



### THE PROBLEM

We consume more now than any other time in human history, buy more than we need, throw things that are still useful, and are influenced by television and social media to think that we need more than we actually do to be healthy and happy.

### TRASHLAB

... is a mobile exhibit that EXPLORES how and why, we create so much trash;

~

...helps us RETHINK our society's consumer culture and our role in it;

~

...shows us how to PROTECT our environment by safely managing the waste we create, and teach us to create less waste from now on;

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...and, helps us to imagine new solutions to transform waste using CIRCULAR SYSTEMS of REDESIGN to reuse and recycle everything our society creates so, there is no such thing as "waste" in the first place.

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We'll need **individual behavior changes** as well as **systemic, large-scale changes** throughout industry and through government legislation to deal with waste.

## FIVE SIMPLE RESPONSES TO WASTE

### 1. REFUSE

By refusing to purchase items that are not created responsibly or by refusing to accept things as they are, you can have a big impact.

### 2. REDUCE

By weight, food waste is the largest waste in American landfills. 40% of all food purchased or grown in the U.S. is thrown away! Food spoils in transport, at the store, in our refrigerators, and when we don't eat everything on our plate. - Packaging and single-use plastics are also a significant problem in landfills, take up so much space and take hundreds and hundreds of years to decompose.

### 3. REUSE, REPAIR, & REFURBISH

By extending a product's life, you reduce the need for raw materials, saving land, forests, and water supplies.

### 4. RECYCLE

When you can't reuse or repair, the next best thing is to recycle, so materials can be reused and made into new products, which is more cost effective and environmentally friendly than extracting new materials.

### 5. REDESIGN

Besides by personal behavior changes, our impact grows exponentially when we use our voice and power to let our elected officials and favorite companies know that we want better legislation, more responsible design, and less waste.

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