

What is Zero Waste?

ZERO WASTE:

- ▲ Aims to eliminate rather than “manage” waste;
- ▲ Is a whole system approach that aims for a massive change in the way materials flow through society—resulting in *no waste*;
- ▲ Is both an end of pipe solution which encourages waste diversion through recycling and resource recovery, and a guiding design philosophy for eliminating waste at source and at all points down the supply chain;
- ▲ Offers new tools and new ways of thinking so that normal, everyday activities contribute to the answer rather than the problem;
- ▲ Redesigns the current, one-way industrial system into a circular system modeled on nature’s successful strategies;
- ▲ Helps communities achieve a local economy that operates efficiently, sustains good jobs, and provides a measure of self-sufficiency;
- ▲ Maximizes recycling, minimizes waste, reduces consumption, and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace;
- ▲ Is a powerful concept that enables us to challenge old ways of thinking and inspires new attitudes and behavior.

Excerpted with permission from The End of Waste: Zero Waste by 2020; Zero Waste New Zealand Trust — www.zerowaste.co.nz

