

the WasteWatchers

in "Thinking Inside the Box"

ONE QUIET AFTERNOON, IN THE WASTEWATCHERS' HEADQUARTERS...

MINE!

NO, MINE!

STOP IT!

NO, YOU STOP IT!

WHAT'S GOING ON IN HERE?

THERE'S ONLY ONE TOY LEFT IN THE TOY BOX, AND WE BOTH WANT IT!

GRR OOF

ONLY ONE? BUT THIS BOX USED TO BE FULL OF TOYS!

WELL, IT'S EMPTY NOW!

SO... WHERE DID ALL THE TOYS GO?

UHM...

AH.

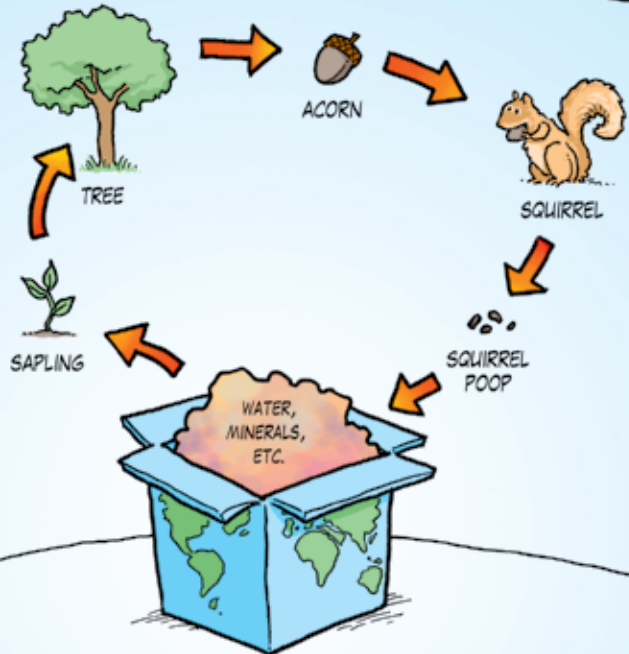
WASTEWATCHERS - YOU SHOULD KNOW HOW TO FIX THIS PROBLEM. REALLY, IT'S JUST LIKE OUR QUEST FOR ZERO WASTE!

"YOU SEE, THE EARTH IS LIKE A BOX FULL OF TOYS: WATER, OIL, METALS AND MINERALS, ALL STUFFED INSIDE A LIMITED SPACE."

PETROLEUM
COPPER
HYDROGEN
CARBON
IRON
LEAD
WATER
SODIUM
ETC.



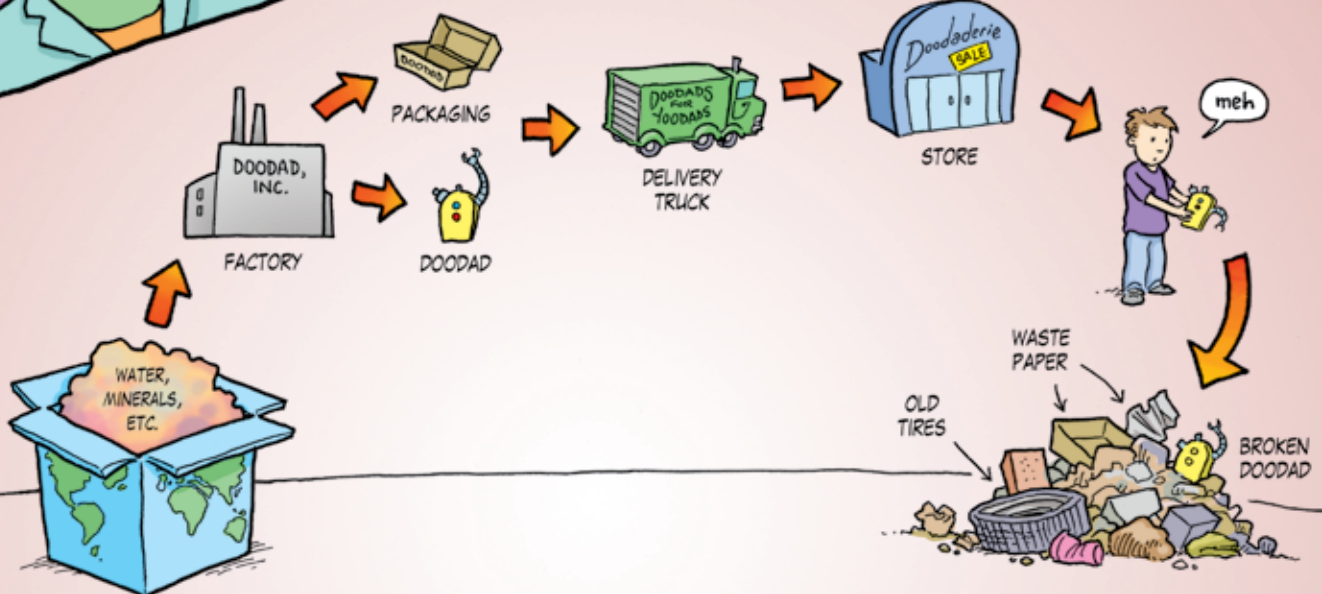
"MOST LIVING THINGS ARE REALLY GOOD AT TAKING WHAT THEY NEED OUT OF THE BOX, USING IT, AND THEN PUTTING IT BACK SO IT CAN BE USED AGAIN."

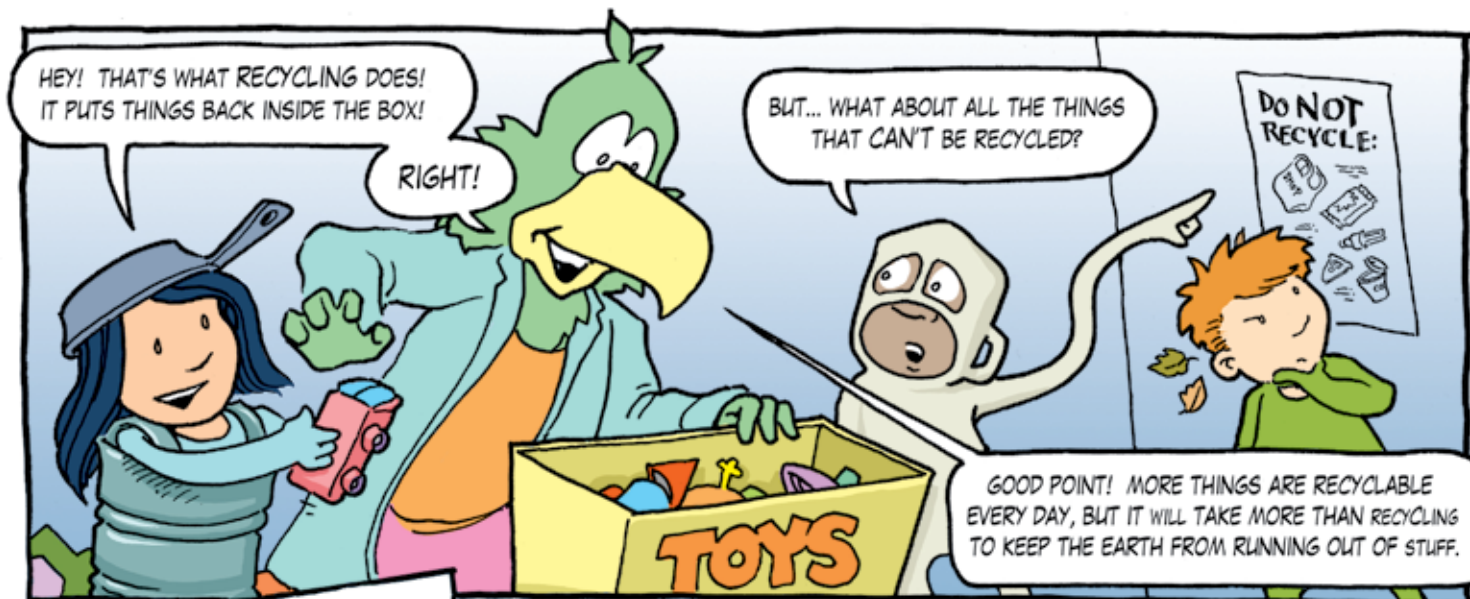


ZINN

BUT HUMAN BEINGS, ESPECIALLY AS WE DEVELOP MORE AND MORE ELABORATE TECHNOLOGY, ARE INCREASINGLY FORGETFUL ABOUT PUTTING THINGS BACK IN THE BOX AFTER WE USE THEM.

WE HAVE A BAD HABIT OF USING THE LIMITED RESOURCES INSIDE THE EARTH'S "TOYBOX" AND THEN TOSsing THEM ASIDE - AND EVERY TIME WE DO THAT, THE BOX GETS A LITTLE EMPTIER."





REUSING AN OBJECT SAVES IT FROM
BEING THROWN AWAY, AND SAVES US
FROM TAKING SOMETHING ELSE OUT OF
THE BOX TO DO THE SAME JOB...



...AND PLANNING AHEAD TO REDUCE
OUR USE OF AN OBJECT SAVES US
FROM TAKING IT OUT OF THE BOX
IN THE FIRST PLACE.

INDIVIDUALLY-WRAPPED
MINIATURE CANDY BARS



ZINN

WE MAY NEVER REACH A POINT WHERE 100%
OF EVERYTHING WE USE GOES BACK IN
THE BOX... BUT A MOSTLY-FULL WORLD
IS MUCH, MUCH BETTER THAN AN
EMPTY ONE. RIGHT?

RIGHT!

THE NEXT DAY:

THUMP
THUMP
THUMP



WHAT?
WE'RE ZEROING
OUR WASTE!

