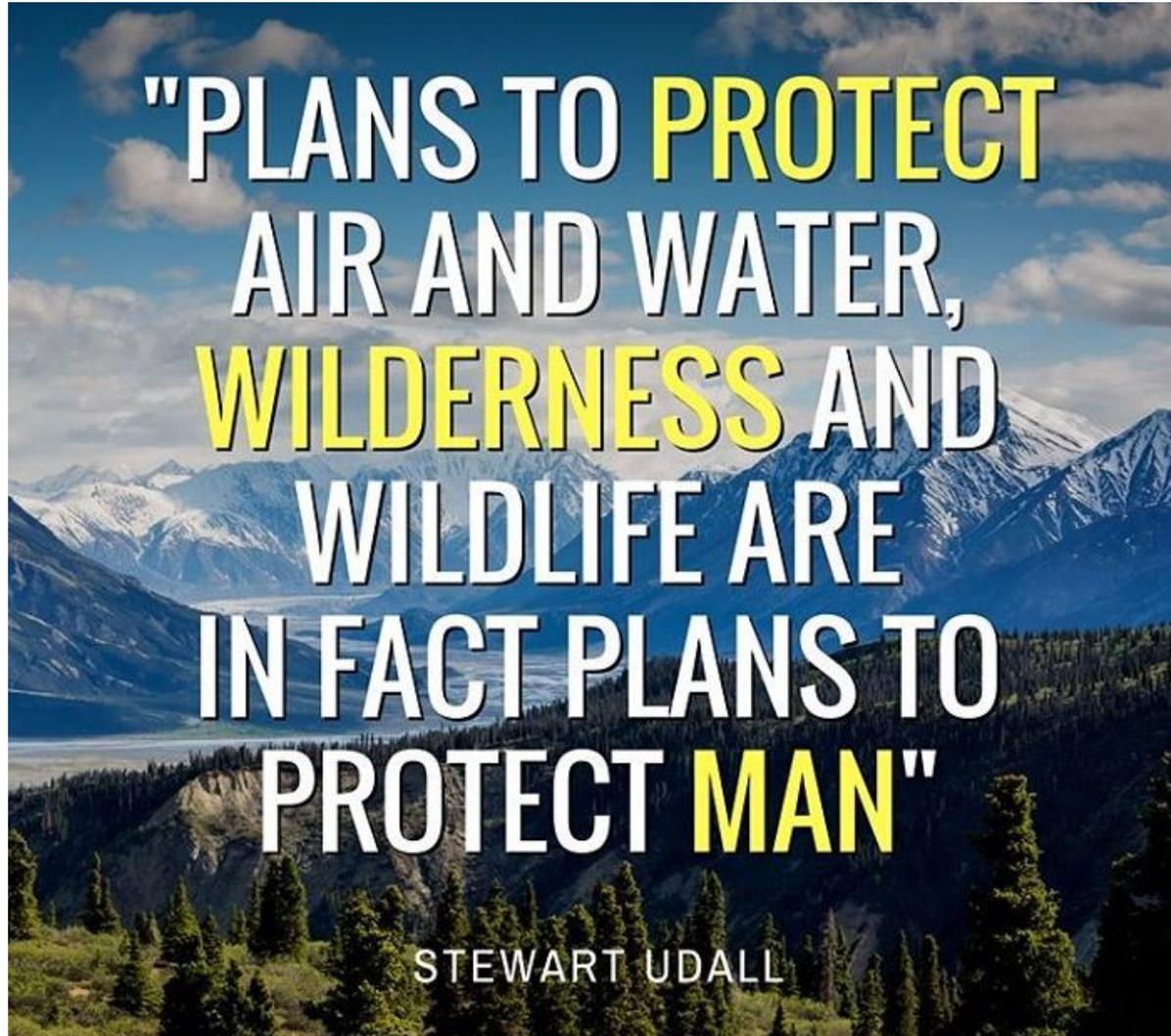




Open-minded

Why being eco-friendly?

How being eco-friendly is actually about being egoistic? In which ways?



# Two adults, two kids, zero waste | Bea Johnson

<https://www.youtube.com/watch?v=CSUmo-40pgA>



---

# declutter

*verb* [ I or T ] • **UK**  /,di:'klʌt.ə/ • **US**   
/-'klʌt.ə/

- ★ **to remove things you do not need from a place, in order to make it more pleasant and more useful:**

*I'm going to declutter before my family comes to visit.*

*Declutter your kitchen worktops to give yourself more space to cook.*

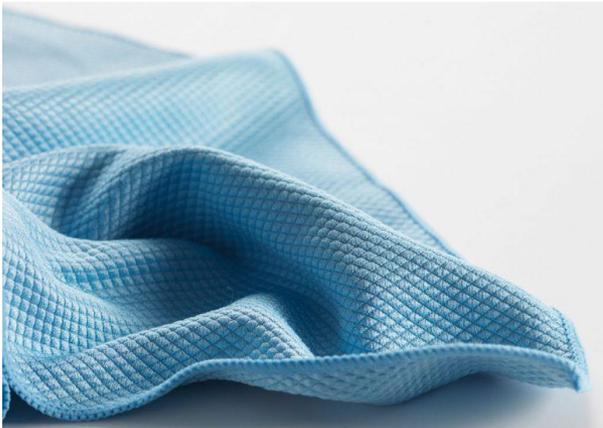




Canning

Sponge





**rug** /rʌg/ ●●● **S3** noun [countable] 🔊 🔊

1 a piece of thick cloth or wool that covers part of a floor, used for warmth or as a decoration → **mat**, **carpet**

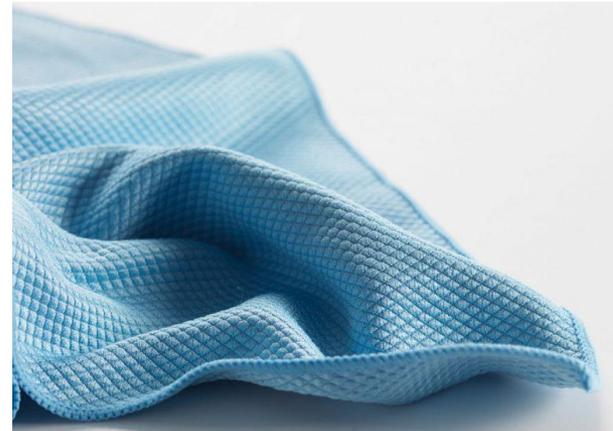


**rag**<sup>1</sup> /ræg/ ●○○ noun 🔊 🔊

1 **CLOTH** [countable, uncountable] a small piece of old cloth, for example one used for cleaning things

🔊 He wiped his boots dry with an old rag.

🔊 an oily rag





Jar of jam



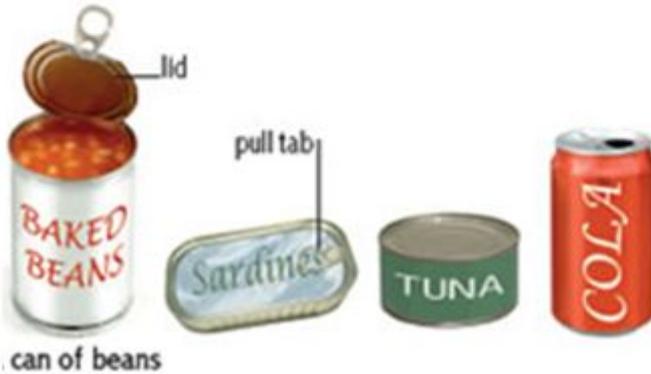
Jug of tap water



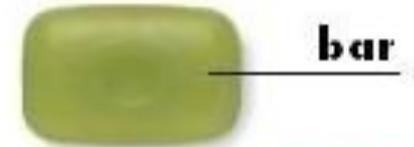
carton of milk/  
juice

tin package

can



lid



tube

Package  
packet of chips



- How long has she and her family been living zero-waste?
- What are some crazy ideas she tried? And what decorative cosmetics she uses?

**LIP INFLATION<sup>®</sup>**  
Plumping Treatment  
Instantly Plump Lips!

*Sally Hansen<sup>®</sup> Dermatologist Tested*



Tingly Gloss  
Inflates Lips  
to Maximum  
Fullness  
and Shine

With Ginger,  
Cinnamon  
& Vitamins

*Sally Hansen*  
**LIP INFLATION**

Guaranteed  
Visible Results

0.2 oz/5.6 g



but I do not recommend  
using stinging nettle on your lips



I do not recommend using moss in lieu of toilet paper either.

- The three R's - **reduce**, **reuse** and **recycle** - all help to cut down on the amount of waste we throw away. They conserve natural resources, landfill space and energy. Plus, the three R's save land and money communities must use to dispose of waste in landfills.

- What does it mean? What Should/ shouldn't You do?



Let's not turn earth into one giant landfill 🗑️



•



- 🌿 Repair what can be fixed 🦷 - 🌿 Refuse items that you don't need 🚫

- 🌿 Reduce those you do 🟩 —▪

- 🌿 Reuse what you can ♻️

- 🌿 Recycle what's left ♻️ - 🌿 Rot

(compost) everything else ♻️ 🌍 🐟 🐢 🐘



•

- What are the 5 Rs? How does it work for them? *How do you see it might work for you?*
- How does consumer society work? How can we change it? Can you refuse freebies like pens at conferences?

# Law of supply and demand



## THE 5R'S

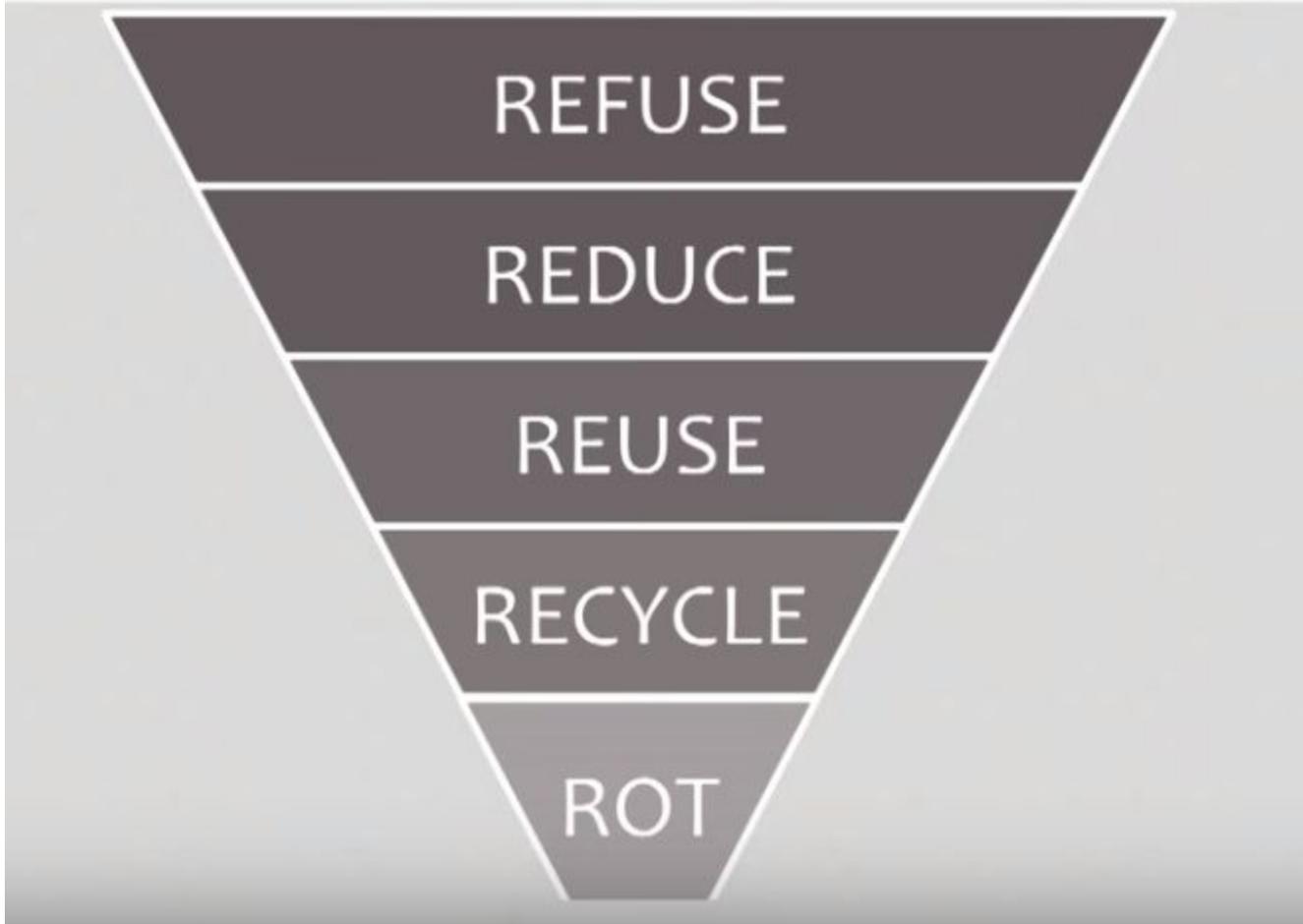
REFUSE

REDUCE

REUSE

RECYCLE

ROT



REFUSE WHAT WE DO NOT NEED



**JUST  
SAY  
NO!**

# REUSE



1- BY SWAPPING DISPOSABLES FOR REUSABLES



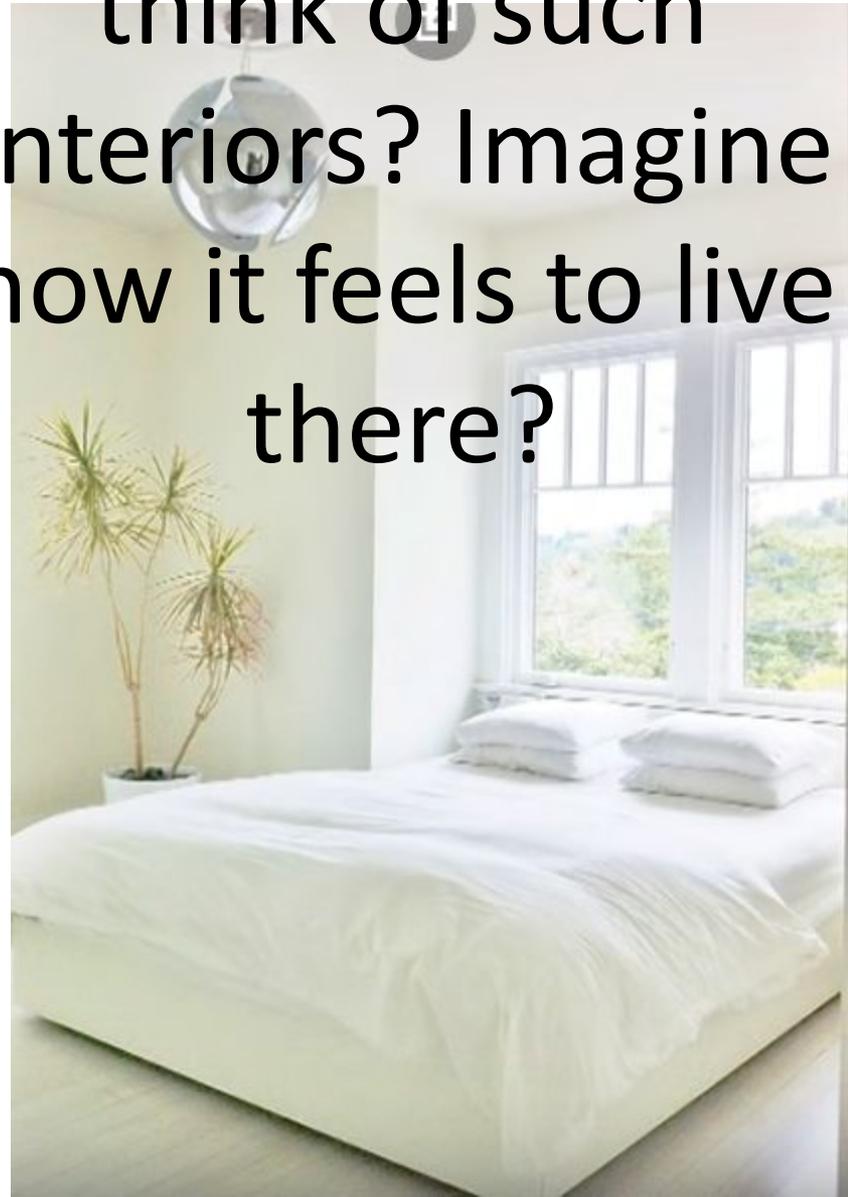


We found that we can clean our whole house just with white vinegar and castile soap.

- What are the benefits of decluttering? **Have you ever tried it? What can you do with the extra things that you find no longer useful?**
- What has she found out about cleaning products? **Can you relate to that?**



What do you think of such interiors? Imagine how it feels to live there?





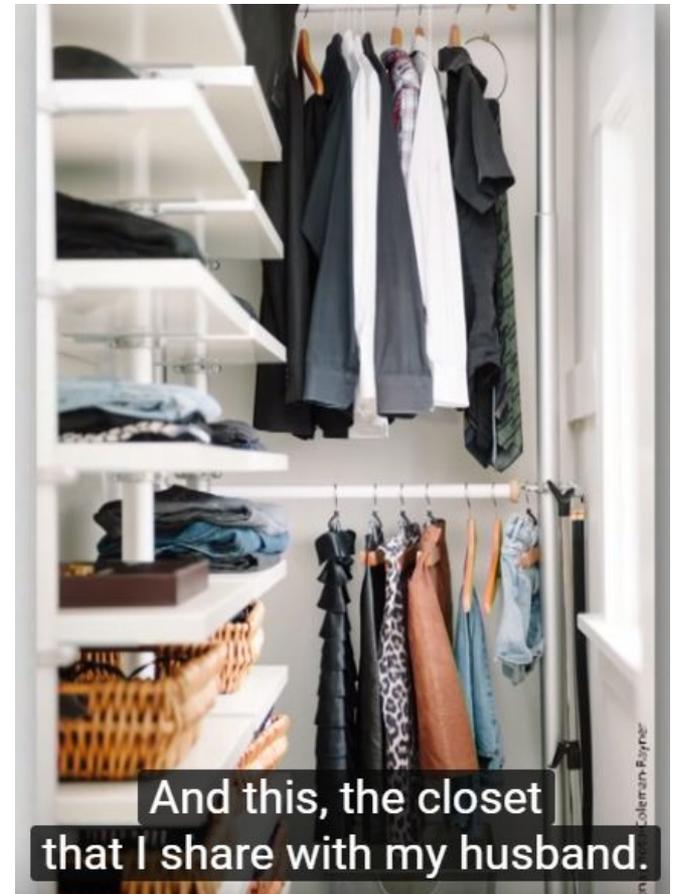


- Can you relate to these minimalistic ideas?
- What happens to their home when they go on holidays? Can you do the same with your home? Why?

## 2- BY BUYING SECONDHAND



- What reductions have been made to their wardrobe? **Do you have a ‘what if’ items in your wardrobe? Why? Why do you think we (Russians) are specifically inclined to keeping things ‘just in case’?**



And this, the closet that I share with my husband.

# RECYCLE WHAT WE CANNOT REFUSE, REDUCE OR REUSE



The fourth rule of the Zero Waste lifestyle is to recycle

# ROT (COMPOST) THE REST



A woman with long blonde hair, wearing a dark green button-down shirt and a black skirt, is speaking on a stage. The background features large, stylized letters spelling 'FOOD'. The text is overlaid on the image.

Have you thought about it  
before – that you are  
actually investing in a  
landfill??

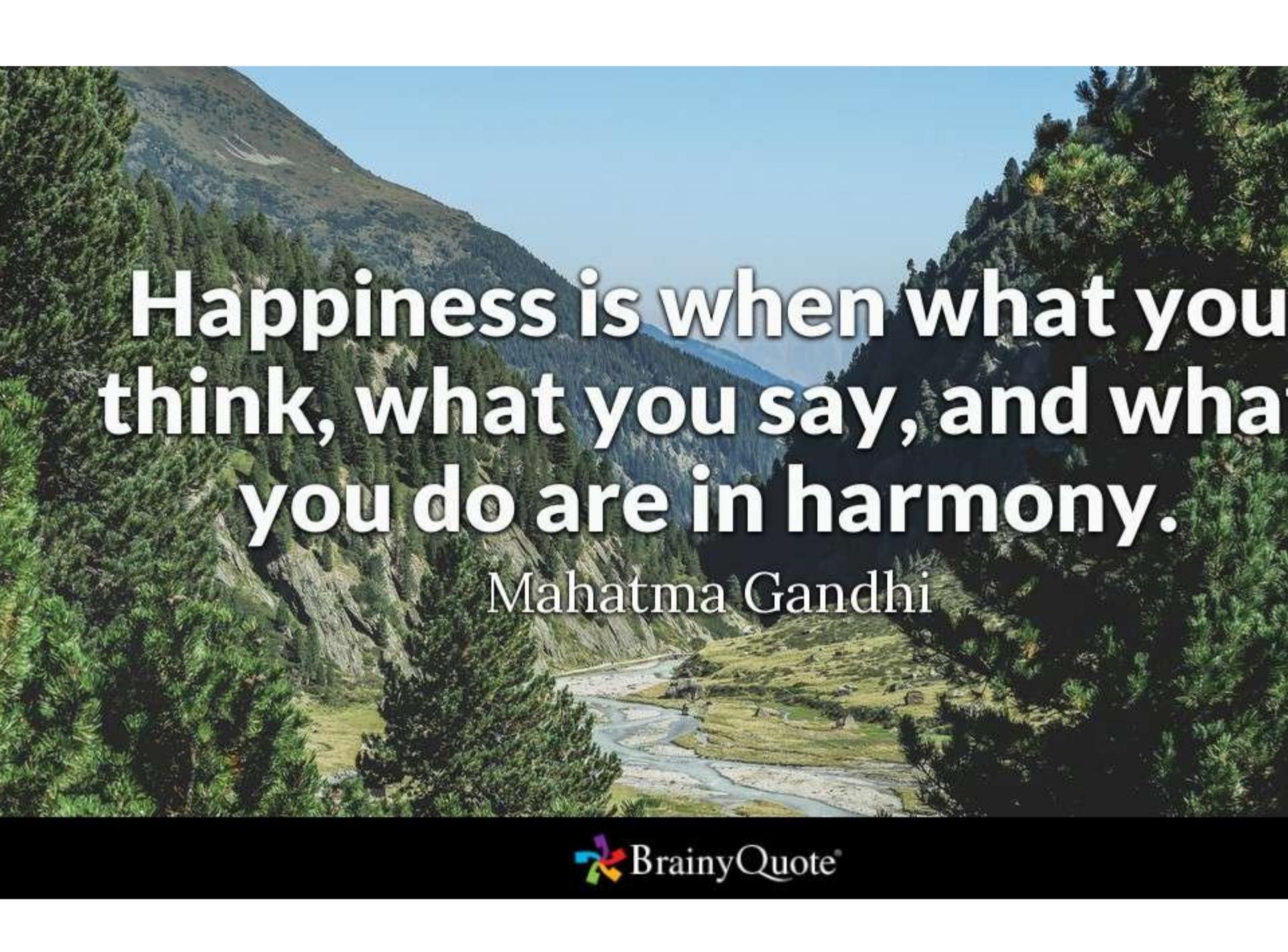
we've replaced anything that's disposable  
in our home for a reusable alternative.

So that means that our money is no longer  
invested in throwaways, in a landfill.



**A life based on being instead of having.**

**a life based on experiences  
instead of things.**



**Happiness is when what you  
think, what you say, and what  
you do are in harmony.**

Mahatma Gandhi



 24K

 35K

 69K



2011  
Grand Prize  
Winner of  
The Green  
Awards



Creator of Bulk, the app that points to thousands of waste-free locations throughout the world

**BEA JOHNSON**

Author of the blog



All-Time Pageviews

10 Million

Monthly Pageviews

250K

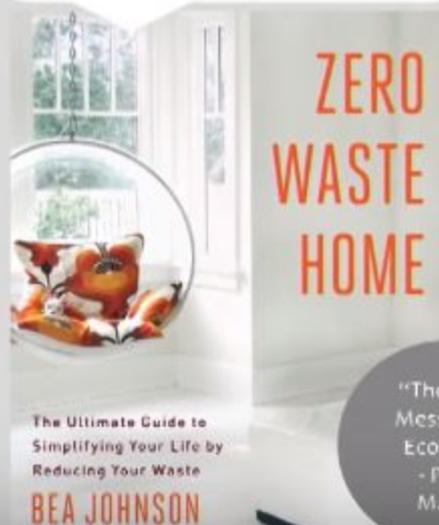
Demographics

25-34 yrs. old

Most Viewed Page

Tips

AUTHOR of the  
**BESTSELLING BOOK**  
Zero Waste Home  
Adapted/translated in 9 languages



"The New  
Messiah of  
Ecology"  
- Paris  
Match

"The Priestess of  
Waste-Free  
Living"  
- The New York  
Times



The  
New York  
Times



Le Monde

Featured on  
40+ TV  
40+ Radio  
100+ Print



YAHOO!





What do you have to lose by embarking on the Zero Waste lifestyle?

- We lived without plastic once – we can do again

# Zero Waste

- So what are the main concepts of zero waste?
- Can you produce absolutely no waste? Do you have to, to adhere to the ideas of the movement?
- Can picture yourself doing any of that?



## Zero Waste в теории и на практике

Как путем РАЗУМНОГО потребления производить МЕНЬШЕ ОТХОДОВ

Подписа

### Информация

Это сообщество о безотходном и — шире — экологически ответственном образе жизни, о практике Zero Waste в быту.

Современный человек живет очень расточительно и берет от планеты слишком много, гораздо больше, чем требуется для удовлетворения разумных потребностей.

[Показать полностью...](#)

[https://www.instagram.com/zero\\_waste\\_ru/](https://www.instagram.com/zero_waste_ru/)

Включить увед

Рассказать др

Сохранить в за

одного времени, рекомендую послушать  
ды Greenpeace, о том, как уменьшить  
а значит и свою личную нагрузку на  
и полгода образуется всего 0,5 кг мусора, все  
либо компостирует. А еще она старается  
тов в магазине и не приносить оттуда  
компостируемый мусор, а также не  
орые часто не имеют шанса на переработку

Подписчики 8 932



и напрямую отправляются на свалку.

Источник: <https://www.supernovamag.de/zero-waste-ein-schraubgla..>



<https://www.m24.ru/videos/Moskva-onlajn/07022019/1976..>



Как спасти планету от мусора

m24.ru

- Refusing plastic, poisonous chemicals from mass-market products, fast-food, excessive things in our lives, **we will live longer, healthier and happier.**
- Isn't that what we want??
- Why don't we do it then? Is in it our nature or habits, society pressure?

- How big is your suitcase/ carry-on when you travel?
- Would you like to travel light?
- <https://zenhabits.net/archives/>
- <https://zenhabits.net/ultralight-start/>

## zen habits : breathe

Search Zen Habits:

2019

March

- 18 The Underestimated Importance of Encouragement in Habit Change
- 12 How to Do Your Scariest Tasks of the Day, with Joy
- 7 The Two Most Powerful Ways to Create a Healthy Eating Pattern
- 4 The March Healthy Eating Challenge

February

- 25 Meditating in the Middle of Chaos
- 21 Vast Mind: 3 Ways to Open Beyond the Self-Concern of Our Small Mind
- 18 Cooking Healthful Joyful Meals with a Picky Family
- 14 Why We Struggle to Make Time for Solitude
- 11 Connecting Your Work Tasks to Meaning
- 7 The Zen Habits Guide to Spending Your Time Intentionally
- 4 The Practice of Letting Go

January

- 31 The Mindful Fitness Challenge
- 29 The Best Things I've Learned About Raising Children
- 22 Getting Started with Traveling Ultralight
- 17 The Rule of the Edge
- 15 The Beautiful and Scary Practice of Moving Closer
- 7 My Mission to Change a Million Lives Through Uncertainty Training
- 5 The Drop Deeper into Mindfulness Challenge
- 3 The Simple Guide to Creating Habits for a Great Year
- 1 New Year: The Beautiful Minimalism of a Blank Slate

2018

December

- 31 The Essential Zen Habits of 2018
-

## Getting Started with Traveling Ultralight

*“He who would travel happily must travel  
light.”*

*-Antoine de Saint-Exupéry*

BY LEO BABAUTA

I'm on a trip at the moment, and a friend who generously let me sleep on his couch looked at my small travel backpack and commented on how little I travel with: “That’s impressive,” he said.

I was a little surprised, because though I've gotten that comment before, it's become normal for me to travel with just a small bag (10 lbs. or less, usually), and I have friends who travel with even less. But then I remembered that I'm far from normal in this way.

I gave him a tip for getting started, and I recommend it for all of you, who want to travel light — or ultralight, as I call it, because for many people traveling light is taking a carry-on roller luggage. For me, having those roller bags is lugging too much, because you can run up stairs with it with ease, or carry it all over a city without worrying about stowing away your luggage somewhere first. It's so much easier to travel ultralight.

Here's the tip I gave him to get started: **start by getting a small backpack (less than 20 liters) and then just travel with what fits in that.**

That's how to start. But you'll probably want some guidance on what to put into the bag, and how to travel with so little. Here's some guidance to get started:

1. I travel with a lightweight laptop (Macbook Air), a few clothes, my phone, earbuds and some charging cords, toiletries, and almost
-

# Self-destructing behaviour

## Symptoms and Habits

- **1. Housing self-defeating mindsets.**

This is an unconscious form of self-destructive behavior because it results in self-fulfilling prophecies. Examples include thoughts such as: “I’m going to fail, I just know it”, “I’ll never get out alive”, “This will completely destroy me”, etc.

- **2. Failing to take action.**

This is a passive symptom, but still self-destructive in nature. When we know something is bad for us, but fail to take any action or steps to remedy the issue, we are essentially setting ourselves up for, and *guaranteeing*, failure

## **14. Spending too much.**

Whether through chronic gambling or constant eBay purchases, overspending may seem unusual to have on this list, but is nevertheless a form of self-destructive behavior that limits ones freedom and peace of mind.

- **15. Physical neglect.**

Getting poor sleep, refusing to exercise, eating unhealthy foods, and failing to maintain the general well-being of your body are all classic signs of self-destructive behavior.

- Retrieved from <https://lonerwolf.com/self-destructive-person/>



**YOU ARE WHAT YOU SEE**

- [ecopandas](#)

- “Just as you are what you eat, you are what see.” The word “diet”, in fact (and I only recently learned), does not just refer to what food we eat. It comes from the Greek meaning for “way of life” or how one lives his or her life.

- With that broadened definition the word “diet” had greater meaning as to all of the things that we absorb—food, stories, images, sounds (music)—and how they impact us.

As much as we may think that our personalities are stable, just like eating food that is bad for us can change our bodies, taking in images and stories that are unhealthy can really change how we think and behave.

- I should be clear that this does not mean to ignore the negative news. There are important things to learn about to help us understand what others are going through and to help fix the problems.

- It really means that we need a balanced visual diet—one that nourishes the soul and yet motivates us to action to make things better’ - Prof K [@envisionkindness](#)

Follow us [@ecopandas](#) for daily good news 

# Activity originates in Sweden





# How long until it's gone?



|                           |               |
|---------------------------|---------------|
| Plastic Bags .....        | 200-1000 yrs  |
| Fishing Line .....        | 600 years     |
| Disposable Diapers .....  | 550 years     |
| Plastic Bottles .....     | 450 years     |
| Aluminum Can .....        | 200-500 years |
| Plastic Containers .....  | 50-80 years   |
| Rubber-Boot .....         | 50-80 years   |
| Foamed Plastic Cups ..... | 50 years      |
| Tinned Steel Can .....    | 50 years      |
| Leather Shoes .....       | 25-40 years   |
| Cigarette Butts .....     | 10-12 years   |
| Milk Cartons .....        | 5 years       |
| Wool Socks .....          | 1-5 years     |



# Plogging



**ONE MAN'S ON A MISSION TO  
CLEAN UP THE WORLD  
JOIN AYDAN MARCH 3RD FOR  
🌱 CLEAN UP AUSTRALIA DAY**

- [Ecopandas](#) Beauty of human nature?
- Aydan started cleaning up [#clarencevalley](#) whilst jogging, he would see rubbish and pick it up, he hasn't stopped since!

Aydan has made his way from Clarence Valley, [#nsw](#) Aydan has made his way from Clarence Valley, [#nsw](#) right up to [#arliebeach](#) Aydan has made his way from Clarence Valley, [#nsw](#) right up to [#arliebeach](#) and is currently out in [#alicesprings](#) collecting hundreds of bags of litter as he goes.

Aydan relies on the kindness of strangers. When he receives donations he'll stay in a backpackers hostel other times he'll be taken in by people as a way of saying thank you. Local cafes and supermarkets offer free meals and bags to collect the rubbish. Aydan has been overwhelmed by the love and appreciation he receives. If you want to make a donation head to his [@gofundme](#) page 'a Wyse decision'

Join Aydan and help [#keepaustraliabeautiful](#) on March 3rd head to [www.cleanupaustriaday.org.au](http://www.cleanupaustriaday.org.au) (link in bio for today) to find your closest clean up event or start your own!

[@ljayneelliott](#) are hosting a **cleanup** at [#picnicisland](#) at [#picnicisland](#) [#lakeillawarra](#) in NSW and have a local laundromat suppling a BBQ for all volunteers involved 😊

# clean-up

*noun* [ S ] • **UK**  /kli:n/ **US**  /kli:n/

★ **the act of making a place clean and tidy:**

*It's time you gave your bedroom **a** good clean-up.*

*Residents have called for a clean-up campaign to keep their streets free from rubbish.*

#Trashtag  
#TrashtagChallenge

stop doing nothing  
because you can't do  
everything

Here is a new #challenge for all you bored teens. Take a photo of an area that needs some cleaning or maintenance, then take a photo after you have done something about it, and post it.



themostwholesomememe • Подписаться

themostwholesomememes This should be the new challenge to make the world a better place 🌍 use the hashtag #trashtag to show off your contributions 🙌

- Tag a friend who needs some happiness 😊

- Follow @themostwholesomememes for more posts like this ❤️❤️❤️

Загрузить еще комментарии

mirjana4265 Slike nisu identicne, na prvoj se vidi zelenilo pod smecem a na drugoj kao da je bager sve ocistio ❤️

nickvxx ⓘ great work ❤️

aleksandraanielsko 🙌 ❤️

ffondant 👍👏👏👏👏👏👏👏 ❤️

utkarsh.pande Awesome man...this is the kind of social innovation world ❤️



14 788 отметок "Нравится"

7 ДНЕЙ НАЗАД

**AVANT**

**APRÈS**

**#TRASHTAG CHALLENGE**





# #Trashtag

## #TrashtagChallenge



 dirt2dunes



/2001076084255515835/

# DID YOU KNOW?

The **#TRASHTAG**  
challenge has gone viral...

...and we love it! ❤️ >



Try it! Pick a place filled with  
litter, clean it up, and post  
before / after pictures.

# #TRASHTAGCHALLENGE



189556102/



shaoshisho • Подписаться

shaoshisho Make Humanity Great Again  
#trashtagchallenge #assemblenationale  
#giletjaune

chachagroovenation 😂😂😂



4 отметок "Нравится"

45 МИНУТ НАЗАД

- [https://vk.com/mycupplease\\_moscow](https://vk.com/mycupplease_moscow)
- Plastic types  
<https://www.smallfootprintfamily.com/avoiding-toxins-in-plastic>
- 20 Ways to Avoid the Toxins in Plastic
-

## Figure 2: Main Plastic Resin Types and Their Applications in Packaging



PET



Water and soft drink bottles, salad domes, biscuit trays, salad dressing and peanut butter containers



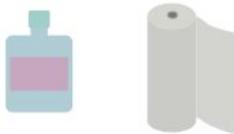
HDPE



Milk bottles, freezer bags, dip tubs, crinkly shopping bags, ice cream containers, juice bottles, shampoo, chemical and detergent bottles



PVC



Cosmetic containers, commercial cling wrap



LDPE



Squeeze bottles, cling wrap, shrink wrap, rubbish bags



PP



Microwave dishes, ice cream tubs, potato chip bags, and dip tubs



PS



CD cases, water station cups, plastic cutlery, imitation "crystal glassware", video cases



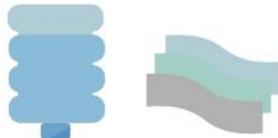
EPS



Foamed polystyrene hot drink cups, hamburger take-away clamshells, foamed meat trays, protective packaging for fragile items



OTHERS



Water cooler bottles, flexible films, multi-material packaging

# Plastic packaging is made from seven different types and some are recycled more often than others

Commonly



**PET**



Commonly



**HDPE**



Almost never



**PVC**



Sometimes



**LDPE**



Commonly



**PP**



Almost never



**PS**



Almost never



**OTHER**

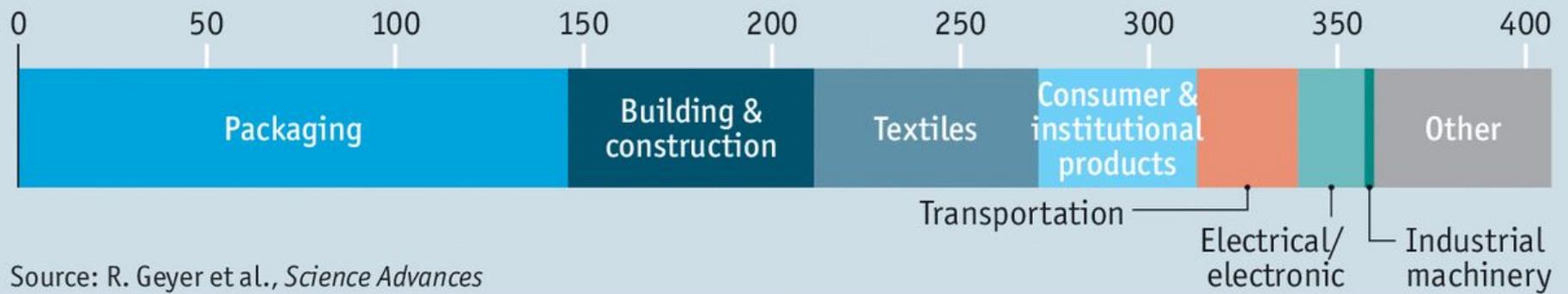


# WHICH PLASTIC IS RECYCLABLE?



## The trouble is, it's so useful

Global primary plastic production including additives, 2015, tonnes, m



Source: R. Geyer et al., *Science Advances*

# Bisphenol A

<https://www.madesafe.org/bpa/#more-5493>



BPA  
DETECTED  
**IN 93%**  
**OF**  
**PEOPLE**  
TESTED



- <https://www.madesafe.org/bpa/#more-5493>

# Effects of Endocrine Disruptors

- Endocrine disruptors (which are now widespread in food, water, soil and even the air we breathe) include a long list of chemicals such as dioxins, cadmium, parabens, bisphenol A, phthalates, polychlorinated biphenyls (PCBs), agricultural chemicals, polybrominated flame retardants, and some of the active ingredients in sunscreens.
- Many of these chemicals cause problems because they can mimic the action of natural estrogen. These foreign estrogens (also known as xenoestrogens) can upset normal hormonal balance, stimulate the growth and development of reproductive tumors (breast, uterine, prostate), impair fertility, and disrupt pregnancy. Worse, many can cross the placenta to affect the fetus and get into breast milk. Chemicals such as phthalates have an antiandrogenic effect, meaning they interfere with testosterone and other hormones responsible for male sex characteristics. Exposure to these agents during fetal life and early childhood can derail normal sexual development and heighten the risk for diseases that don't become apparent until adulthood, such as cancer.

# Problems with BPA (bisphenol A)

- One of the most troubling endocrine disruptors
- BPA is one of the highest volume chemicals produced worldwide, with over 6 billion pounds produced each year.
- BPA is found in many drinking containers, the lining of most food and beverage cans (including soda cans), bottle caps, plastic cutlery, plastic food storage containers, toys, water pipes, eyeglass lenses, and more.
- Polycarbonate is often blended with other plastics to create products such as mobile phone cases, car parts, electronic equipment, medical equipment, and household items. Because BPA is in printer ink, newspapers, and carbonless receipts, most recycled paper contains it, including paper towels and paper used to contain food.

# BPA

## Where

- Plastic food storage & packaging
- Plastic baby items like teethingers, bottles, nookies, and toys
- Plastic water bottles
- Canned food liners
- Thermal receipt paper

## Linked To

- Breast cancer
- Infertility
- Early puberty
- Childhood neurological disorders

## Safer Options

- > Opt for plastic-free baby items
- > Try glass and metal water bottles & food storage containers
- > Ask for virtual receipts





Why **BPA-FREE**  
**PLASTIC** May  
**NOT** Be As  
**SAFE** As You Think



# BPA

- When was the last time you used any of these items? What were they?
- Can you avoid using them?



arah\_sweet/





explorezerowaste • Подписаться

explorezerowaste Now THIS might be the most ridiculous thing I've ever seen... #pointlesspackaging What's the craziest, most unnecessary packaging you've seen so far?

- 
- 
- 

📷 - @pointless\_packaging  
#explorezerowaste #hellobulkmarkets #packagefree #zerowaste #plasticfree #saynotoplastic #sustainableliving #sustainability #makeachange #lesswaste #zerowasteliving #plasticfreeliving #reducereuserecycle #noplastic #ditchthedisposables #wastefree #reducewaste #sustainable #choosetoreuse #zerowastelifestyle #earth #consciousconsumer #organic #greenliving #bethechange #savetheearth



334 отметок "Нравится"



If only nature would find a way to cover these oranges so we didn't need to waste so much plastic on them.

