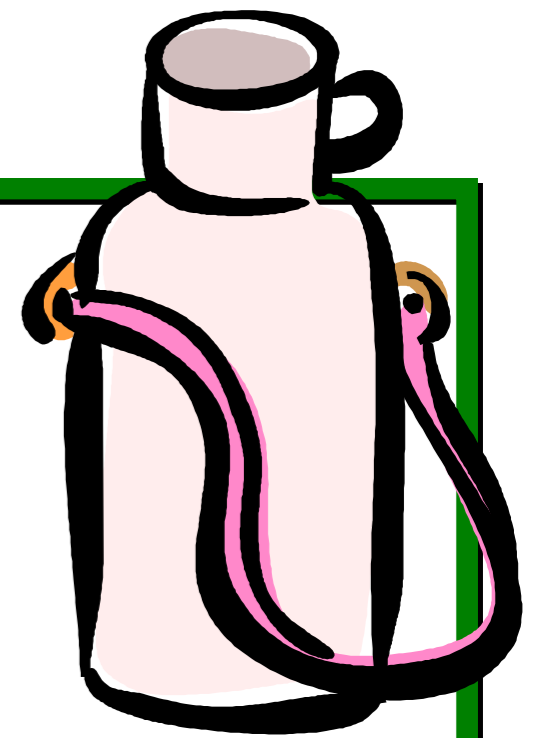


# Reuse...

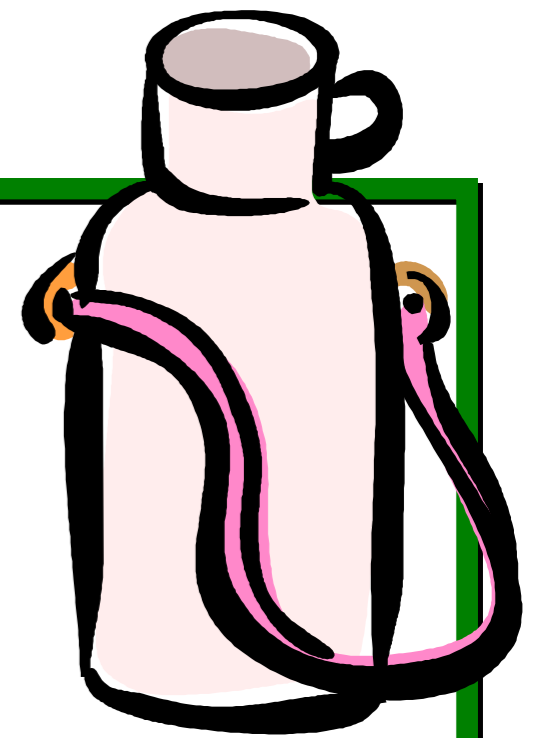
to use something over  
and over again



If one million people switched to reusable  
bags, we'd eliminate the need for one billion  
plastic bags.



# Reuse... in daily activities



- Water bottles
- Shopping bags
- Lunch boxes
- Rechargeable batteries
- Make double-sided copies
- Use FreeCycle, Craigslist and thrift stores to donate your old items and shop

## Say No to Styrofoam

- Bring your own coffee mug
- Bring your own reusable tableware
- Let them know you don't like their packaging

# Rot (aka Composting)

is a biological process us humans create by piling up things like leaves and grass so they can break down into a soil amendment



**Experts estimate the U.S. has lost 75% of its original topsoil to erosion, development, and shortsighted farming practices.**



# Rot (aka Composting)



Here are a few things we can compost in our own backyard:

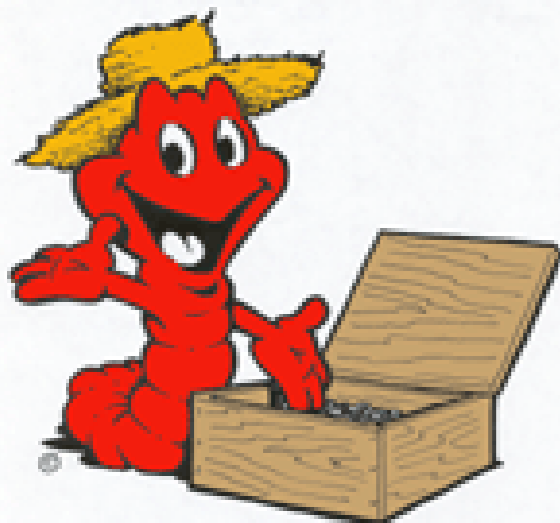
- Fruit and vegetable scraps
- Bread, bakery products and pasta
- Leaves and grass clippings
- Egg shells
- Cotton, wool, burlap and leather
- Paper
- Tea leaves, tea bags, coffee grounds and filters

- Plant pruning and weeds

## Composting Facts:

- Composting with worms is an excellent way to recycle food scraps and paper, among many other organics generated at home. The end-product produced by the worms, called worm castings or vermicompost, is perhaps the best amendment available for improving growing conditions in soil.
- Composting, among many other benefits, offsets greenhouse gas emissions, decreases water pollution, and can help ensure a healthier, more stable food supply
- Food scraps, leaves, grass and other organic discards belong back in the soil, not in a landfill or incinerator

Contact the Solana Center (visit [solanacenter.org](http://solanacenter.org) or call (760) 436-798 to learn more about composting, find a free workshop, or become a real pro and enroll in their master composter class.



# Reduce...

use less, create less waste



When you avoid making garbage in the first place, you don't have to worry about disposing or recycling it later.



**Changing Habits is the Key**  
think about ways you can reduce  
your waste when you shop, work,  
and play.

# Reduce...

- Make double-sided copies
- Say no to junk mail and register online with the direct mail preference service
- Pay your bills online
- Compost all your yard trimmings
- Use worms to eat your food discards



## Be a Smart Shopper

- Buy in bulk
- Buy products with less packaging
- Buy products that can be reused, recycled or composted when you are done with them
- Buy recycled content products

# Recycle

to use age in the original form with minimal alteration



While the most important way to save valuable resources is to use as few as possible in the first place, recycling and using recycled products is the next step.



# Recycle...



## Did you know...?

- An average San Diego throws away 8lbs of trash a day. Average in US is 4lbs.
- Every ton of paper recycled saves 17 trees.
- It takes 90% less energy to recycle aluminum cans and 65% less energy to recycle paper than it is to make out of virgin material



- Recycling 1 aluminum can saves enough energy to run your TV for 3 hours

## How long does...take to decompose?

- Plastic - 500 years
- Aluminum cans—500 years
- Organic material, paper, and textile—6 months  
(if buried in a landfill it can create methane gas which is 72x more potent than CO<sup>2</sup>)

# Recycle...

## Where can I go?

*For a listing of all things that can be recycled by material by zipcode*

- City of San Diego Environmental Services Department  
Hotline 858-694-7000
- I Love a Clean San Diego Online Recycling Database

[www.cleansd.org](http://www.cleansd.org)

- [Earth911.com](http://Earth911.com)



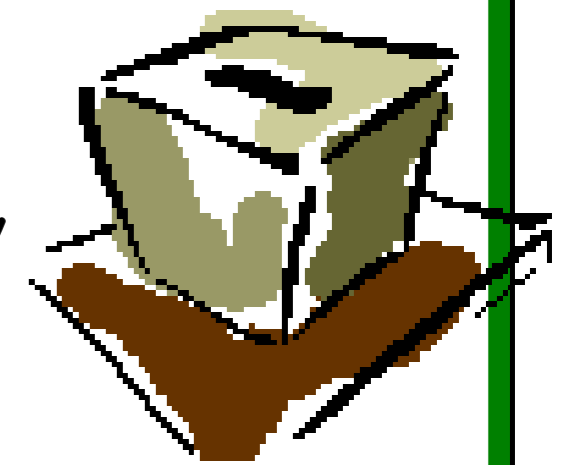
## Donate Your Reusables

- Craigslist San Diego
- FreeCycle San Diego
- Goodwill Thrift Store
- Salvation Army
- US'Again



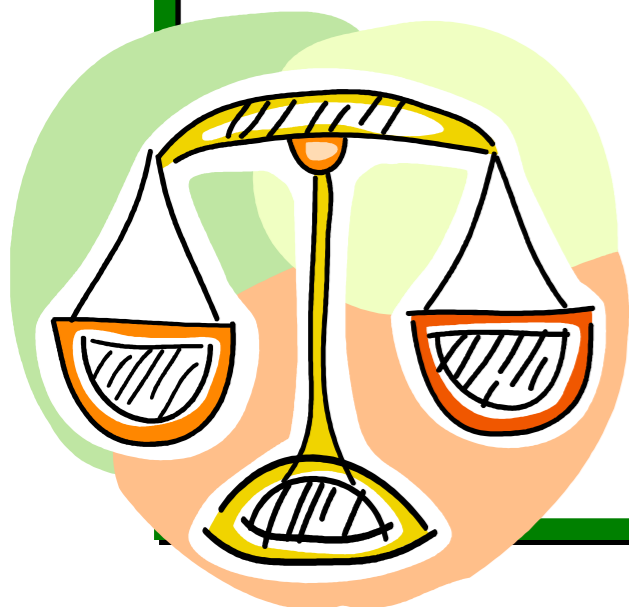
# Regulate...

to control or direct by a rule, principle, method, etc.

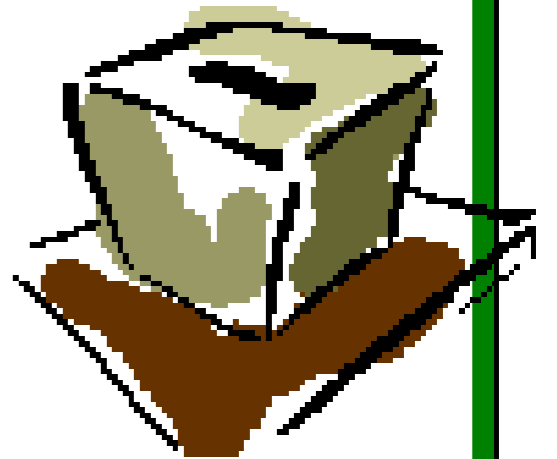


“Producer responsibility” laws in California, Canada, and other parts of the world have been successful, and basically tell manufacturers, “if you produce it, you’re responsible for where it ends up and the damage it causes to public health and the environment.”

Since the passing of AB939 in 1989, more than 5,000 new businesses and non-profit organizations have been formed creating more than 80,000 new jobs!



# Regulate...*(sensibly)*

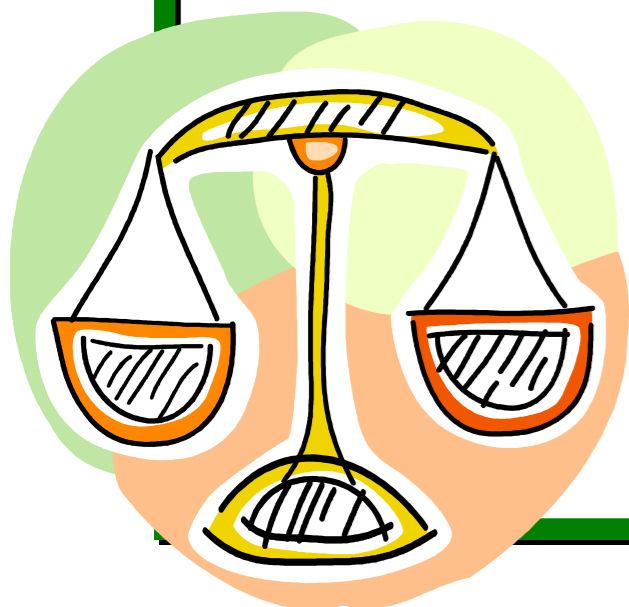


## NEW RULES:

- Mandatory source separation
- Mandatory Construction & Demolition debris recovery
- Ban disposal of compostable organics

Well thought out regulation is good for people, jobs, companies, economies, and of course, the environment.

- Product and material stewardship
- Zero waste policy for communities



How?

**Vote Green!!**

# Redesign...

to make a revision in the appearance or function of.



## The Concepts of Extended Producer Responsibility (EPR) and Product Stewardship

Extended producer responsibility (EPR), based on the "polluter pays" principle, entails making manufacturers responsible for the entire lifecycle of the products and packaging they produce. One aim of EPR policies is to internalize the environmental costs of products into their price. Another is to shift the economic burden of managing products that have reached the end of their useful life from local government and taxpayers to product producers and consumers.



# Redesign...

## Extended Producer Responsibility

**Liability:** refers to a responsibility for proven environmental damages caused by the product in question. The extend of the liability is determined by legislation and may embrace different parts of the life-cycle of the product, including usage and final disposal.

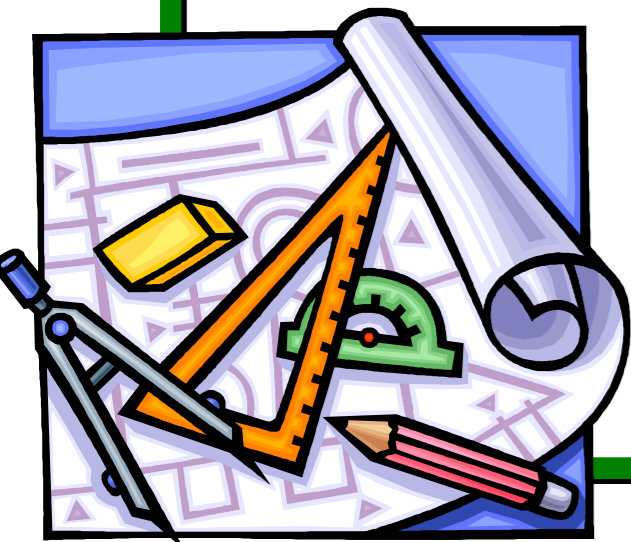
**Economic responsibility:** means the producer will cover all or part of the costs for collection, recycling, or final disposal of the product manufactured. These costs could be paid directly by the producer or by a special fee.

**Physical responsibility:** is used to characterize the systems where the manufacturer is involved in the actual physical management of the products or the effects of the products.

**Informative responsibility:** signifies several different possibilities to extend responsibility for the products by requiring producers to supply information on the environmental properties of the products manufactured.

**Product Stewardship** is gaining in popularity because of its less regulatory nature and its recognition that other parties have a role to play.

**Product Stewardship:** means that all parties - designers, suppliers, manufacturers, distributors, retailers, consumers, recyclers, and disposers - involved in producing, selling, or using a product take responsibility for the full environmental and economic impacts of that product



# Repair

... to restore to a good or sound condition after decay or damage; mend.



We tend to think of most things as "disposable".  
If something is broken we throw it away.

The longer we are able to use things like appliances, furniture and clothing, the  $CO^2$  footprint of the item reduces and many precious resources are conserved.

**Repairing is the new recycling**



# Repair Manifesto



**1. Make your products live longer!**

Repairing means taking the opportunity to give your product a second life. Don't ditch it, stitch it! Don't end it, mend it! Repairing is not anti-consumption. It is anti-needlessly throwing things away.

**2. Things should be designed so that they can be repaired.**

Product designers: Make your products repairable. Share clear, understandable information about DIY. Consumers: Buy things you know can be repaired, or else find why they don't exist. Be critical and inquisitive.

**3. Repair is not replacement.**

Replacement is throwing away the broken bit. This is NOT the kind of repair that we're talking about.

**4. What doesn't kill it makes it stronger.**

Every time we repair something, we add to its potential, its history, its soul and its inherent beauty.

**5. Repairing is a creative challenge.**

Making repairs is good for the imagination. Using new techniques, tools and materials ushers in possibility rather than dead ends.

**6. Repair survives fashion.**

Repair is not about styling or trends. There are no due-dates for repairable items.

**7. To repair is to discover.**

As you fix objects, you'll learn amazing things about how they actually work. Or don't work.

**8. Repair—even in good times!**

If you think this manifesto has to do with the recession, forget it. This isn't about money, it's about a mentality.

**9. Repaired things are unique.**

Even fakes becomes originals when you repair them.

**10. Repairing is about independence.**

Don't be a slave to technology—be its master. If it's broken, fix it and make it better. And if you're a master, empower others.

**11. You can repair anything, even a plastic bag.**

But, we'd recommend getting a bag that will last longer, and then repairing it if necessary.

**Stop Recycling, Start Recycling**



# Repair ... how?



- . **Clothes**

- . You can find your local tailor at most dry cleaning businesses

- . **Shoes**

- . You can find more shoe repair shops at a leather repair store
- . Nordstrom will repair any shoes for a small cost

- . **Appliances**

- . **Most appliances can be repaired:**

- . Computer
- . Radio
- . Vacuum

- . Refrigerator

- . Toasters

- . **Jewelry**

- . Most jewelry stores provide repairing services

- . **Watches**

- . You can go to most places that sell watches also repair

- . **Books**

- . Check the yellow pages for places to bind your old books

- . **Eyeglasses**

- . Costco
- . Wal-Mart





Zero Waste San Diego is a 501(c)3 non-profit organization with a mission is to create, promote and implement programs that maximize management and conservation of resources, reduce greenhouse gas emissions that contribute to global warming, and persuade citizens, businesses, and governments in the San Diego County region to adopt a zero waste philosophy.

**"IF YOU AREN'T FOR ZERO WASTE, THEN HOW MUCH WASTE  
ARE YOU FOR?"**