

Zero Waste Manifesto

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What is Zero Waste?

Zero Waste is producing and consuming without producing materials that will be discarded into nature and the oceans.

Zero Waste is a life style, a way of thinking, a business concept. For instance: never buy, use or supply plastic straws, plastic bottles and plastic packaging! By saying no to plastics you already help to clean up nature and the oceans.

Zero Waste prevents sending trash to landfills, polluting nature and the oceans and it motivates organizations to produce much more responsibly.

Values

To live a Zero Waste life, consider the following values:

- **Well-being of Plants and Animals** over Consumer Needs and Ease of Use
- **Natural Resources** over Mass Production
- **Recycling** over One-time usage
- **Local Fresh Products** over Global Frozen Products
- **Consuming Products Before The “Best Before” Date** over Smart Packaging
- **Cloth Bags** over Plastic Bags

Every day you value these values, you are part of the Zero Waste Movement.

Join a Zero Waste Platform near you. If there is no Zero Waste Platform in your neighborhood, you can always start up one, to inform and inspire people and organizations how to live a zero waste life.

Rules and Principles

1. Make as little trash as possible every day. By leaving packaging behind in the stores where you buy goods, and by bringing your own reusable bags, boxes, bottles and jars, it is ensured you will produce less waste.
2. Avoid extra shipping and packaging. By purchasing goods and food in real life on markets and in shops and not only online, it is ensured you will reduce the needs for packaging and thus waste.
3. Be creative in how to turn trash into fuel or into something else that is useful. By experimenting and via competitions it is ensured you will discover unthought ways to reuse trash.
4. Have fun, make people think, educate and motivate each other: say no to plastics and single use packaging. By refusing plastics and packaging whenever and wherever possible, it is ensured you will produce less waste. One day maybe everyone does Zero Waste. Just don't try to be perfect. Create your own Zero Waste shopping survival kit.
5. Save natural resources by avoiding to drive a car or fly a plane, but use a boat, by eating cold food instead of warm food, by eating vegetables or fish instead of meat, by avoiding to use electricity or generate your own. And think of other things you can change, like riding a bike more often and buy things in your own town center.
6. Recycle as much as possible by thinking before you buy, consume and throw away. Reduce what you need and the amount you buy. Consume less. Reuse as much as you can and avoid what you can only use once. Send little to be recycled, and compost what cannot be recycled. Go back from 4 waste containers to 1 waste container. Become part of the circular economy: recycle, reduce and reuse.
7. We need new design principles for Zero Waste packaged goods, products and services. By redesigning goods, products and services for Zero Waste, it is ensured that producers, distributors and consumers will produce less waste and with that we all reduce the amount of plastics that enters the oceans and nature day in and day out.