



"ZERO WASTE"

Conscious Living. What is it? How can YOU do it?





What is Zero Waste?

ACCORDING TO [GOINGZEROWASTE.COM](https://goingzerowaste.com)...

The simple answer: We aim to send nothing to a landfill. We reduce what we need, reuse as much as we can, send little to be recycled, and compost what we cannot.

The less simple answer: It's really about redefining the system. We currently live in a linear economy where we take resources from the earth and then dump them in a giant hole in the ground. The goal of zero waste is to move to a circular economy where we write trash out of existence. The circular economy mimics nature in that there is no trash in nature. Instead of discarding resources, we create a system where all resources can be resumed fully back into the system.

LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



A background image of a landfill with birds flying in the sky. The image is split into two halves. The left half shows a dirt road leading up to a large pile of trash under a hazy, sunset-colored sky. The right half shows a similar scene but with a clear blue sky and more birds in flight.

“

"There is no such thing as 'away'. When we throw anything away it must go somewhere".

-ANNIE LEONARD

STUFF
PROJECT

Globally,
half a
trillion
plastic
bottles
are sold
every
year.



FACTS ABOUT PLASTIC YOU REALLY NEED TO KNOW:

- Since the 1950s, around 8.3 billion tons of plastic have been produced worldwide.
- In some parts of the world, using plastic is already illegal.
- 73% of beach litter worldwide is plastic.
- A million plastic bottles are bought around the world every minute.
- Worldwide, about 2 million plastic bags are used every minute.
- 90% of plastic polluting our oceans is carried by just 10 rivers.
- Plastic is killing more than 1.1 million seabirds and animals every year.
- The average person eats 70,000 microplastics each year.
- The average time that a plastic bag is used for is 12 minutes.
- Over the past 50 years, world plastic production has doubled.
- Virtually every piece of plastic that was ever made still exists in some shape or form...



WHY ARE SINGLE USE BAGS BAD FOR THE ENVIRONMENT?

Plastic bags:

- are used, on average, for a whopping 12 minutes.
- have a life expectancy of 1,000 years.
- never really decompose. They only break down into smaller pieces of micro plastics.
- kill about 100,000 marine animals every year.

Guess how many plastic bags are used every year?

- 4,000,000,000,000 !!!! (that's a lot of zeros)

Paper bags:


- create more waste in the production process compared to that of plastic bags.
- also take centuries to biodegrade in a landfill... compostable in a proper composting bin, though!

How to remember to BYOB (bring your own bag)...

The most sustainable thing you can do is remember to bring your own bags!!!

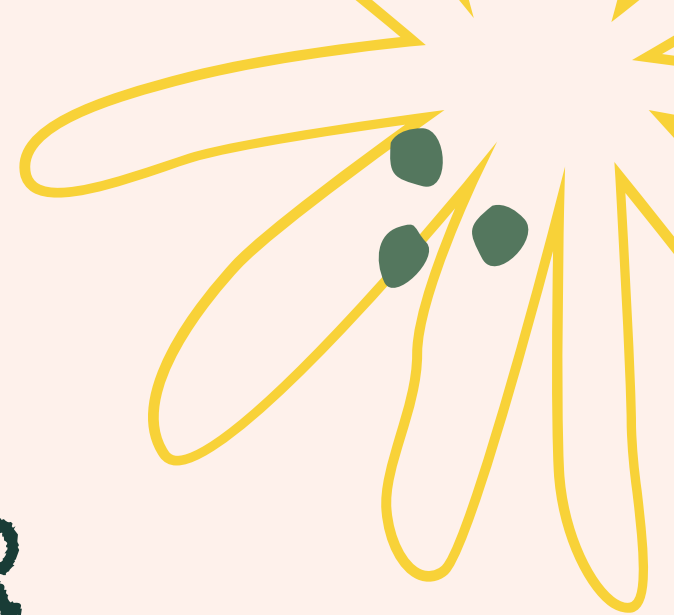
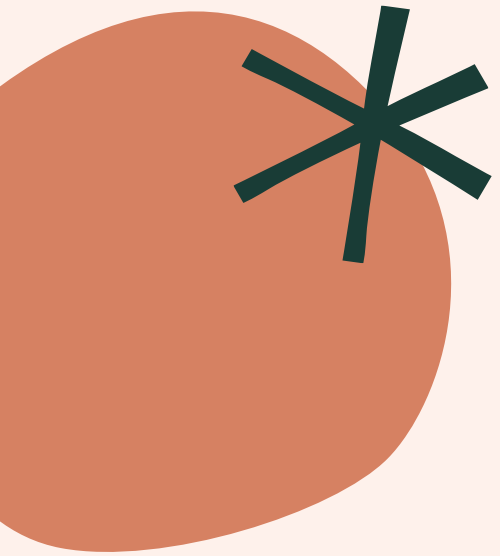
- keep them by your door, keep them in your car, put a reminder where you exit, put it on the top of your grocery list, etc.





"It cannot be right to manufacture billions of objects that are used for a matter of minutes, and then are with us for centuries."

ROZ SAVAGE



RECYCLING IS NOT THE ANSWER

NOT RECYCLED

Of the 8.3 billion metric tons that has been produced, 6.3 billion metric tons has become plastic waste. Of that, only nine percent has been recycled. The vast majority—79 percent—is accumulating in landfills or sloughing off in the natural environment as litter. Meaning: at some point, much of it ends up in the oceans, the final sink.

DOWNCYCLED

When we do recycle plastic, it is actually 'downcycled', meaning that every time it's recycled, the quality is reduced. So after being recycled and turned into new products a few times, the plastic will eventually end up in landfill as it won't be a good enough quality to recycle again!

HOPEFUL RECYCLING

We might put things in the bin which don't really belong in there in the hope it's going to be recycled but unfortunately, it doesn't work that way... Alternatively, we might put dirty things into the bin which don't get recycled. The item might be too small. Items may get lost on the way to the waste management facility.





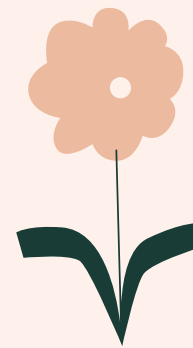
The Rest of the R's



REDUCE



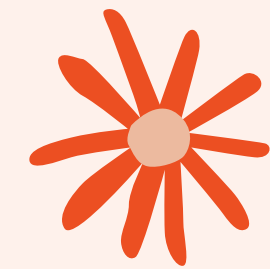
REUSE



RECYCLE



REPAIR



REPURPOSE



RECOVER



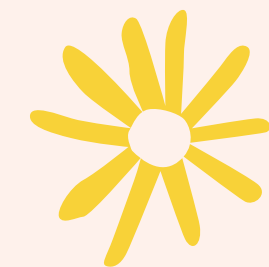
REFUSE



REPEAT



ROT



RETHINK



REUSE + RECYCLE:

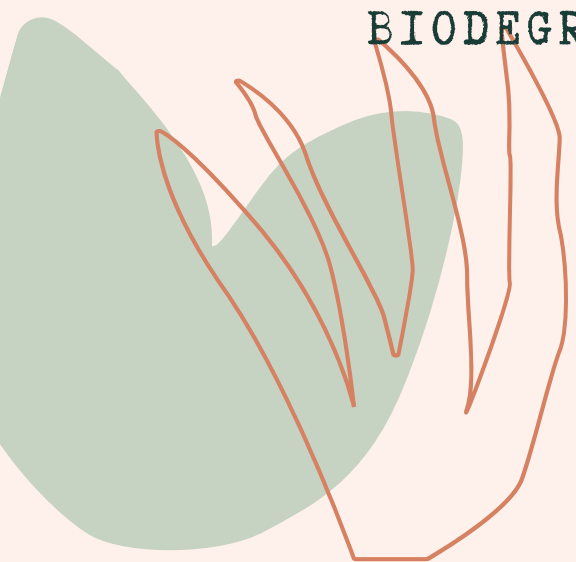
REUSE AND RECYCLE ARE THOSE TWO MAGIC MANTRA IN CREATING CLEANER SURROUNDINGS. IF THERE IS SOMETHING THAT YOU DON'T NEED ANYMORE; FIND ANOTHER WAY OF USING IT, IF NOT THEN FIND SOMEONE WHO MIGHT NEED IT; IF IT'S BROKEN THEN TRY TO FIX IT BEFORE DISPOSING. THINK BEFORE YOU DISPOSE ANYTHING. THIS SMALL HABIT OF RECYCLING AND REUSING SHOULD BE ENCOURAGED.

REFUSE:

RATHER THAN SAYING YES TO A FLYER, FREE T-SHIRT, OR FRO-YO SAMPLE ON THE STREET, MAKE THE NOT-SO-EASY CHOICE TO SAY NO. BY REFUSING ITEMS, YOU AUTOMATICALLY REMOVE THAT TRASH FROM YOUR LIFE!

ROT:

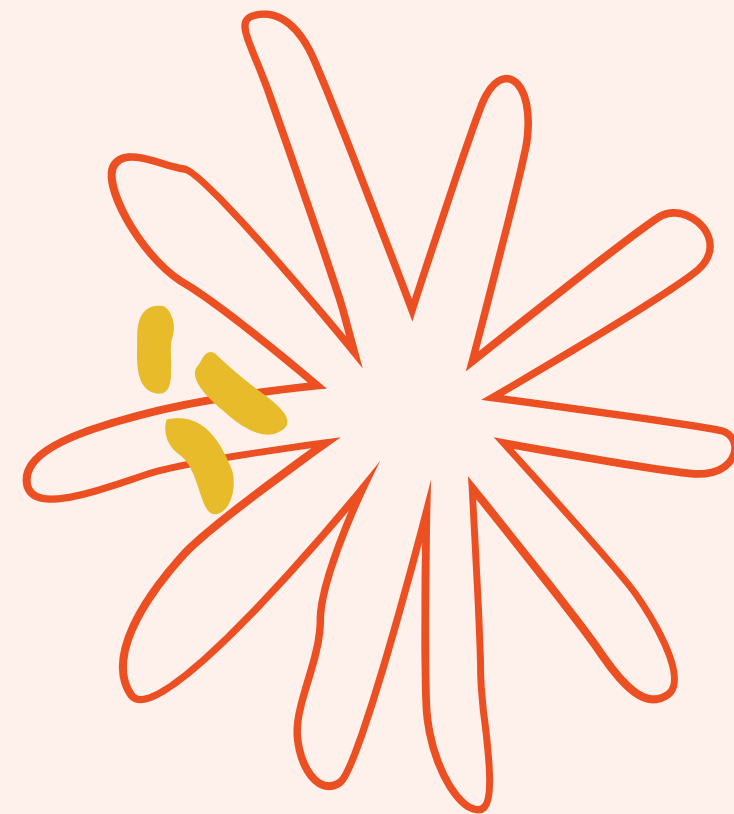
MUCH OF OUR WASTE COMES FROM THROWING COMPOSTABLE ITEMS INTO LANDFILLS WHERE THEY CAN'T PROPERLY BIODEGRADE. ALLOWING NATURAL PRODUCTS LIKE FOOD, PAPER, AND WOOD TO COMPOST DECREASES WASTE (AND CO₂ AND METHANE EMISSIONS) ON A MASSIVE SCALE





Overwhelmed?

Don't be...



PROGRESS OVER PERFECTION

"We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly."

- Anne-Marie Bonneau @ZeroWasteChef



“

If you think you are too small to make a difference, try sleeping with mosquito

THE DALAI LAMA




"We live in a society of instant gratification. Going zero waste is not conducive to that attitude. It takes time and patience. We tend to beat ourselves up for not being perfect, but in the beginning you're not going to be perfect. It's about the effort. It's knowing that you want to change; It's knowing you're trying."



WE MAY NEVER
REACH THE ZERO
IN ZERO WASTE,
BUT THATS NO
REASON TO TAKE
ZERO ACTION

**"THE THING ABOUT
CLIMATE IS THAT YOU CAN
EITHER BE OVERWHELMED
BY *THE COMPLEXITY OF
THE PROBLEM* OR FALL IN
LOVE WITH THE
*CREATIVITY OF THE
SOLUTIONS.*"**

-MARY HEGLAR

 **PACKAGE FREE**

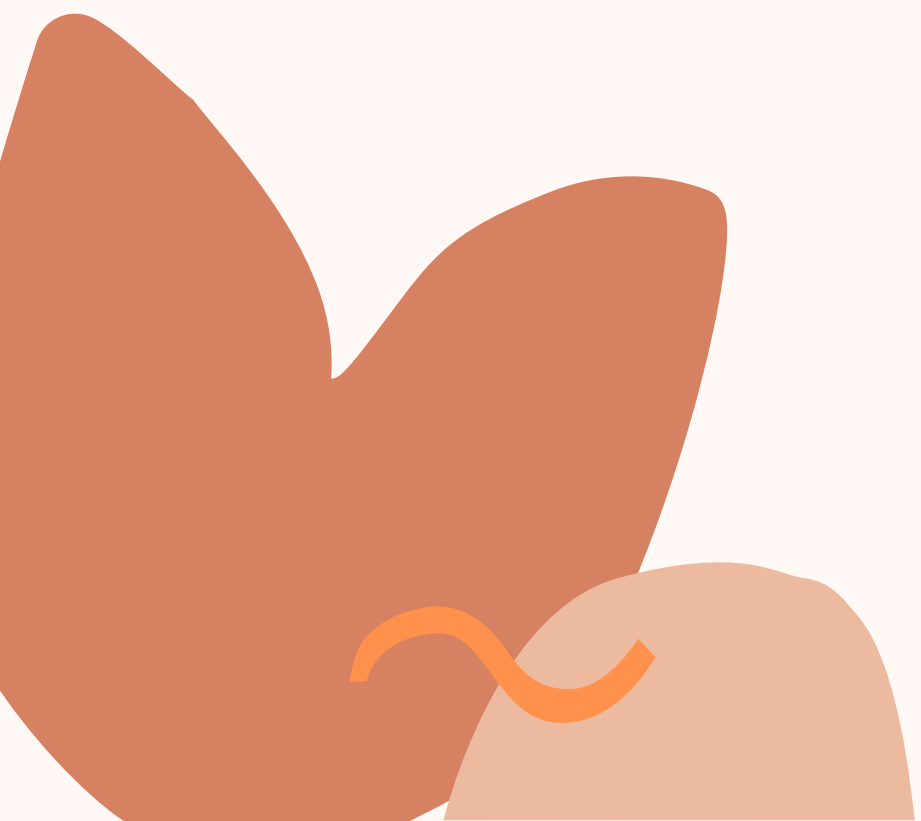


WHAT ARE SOME BENEFITS OF GOING ZERO WASTE?

- SAVE MONEY
- IMPROVE YOUR HEALTH
- LEARN NEW SKILLS
- SLOW DOWN & BE MORE AWARE
- KINDER TO THE EARTH & ITS INHABITANTS



What is your "WHY"?



WHY DO YOU WANT TO GO "ZERO WASTE"?

Do you want to save money? Do you want to be healthier? Do you want to be a part of a caring community? Do you worry about the animals and the future of the earth?

HOW WILL THIS LIFESTYLE BENEFIT YOU?

"I will save money! I will get healthier walking/biking everywhere! I will feel better with less stuff! I will enjoy the challenge of the good practices I am building! I will learn new skills! I will have less (eco-)anxiety!..."

WHAT IS YOUR FIRST STEP OR GOAL?

Here are some ideas to get you started... choose one or two that really resonate with you! THIS is how lasting, sustainable changes... which will have a ripple effect!

- I. create your own zero waste kit
2. make your own diy cleaning supplies
3. pick up litter (start a plogging group)
4. say no to plastic (cups, bottles, bags, silverware, straws, lids, etc.)
5. walk/bike to your destinations
6. use reusable cloths in place of paper towels/napkins
7. make more meals at home and/or have more plant-based meals
8. learn how to mend and/or do a clothes swap
9. shop secondhand for clothes, etc.
- IO. VOTE WITH YOUR DOLLAR + BALLOT
- II. Do a "trash audit"
- I2. Share your journey and ideas on social!

“I like to envision the whole world as a jigsaw puzzle... If you look at the whole picture, it is overwhelming and terrifying, but if you work on your little part of the jigsaw and know that people all over the world are working on their little bits, that's what will give you hope.”



Swap a plastic cutlery for reusable



Swap liquid shampoo for shampoo bars



Swap paper cups to reusable cups



Swap a plastic toothbrush for bamboo



Swap a plastic bags for reusable bags



SIMPLE every day SWAPS



@the.eco.warrior
www.theecowarrior.eco



7 free sustainable actions

reuse
gift
wrap



use your
vote



repurpose glass
jars & disposables

learn how
to mend



organise
your
fridge
so less
food
waste



air dry
your
clothes

go litter
picking



@ecowithnico

10 EASY WAYS TO USE LESS PLASTIC



BRING YOUR OWN
COFFEE CUP



CARRY A REUSABLE
WATER BOTTLE



REFILL YOUR OWN
JARS & CONTAINERS



SHOP AT BULK
FOOD STORES



SHOP
MINDFULLY



DITCH PLASTIC
PRODUCE BAGS



'SAY NO!' TO PLASTIC
STRAWS & CUTLERY



IF ITS BROKEN
... FIX IT



BRING YOUR OWN
SHOPPING BAG



LIVE
WITH LESS

THESOURCEBULKFOODS.COM.AU



the source
BULK FOODS

LOW-IMPACT LIVING CHECKLIST

template illustrated by @meadowlits



PLANT HERBS & VEGGIES



CLOTH PADS / MENSTRUAL CUP



CLOTHES SWAPPING



OWN CUTLERIES



DIY & UPCYCLING



WATER TUMBLER



BULK SHOPPING
(NO PACKAGING- FREE)



SHAMPOO BAR



REUSABLE SHOPPING BAG



FOOD CONTAINER



METAL / BAMBOO STRAW



OWN TOILETRIES WHEN TRAVELING



BUY SECONDHAND



BAMBOO TOOTHBRUSH



GREEN ONLY



HANDKERCHIEF



DONATED FABRICS



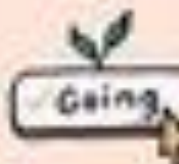
COMPOSTING



MAKEUP COTTON PAD



RENT / GIFT / BORROW



ATTENDED A ZERO WASTE TALK / EVENT



RECYCLE AT HOME



PICKUP INSTEAD OF POSTAGE



REUSABLE CUP

ZERO WASTE TIPS

how many do you use?

@ReduceWasteNow



Reusable
grocery bag



Plastic free
shampoo bar



Reusable
straw



Reusable
water bottle



Reusable
facial rounds



Biodegradable
toothbrush

Eco-Warriors!

DO NOT WASTE TIME

Doing This!



Throwing out all plastic products



Collecting too many cloth bags



Expecting overnight changes in societal lifestyles



Trying to Convince NO Sayers



Overthinking on things you can't control



@nayana_premnath



Zero Waste Starter Kit Ideas

The most eco-friendly thing, is the thing you **ALREADY HAVE!!!** What do you have in your home that you can use and/or repurpose?! Then, be a conscious consumer...

ZW Kit for out & about...

ZW Kit for your kitchen...

ZW Kit for your bathroom/beauty...



Zero Waste Out and About

- Reusable Bag (to carry your ZW kit, plus another for extra errands!)
- Reusable Mug
- Reusable Water Bottle
- Utensils
- Cloth Napkin
- To-Go Container
- Metal Straw
- Homemade/Bulk Snacks (to avoid extra plastic)



Zero Waste Kitchen

- Refilled Dish Soap (Bar Soap)
- Wooden Dish Brushes (+ Soap Dish)
- DIY Cleaning Recipes!
- Reusable Cloths (not paper towels/napkins)
- Beeswax covers, Silicone Food Storage Bags, Reusable Jars (+ learn how to properly store your food to avoid unnecessary food waste)
- Reusable Produce Bags
- Learn How to Shop in Bulk
- Learn How to Compost
- Strive to Reduce Food Waste
- Have More Plant-Based Recipes
- Have Fun & Get Creative in the Kitchen!



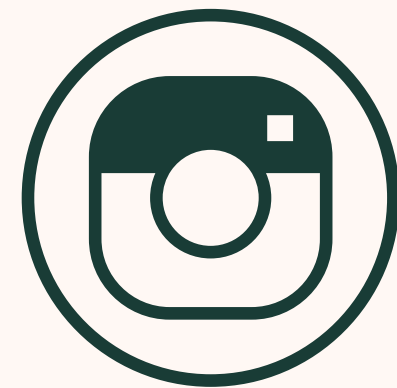
Zero Waste Bathroom/Beauty

- Bamboo Toothbrush
- Solid Toothpaste (or diy)
- Wooden hair brush/comb
- Reusable Makeup Wipes
- Shampoo & Conditioner Bars
- Bar Soap (or refilled soap)
- Plastic Free Deoderant (or diy)
- Cloths or Natural Sponge
- Low Waste Skincare & Makeup
- Menstral Cup (and/or Period Panties)
- Safety Razor
- TP not wrapped in plastic (or made with bamboo/recycled... Bidet?!)
- Take Shorter (or less) Showers
 - HI DIY DRY SHAMPOO ;)
- Turn The Faucet OFF!



*Buy Less,
Choose Well,
Make It
Last.*

Connect &
Follow Along!



INSTAGRAM

@LINDENFERN



WEBSITE

LINDENFERN.COM



CONTACT

CARE@LINDENFERN.COM



Research + Resources:

**GRATEFUL FOR THE GUIDANCE
FROM OTHERS WHO ARE LEADING
THE WAY IN THE ENVIRONMENTAL
& ZERO WASTE MOVEMENT!**

- [GOINGZEROWASTE.COM](https://goingzerowaste.com)
- [TRASHISFORTOSSERS.COM](https://trashisfortossers.com)
- [PACKAGEFREESHOP.COM](https://packagefreeshop.com)
- [DARETOBEAWILDFLOWER.COM](https://daretoBEAWILDFLOWER.COM)
- [ECOWARRIORPRINCESS.NET](https://ecowarriorprincess.net)
- [ONEGREENPLANET.ORG](https://onegreenplanet.org)
- [SUSTAINABLESIMPLY.COM](https://sustainablestudies.com)
- [REALSIMPLE.COM](https://realsimple.com)
- [EWG.ORG](https://ewg.org)
- [NRDC.ORG](https://nrdc.org)
- [NATIONALGEOGRAPHIC.ORG](https://nationalgeographic.org)

VARIOUS INSTAGRAM PAGES, INCLUDING:

- @REDUCEWASTENOW
 - @THESOURCEBULKFOODS
 - @THE.ECO.WARRIOR
 - @ECOWITHNICO
 - @SHOPWITHGOODINTENT
 - @NAYANA_PREMNATH
 - @AJTHEILLUSTRATOR
 - @BRIGHTLY.ECO
 - @PERMACRAFTERS
 - @WASTEFREEPLANET
 - @THEECOFRIENDLYGUIDE
- 