



RE
-USE
-DUCE
-CYCLE



According to Instagram statistics #blue and #green are in the top hashtags list.

YES people like blue and green, YES we like sharing blue and green.

So,
Let's keep it **Blue**, keep it **Green**.

Reuse Reduce Recycle



There are several different ways of describing what the recycling is but there is one concept!

How not to waste and how not to damage the mother earth not only for our future but also for the future generations.

Based on this philosophy the answer is also very simple actually :

First of all do not waste! Then reuse it, refill it... Then reduce any type of harm to nature. After all we still need to consume to survive and now let's recycle them.

It is all about the balance!



Yes we still need to consume to survive. Yes we still need to drive, package our food and drinks, we still need to write on papers. But we can learn how to manage all these emissions and limiting the wastage.

Everyday we keep hearing carbon emission, in most countries are now applying tax for cars based on their carbon emissions. All we put these rules to reduce the harm and save the nature.

The balance is the life itself. As much as we need to sleep we also need to be awake and enjoy the life. As much as we consume we can also manage to recycle them.

Small things make the big changes!



We all print documents at school, at work etc.

Can we avoid it? NO Can we reduce it? YES!

We need to think twice if we really need to print something, for example the plane ticket. Do we need to? We can use our mobile phones now.

Sometimes we miss the class and we need to copy some notes from our friends, from the teacher, from anything. We can photocopy them on one sided or double sided papers. We will save us up to 50% of the papers.

I am sure there are some other tremendous examples coming to your young and smart brains which you can apply in your daily life. Not only about papers but almost everything.

Recycling is a new culture



- ▶ I would like to continue with some examples around the world. It is known that Swiss knife is one of the most common Swiss product which is made of steel. Also Swiss watches where again the major parts are stainless steel. When I was in Switzerland I saw people have 3-4 different waste bins at home. One for organic waste* and the others are all for recycling purposes.
- ▶ In the hotel, I saw there are special bins to throw shaving razors which then the steel will be recycled. I have been a member of Greenpeace, I have been very careful about recycling but have never thought about recycling my razors in a way like this. It all comes with the culture and understanding the real meaning of recycling.

*even these ones are going to be recycled and used for compost.

Reuse it first Recycle later



- ▶ Another example is from Brazil. Although it is mostly known as an unsafe place (which is not correct) they are still the 7th largest economy in the world with their 200+ million population. In the supermarkets, right behind the cashiers I saw many empty boxes. People try to reduce the usage of plastic bags and they take an empty box from there, put their stuff in it and go home. Mostly people bring their own bags from home or use these kind of cardboard boxes. Then in specific days of the weeks people drop them outside of their houses so that the recycling trucks collect them.

Be a good example



- ▶ We are all responsible for our acts. We can be a good person and well understand the nature, well understand the recycling. However there are some other exist and will always be around us. Forget about recycling they will keep throwing their used items. Plastic bottles, biscuits packages, cigarettes etc.. When ever I go to a beach, doesn't matter where on earth, I always find a bag around and then at least 10-15 minutes collect the garbages on the beach. I have learnt this from someone I don't even know. I have just seen somebody doing it. Then I have started doing it too. We all can do the same!

Not only at home but also at work



- ▶ These are only some small examples from our daily life. As a mind set, these examples are showing that it is in our hand to save the world and improve recycling. One day you will be managers of companies, you will be leading the industry new engineers, doctors, architects, teachers etc.. One day you will be the future. So we should also see the bigger picture. Such as carbon emissions of cars, factory chimneys, wasting water and paper in the office, leaving the lights on at work...
- ▶ There are now companies all worried about how not to waste. There is one direct benefit to them which is saving money. Don't waste water and electric then the company saves money. There are also indirect benefits which is saving the water reservoirs, helping the ecology.

WASTE Today, RISK Tomorrow



This is one of the best slogan I have ever heard to explain the situation and also motivate the people.

If we waste today we will risk our tomorrows. This is applicable in many different ways in our lives. If we don't study on time means we waste our time, if we don't go to doctor on time we waste our health, if we don't turn the AC off when its not needed, if we don't recycle the plastics, if we throw papers then we risk our life in the future!

The slogan belongs to ASHGHAL (Qatar Public Works Authority)



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