

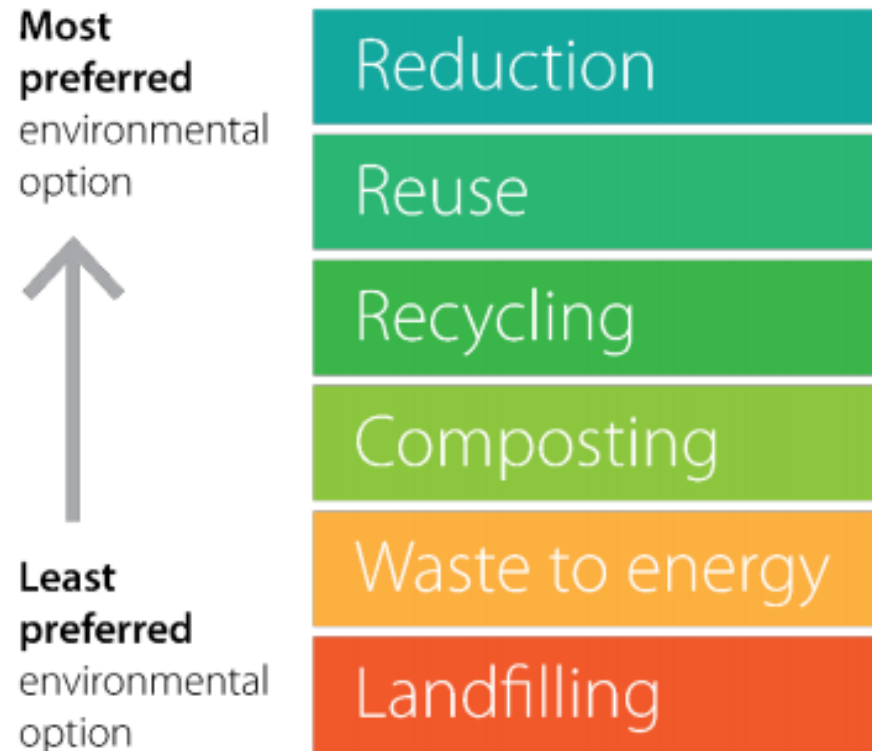


Reuse matters to Minnesota

Madalyn Cioci | Product Sustainability and Partnerships

May 16, 2017

Why is it “reduce, reuse, recycle”?



Make-use-dispose life cycle



Get Raw
Materials



Prepare
Materials



Manufacture
Product



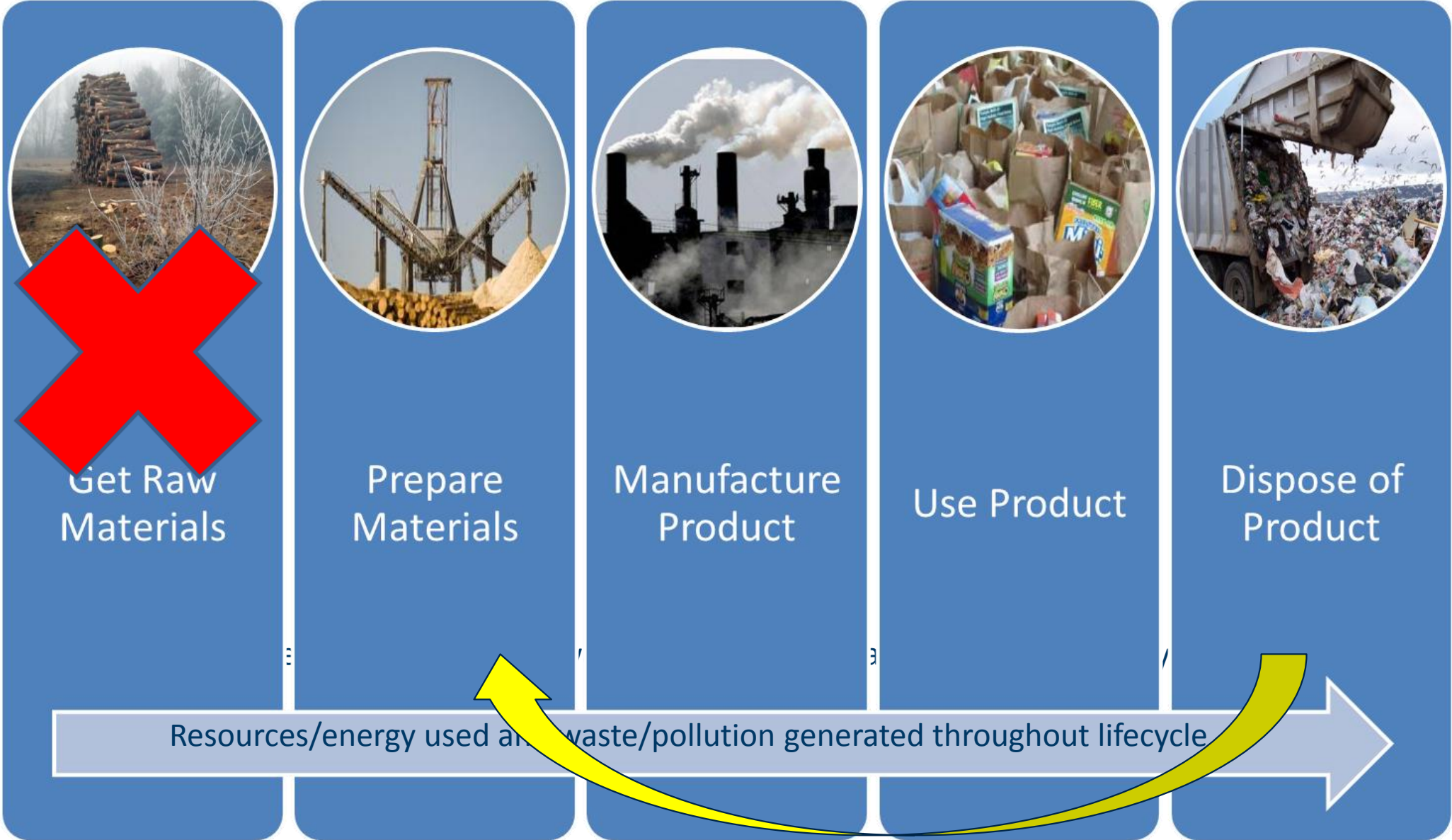
Use Product



Dispose of
Product

Resources/energy used and waste/pollution generated throughout lifecycle

Recycling is good



Reuse is better



Prevention (aka reduction) is best



Get Raw Materials



Prepare Materials



Manufacture Product



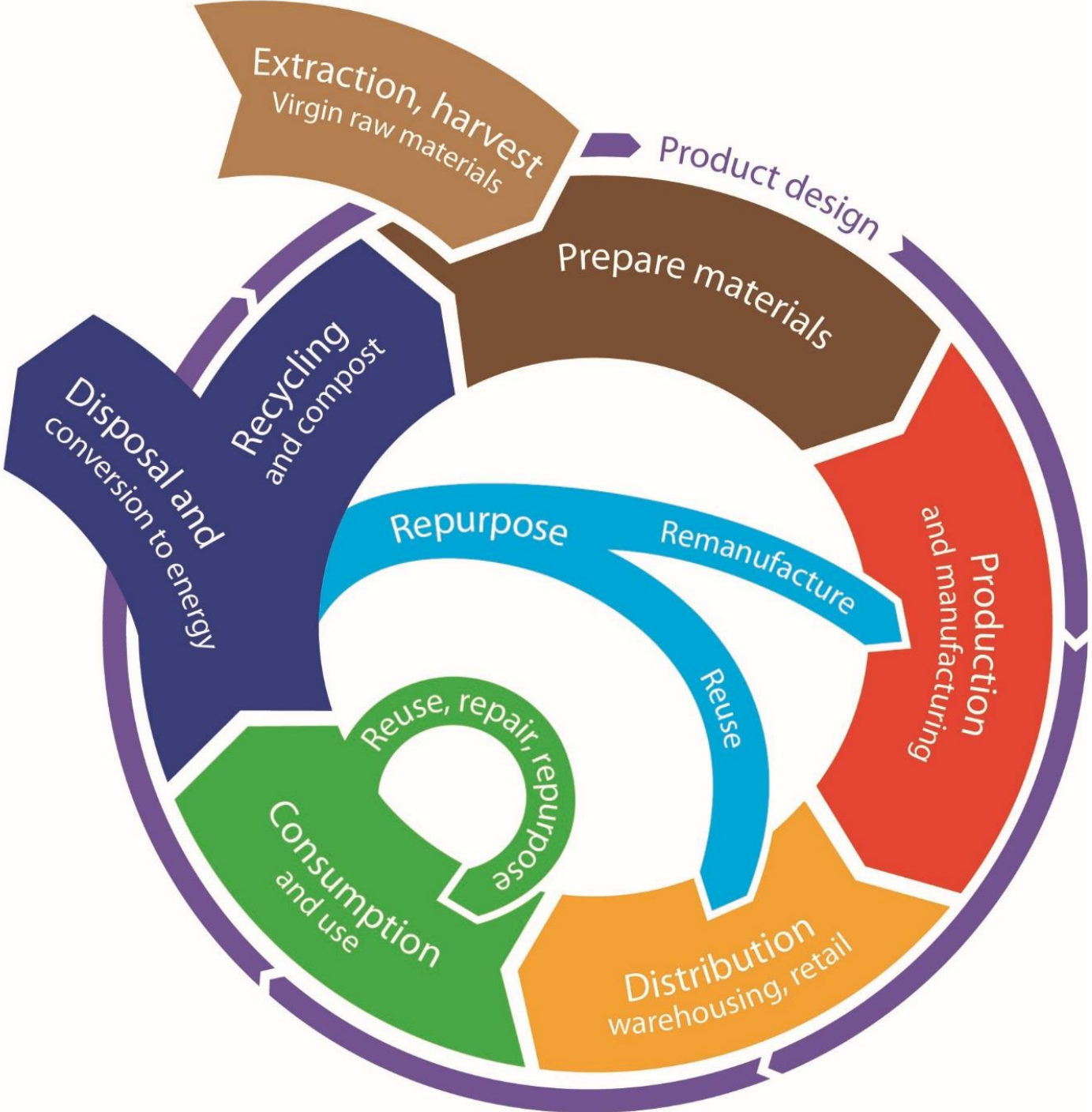
Use Product



Dispose of Product

Resources/energy used and waste/pollution generated throughout lifecycle

Here's another way of looking at it

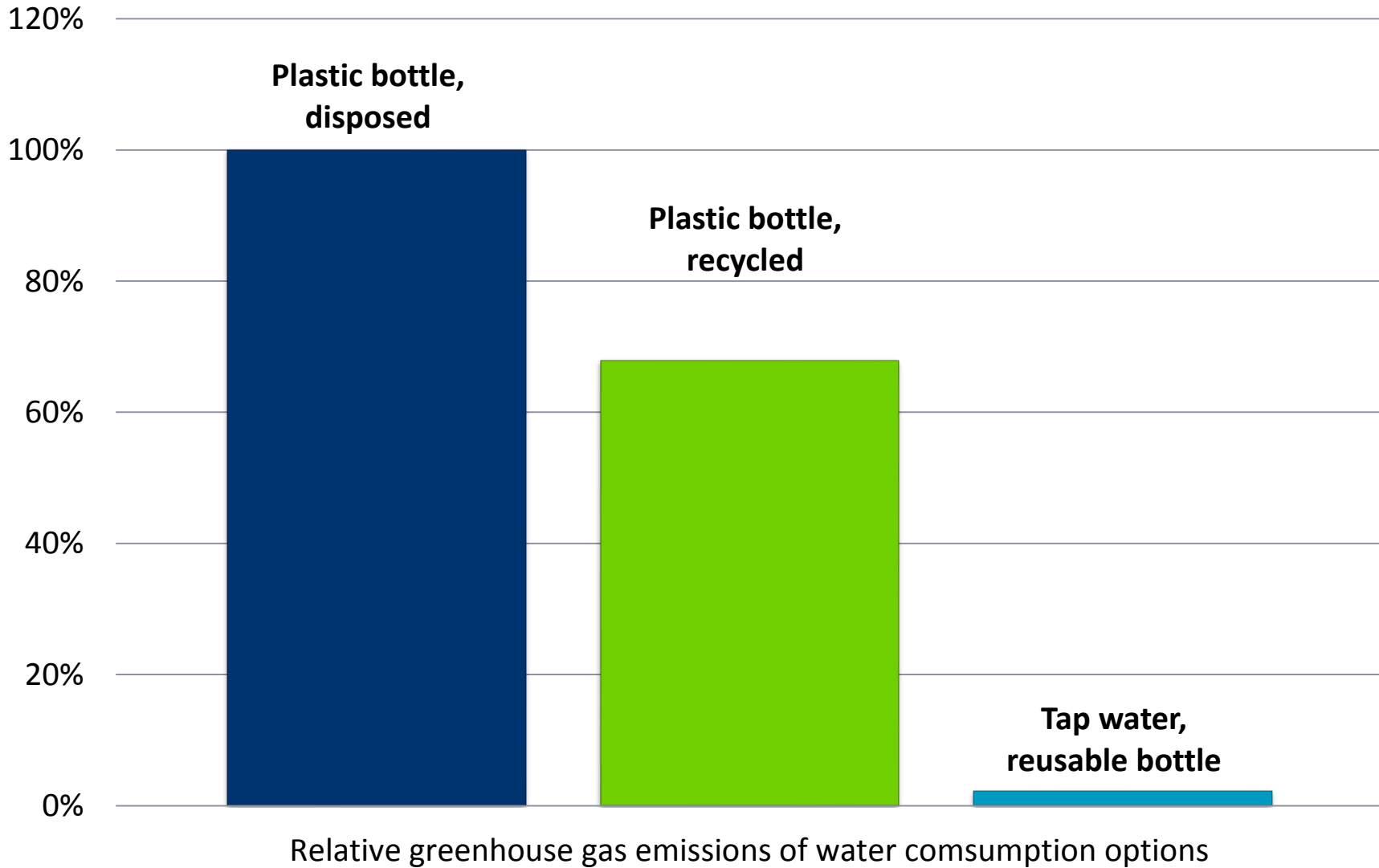


Reuse

Reuse conserves energy, reduces air and water pollution, and slows generation of solid waste.



Yes, reuse really is better



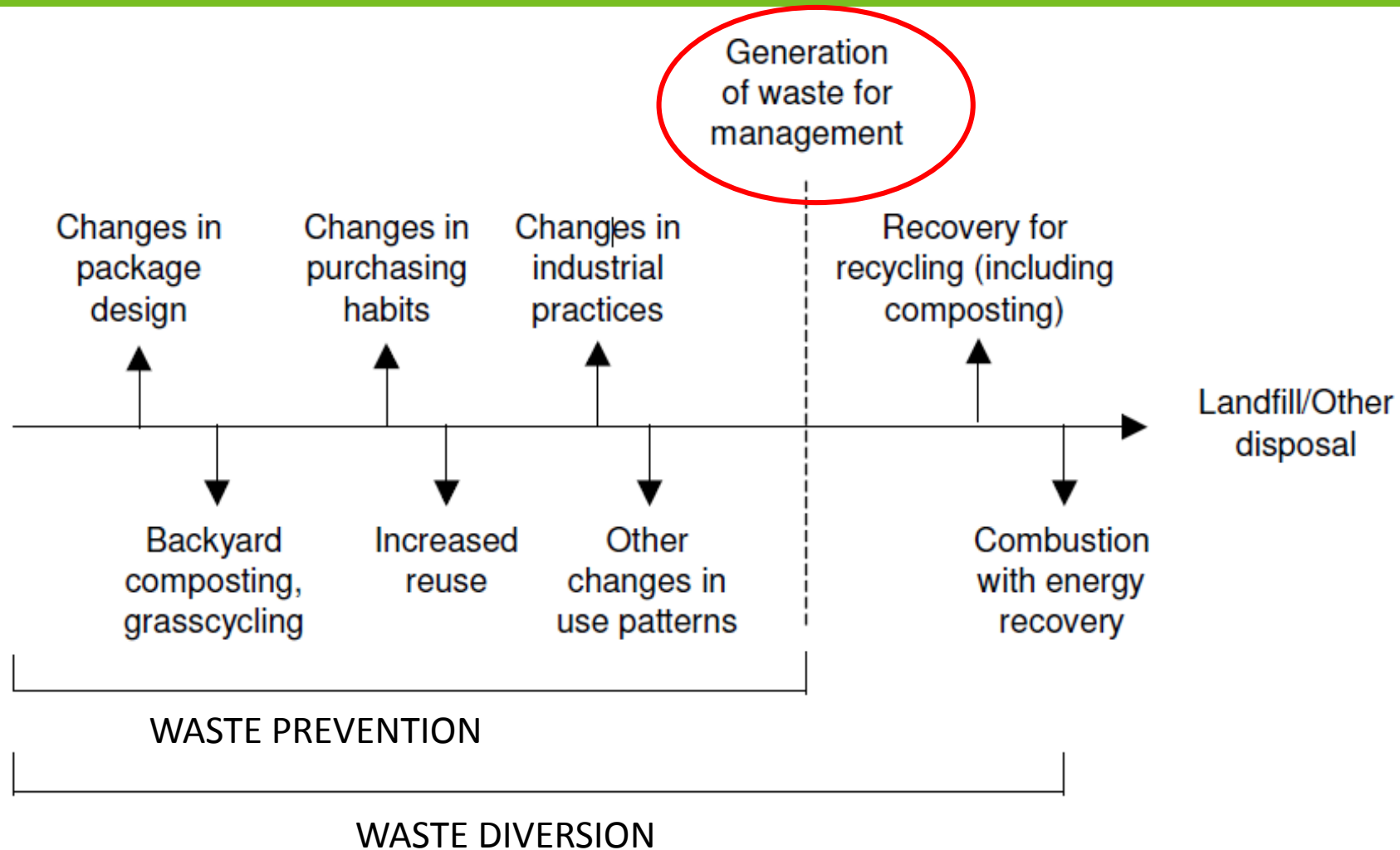
Source: <https://www.oregon.gov/deq/mm/Pages/Waste-Prevention-Strategy.aspx>

What do these terms mean?

- Waste reduction
- Zero waste
- Waste prevention
- Waste diversion
- Source reduction



Words matter too



Source: Franklin Associates, A Division of ERG

Words matter too

The problem with *waste diversion* and *zero waste* is that they flatten the hierarchy and make it seem as though recycling, reuse, and prevention are all equal environmentally, which is not true.

Most preferred environmental option



Least preferred environmental option



Economic activity Minnesota's reuse, repair and rental sector

Included in study:

- Resale of previously owned goods by business or charity.
- Salvage and refurbishment.
- Repair (extending item life).
- Rental

Excluded from study:

- Recycling.
- On-line sales and trades.
- Person-to-person sales, trades, rentals and repairs.

Reuse matters to Minnesota

Job category	Reuse employment	Recycling employment
Direct jobs	45,500	18,000
Indirect jobs	11,400	18,300
Induced jobs	20,900	23,600
Total direct, indirect and induced	77,800	60,200
Economic output	Dollars	Dollars
Total wages and salary	\$2.86 billion	\$3.42 billion
Total tax revenue	\$673 million	\$665 million
Total value-added activity	\$6.97 billion	\$6.68 million
Total output (sales)	\$10.26 billion	\$15.7 billion



Waste prevention starts with consumption options and choices



Not here...

...or here...

...or here.

Thank you!

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