

Why REDUCE?

Reducing the “stuff” in our lives prevents the need to create a product in the first place, avoiding the resulting impact on our environment, climate, and people. It’s also the easiest step we can ALL take, regardless of what recycling or composting services exist in our community.



When we REDUCE, we:

1 REDUCE OUR CLIMATE IMPACT

More than 40% of our climate impact in the US comes from our stuff and our food—how we extract it from the planet, make it, transport it, use it, and throw it away. It’s called our “consumption emissions.”

The more we buy and throw away stuff, the more energy it takes to make new stuff, and the faster climate change accelerates.

Reducing our consumption of stuff saves energy, natural resources, and landfill space by cutting the demand to make, transport, and eventually bury these items.

2 REDUCE OUR IMPACT ON EARTH’S RESOURCES

If everyone in the world used resources the way we do in the US, we’d need five planets to keep up! Reducing unnecessary consumption lets us live within our one planet’s means.



3 PROTECT HABITATS, RIVERS, AND OCEANS

Not all disposable waste makes it to the landfill, and instead ends up polluting land, rivers, and oceans, where it can cause harm to people and animals.



4 REDUCE OUR DEPENDENCE ON WASTEFUL DISPOSABLES

In our convenience-oriented society, it’s common to pick up unnecessary waste like cups, straws, plastic utensils, bags, etc. These items are used for mere minutes, but producing them consumes energy, water, and natural resources, some of which took the Earth millions of years to create.



5 REDUCE WHAT WE SEND TO THE LANDFILL

Reducing our use of disposable products is a quick way to stop burying resources in landfills, since many disposables are not reusable, recyclable, or compostable.

