The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream

Waste...

or Darn

Near

Downstream

Design for the Environment, Not the Dump

All products must be recoverable through reuse, recycling or composting

Shifting Subsidies

Stimulating green practices rather than favoring waste and pollution



Changing the Rules

Removing market barriers and inequities to support sustainable industry



Jobs, Jobs, Jobs

Redesign and recovery create more jobs than resource destruction



Clean Production

More resource efficient and recoverable, less toxic to workers, environment and consumers



Retail Stores

Opportunity for consumer education and product take-back



Consumer Buying Power

Creating market demand and a new manufacturing standard



Producer Responsibility

Manufacturers are part of the solution, taking back their own products or supporting recovery infrastructure



Community center for total recovery reuse, recycling and composting material exchange, and education

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