



Zero
waste

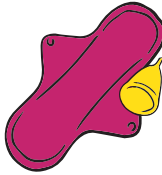
Combating plastic pollution

We are in the midst of a rapidly growing plastic pollution crisis. 'As of 2015, an estimate of 8,300 metric tonnes of virgin plastic has been produced of which approximately 6,300 metric tonnes of plastic waste has been recycled to up to 9%, incinerated by another 12%, and the remaining 79% has been accumulated in landfills or the natural environment', globally. To give a perspective to the ongoing issue, 'if current production and waste management trends continue, roughly 12,000 metric tonnes of plastic waste will be in landfills or in the natural environment by 2050.

Cheap, multi-purpose, non-bio-degradable and easily available- these are few of the qualities that make plastic a part of our daily lives. Albeit, it is because of these same "qualities" that today plastic has grown to become a blemish on the face of this planet. Therefore, committing to individual action in our everyday choices is one of the key solutions to pushing back on the impacts of plastic pollution. Moreover, calling for collective actions and governmental policies that make companies responsible for their products and packaging is a step in the right direction towards reducing plastic.

Adopting a sustained method of 'Zero Waste' consumption not only reduces our impact as plastic consumers on the planet but also ensures the conservation of all resources by means of responsible production and consumption. Through basic methods of reducing, reusing, recycling and recovering products and materials without burning or discharging it into the land, water, or air, the overall footprint of plastic is drastically reduced.

12 steps towards Zero waste



Switch to menstrual cup or reusable cloth pads. Disposable pads are 90% plastic and are toxic to your body too



Give up toiletries that promote single use plastic



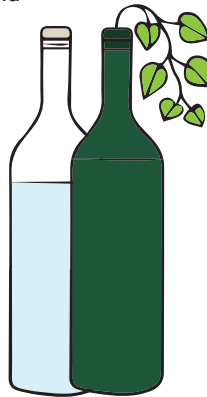
Carry your own cloth bags and water bottles



Choose reusable cutlery



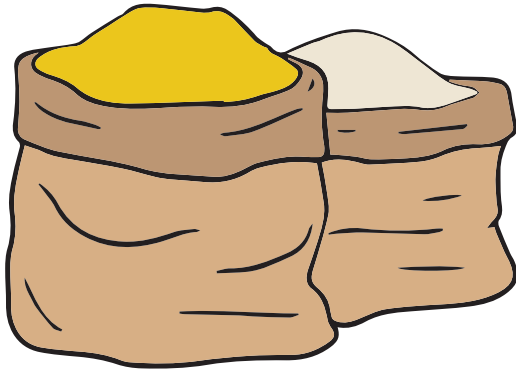
Drink straight or switch to bamboo or steel straws.



Choose glass and metal options that can be reused



Encourage plastic free festivities; recycle or reuse wrapping paper.



Buy unpackaged food products and carry reusable containers while shopping for groceries



Choose food that is made locally and unpackaged. Avoid junk plastic packaged food and reduce your food miles.



Segregate and compost waste



Share clothes; accept hand-me-downs



Do not burn. Segregate, Recover and Recycle as much as possible

Give up
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WISHLIST

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Rethink

REFUSE | REDUCE | RE-USE | REPAIR | RE-GIFT | RECOVER | RECYCLE