

# **The 5 R's & 5 C's for Zero Waste**

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# The FIVE R's

- Reduce
- Reuse
- Recycle
- Re-design for Zero Waste
- Respect the waste pickers

Brazil

# An exhibition of photos of the “Catadores” in Sao Paolo, Brazil



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# The FIVE C's

- Common Sense
- Community
- Creativity
- Children
- Communication

# We need 5 C's to underpin the 5 R's of Zero Waste

## 1) Common Sense

Don't let the experts take your common sense away

## 2) Community

We need to empower communities to protect their air, water, food, resources, their land

## 3) Creativity

We can't expect to outmatch corporate looters for money, but we can beat them on creativity



# We need 5 C's to underpin the 5 R's of Zero Waste

## 4) Children

We need to involve children early in public service and the struggle for sustainability

## 5) Communication

When we achieve any success – large or small –we must communicate it around the country and the world (video/internet)

Information – communication –motivation-  
action

***We can't leave these matters to  
"waste experts" or "sustainability  
experts" we must involve  
everyone!***

***We need our most creative  
communicators to help us  
change paradigms and the false  
messengers who have produced  
them***

**BE CAREFUL, LONE RECYCLER!**

**WHEN YOU FOLLOW THE WASTE STREAM  
MANY DANGERS AWAIT YOU !!!**

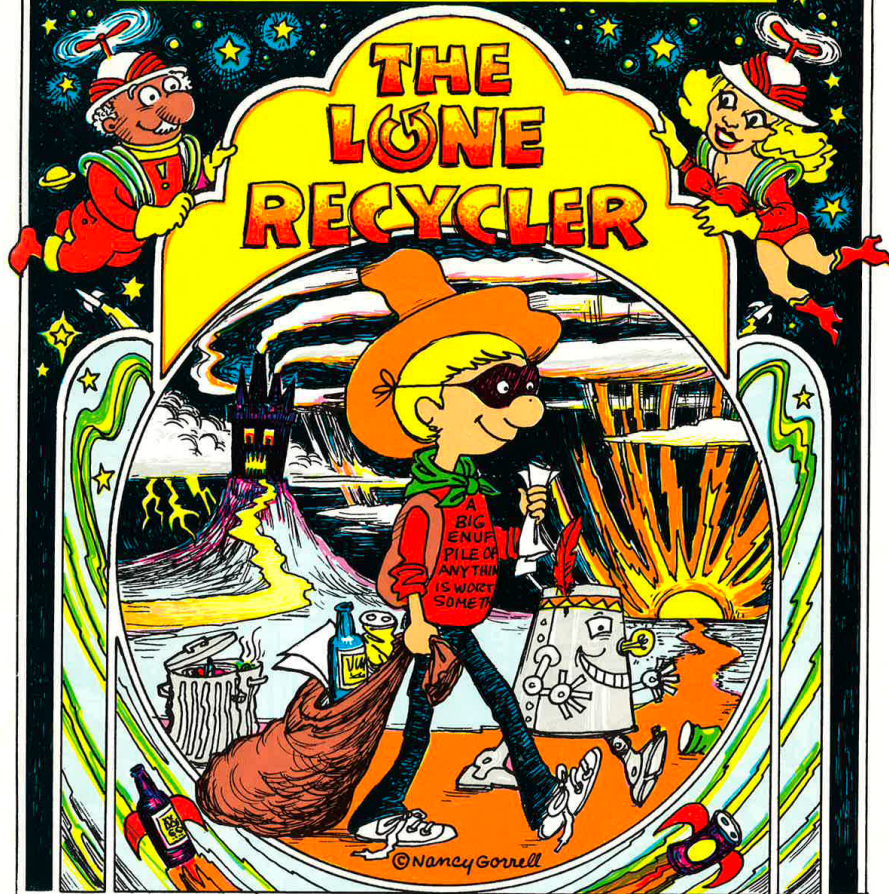


WILL YOU BE  
FRIED TO A CRISP  
IN ASHLY BURNS' INCINERATOR?  
WHAT WILL YOUR FATE BE AT THE  
HANDS OF THE POSSESSED GENIUS,  
DR. FRIGHTENSTEIN? WHAT WILL HAPPEN  
WHEN YOU FALL VICTIM TO THE CHARMS OF  
THE VAMPISH POLYVINYL? WHEN ALL YOUR  
HOPES ARE DASHED, WILL YOU ABANDON ALL  
YOUR IDEALS & FRIENDS AND LEAVE SLOBBERG  
FOREVER? WILL DIRTY POLITICS DEFEAT YOU?  
READ ON!

**R**

**THE LONE RECYCLER**

# THE LONE RECYCLER



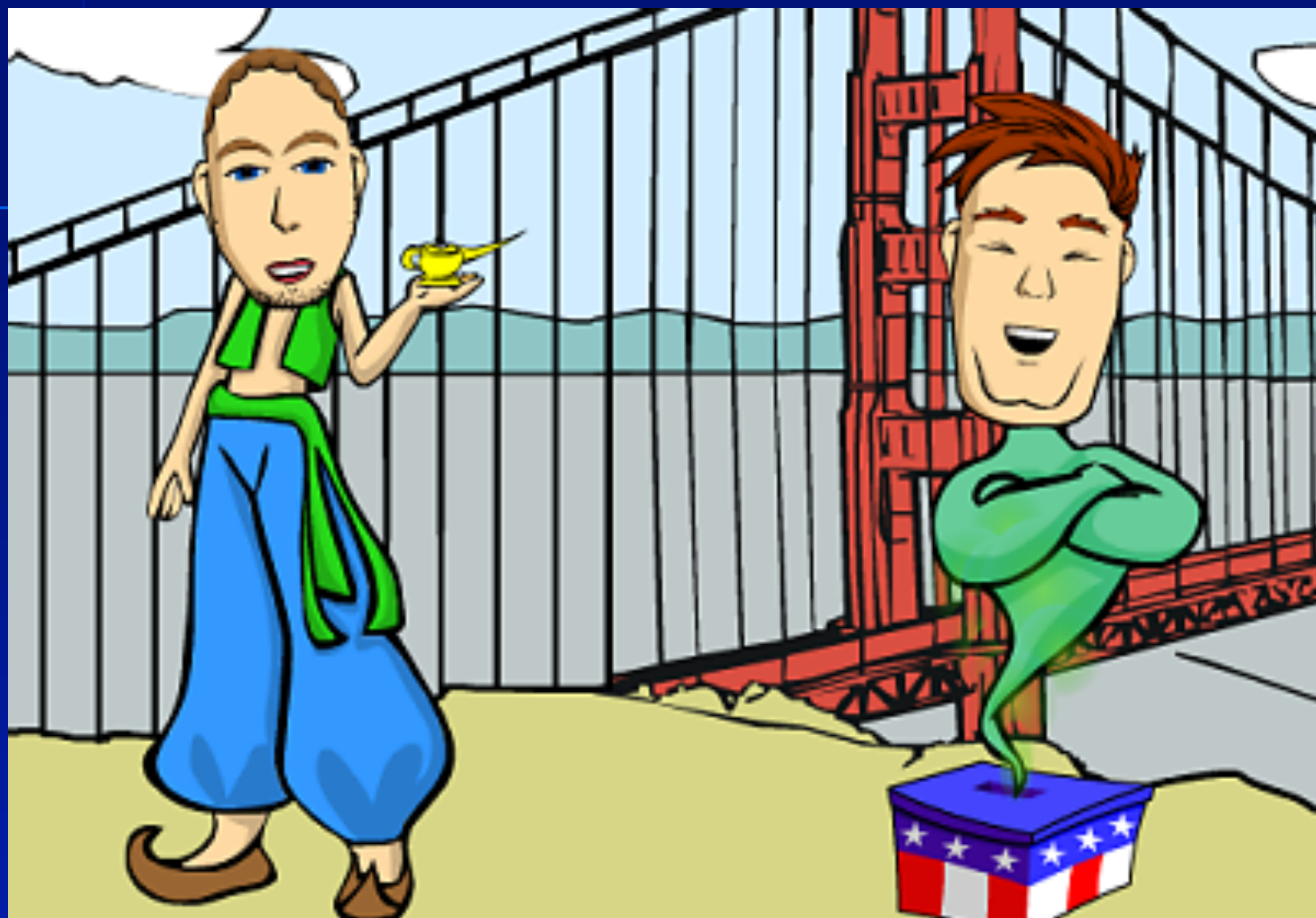
© Nancy Gorell



# rifiuti?

Guida alla raccolta differenziata  
dei Rifiuti Solidi Urbani





# Going Beyond Consumerism



**Extraction**

**Production**

**Consumption**

**Waste**

**Advertising/TV**



**Extraction**

**Production**

**Consumption**

**Waste**

**Over-advertising**  
**produces**  
**Over-consumption**

***By the time a high school student leaves school, he or she will have watched over 350,000 TV commercials.***

*Paul Hawken  
The Ecology of Commerce.*

# Myth versus Reality

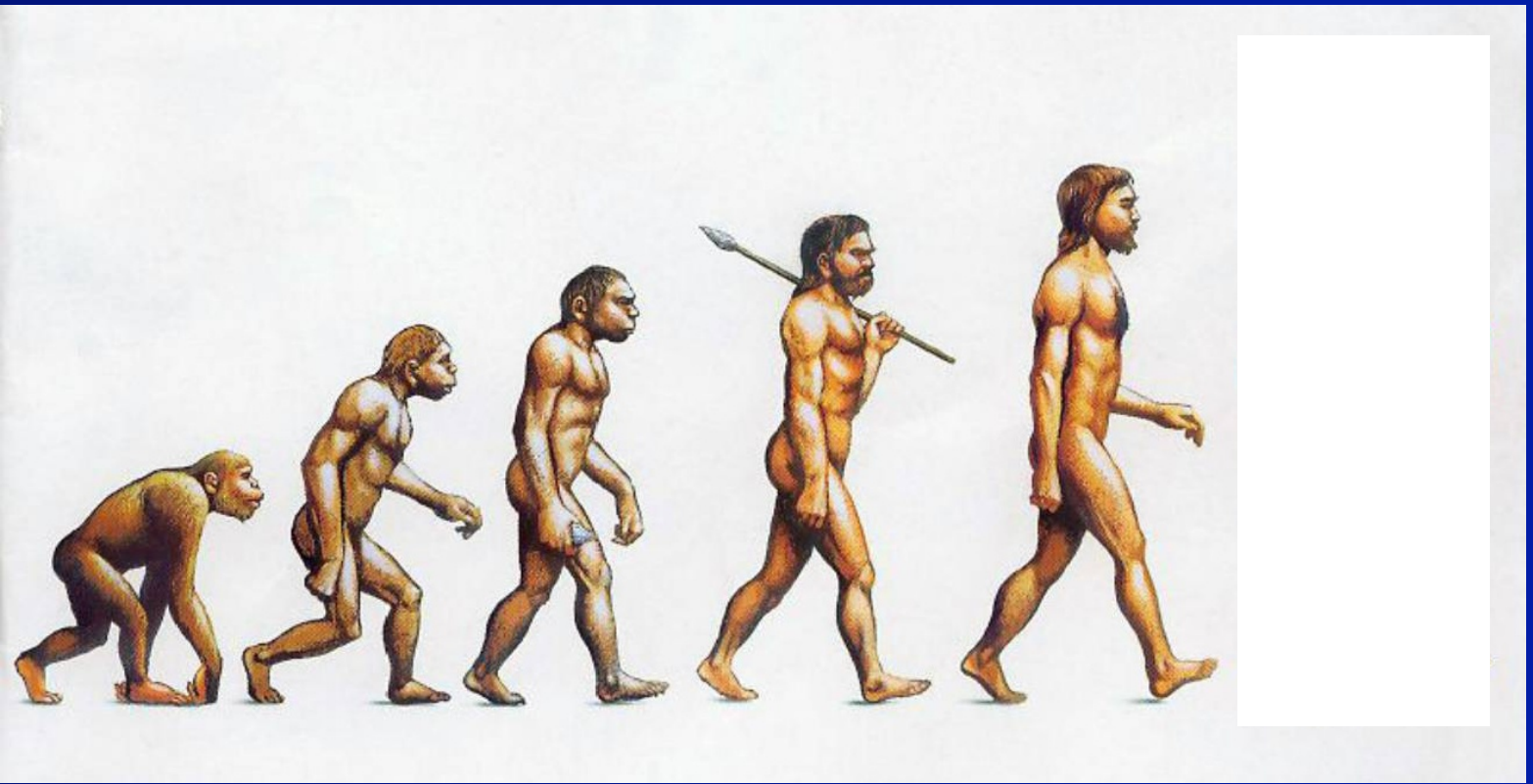
- **THE MYTH:**

- The more you consume the happier you become

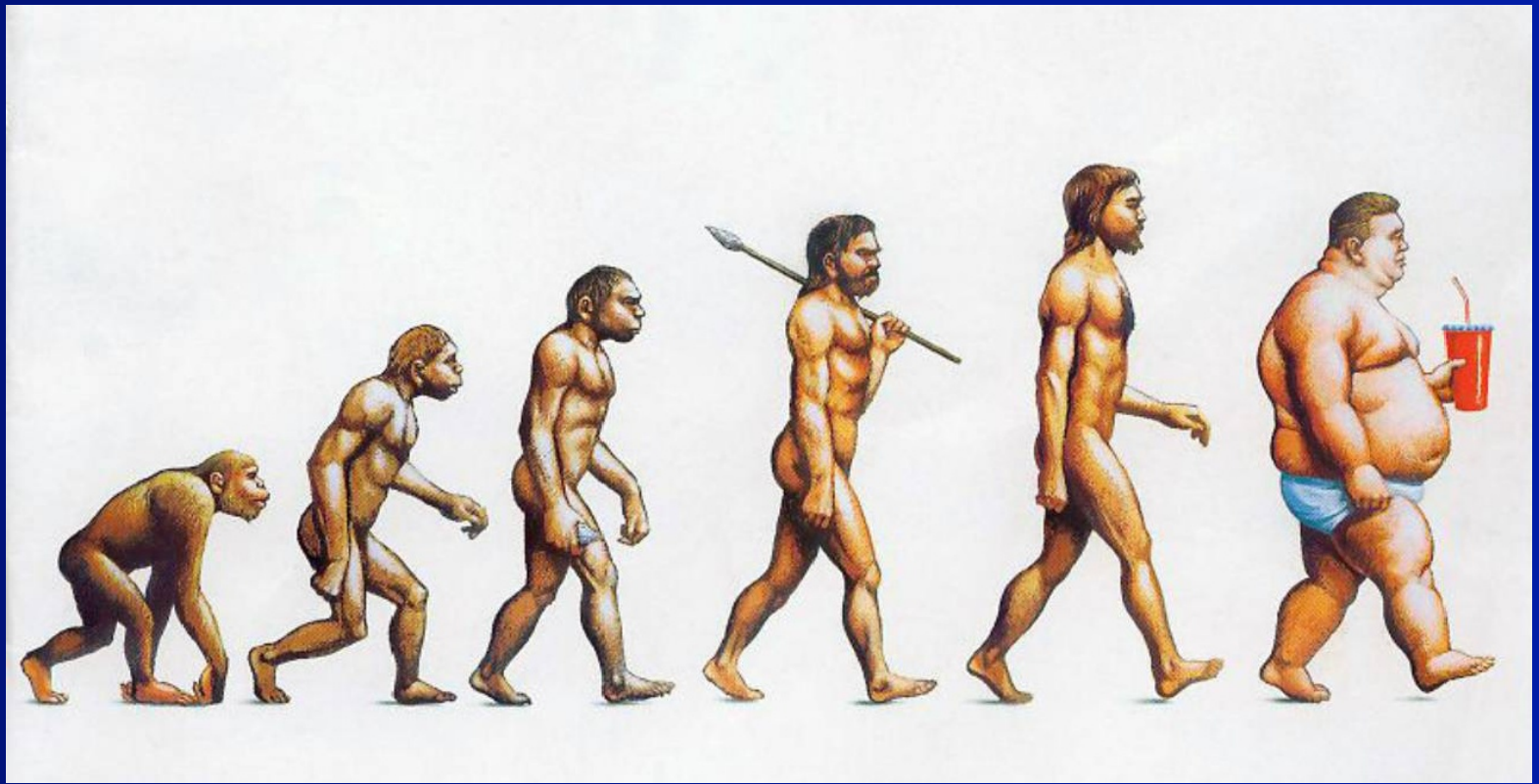
- **THE REALITY:**

- The more you consume the fatter you become!
- And the more waste you produce

# Man



# Modern Man!



**“The world has enough  
for everyone’s **need**  
but not for everyone’s  
**greed”****

**Mahatma Gandhi**



**We have to separate the  
Quality of life from material  
consumption**

# We have to separate the **Quality of life** from **material consumption**

**Material consumption**

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**Quality of life**

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# We have to separate the **Quality of life** from **material consumption**

Material consumption

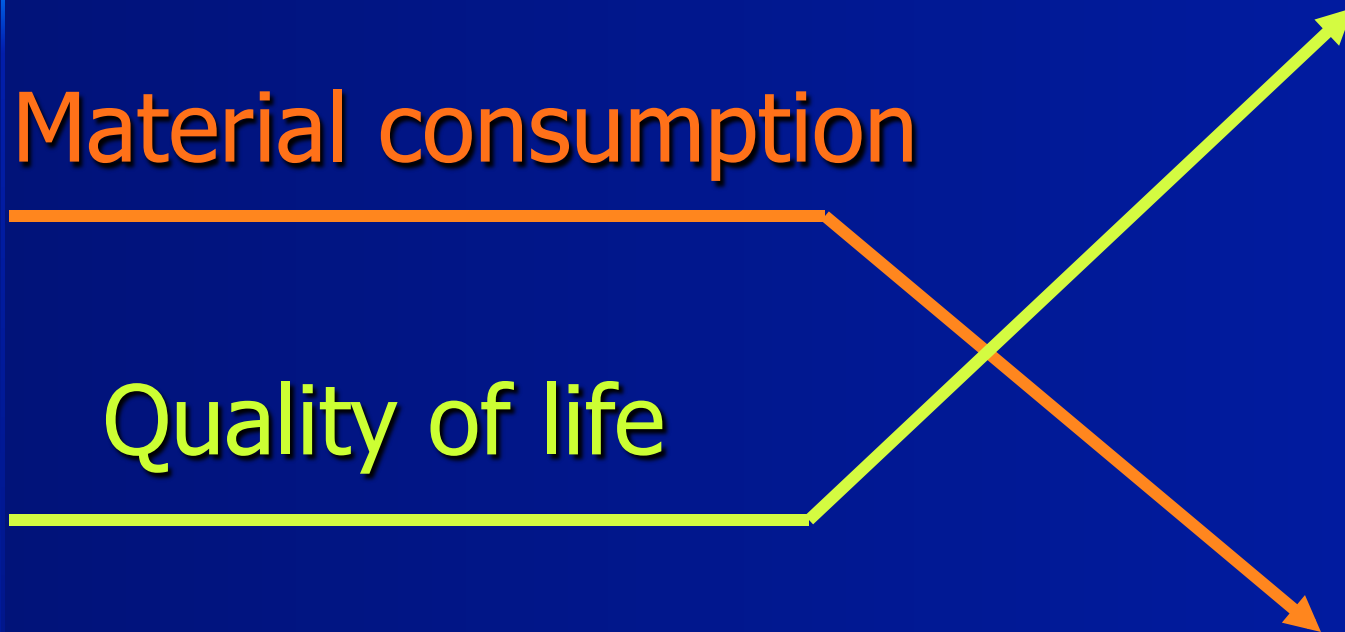
Quality of life



# We have to separate the **Quality of life** from **material consumption**

Material consumption

Quality of life



**To fight over-consumption**

**We need to swap a life built  
around acquiring a series of  
objects...**

**To a life built around a series  
of expanding human  
relationships**

In the 1960's

**“Make Love,  
Not War”**

In the 2000's

**“Make Love,  
Not Waste”**



In the 2000's

**“Make Friends,  
Not Waste”**