

# Reduce

Imagine if every object brought into your house was trapped there, unable to escape. The idea sounds great at first; you would know that if something was misplaced it would have to be in the building, somewhere. However, the novelty would soon disappear.

Space inside the home would decrease as empty packaging, old plastic bags, burnt out light bulbs, dead batteries, kitchen waste and all the other articles we use in our daily lives began to pile up. At the same time, more items would arrive to replace those thrown away. These new products would be used then discarded, creating a need to buy even more goods. Because nothing leaves the home, not even waste, this continuous cycle of use, discard and replace would eventually lead to a dwelling full of debris. Eventually the weight and rotting of the waste would destroy the structure and render it uninhabitable.



The Earth is a home to billions of people. We have, especially in this century, devoured products and resources to the point where the resulting waste is now a problem. The world cannot sustain life if we keep producing more and more garbage. There exists a real threat that our global home could end up like the theoretical house, mentioned above. Steps must be taken to slash all forms of consumption. This planet is the only one that will support us. We cannot move. Reduction is the easiest and most effective way to save the Earth and ourselves.

**Reduce**  
**by definition is the generation of less waste**  
**through purchasing decisions, changes in personal**  
**habits,**  
**product design or the use of less materials and re-**  
**sources in manufacturing.**