

# We're Finding Ways to ReThink Disposable by:

- 1 Ending the use of single-use plastic bags and polystyrene foam containers at the state and local level
- 2 Working with local government and food businesses to reduce disposable products and packaging
- 3 Organizing flash mobs to promote trash-free take-out dining — The Lunchbox Project
- 4 Rewarding customers for reuse through TraX Actions ([www.traxactions.com](http://www.traxactions.com))
- 5 Thinking of new ways to reduce single use: Share your ideas with us!

## ReThink Disposable

STOP WASTE BEFORE IT STARTS

### Take Action Now:

[www.rethinkdisposable.org](http://www.rethinkdisposable.org)  
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ReThink Disposable is a project of Clean Water Action and Clean Water Fund in coordination with City of Cupertino Department of Public Works, City of Oakland Department of Public Works, City of Sunnyvale Environmental Services Department, County of San Mateo Department of Public Works, San Francisco Department of the Environment, San Jose Department of Environmental Services, South San Francisco Department of Public Works, and StopWaste.

Support for ReThink Disposable has been provided by the Altamont Education Advisory Board, Klean Kanteen, the Lisa and Douglas Goldman Fund, the Santa Clara Valley Water District, STOP WASTE, and the U.S. Environmental Protection Agency.



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## 10 WAYS TO UNPACKAGE YOUR LIFE!



**Tip 2**  
Reduce the use of plastic bags for produce & bulk items.



**Tip 5**  
Pack a waste-free lunch.



**Tip 8**  
Say no to disposable straws.



**Tip 3**  
Bring your own food container and utensils.



**Tip 6**  
Bring your own cup.



**Tip 9**  
Avoid heavily packaged foods.



**Tip 1**  
Bring your own shopping bag.



**Tip 4**  
Carry a reusable water bottle.



**Tip 7**  
Slow down and dine in.



**Tip 10**  
Share these tips with friends!



# HOW DO WE STOP THE TSUNAMI OF TRASH THAT POLLUTES CALIFORNIA'S WATERWAYS?



## The Throwing Lifestyle

In the 1950s, the plastics and chemical industries sold the American public on the convenience of single-use disposable items. Decades later, the throwaway lifestyle has led to packaging waste (mostly plastic) making up 30% of American household trash. The average American now produces twice as much trash as in 1960!

## Trash Pollutes Our Waterways

Single-use disposable products litter our communities and pollute our waterways. About 80% of plastics and trash in the ocean originates on land as street litter, garbage that's blown out of landfills, or illegally dumped trash. Through entanglement and ingestion, all kinds of wildlife are impacted on land and in the ocean.



**67%** of street litter in the San Francisco Bay area is food and beverage packaging.



## Getting to the Source

Our 2011 study found that 67% of street litter in the San Francisco Bay area is food and beverage packaging.\* The sources of most of these products are take-out food and beverage-related businesses. This "tsunami of trash" will continue to increase if we don't take action to break the addiction to single use products. Cigarette butts are also a significant part of the litter problem.

\*This study excluded cigarette butts — there were too many to count!

## Stop the Problem at the Source: ReThink Disposable!

Cleaning trash from streets and waterways is expensive and not always effective. Living the throwaway lifestyle means forever cleaning up the mess. Single-use disposables cause other environmental problems, such as greenhouse gas emissions, water and air pollution, and natural resource depletion. **We can prevent these problems by replacing disposables with durable products.**

**ReThink Disposable**  
STOP WASTE BEFORE IT STARTS