



Free Workshop Series

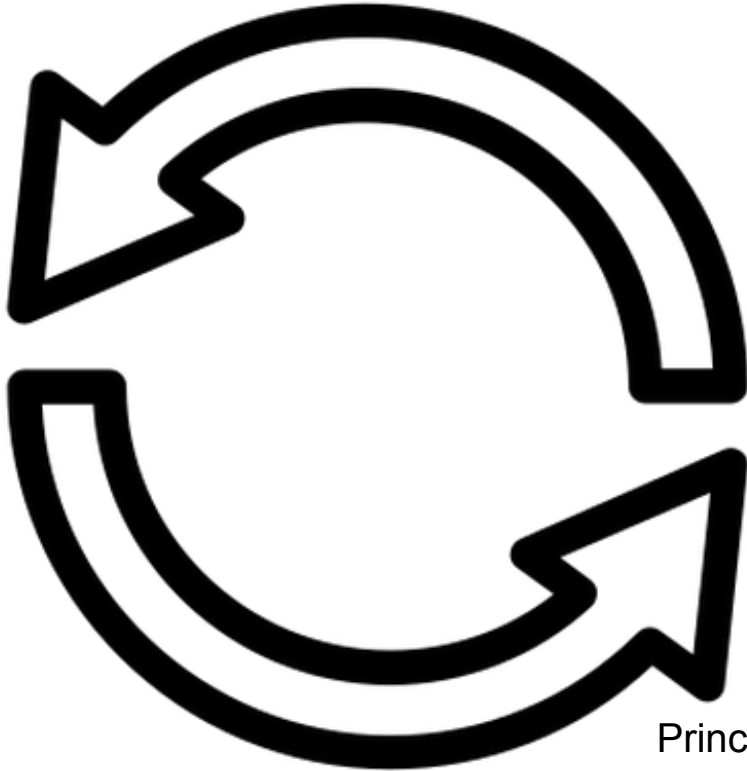
Circular Home



@CircularFashionLA

Recording will be available at
CircularFashionLA.com/free-resources
a few days after the workshop

What are the Principles of the Circular Economy?



1. Design Out Waste and Pollution
2. Keep Products and Materials in Use
3. Regenerate Natural Systems

Principles as defined by the [EllenMacArthurFoundation.org](https://ellenmacarthurfoundation.org/)

How can we apply these principles to our HOME?

1. Design Out Waste and Pollution: First some scary and sobering facts.



- Per capita, the US is the world's most wasteful country
- Each American produces over 1700lbs of garbage per year.
- US accounts for 4% of global population, but produces 12% global Municipal Solid Waste
- Americans generate more than 3 times amount of waste than Chinese counterparts
- US has a MSW recycling rate of 35%. Germany has a MSW recycling rate of 68%

Photo and Facts from Earth Island Journal

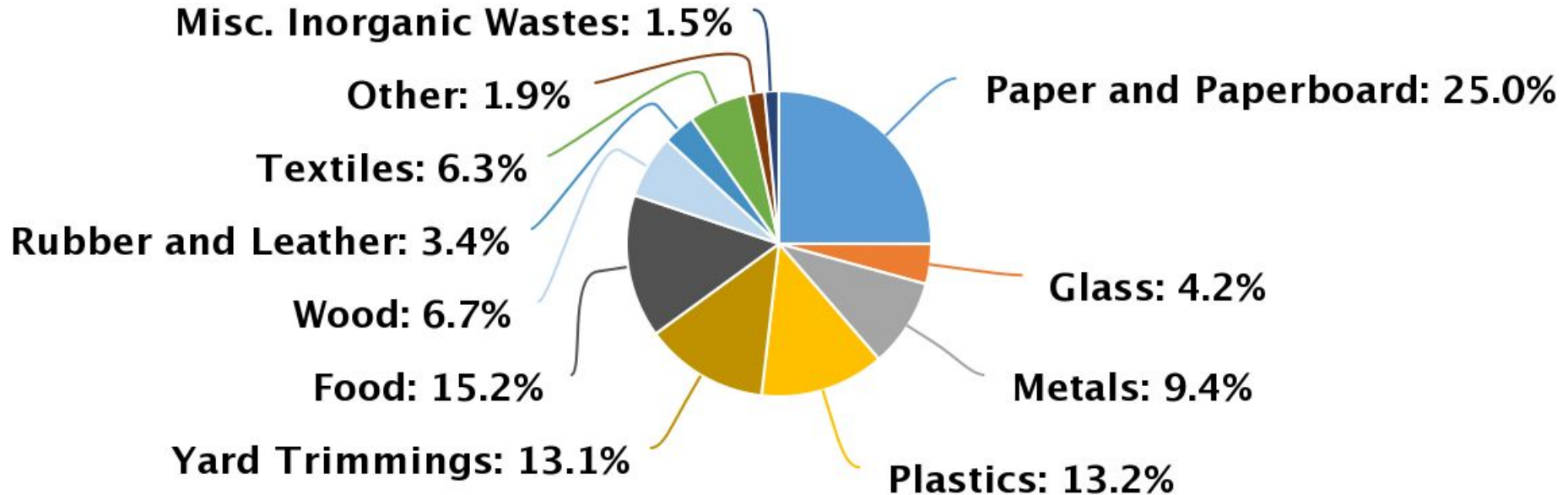
<https://www.earthisland.org/journal/index.php/articles/entry/united-states-most-wasteful-country-garbage>

What are we throwing away?

Total MSW Generated by Material, 2017

267.8 million tons

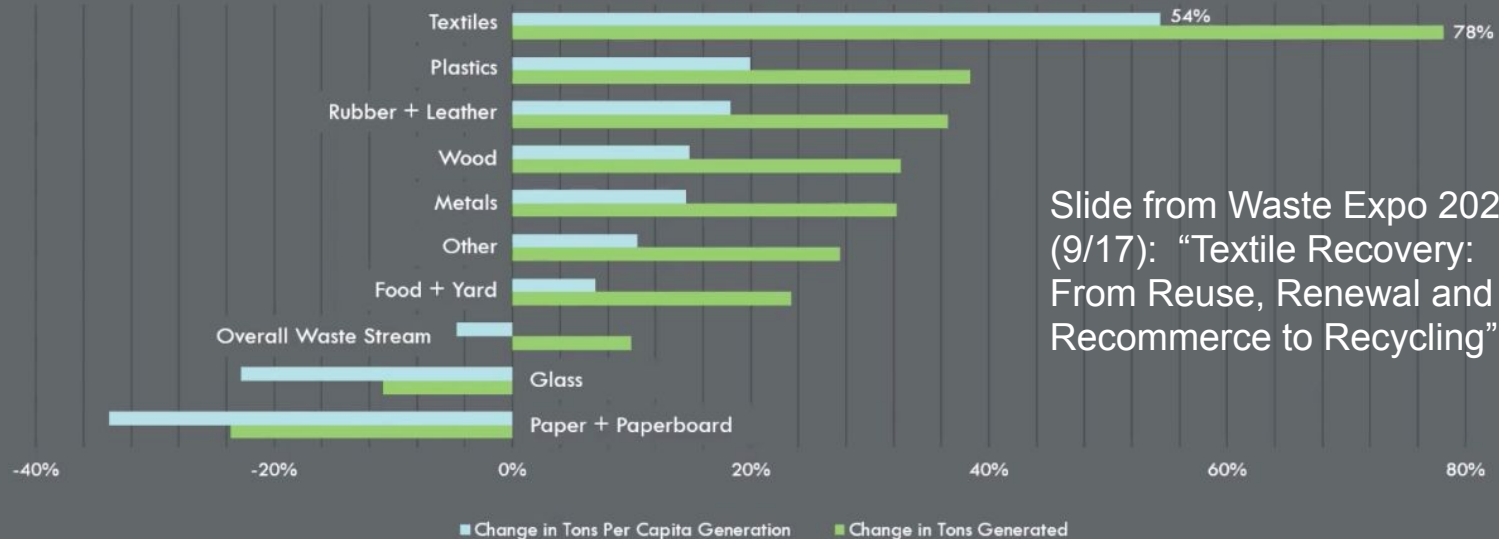
According to EPA.gov



What's changing year to year?

TEXTILE WASTE IS GROWING FASTER THAN ANY OTHER MATERIAL IN THE US WASTE STREAM

PERCENT CHANGE IN ABSOLUTE TONS AND TONS PER CAPITA WASTE GENERATION 2000-2017



Slide from Waste Expo 2020
(9/17): "Textile Recovery:
From Reuse, Renewal and
Recommerce to Recycling"

So how do we Design Waste Out of Our Home?

Let these questions frame your purchasing decisions:

Disposable or Reusable?

How is it packaged? What materials is it made of?

Single Use / Disposable

110 million trees per year for
US paper towel consumption



Cardboard makes up most
of paper waste. It's "easy"
to recycle but US single
stream recycling means
much gets contaminated
and China no longer taking.



Multi-Use / Reusable

Vintage, deadstock fabrics
(no new materials) Use
them for years



Every 100 reusable shippers
saves 24,000 cardboard boxes,
200 trees, 500 gallons of oil and
373,800 gallons of water



Virgin Feedstock v Post-Consumer Recycled Content



Source: National Resources Defense Council

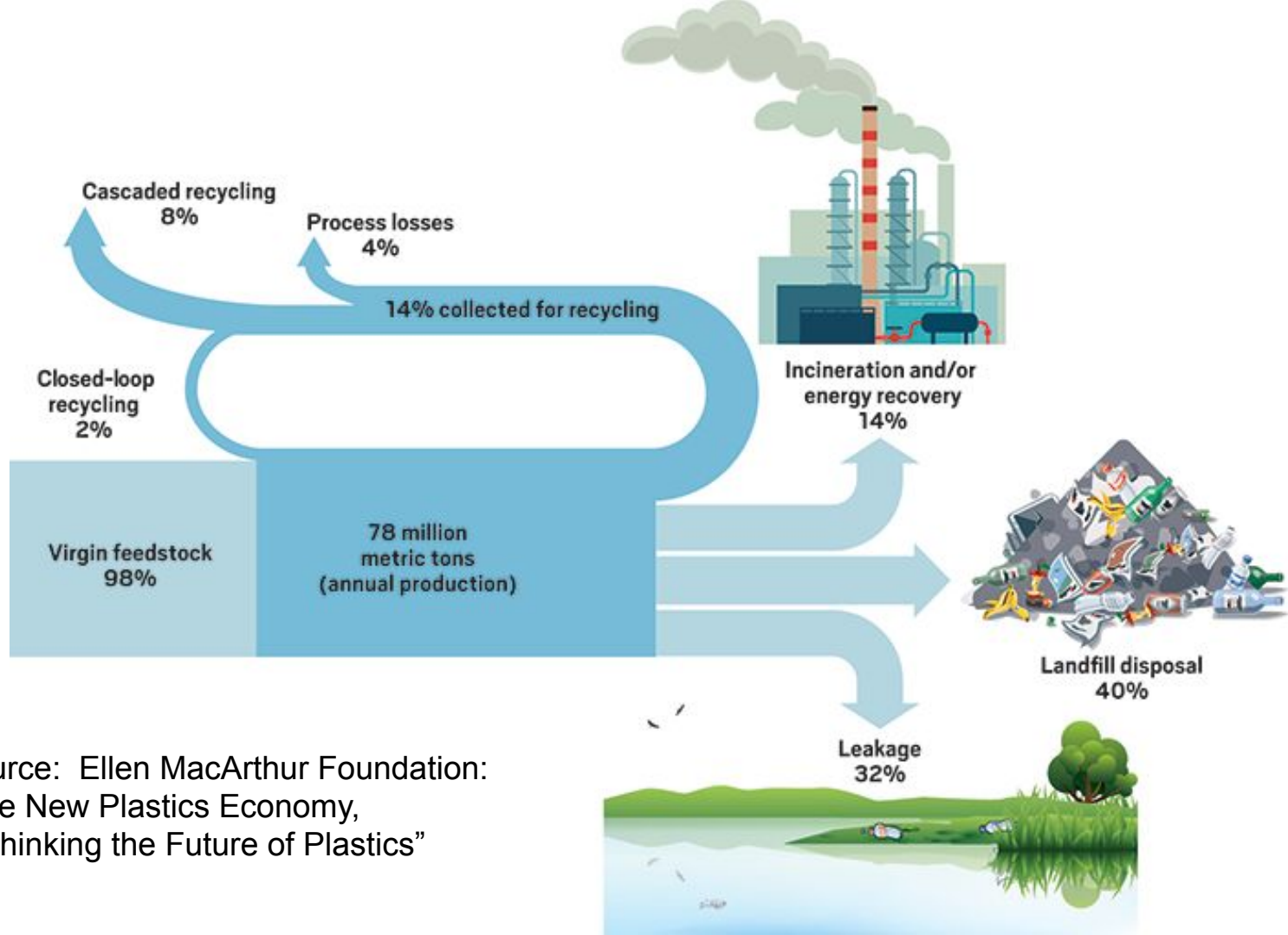
<https://www.nrdc.org/experts/jennifer-skene/issue-tissue-how-us-flushing-forests-away>

The Plastics Problem

A photograph of a sea turtle swimming in the ocean. The turtle is positioned in the lower right quadrant of the frame, facing left. Its shell is a mix of brown and tan colors. The water is a deep blue. Scattered throughout the water are various pieces of plastic waste, including clear plastic bags, a red plastic bottle, and other unidentifiable debris. The text "Less than 10% of all plastics have ever been recycled" is overlaid in white, bold, sans-serif font on the upper left portion of the image.

Less than 10% of all plastics
have ever been recycled

40% of plastic is packaging:
used once, then thrown



Source: Ellen MacArthur Foundation:
“The New Plastics Economy,
Rethinking the Future of Plastics”

For a deeper look into the challenges of
Plastics Recycling, I encourage you to watch



There is HOPE!



JULY 14, 2020

THE UNTAPPED BUSINESS POTENTIAL OF REUSABLE PACKAGING

How collaboration is key for moving toward a reusable packaging paradigm



<https://www.circle-economy.com/blogs/the-untapped-business-potential-of-reusable-packaging>

Products that replace “traditional” plastic packaging with compostable (or very little) packaging:



Shampoo bars vs shampoo bottles
Bar of soap vs bottle of body wash



Laundry detergent strips
vs jugs of detergent



Good old cleaning rags vs
disposable bleach wipes



Block of dish soap vs
bottle of dish soap

Food Waste

According to the FDA, food waste is estimated at 30-40% of the food supply.

And according to the United Nations:



How to find Local Composting
in your area:

www.litterless.com/where-to-compost/

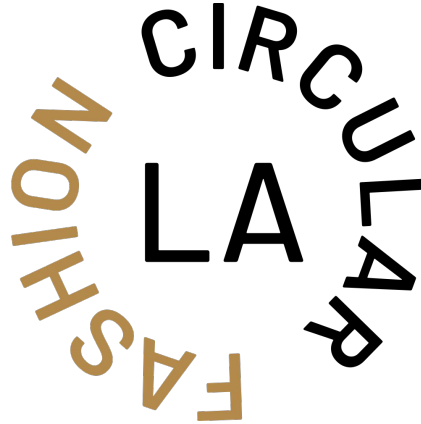
compostnow.org/compost-services/



Discussion Break:

What systems, practices and/or services are you using in your home to cut down on household waste and become more sustainable / circular?

Thank You!



Workshop Series

Please follow us on the GRAM as we build our audience organically ;)



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www.CircularFashionLA.com