

Where the Wild Things Start: How Nicole Rycroft's Early Love of Nature Inspired Her Environmental Career

Dan Schiff and Claire Fallender 18 July 2017

Ashoka Fellow [Nicole Rycroft](#) is protecting ancient forests by working with global book publishers, newspapers, magazines, and fashion brands to shift to alternative and sustainably produced wood-based fabrics and paper. Her environmental NGO [Canopy](#) counts more than 750 large customer companies from H&M to publishers of the Harry Potter series as partners in this fight.

[Continue reading at Ashoka...](#)