Boycotts and Procotts for Zero Waste

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US Zero Waste Business Council

Los Angeles, CA

May 7, 2015
Relevance
Campaigns
Resources
Spend, Spend, Spend. It’s the American Way.
Total annual expenditures of the 4,300 two- and four-year institutions were $351 billion (or 3.2% of the U.S. GDP) in 2013.
Consumers to change the consumption landscape

✓ 79 million Millennials in the United States—25 percent of the population.

✓ Millennials exceed the number of Baby Boomers (often their parents) by about 3 million.

✓ Millennials, with their larger population, stand to have equal or greater influence, especially considering differences like wealth, education, and their acceptance of ideas...like zero waste.
A survey of 15,500 consumers in 17 countries revealed that more than a third were boycotting at least one brand.
http://newint.org/features/2006/11/01/facts/#sthash.1B2ig7ai.dpuf

“It will soon be standard practice for consumers to start widespread protests using social media to urge others to abandon companies that refuse to act in responsible ways.”
Boycott

A boycott is a form of consumer activism involving the act of voluntarily abstaining from using, buying, or dealing with someone or some other organization as an expression of protest, usually of political reasons.
Charles Boycott
1832-1897
Pro·cott
proˈkät/

verb

1. supporting the production and purchase of goods and services with environmental and social empowerment attributes.

noun

1. a supportive, ongoing campaign, that organizes consumer actions such as purchases, letter writing and social media outreach to increase the product or company’s sales and business success.
Brand Nation

The rise of a new group of companies transforming profit-oriented business into purpose-driven enterprises.

These will be brands that customers anywhere in the world would will demonstrate and encourage loyalty to, using Twitter, Facebook, and other social media tools that now empower them to make or break a brand.
“This isn't about being anti-business. At the National Consumer Council, we want the good guys to make good profits and the bad guys to lose out.”
Campaigns
DELL
TAKE BACK your old, Toxic COMPUTERS and RECYCLE them!!
Make a Statement
Graduation Day

“I pledge to explore and take into account the social and environmental consequences of any job I consider and will try to improve these aspects of any organizations for which I work.”

[Image of a green ribbon with a recycle symbol]
CU Environmental Center Wins Dell Award

Announces Free Computer Round-Up
THANK YOU!

DELL COMPUTER

No computer should go to waste.

dell4me.com/recycling
THANK YOU TO OUR SPONSORS!!!
VICTORIA'S DIRTY SECRET
395 MILLION CATALOGS
LESS THAN 1% RECYCLED
Victoria's Secrets: Start Using Recycled Paper in Your Catalog!
I love recycling.
Victoria's Secret cleaned up their act. Now we're transforming the rest of the catalog and junk mail industries. Join us at http://donotmail.org/.
Junk Mail Horror Stories

Ceciel B.
from Dawsonville, GA
Junk Mail Culprit(s): Other Junk Mailer
i used to get loads of catalogs but it slowed down when i started sending them back to return as sender or do not want

Carolyn G.
Junk Mail Culprit(s): Other Junk Mailer
Comcast is the worst I get

Chris S.
from PA
Junk Mail Culprit(s): Other Junk Mailer
I receive a direct mail solicitation from DirectTV about once a month. I even called the company in CA and asked to be removed from their mailing list. Obviously the telemarketer gave lip service to …

Follow The Conversation

Junk Mail Facts

- Direct mail creates 10 billion pounds of solid waste
- It costs communities over $1 Billion annually to collect and dispose of it.
- 62% of phone books and advertising mail is not recycled
- Marketers spend $17 Billion on postage alone to send advertising mail.
- Approximately 44% of junk mail goes to landfills unopened.
- The average American will spend 8 months of their lives dealing with junk mail.

READ MORE »
Reduce your ecological impact and follow these printing guidelines!

YES!

- Copy double-sided
- Use recycled-content &/or tree-free paper
- Avoid plastic-coated paper (regular glossy is recyclable)
- Avoid dark & bright-colored

Why Dark and Neon Paper should not be used:
- The recycling industry cannot accept dark or bright paper and it takes time to remove from recycling
- Neon paper is made with harmful chemicals and heavy metals like cadmium and arsenic that are leached into ground water and rivers

Questions? Comments? Contact CU Recycling at 303-492-8307, e-mail at cure@colorado.edu, or visit us on the web at www.colorado.edu/ourecooing.
Providing Conversations About Paper
Little Museum of Bad Industrial Design

Primary school students of Capannori, Italy, set up the Museum of Bad Industrial Design (Piccolo Museo degli orroridi progettazione). A museum of packaging and products that cannot be reused, repaired, recycled or composted and hence have to end up in the dump.

In order to enlighten the industrial designers of the big wealthy companies producing these goods the pupils wrote letters to them asking to please think about the future and produce products that could be recycled or composted at the end of their lives. As with the case of the coffee-capsules some of them replied with thank you notes and confirming their commitment to improve the design in the future.

Here is a good experience to involve children in waste prevention. The less non-reusable/repairable/recyclable stuff in the market the closer we are to Zero Waste!

The inventor of K-Cups regrets that he ever invented them.

"I feel bad sometimes that I ever did it," John Sylvan told *The Atlantic* in an interview.
Ralphpies Green Stampede

- 90% diversion
- No public trash cans
- All recyclable or compostable packaging
Ralphies Green Stampede

✓ 90% diversion
✓ No public trash cans
✓ All recyclable or compostable packaging
✓ Concession contract requirements (5 points)
Soft Drink Vending Contracts
And
Recycling:

Toolkit for Change

Prepared by the

College and University Recycling Council

A Technical Council of the National Recycling Coalition

http://www.nrc-recycle.org/curcprojects
The vendor will be responsible for understanding and following campus zero waste procedures:

1. Mixed recyclables
2. Mixed compostables
3. Flattened corrugated cardboard
4. Fryer grease
5. Landfilled material

Compliance with procedures includes proper set up of containers before event prep begins. This includes:

1. Placing proper (color-coded) liners/bags in their respective bins
2. Minimizing contamination of any/all waste streams by training staff on the list of prohibited items.
3. Placing color-coded liners/bags into the appropriate receptacle at one of several central locations

The final, and perhaps the most important aspect of vendor compliance, will be the consistent use of approved recyclable or compostable food service ware.
University of Colorado
Football Season Waste Generation

Produced by J. Bradley 12/2013
Cooking Oil to Biodiesel
Resources
Porter's Five Forces: Analyzing the Competition
http://www.businessnewsdaily.com/5446-porters-five-forces.html
Social media

Plenty of online outlets to post your opinions.

And companies are paying attention

Where to post

✓ Your own "social" pages

✓ Company sites

✓ Online communities
<table>
<thead>
<tr>
<th>Website</th>
<th>Type of reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>AirlineComplaints.org</td>
<td>Airline-related complaints or suggestions for improvement. Includes airline contacts.</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>Reviews and ratings of products and Amazon merchants.</td>
</tr>
<tr>
<td>Angie's List</td>
<td>Reviews and ratings of local services and health professionals. Pay site, though nonmembers can submit reports free.</td>
</tr>
<tr>
<td>ApartmentRatings.com</td>
<td>More than 1 million apartment reviews and ratings.</td>
</tr>
<tr>
<td>Avvo.com</td>
<td>Reviews and ratings of lawyers and doctors. Includes library of legal and medical topics.</td>
</tr>
<tr>
<td>Charity Navigator</td>
<td>Charity watchdog organization with user reviews and ratings of nonprofit organizations. Includes tips and donor resources.</td>
</tr>
<tr>
<td>CNET</td>
<td>Discussions of electronic products, services, and companies.</td>
</tr>
<tr>
<td>Complaints.com</td>
<td>Complaints about products, services, companies, and professionals.</td>
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<tr>
<td>ComplaintsBoard.com</td>
<td>Complaints about products, services, companies, and professionals. Includes news and resources.</td>
</tr>
<tr>
<td>ConsumerAffairs.com</td>
<td>Reviews of products, services, companies, and professionals. Includes news and resources.</td>
</tr>
<tr>
<td>The Consumerist</td>
<td>Reviews and complaints about products, services, and companies. Includes news and consumer tips. Site owned by Consumers Union, publisher of Consumer Reports.</td>
</tr>
<tr>
<td>Edmunds.com</td>
<td>Reviews and discussions of cars and car-related products and services. Includes dozens of subject-specific message boards.</td>
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<tr>
<td>Epinions.com</td>
<td>Ratings and reviews of products and services.</td>
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<tr>
<td>MeasuredUp.com</td>
<td>Reviews of companies and professionals. Includes tips and contacts.</td>
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<tr>
<td>My3cents.com</td>
<td>Reviews and complaints about products, services, and companies. Includes consumer tips.</td>
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<tr>
<td>PissedConsumer.com</td>
<td>Reviews and complaints about products, services, companies, and professionals. Includes consumer tips.</td>
</tr>
<tr>
<td>RateMDs.com</td>
<td>Reviews and ratings of doctors and dentists. Includes access to medical-board records and top 10 lists.</td>
</tr>
<tr>
<td>RipoffReport.com</td>
<td>Complaints about services, companies, and professionals. Includes consumer tips.</td>
</tr>
<tr>
<td>TripAdvisor.com</td>
<td>More than 45 million reviews and ratings of hotels, restaurants, attractions, vacation rentals, cities and towns, and more.</td>
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</table>
http://www.consumer-action.org/

Through multilingual financial education materials, community outreach, and grassroots "make your voice heard" advocacy, Consumer Action empowers underrepresented consumers nationwide to assert their rights in the marketplace and financially prosper.

Effective critiquing

✓ it's important to establish your credibility

✓ check the site's frequently asked questions and terms and conditions to find out what's allowed.

✓ Make your comment as brief as possible, and include facts.

✓ Don't get sued

✓ If it resolves your problem, update your original post with the good news.
70 tons of waste is produced for every ton we generate....

One, four-foot stack = One, forty-foot Fir tree
Per day
Per week
Per month
Per year
NINJAS LEAVE NO TRACE

ZERO WASTE IN YOUR FACE!
“Never doubt a small group of committed people can change the world. Indeed, ‘It’s the only thing that ever has.’”

- Margaret Mead
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debell@colorado.edu
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