topic and cross-referenced for easier discovery and collaboration. We also curate useful and engaging eco-focused content from platforms like TikTok and YouTube Shorts.

As part of this effort, we verify, sort, log, archive, and preserve valuable resources whenever possible. We also reach out to creators and organizations to help maintain connections and ensure innovative ideas remain accessible even if original links disappear over time. Through this platform, we aim to build a growing network of creative problem-solvers dedicated to advancing practical solutions for humanity.



The WALOP

Jeremy, (editor), Joyce, (researcher) and Lisa (founder) brainstorm every Monday on our Worthy Actionable List of Projects (WALOP). Over the last 2 years, they have reviewed hundreds of humanitarian crises and global disasters, humanity crises plus government / NGO responses. People are hungry to get involed in solutions and The WALOP addresses this by creating plug and play systems for organizing philanthropic impulses and mobilizations.

First, we are combining challenges into bucket categories.

Air, Water, Soil, Energy	Pollution, toxins, poisons, lack of water, flooding, soil depletion, species die offs, nuclear / manmade accidents, war, energy crisis, broken vital cycles, ecosystems, catastrophism...
Body (physcial health)	Sleep, food, eyes, teeth, obesity, fertility, aging, big pharma lobbyists, pandemics...
Mind (society)	Generational trauma, abuse, homelessness, mental illness, apocalypse, lack of security, education (social media, critical thinking, trade schools...), Golden Rule...
Soul	Consciousness, dementia, fear of death, reincarnation, fear of loss, greed, legacy, religions, conflict, peace, enlightenment, unity, free will....



The WALOP

99% of humanity's challenges are symptoms (whether red tape or knee jerk reactions) and lead back to our root fear of:

LOSS

This relates, of course, to death, separation, aging... natural things beyond our understanding and create a desire for control... and back to conflict.

Economics

Division, governance, society, collapse, disinformation, poverty, corruption, greed, debt, Big Banks, Big Oil, Big Pharma, Big Ag, Big Tech, Military Industrial Media Complex, war, politics...

Manipulation

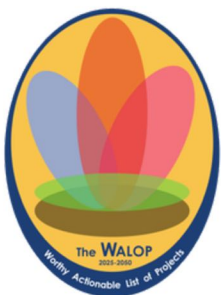
Control over, materials, minds, systems: monoculture, chemistry, toxins, nature, ranch animals, butchering, collaring, spaying, GMOs, weather modification, pesticides, herbicides, clear cutting, biotech...

External Threats

Solar / Universal / Existential - comets, space debris, EMP solar flares, are we in a simulation, multiverse, alternative realities, no free will, aliens / ETs...

Unknown Unknowns

The "Don't Put Me in a Box" box, and What questions aren't we asking?



Next steps are working with experts on solution buckets that fix many issues at once, low hanging fruit, and big bang for your buck projects. Having empowering general public engagement tasks ready.

Fiscal Sponsorships

This is the largest of any farmers market food security program in California and one of the largest in the nation.



The Heart of the City Farmers Market (HOTCFM) Food Access Programs now distributes over \$5 Million annually to help low-income customers afford fruits and vegetables.

Matter of Trust has been the fiscal sponsor of HOTCFM since 2014. This Market Match Program provides a free dollar for dollar match for customers making EBT purchases, distributed over \$2.5M in fruit and vegetable vouchers. Serving over 86,000 EBT customers which helps to support 38 small, local farmers.

Fiscal Sponsorships

**75,000
pounds of
food rescued
in 2025!**



Sonoma Food Runners (SFR) picks up excess food and donate to communities in need.

- feeding hungry bellies,
- reducing landfill
- reducing toxic gas emissions means cleaner air for our community
- creating a healthier community

Matter of Trust has been SFR's fiscal sponsor since 2014. June Michaels is the founder and lives by these words of wisdom: I cannot change the world yet I can feed some local folks.

We have an amazing team of volunteers who pick up from public and private schools, farmers markets, hospitals, events, camps, individuals, small farms, film crews, and more. They deliver to group homes, shelters, womens and mens recovery facilities, low income housing, homeless transitional housing, homeless service centers, homeless drop in centers, Spanish church, and families in need.

In 2025, SFR was awarded their first government grant (\$20K from Zero Waste Sonoma) which was and continues to be a very educational experience. It's all in the details! Matter of Trust staff helped guide SFR through the maze of requirements.

Administration & Fundraising

Leana, Lindsay, Joa, Toni, Nanette and Lisa have been hard at work continually organizing, updating and systems building; as well as grant writing and development.

We have applied for eleven 2025-26 grants with the current potential for \$1,382,396.25 of which we received \$30,000 so far.

While thehumsum.org platform is free to all general public members, we are adding revenue model options for businesses and governments to use. This is intended to provide affordable, sustainable sources of funds for this department and others. Likewise, The Hair Matters Projects provides fair trade mission related business income, which helps to offset costs and reduce the dependance on large, sporadic financial donations.

Awards & Nominations



Matter of Trust LATAM project, led by Mattia Carenini, takes home the grand prize



Press & Media

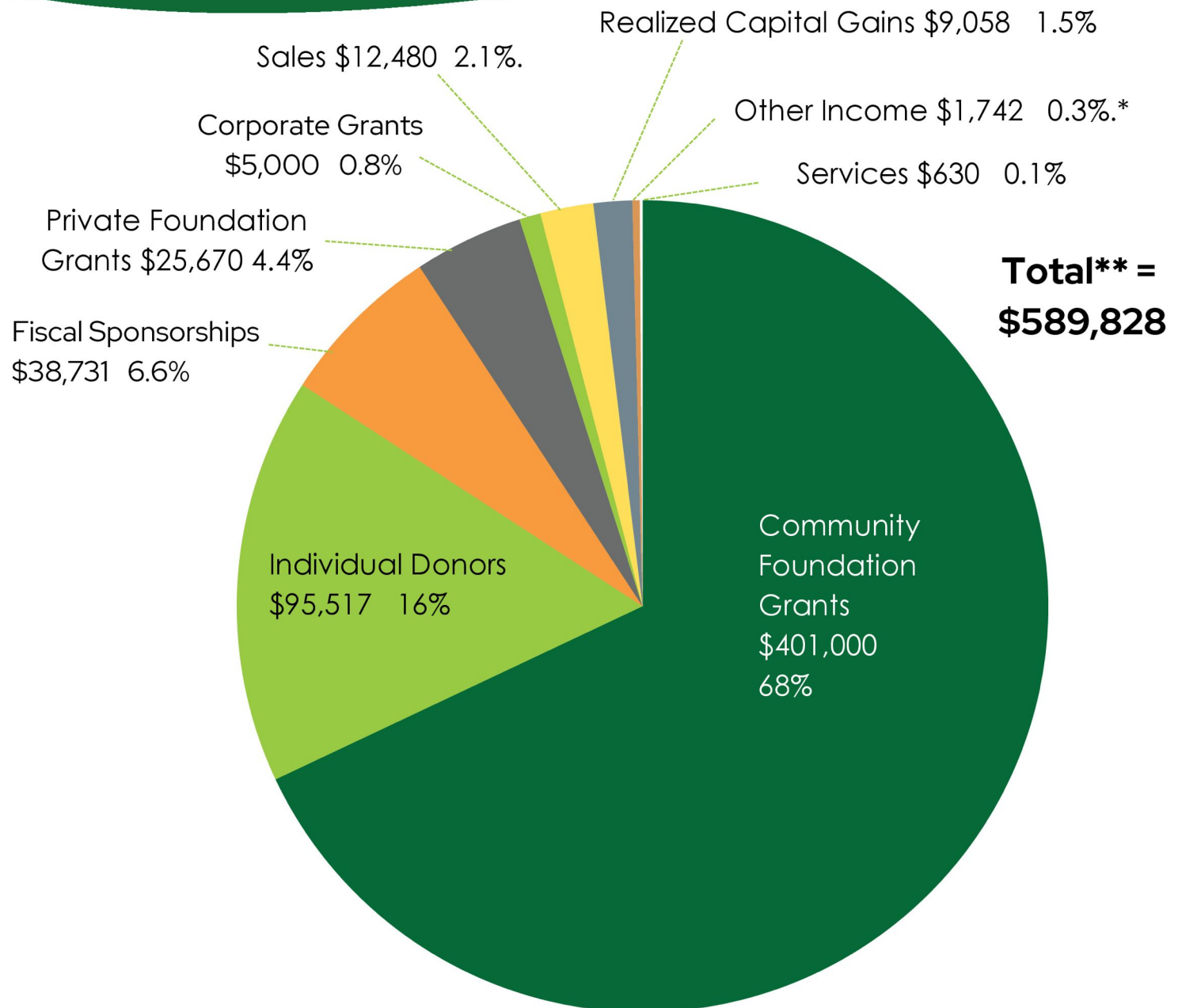
Matter of Trust has been written up in a fun book distributed to schools in Hong Kong CRAZY IDEAS THAT WORK by Rozana Lee



- Eco Friendly mats made of waste hair tested to grow soybeans in Japan - [Kyodo News](#)
- A water-saving tool in drought-hit Chile: human hair- [Reuters](#)
- From the upcycling community on [Reddit](#): What to do with a bunch of hair
- Turns Out, Your Donated Hair Could Help Save Oceans From Dangerous Ocean Spills - [Green Matters](#)
- A Different Spin on Dog Hair: Knitting With It - [New York Times](#)
- Human Hair is a water-saving device in Chile, a country that has been hit by drought - [Energy News](#)
- 8 trustworthy places to donate hair for wigs - [The Lauren Ashty Collection](#)
- Unusual ways to get rid of dog fun: Video - [USA Today](#)
- Cleaning Oil Spills with Hair (TikTok Media) - [Wattle Media](#)
- 60 Second Docs - [Threads Video](#)

2025 Income

We do big jobs on a small budget,
and we stretch every \$1 into \$3!

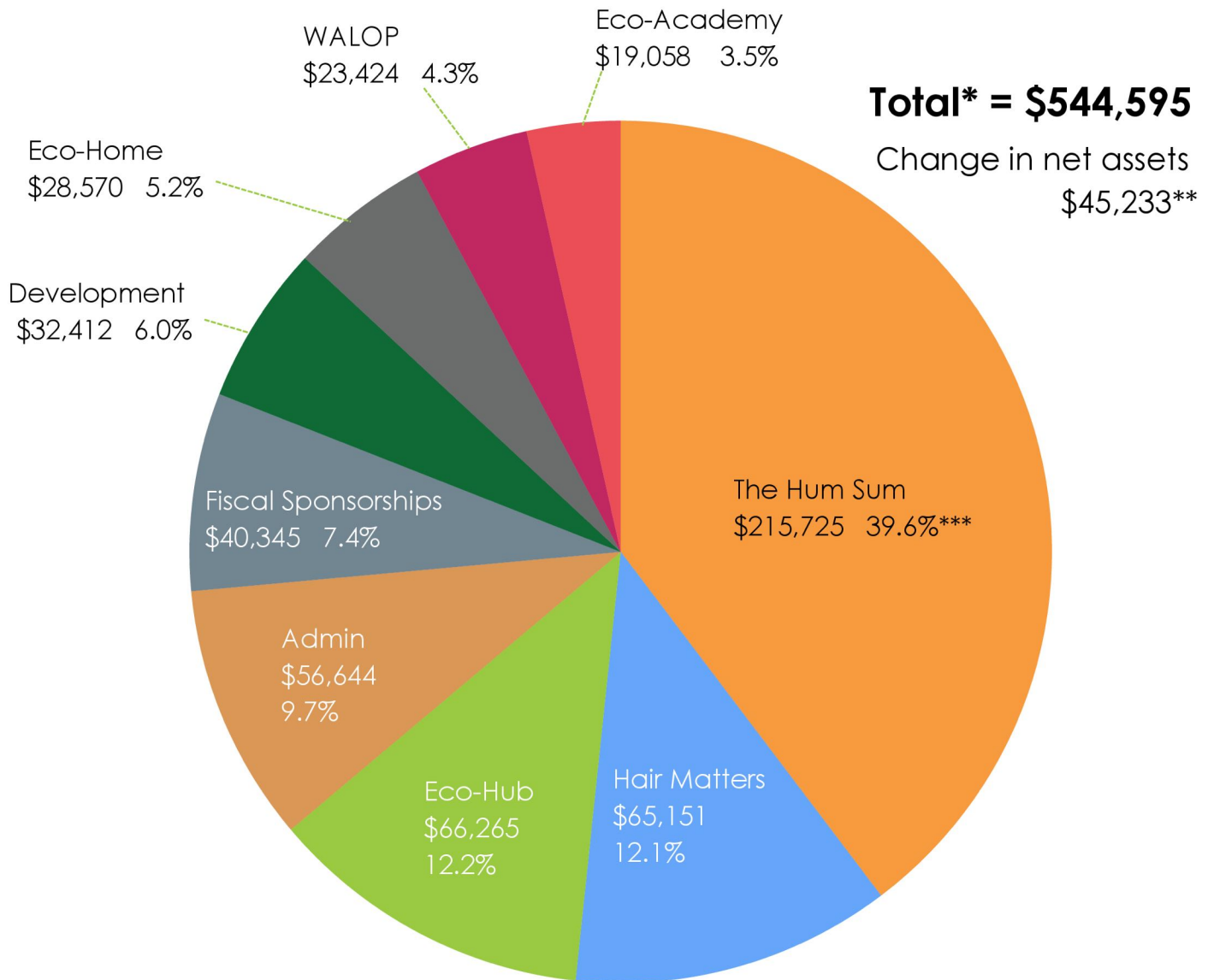


* Other Income includes rebates, reimbursements, interest, dividends

** 990 and Annual Report do not reflect the following items, which are reported in the Independent Accountant's Review: in-kind services, in-kind donations, in-kind rent, pro bono services, unrealized capital gains, cost of goods and funds carried forward from prior year.

2025 Expenses

We do big jobs on a small budget, and we stretch every \$1 into \$3!



* Total Expenses = Operational Expenses + Capital Expenditure

** 990 and Annual Report do not reflect the following items, which are reported in the Independent Accountant's Review: in-kind services, in-kind donations, in-kind rent, pro bono services, unrealized capital gains, cost of goods and funds carried forward from prior year.

***Depreciated Assets Felting Machines and Shipment
\$8,986 + Hum Sum = \$107,100

Gratitude Wall – Donors

Grants

Rose Foundation for Communities and the Environment
KBIH Foundation
Fidelity Charitable
Zero Waste Sonoma

Corporations and Foundations:

Cripps Family Trust
Paypal Giving Fund
Inter-Church Food Pantry
Bi-Rite Market, Inc.
Violet World Foundation
The James Irvine Foundation
Robbin Family Charitable Fund
Morgan Stanley Global Impact Funding
Silicon Valley Community Foundation
Cyber Cat Catalyst Fund

Public Institutions and Schools:

Tessellations School

Highlighted Donors:

- R. Allen
- C. Barber
- I. Bessy
- I. Breckenridge
- E. Charley
- P. Chon
- V. Colthurst
- T. Craig & D. Goodman
- M. Donahue
- Farm Trails
- P. & L. Gautier
- M. Giddens
- B. Gordon
- S. Gorsuch
- R. Hood
- Y. Khuong
- F. Lamaison
- D. Lew
- J. Liwanag
- K. Liu
- B. Loeb
- A. Madrid
- A. Makanju
- L. Mallman
- M. McGuigan
- E. Meier
- N. Meltzer & A. Diaz
- T. Nicole
- I. Oba
- L. Peters
- K. Powell
- P. Powell
- M. Proc
- C. Snyder
- J. Standen
- A. Strewler
- J. Venkateswaran
- K. Waghmare
- M. Yellin

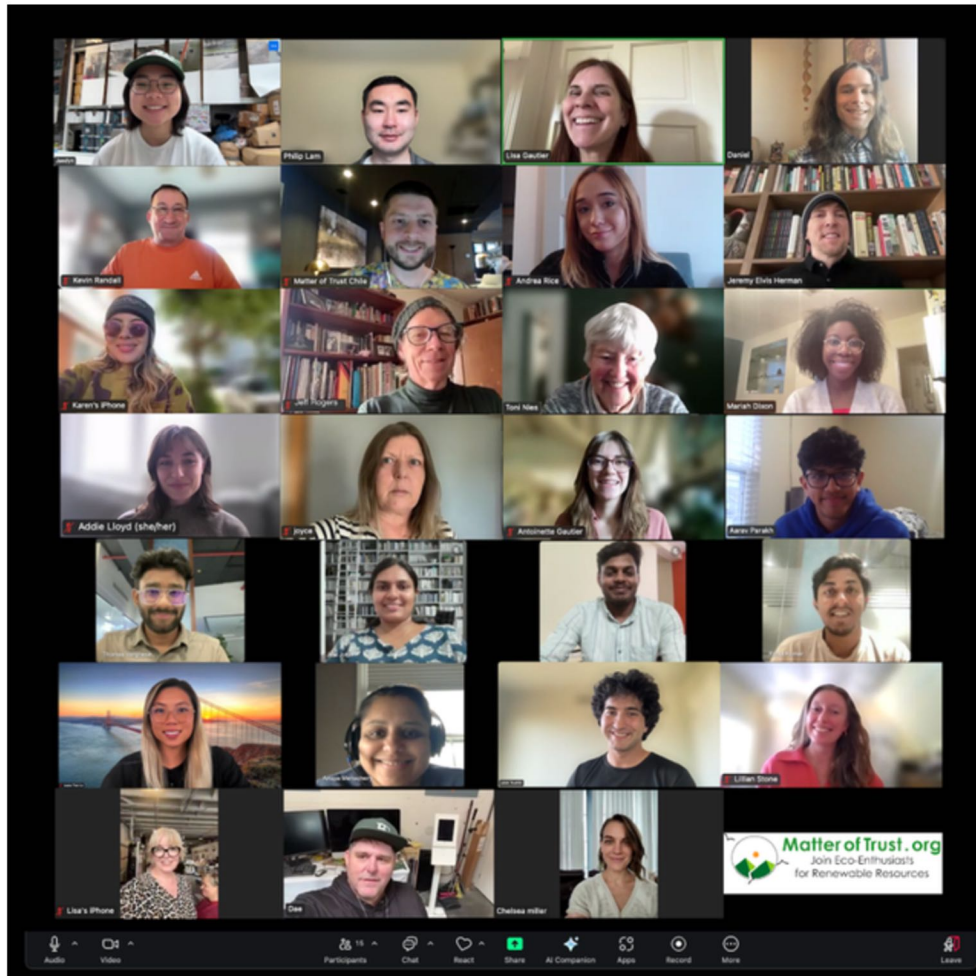
Gratitude Wall – Partners

Global Hub, Felting, Research, and Field Project Partners:

- Sylvine Aupetit, [France](#)
- Pierre Baudry – TSP, [French Polynesia](#)
- Moe Mokoena – MOIS Trading (PTY) Ltd, [South Africa](#)
- Yassine Soussi – National Engineering School of Tunis, [Tunisia](#)
- Jimena Villegas, [Colombia](#)
- Asad Chafi – JLM, a Morocco University Club, [Morocco](#)
- Omar Toiher – Ecolau Beauty, [Madagascar](#)
- Rami Yyehia, [Emirates](#)
- Jibran Tahir, [Pakistan](#)
- Nazish Munch, Trash IT – [Pakistan](#)
- Sherry Li, [Taiwan](#)
- Man Jin Kim – Sail Industry Co, [South Korea](#)
- Amy Shapcott-Hall – Matter of Trust – [Derbyshire, UK](#)
- Innovation Centre in Agritechnology (ICA) Universiti Teknologi Malaysia (UTM) – Mohd Nadzreen, [Malaysia](#)
- Stephanie – Hyppanie Essence & Felt LLC, [UK](#)
- Rajesh Sharma – Hair Fertilizer And Hair Recycling, [India](#)
- Chelsea Knight – Matter of Trust – [Edinburgh, Scotland](#)
- Leosaile Exports Private Limited, [India](#)
- Shahmar Hasanov, [Azerbaijan](#)
- Melanie C González, [Puerto Rico](#)
- Fry Taylor – Green Salon Collective, [Ireland](#)
- Marcelo – Matter of Trust – Ecuador, [Ecuador](#)
- Fecoprobe S.A., [Costa Rica](#)
- Daniel Buitrago – Uniminuto, [Colombia](#)
- Sanni Heiskari – Matter of Trust Baltic, [Finland](#)
- Gina Glasscock – Legendary Alpacas, [Texas](#)
- Azo Beauty Tech LTDA, [Brazil](#)
- Ivan & Cheri – Oklahoma Mini Mill, [Oklahoma](#)
- Alan Kardec de Miranda Ong, [Brazil](#)
- Betsy Morehead – Scissor Tail Park, [Oklahoma](#)
- Jennifer Dietsch – Husky Halfway House Foundation, [Oklahoma](#)
- Jodanna Parsons, [Wales/Portugal](#)
- Liva Klavina, [Latvia](#)
- Betsy Yaneth Muñoz Serrano – Vital Natural Care, [Spain](#)
- Alvin Korcak, [Czech Rep](#)
- Sally Denyer – Connected with Earth, [UK](#)
- Mariam Larinde – Larin Lifestyle LTD, [UK](#)
- Lori Thomas Brewer – The Great Blue Ridge, [Georgia](#)
- Adele Williams – Green Salon Systems, [UK](#)
- Kevin Randall, Matter of Trust – Florida, [Florida](#)
- Kym Jarvis – Turning Heads, [Calgary](#)
- Meloney Mitchell, [South Africa](#)
- Jeng Min, [South Korea](#)
- Harold John Laborte – Capilli Trading Inc., [Philippines](#)
- Nanako Hama – Matter of Trust – Japan, [Japan](#)
- Rahul Gupta – Matter of Trust – India, [India](#)
- Selene Estrach – Proyecto Sirena, [Venezuela](#)
- Mattia Carenini – Matter of Trust – Chile, [Chile](#)
- Mariana Robrahn, [Brazil](#)
- Nicolas Armando – Ecopelo Misiones, [Argentina](#)
- Mariano & Julian – Matter of Trust – Argentina, [Argentina](#)
- Thomas Leu – PAPIREC SA, [Switzerland](#)
- Itzel Sanclemente – Matter of Trust – Europe, [Spain](#)
- Ana Cukrov – Matter of Trust – Croatia, [Croatia](#)
- Marija Ivezić Hrašin, [Croatia](#)
- Svetlozar Dimitrov – Z Club Saint Sofia Next Generation, [Bulgaria](#)
- Magda Malinowska, [Poland](#)
- Vanessa Hall – Hedwig Hair Salon, [Wisconsin](#)
- Ilesha Henderson Walker, [Hawaii](#)
- Lennart van Bolderick – Boldwool, [Netherlands](#)
- Liz Cahill – Decentered Arts, [California](#)
- Susanne Vedder, [New York](#)
- Don Berg, [Oregon](#)
- Thomas & Emidio – Hair Help the Oceans, [Germany](#)
- Max Rieswick, Nicole Dentler, [Germany](#)
- Octop'us, [France](#)
- Tanya Strempler – Matter of Trust – Oklahoma, [Oklahoma](#)
- Emily McNeal- Matter of Trust – Ohio, [Ohio](#)
- Jessica Dahman – Matter of Trust – Montana, [Montana](#)
- Jorge Alberto – Matter of Trust – Mexico, [Mexico](#)
- Amelia & Brenna – Project W.A.T.E.R., [Massachusetts](#)
- Alyssa Portaro – Green Refuge Inc, [Louisiana](#)
- Miila Hyökki – Matter of Trust – Nordic, [Finland](#)
- Sina Buell, [Hawaii](#)
- Patrick Janssen, [Belgium](#)
- Michele Stokes – Alinea Hair USA, [Florida](#)
- Cindy Harris – Alpacas at Windy Hill, [California](#)
- Brian Fitzburgh – Home Fur All, [California](#)
- Sara Morris – HLA Fiber Mill, [Kansas](#)
- April Vaughan – Sanctuary Farm & Rest House, [Arkansas](#)
- Rachel Altman – Targets to Tuna LLC, (Mucky Duck Farms), [Alabama](#)
- Trevor Croft, [Newfoundland](#)
- Caitlin Soper- Matter of Trust – Montreal, [Montreal](#)
- Jennifer Osborn – All Sorts Acres Farm, [Ontario](#)
- Zach Shibambo – Trashure Africa, [South Africa](#)
- Michele Hosson, [Ontario Canada](#)
- Anna Ramirez – The Peaceful Groomer, [Colorado](#)
- Liva Klavina – Hårliv LJSolutions, [Norway](#)
- Carlos Zapata – [Perú](#)
- Angelos Belogiannis – Green Hair Solutions, [Greece](#)
- Ashley Higgins – Little Lady Locks, [UK](#)
- Silvia Frieda Sopranzetti, [Italy](#)
- Jane and Suzanne – Oregon Wool & Fiber Mill, [Oregon](#)
- Shawn Edwards – Lost Coast Spinnery
- Michel Traverse H – Chinampa Construction Project, [Mexico](#)
- Lauren LoBue, Andre – The Gentleman Farm Project, [Texas](#)
- Nick & Ben Padwick – Wild Soils, [Norfolk](#)
- Green Salon Collective, [USA](#)
- Laura Chinn-Smoot – Spinning Demos at Eco Home, [San Francisco](#)
- Jack Boland – Wompy (Bike Bags), [San Francisco](#)
- Cher Thorsen – Blue Dot Recycling, [Canada](#)
- Alexandra Fongaro – Hair Recycling Art Project, [Italy](#)
- Katie Propp – Ocean First Institute, [Colorado](#)

Cheers to a Planet-Friendly 2026!

Wishing everyone a year of health, hope, happiness and
humanity living in harmony with Earth!



Onward!