



BEFORE IT'S WASTE

Reach for Zero



What YOU CAN DO: Reaching for Zero Waste

Zero Waste is a goal to re-design resource lifecycles so that materials are reused and waste is minimal. Discarded materials become resources that are recycled back into nature or to the marketplace to be reused again. By recycling, we not only reduce the amount of trash going to landfills, but we also save energy and reduce greenhouse gases. Curbside recycling is one part of the solution ... but there are even MORE efficient ways to reduce your waste before it hits the bin.

REDUCE!

Help prevent unnecessary waste by using fewer resources in the first place, and avoid items which will generate excess waste when there is an alternative. There are many opportunities to eliminate one-time use items from our daily lives by bringing reusables and choosing items with less - or reusable - packaging.

- Before you leave the house, did you remember to bring reusable grocery bags, coffee mug or water bottle?
- Before you purchase, consider if the item is durable, made from recycled content, or has too much packaging.
- Before using plastic wrap, do you have a reusable container that can be used instead?



REUSE!

Opportunities to reuse materials at home can be economical and fun.

- Before you recycle, can you reuse a jar, box or container for another purpose?
- Before you buy new, have you looked in consignment and thrift stores?
- Before storing, used cell phones, PC's & eyeglasses can be donated to charity
- Before you discard, can you reuse or repurpose it and make something new?

For more information about recycling, visit www.ashevillenc.gov/recycling