

The 3R's

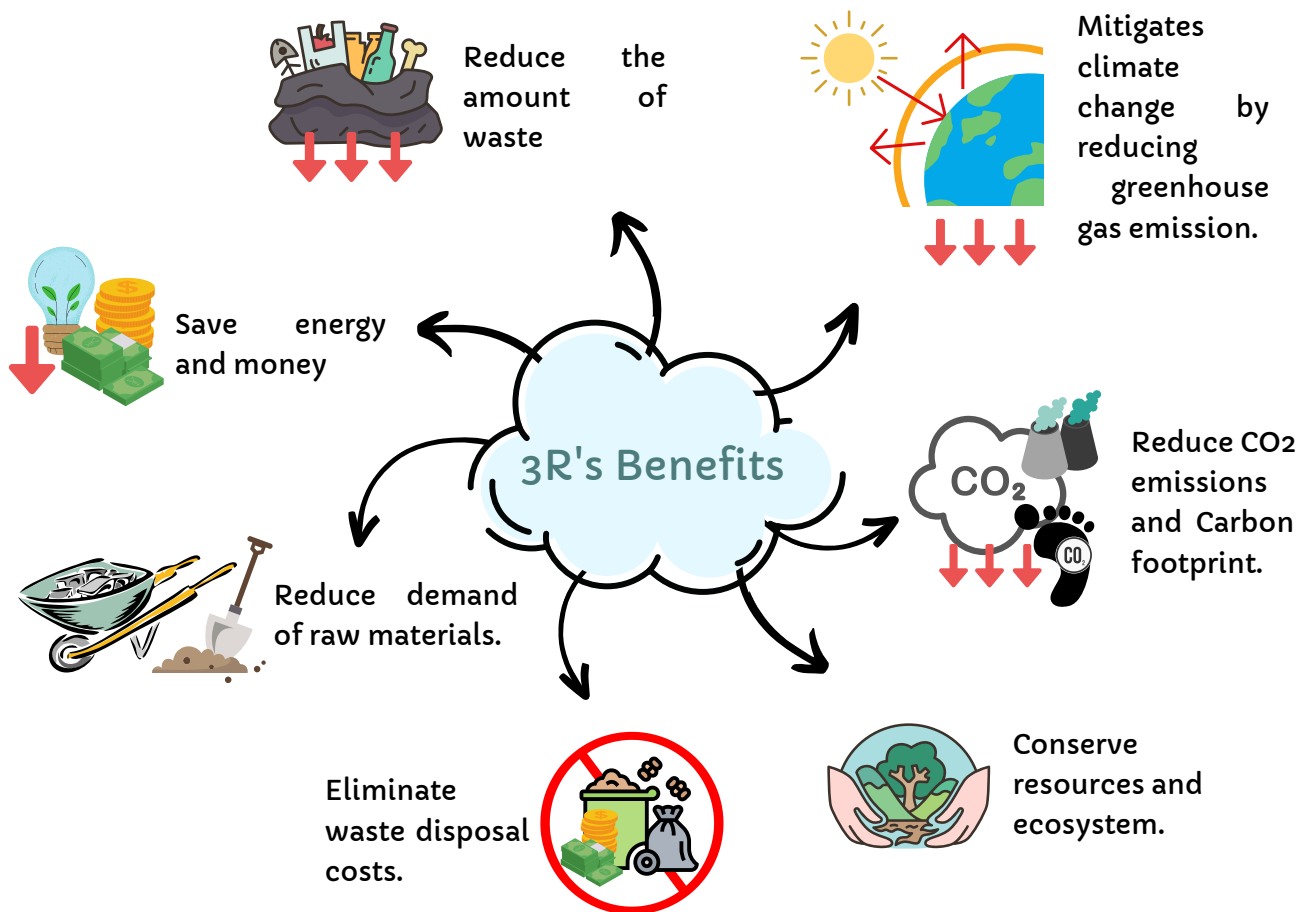
Concept of the 3R's involves 3 activities that we can develop to help to reduce the amount of waste.

It looks very simple to try...

We can **REDuce** the amount of waste we produce.

We can **REUse** goods as much as possible before buying new ones.

We can learn how to **RECycle** our waste.



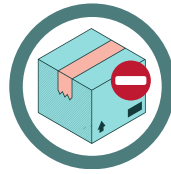
Reduce

Reducing is simply creating less waste. It's the best method for keeping the environment clean, so it's the first of the 3Rs. By reducing, you stop the problem at the source. Making less waste to begin with means there's less waste to clean up. Here are some easy ways you can reduce the amount of waste you make:

What can we do to reduce waste?



Start using reusable bottles instead of using plastic bottles.



Chose products with less packaging.

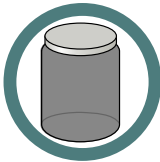


Carry reusable shopping bags.

Reuse

According to Parvenu et al (2020), REUSE refers to the use of goods and materials as much as possible, for the same or a different purpose, without changing the original form of the product*.

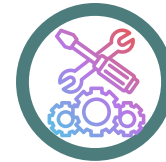
Creating less waste is the main purpose of REUSE. Here, some things we can do:



Give another use to glass, plastic and cardboard containers.



Donate broken appliances to charity or a local school, which can use them for art classes or for students to practice repairing.



Try to repair old things in your house instead of buy new ones, for example, outdated furniture can be reupholstered or painted.

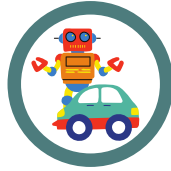
Recycle

The European Commission defines recycling as “any recovery operation by which materials are reprocessed into products, materials or substances whether for the original or other purposes**”. To recycle, you have to separate your litter and place it in an adequate container or recycling program. Moreover, some companies are taking the matter in their own hands and are developing some initiatives.

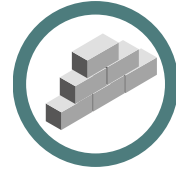
What companies are doing to recycle more?



Creation of a infrastructure to collect and recycle bottles. Developing only recycle packaging for their products.



A toy company uses recycle milk jugs to design and create kid's toys.



Making building blocks - Polyblocks- out of building rubble, industrial waste and secondary materials.

European Union goals:

The new rules aim to stop packaging waste caused. As an objective they want to boost reuse and refill packaging, and making all packaging recyclable by 2030.

All EU countries should recycle municipal waste at least:



55%

by 2025

60%

by 2030

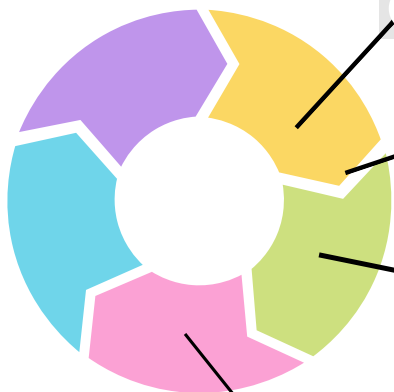
65%

by 2035

Furthermore, it has established a new circular economy action plan where they attempt for next year to...

- Do a proposal for Directive on green claims
- Create common rules promoting the repair of goods***.

Actions that the European Union is doing to fight against food waste.



They have created a platform to talk about this topic

They have been working on increasing and improving the quantification of food waste levels

They will propose legally binding targets to reduce food waste

They are proposing a better use of Date marking on food in order to avoid waste. For example, by using "use by" o "best before" dates****.