

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND 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



Resource Recovery Parks

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

