

A Guide to
Impactful
Sustainability
Practices for
Everyday Life



NO SHAME ZERO WASTE

by Juniperseed Mercantile

WHAT IS ZERO WASTE?

1] The latest trend in personal environmentalism after "eco-friendly", "going green", and "sustainability" all had their moment as the buzzword du jour.

2] A useful HEURISTIC for organizing in community around a common goal, identifying like-minded individuals, brands, and organizations to follow, and a quick short-hand for relaying a complex set of ideas around waste reduction and responsibility as individual consumers and businesses.

... AND WHAT IT'S NOT

- > A one-size-fits-all prescription
- > A virtue-signalling competition
- > A lifestyle of premium products and services available only to some



(that could just be our opinion...but we're gonna go with it!)

Here at Juniperseed Mercantile, aspiring to a zero waste life is about implementing 3 main principles:

SIMPLICITY

CONNECTION

REDUCING

WASTE

And success is about the journey of discovery, skill-building, and practical wisdom they lay out for us! By implementing these principles, we hope to spark a PARADIGM SHIFT in our relationship to the materials we use and how we use them- moving away from CONVENIENCE towards HOLISTIC SUSTAINABILITY.

So where does one start?

ZERO WASTE BASICS:

MINDSET (defining why and staying motivated)

Identify your values and priorities for change: food waste, single use disposables, transportation footprint, textile waste, etc.

Scale your goals and expectations to fit your circumstances and avoid overwhelm.

Grow your sphere of action: use your success in one area to motivate expansion into the next.

Remember to be kind to yourself & others!

SKILLS AND HABITS (lifestyle change)

Learn new ways of doing tasks and tackling life's necessities that keep you connected to your goals.

Substitute reusable/refillable products for everyday disposables you rely on.

Track your progress in a way that boosts your resolve and reinforces your commitment.

NUTS AND BOLTS:

EASY SWAPS (by no means an exhaustive list)

Keep a go-mug and/or water bottle on hand:

Put one in each place you regularly use them, such as the car, office, purse, gym bag, etc.

Use cloth napkins at meal time instead of paper and cut old t-shirts into squares to use as cleaning cloths instead of paper towels.

Mason jars make great food storage options in lieu of plastic bags.

Tin foil is re-usable and recyclable as long as it is clean, and beeswax wraps can replace cling film.

Bar soap is a plastic-free alternative to liquid soaps and gel products.

Concentrated cleaning products provide great value while reducing the number of bottles you have to buy for the volume of cleaning solution you ultimately get.

Reusable bags extend beyond carrying groceries home: use them for produce, bulk products, retail shopping, and take out meals (build a take-home kit with re-usable food containers you bring when dining out).

LEVEL UP

Buy secondhand when possible: patronize socially responsible thrift stores, secondhand marketplaces, and community networks to keep gently used clothes, appliances, tools, toys, and so much more out of landfills.

Refuse unnecessarily fast shipping: those fast turnarounds have a high transportation and human cost for a little convenience.

Buy locally whenever possible.

Go car-free once a week for self-care, exercise, and relaxation and bundle errands when driving is necessary.

Refill body and home essentials at your local refill/bulk market or store.

DIY your cleaning supplies with basic pantry supplies.

Compost your food waste and other compostable materials.

Staycation or choose local-ish getaways to reduce travel costs and emissions.

Learn good recycling hygiene to avoid contamination and wishful recycling.

Upcycle your current decor for a fresh look.

BIG PICTURE:

The point is not perfection: Action, progressive change towards lower impact, and building resilience and resourcefulness is the goal.

Consider the life-cycle of materials and try to give each item as many uses as possible before discarding.

Connect with the people who make your goods and support your local economy of makers and small manufacturers.

Weigh the cost of convenience against your values and needs.

If the magnitude of the problem is causing paralysis, give yourself a break! Start small and scale as it fits your life: the best actions are the ones you can actually take!

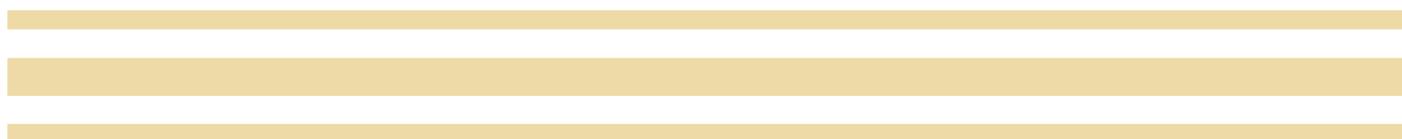
"if it can't be

**REDUCED,
REUSED,
REPAIRED,
REBUILT,
REFURBISHED,
REFINISHED,
RESOLD,
RECYCLED,
OR COMPOSTED,**

then it should be

**RESTRICTED,
REDESIGNED,
OR REMOVED**

from production." – Pete Seeger



**“WE DON’T NEED A
HANDFUL OF PEOPLE
DOING ZERO WASTE
PERFECTLY. WE NEED
MILLIONS OF PEOPLE
DOING IT IMPERFECTLY.”**

- ANNE MARIE BONNEAU

