almost!
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Happy Earth Day!

I CHOOSE TO REUSE

#choose toreuse

eco-cycle®
Working to Build Zero Waste Communities
Did you know?

42% of all U.S. greenhouse gas emissions come from the production, consumption and disposal of the products we use and the food we eat.

CONSUMPTION EMISSIONS
EPA - 2006

- Provision of Goods 29%
- Provision of Food 13%
- Use of Appliances and Devices 8%
- Building HVAC and Lighting 25%
- Other Passenger Transport 9%
- Local Passenger Transport 15%
- Infrastructure 1%
Single-Use Coffee Cups:

- An estimated 1.3 million used in Boulder County per month
- 370 trees are cut down each month
- The harvesting of these trees, the manufacturing of these cups and the transportation and disposal create greenhouse gases.
Single-Use Bottled Water:

- Half a BILLION purchased by Americans every week
- It takes 17 million barrels of oil to make these bottles
- The production and transportation of these bottles contribute to greenhouse gas emissions
The Problem - The Despicable Disposables

Single-Use Polystyrene Foam Products:

- 530,000 tons trashed in the US every year
- Polystyrene food containers can leach styrene, a known neurotoxin and probable cancer causing chemical into our food and drink
- The foam breaks down into smaller and smaller pieces and never goes away
The Problem – The Despicable Disposables

Single-Use Checkout Bags

• An estimated 350,000 thrown away in Boulder County per day

• Both plastic and paper bags contribute to greenhouse gas emissions and air and water pollution.
The Problem –

The Despicable Disposables

= Huge Environmental Impact

It never had to happen in the first place!
We Can Choose to Reuse

We can address the causes of climate change and reduce our community’s environmental footprint by changing the default in Boulder from disposables to reusables with five easy steps.
#1 Take the 30-Day Challenge!

From May 1 - 30, when you’re on the go:

1. Use a reusable mug
2. Drink water in a reusable water bottle
3. Shop with a reusable bag
4. Take your own reusable containers to restaurants (for leftovers)
#1 Take the 30-Day Challenge!

It’s easy! Just go to www.ecocycle.org/ichoose toreuse or scan the QR code on your smartphone.

(You can also visit www.ecocycle.org/mobilepledge on your smartphone.)
#2 Tell your friends! SHARE the 30-Day Challenge with your social networks!

- The more we share, the bigger the impact!
- Tell your friends to enter your name in the 30-Day Challenge at www.ecocycle.org/ichoose toreuse where it says “Friend who recommended you take the challenge.”

The person with the most friend referrals by April 30 will win either a University Bicycles bike or a 2-night stay at the St. Julien Hotel & Spa!
#3 **Tweet about it!**

**Use the hashtag #ichoosetoreuse**

- To raise awareness about the campaign, tweet every time you use your reusable mug or bag at local coffee shops and grocery stores.

- The person with the most #ichoosetoreuse tweets during the month of May will win a University Bicycles bike or a two night stay at the St. Julien Hotel & Spa!
#4 Tell businesses you want reusables first!

Offer suggestions like:

- Ask businesses to adopt an “ask-first” policy before handing out single-use items like straws, bags, cups, chop sticks and utensils
- Ask coffee shops to offer “for-here” reusable cups instead of assuming customers want it “to-go”
- Ask restaurants to adopt an “ask first” policy for condiments, utensils and napkins for take-out orders

Stay posted on how to engage businesses by subscribing to our I Choose to Reuse e-newsletter at www.ecocycle.org/ichoosetoreuse
#5 Support Businesses that Reuse

- This summer, we’ll identify participating I Choose to Reuse businesses by giving them a special window decal and listing them on our website at www.ecocycle.org/ichoosetoreuse

- Say “Thanks!” to businesses that are doing the right thing.

- Tell us who needs to hear the Choose to Reuse message.
In just 30 days, if we all refilled our reusable mugs, Boulder County could...

- save enough paper to make a trail 536 miles long from Denver to Salt Lake City
In just 30 days, if we all drank water in reusable bottles, Boulder County could...

- save close to 3,000 barrels of oil, enough to drive around the world 44 times

X 1,000
In just 30 days, if we all chose restaurants that offer reusable, recyclable or compostable containers, Boulder County could...

- keep polystyrene and toxic chemicals out of our environment, food and water
In just 30 days, if we all shopped with a reusable bag, Boulder County could…

- save enough energy to heat 74 homes for a year
If Boulder County residents committed to making reuse a permanent part of our lifestyles, in a year we could...

- Save 4,500 trees
- Save 32,000 barrels of oil
- Save 20,000,000 kWh of energy, enough to heat 900 homes a year
Introducing...

brought it
(REWARDS)

CITY OF BOULDER CO

www.broughtitboulder.com

10-cent disposable bag fee begins July 1, 2013
Go to www.ecocycle.org/ichoosetoreuse and:

• Take the 30-day Challenge!
• Get others to take the 30-Day Challenge!
• Sign up for our I Choose to Reuse e-newsletter!
• Participate in our great contests to win some awesome prizes!