

ZERO WASTE

DO WE BELIEVE
IN IT OR NOT?

By Orlane Sebaï

Photographs by Canva



Zero waste inspire you? Do you feel guilty saying, "Wow! I must no longer buy or make waste at the risk of destroying the planet!" Don't panic; Rome wasn't built in a day.

Zero waste isn't just about stopping buying new items. Zero waste is to consume based on the 4 R. Don't panic; Rome wasn't built in a day.

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What are the 4 R?

REFUSE - REDUCE - REUSE - RECYCLE

Here are the five principles of the zero waste movement:

- Refuse to buy any superfluous object that is not essential to our daily lives.
- Reduce our carbon footprint. Reduce our energy consumption and daily waste by promoting the purchase of reusable materials (reusable cotton buds, stainless steel thermos)



- Reuse by buying second-hand clothes and furniture, for example. Favor repair over destruction of a defective device.

- Recycle our waste with compost and other sorting chains for materials we want to throw away.



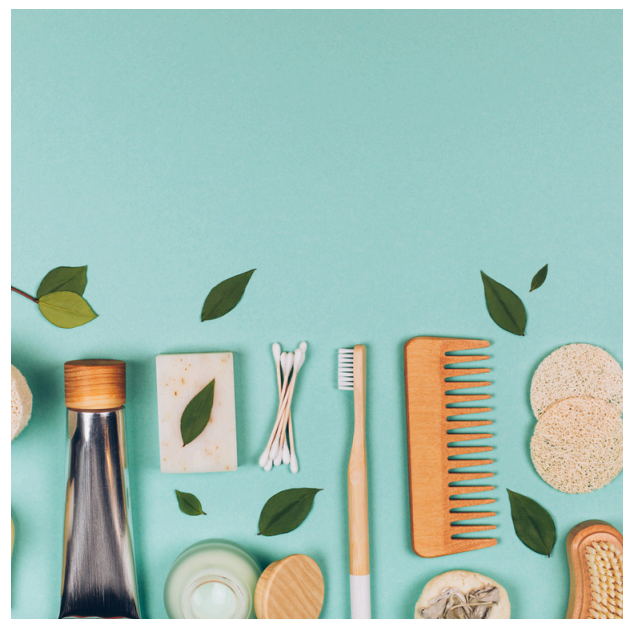
The 4 R, a utopia?

The first argument is the economy. It's a bourgeois thing; zero waste is too expensive.

For example, a reusable cotton bud from the Lastswab brand is more expensive (9.95 euros) than a pack of disposable cotton buds (less than one euro for a sub-brand). Still, the Lastswab cotton bud is more economical and ecological in the long term.



The second argument is "it's useless," a refrain that is frequently used when promoting zero waste. The idea persists that these gestures are useless because three-quarters of the population do not follow the movement.





Will we get there one day?

The lockdown has allowed us to question our consumption. As stated in an article on our site about the DIY boom, this forced cessation of consumption has called the system into question without widespread awareness. The zero waste phenomenon has not exploded, and people rushed to shopping centers after the lockdown.

To conclude, zero waste is not a utopia, but the widespread awareness of the world population concerning the ecological emergency and the transition to zero waste is. Who knows? Maybe in the near future, another event as crucial as COVID-19 will allow us all to take the plunge in zero waste movement.

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