

The **SavingThePlanet™** Team believes that though pollution on our planet is often called a “global problem” which individuals can feel powerless to correct, the problem is actually a personal and local concern that can be fixed in time by Personally Seeking to Save the Planet One Small Way Each Day™.

Pollution (ex. chemical, material) is the accumulation of the individual decisions that are made each day by people, merchants, families, communities, localities, industries, and then nations as they seek to satisfy their personal needs and wants and do activities that are easy, convenient, and inexpensive in their daily life. It is easy to waste energy, resources, and pollute the planet when you do not see or experience the ramifications. But each of us aids in the pollution of our local land, water, and air, and ultimately the planet through the decisions we make and the actions of others that we allow. We each can make *small changes* in our habits, encourage behavior changes in those around us, and encourage changes in business and government policies that can change the situation on both a local and global scale.

Through operational policies, product, and process changes, environmental sensitivity by a business can reduce expenses, improve profits, and become a marketing asset to the organization. There is waste through out very organization that can be reduced and mitigated. We just need the courage to share the ideas and communicate the positive impact to our suppliers, vendors, and customers.

For individual consumers, the **SavingThePlanet™** Team recommends small habit changes that you can feel good about and easily implement in your daily life. Also, we encourage you to advocate for policy changes with the merchants that you do business with and governments that set tax policy and environmental industry standards in your community.

Here is a List of some **Small Ways Each Day** that you can do to reduce pollution and help preserve the planet. Through these efforts, you can even undo the damage in your local community and on a larger national/ global level. When you try these ideas, your **SavingThePlanet™** Team requests that you tell the merchant that you are “SavingThePlanet™” :

1. Choose to re-use glass and plastic. Repurpose materials as much as possible. Plasticware and plastic containers can be washed and reused, especially for family use. If you use Ziploc® bags or other related products, they can easily be washed in hot water and reused. It is possible for a normal family to reduce their purchase of plastic bags, bottles, and containers by 80% by re-using previous purchased bags and using more permanent storage containers or paper bags for temporary food storage needs.

Businesses can transport and provide customers with paper bags instead of plastic bags. Cereal and pre-packaged food can be sold in more paper bags or non-plastic-coated boxes. Many inks that provide vibrant colors on containers for marketing attractiveness or toxic to the environment with related production waste being dumped into public waterways near manufacturing facilities. For example, does Walmart™ and Kroger™ need to provide plastic baggies to put fresh fruit and produce into at the time of sale when small recyclable paper bags would do just as well. The bags are rarely recycled and often pollute waterways. They also produce toxic effluents when they are produced. Does Kellogg’s® cereal and Frito-Lay® potato

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chips need to be sold in plastic-coated cardboard boxes or plastic bags when wax coated paper bags would work just as well to keep food products dry and damage free in the shipping and sales process? Does Cascade® or Tide® laundry products need to be sold in thick plastic bottles or can they be sold in plastic coated or wax coated cardboard boxes. Are there no economical alternatives to the current packaging that are more environmentally friendly? If not, is there a way such vendors can encourage more effective recycling for their disposed containers? As consumers, we can demand a change in corporate behavior and processes.

2. Many products are made in plastic bottles since glass is easily breakable and far more expensive to manufacture. The **SavingThePlanet™** Team is not against the use of plastic bottles or plastic bags for business or personal use when needed. But we seek to encourage the use of alternative materials and greater entry into the recycling process when no alternatives are available. Most plastics are toxic to the environment and are breaking down into micro- particles that are entering our food chain. You are eating animals and fish that have microplastics in them which is being trapped in your digestive process and will become toxic to you over a lifetime. To this end, the **SavingThePlanet™** Team offers the following ideas to reduce environmental damage:
 - a. Try to use a re-useable cup or bottle, even if plastic for when you are driving or at a normal location. Try not to simply buy a plastic bottle filled with water. It is far better for the environment and the economy to use normal cups and purified water from your home or office or public sources. If you are buying a water or soda in a plastic bottle, then at least make sure that it gets into the recycling process.
 - b. Plastic bags are also an environmental concern. It is better to use unbleached paper bags with no plastic coating or use wax coated paper containers which are just as effective and cost about the same but are not toxic to the environment. When plastic bags are used, try to wash, and reuse and then finally dispose of them into the recycling process.
 - c. A merchant/vendor/public space needs to offer plastic recycling bins on property to encourage recycling of plastic materials. Especially at local parks, restaurants, and gas stations. The goal is to have these items recycled with similar plastic compounds, not to enter the environment. Local and National governments could offer a tax credit for companies adopting operational policies and offering recycling containers to customers and the public.
 - d. The **SavingThePlanet™** team recommends that governments require a 3% sales tax on the value of all original and non-recycled plastic materials or toxic packaging materials (except biomedical materials). The sales tax revenue is to be used only to provide tax credits for businesses and individuals who encourage or adopt more rigorous recycling collection methods. The funds can also be used for environmental clean-up programs.
 - e. When plastic bottles are sold with sprayers, the **SavingThePlanet™** Team recommends that refill containers be made of box materials that can hold the fluid instead of plastic bottles. Maybe even sold as concentrated solutions that are to be watered down before

use which weigh less and cost less to manufacture. Also, since plastic sprayers are complicated mechanism that are difficult to create and do create a lot of waste in their production process, more should be done to encourage people to retain the sprayer that they have and not discard it. Imagine buying a concentrated cleaning fluid in a square box that is to be poured into a refillable reusable plastic bottle with a reusable sprayer. We could reduce the energy cost of transporting the consumer product and reduce the waste that is entering our system when these bottles are manufactured and not properly disposed. Also, such product change could encourage fidelity to a brand since the person already has the bottle at home, they just need the less expensive re-fill. For consumers, the **SavingThePlanet™** Team encourages the purchase of concentrated re-fills and the retention and reuse of bottles and sprayers associated with personal household and light commercial industry uses.

3. DO NOT USE and CHOOSE NOT TO ACCEPT ANY PRODUCT PRESENTED in a STYROFOAM CONTAINER. They cannot be recycled and are often improperly disposed on public land, vacant private property, along public roads, city gutters, parks, and waterways from discarded meals and blowing trash. These materials are toxic to the environment, poisonous to animals and people when eaten, and clog up sewer pipelines causing damage to sewage systems. They leach toxic chemicals that are expensive to clean from public drinking water supplies.

The **SavingThePlanet™** Team encourage vendors to not use it in the storage, presentation, or delivery of food. Thicker paper containers and even plastic bags are far better. For example, a paper tray with a plastic bag can be easily used for food storage and shelf presentation at a grocery store. Such material changes are just as good and far less harmful to the environment because the plastic and paper container combination can often be reused and recycled better than the combination of Styrofoam and plastic wrap. A biodegradable paper towel can be included in the packaging if “wet drippings” need to be absorbed.

Restaurants that sell “take-out meals” could offer a higher quality plate ware and flatware with the take-home meal. If needed, they could charge a “take-out” fee for the materials that the customer can return later (even unwashed) for a refund or credit towards future purchases. The use of higher quality paper and plastic containers or the even higher standard of true flatware and plates (with refund/credit upon return) would be a less expensive solution and better for the environment than the use of Styrofoam containers and cheap plastic.

4. The use of ketchup packets and other small plastic condiment food packets need to be discontinued. These become litter which can easily be eaten by small animals that forage at night in town and cities. The disposed packets are often transported by sewer and rain water collection systems into local water and river systems.

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5. Reuse paper boxes and bags. We are ordering so much via the internet and having it delivered, but then we throw away the box. Try to fold up box and reuse later. Do not buy “plastic storage bins or moving boxes when you have a supply of paper boxes that are available. Encourage Amazon to pick up old boxes and reuse. Many retailers could offer a small discount for the return of their logo boxes as it saves them money in having more made. If nothing else, make sure the boxes get into recycle bins, not landfills.
6. Bubble wrap and paper wrappings. When you receive items that are packed with bubble wrap, try to save, and reuse the bubble wrap. Store it and use it to wrap the delicate things that you have in storage or when you need it for gifts you buy for others. Same thing with gift wrap. If nothing else, please make sure that these things get into the plastic and paper recycling process in your community.

In factories, try to reuse the paper and bubble wrap that you receive materials in as packaging material for the items that you are shipping out. Do not have “shipping waste” go into landfills. Office paper can be shredded and used as packaging material instead of buying more bubble wrap and wrapping paper to use with customer packages. Under no circumstances use or encourage the use of popcorn Styrofoam in any packaging. It is the worst material for the environment. It is toxic as it degrades and is eaten by a wide assortment of animals and causes death by choking or poisoning.

7. Do not throw trash or cigarette butts onto the sides of major highways and roadways, other public lands, parks, or beaches. This is a major source of the pollution that enters waterways. Once in the waterway, it will go to the ocean or pollute local environment. We have no process to filter/stop trash from entering the oceans through the waterways or when blown onto beaches and taken by tides. Along the way, each piece of trash damages a lot of small biospheres that effects animal life.
8. With your own family garbage, separate your garbage into major recycling segments – metal, plastic, paper/cardboard. Then put these in correctly marked and secured containers for local trash company to take on their schedule. If possible, take the metal to a local recycling facility that may pay you for the metal. Appliances and furniture are often not picked up by municipal garbage collection firms as part of their normal schedule because these are bulky items that need special handling. Call them to find out how to dispose of them.

The **SavingThePlanet™** Team encourages local municipalities to charge an extra sales tax or fee when purchasing a piece of furniture, appliance, TV, or mattress from a vendor/merchant/ internet sale. That fee can be used to help pay for the proper collection and disposal of furniture, mattresses, and appliances/TV when a local citizen wishes to discard these. We recommend the use of cameras by municipalities to monitor areas for dumping and littering and aggressively prosecute these individuals who selfishly believe that public land and someone

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else's private property can be used as their personal dumping grounds for such trash. We also encourage all merchants who sell such big-ticket items to provide a simple educational flyer about who to call when it comes to dispose of such items and hopefully encourage a free or discounted service (especially for low-income individuals). Local government and merchants can really provide education, assistance, and enforcement of standards to keep the locality clean.

9. Actively participate in local land and water clean-up efforts. Often these can be run by putting people into teams and each collecting specific types of waste in a specific area. This includes metal/ aluminum, rubber, plastic, and paper waste. Some of these materials can be worth money to the organization when recycled. If you oversee a charity, as a means to get funds, seek a grant from a local government to clean up a specific area or request charitable contributions from local neighbors for your efforts. Instead of doing a "walkathon" or "golf- fundraiser" do a litter collection blitz. A litter collection blitz can be a great way to clean up water side areas that are often polluted by tourists and travelers who care little for their impact on the community.
10. When you go out, try not to use paper or plastic straws. Do you really need it or is it just a habit? We really do not need straws to drink our soda when we are sitting at a dining table. There are too many of these that are getting into vacant land, streams, rivers, and the ocean and they are impossible to clean up. They are so small that they are difficult to recycle. If foo locations charged 50 cents for needing one, you would be amazed how many people would not request one. When a place offers you one, decline it.
11. If you get take out, use paper boxes to store the food and keep it warm as it travels. Most people who get " food to go" do have access to a microwave at home to heat it up. Styrofoam is awful for the environment and can not be recycled. It also releases toxins when heated in a microwave.
12. When buying coffee or drinks, do not use Styrofoam cups or clear plastic cups. Do you really need to "see through to your frozen coffee? A paper cup that is insulated using wax is capable of maintaining your cold drink. Your hot drink can be maintained via a normal paper cup and cardboard hand grip. We do not need to use Styrofoam or clear plastic cups to hold our Starbucks™ coffee or our cold soda. The soda or coffee that you drink for 10 minutes does not need a container that will take 10,000 years to degrade. When buying drinks at a soda fountain, try to use your own container or cup that you bring with you. The vendor can make your coffee in a metal cup that you/they then transfer to your own "To-Go" cup/mug. The vendor can then wash and reuse their preparation mugs.
13. If vendors must sell plastic cups, they could offer a ten cents coupon to the bearer who brings the cup back for recycling or re-use. This way, the cups can become a valuable marketing tool and a means to encourage recycling. If found "flying free" in the environment or in normal waste collection process container, the person who returns them to the store can get a reward

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or discount on future product purchases. Imagine a dollar coffee/drink sold in a plastic cup that when returned can be used to buy that same coffee now for ninety cents. This can be a method to encourage fidelity to your business and could also be rewarded as a charity contribution on business taxes.

14. Use less water in your home. Try to use a dishwasher instead of the faucet to clean dishes. The faucet will use one gallon on water every minute, where most dishwashing machines use 5-7 gallons of water totally.
15. Reduce the use of energy when possible through thermostats on timers to reduce heating/cooling of homes when not at home or at night. Turn off lights when not in the room or have them on timers/ motion sensors. It will become increasingly important to avoid wasting energy as we attempt to use surplus power from the energy grid to recharge vehicles or store extra power via batteries. We will need to adjust our energy demand cycle levels to avoid the production of too much surplus energy because 10% of the energy demand is because we simply did not turn off a computer screen, heating/ AC system, or other energy consuming device.
16. Purchase and require a higher level of insulation in residential homes and business structures. Too many homes and businesses were poorly insulated in the construction process. As possible, add more insulation to walls, windows, ceilings, and roof materials. Many of these materials can be made from recycled plastics (converted to foams) and mixed with fiber glass.
17. Instead of using natural stone for cabinet tops and “yard hardscaping” decorations, recycled plastics can be used in such products that mimic the look of natural stones as décor. More recycled plastics can be used on home construction materials instead of wood and drywall. Drywall is simply a combination of paper and plaster; unusable recycled plastics micro particles can be included in the mixture to give greater strength and durability. Concrete cement mixed with recycled plastic, rubber, and aggregates stone (less then normal needed) can be used on roads, driveways, and walking paths. This can be a valuable method of sequestration that reduces the materials from getting into natural water ways and oceans.
18. On your own property, plant more trees and shrubs. Lets reforest as many areas of our nation as possible to increase carbon sequestration. As a global policy, we become angry when local inhabitants deforest the Amazon rain forest to create farms. But we did the same throughout Europe and America. Generally, [environmental research](#) encourages the planting of trees to help improve the environment. Do we need so much grass in our yard? Would it not be better to separate homes with a 2ft wide evergreen hedge rather than a 3ft wide swatch of grass? Hedges and trees provide privacy, beauty, food for pollinating insects, and create oxygen.

Most yards are a biological desert because of the chemicals used to kill weeds and bugs. Many

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of the poisons are absorbed by local water systems and concentrated in local rivers and lakes. The water-soluble chemicals used to kill weeds also poison earth worms and other insects it runs-off into rivers and lakes having an even greater adverse impact the local habitat. The fertilizers that are often used by farms runoff into local rivers and lakes, changing the local ecology, killing fish, and causing destructive algae blooms. So, as we seek to have the most beautiful lawn in the neighborhood and spend a small fortune on bug and weed control to achieve it, we are damaging our local environment. We can increase the use of shrubs and trees to make our yard more attractive, reduce the use of damaging chemicals, and help to increase the creation of oxygen and the sequestration of carbon. The process of [planting 500 billion trees](#) on a global scale begins with local property owners and developers planting a few more trees and shrubs on private property while governments plant more trees and shrubs on public land.

19. Encourage the creation of a national tax whose income will be used to help with environmental clean-up and recycling. Garbage produced in one nation can not be shipped to another. Too much is falling or being dumped into the oceans. Each nation and region can create, sustain, and encourage their “recycling industry” through grants, tax credits, and business/personal tax deductions. The failure to reduce the waste that is polluting our environment will become a far greater cost to all of us over time. It is always better to avoid creating the problem.
20. Assess high financial punishments or community service requirements to individuals and businesses who pollute their own land or adversely impact their neighbor’s land. As Thomas Jefferson said, “ the purpose of government is to keep citizen from injuring citizen, but otherwise free to pursue their own endeavors” [paraphrased]. No person or entity has the right to pollute/ damage the property of another person or any public land. The Boy Scouts USA educates youth members about the concept of “leave no trace behind” . A neighbor who does not contain and dispose of trash properly needs to be cited.

Local municipalities can provide to all residents and businesses proper receptacles for the collection of trash and recyclable materials. Local municipalities also need to provide or contract trash collection and recycling for both residents and businesses. If a person or business does not clean up their property or refuses to use the proper provided containers, they can be cited with fines or required to collect litter from other areas of the city in lieu of the financial fine. The goal is to have a person and business care about the adverse impact on their local community and understand the cost of their indifference to the community.

Too many industries have been allowed to pollute with little or no cost to them or consideration of the long-term adverse impact to the local community. Only later after chemical and material waste had been improperly stored on private, military, municipal, or public lands [was the true cost realized](#), now being paid by the local communities and federal government, both financially for clean up costs and through the adverse health impact from higher death rates.

21. Seek to use cleaning solutions in your home that use less bleach or ammonia-based products. It is certainly true that these products are effective at killing bacteria and virus, but they also adversely impact the ecology when released into the environment. Most products sold are about 30% more concentrated than the common household needs. There are often more environmentally friendly solutions to clean our homes and businesses. Food preparation areas are the primary areas where the more concentrated chemicals are needed. Not all products sold should be used throughout the household or business.

Important Disclosures and Disclaimers

The information presented in this article is believed to be accurate, but not guaranteed. We encourage readers to conduct their own research to identify how the strategies that we reference satisfy their personal goals and environmental concerns.

If you have any ideas for the organization to increase the list of activities that a person can do to reduce their adverse impact on the environment through the **SavingThePlanet™** education initiatives, please contact info@savingtheplanet.world. We welcome your ideas and comments.

The references in this and other articles to any unaffiliated consumer product brand or manufacturer is meant as a means to educate consumers and businesses about the impact of product choices, product packaging, and their manufacturing processes on the environment. Such references are not meant to disparage any brand or industry nor has any in-depth review of their comprehensive environmental policies been conducted.

The **SavingThePlanet™** Team seeks to partner with manufacturers, merchants, schools, educators, and government organizations to encourage and provide environmental education to people of all ages and the development and sale of environmentally friendly products made with more efficient production and distribution processes focused on reducing the adverse environmental impact of those products.

The J24 Charity Trust offers the **SavingThePlanet™** label for free to be used on product labels and in company marketing materials when those companies have completed and passed the annual **SavingThePlanet™** Audit Process. Except for the reimbursement of the annual audit cost and any other discretionary charitable contributions that any person or business wish to donate to the J24 Charity Trust or its **SavingThePlanet™** program project; the J24 Charity Trust does not accept any form of revenue, endorsement, or licensing fee for its **SavingThePlanet™** program. The goal of the **SavingThePlanet™** education initiative, audit process, and credential logo is to educate and encourage the public (both individuals and businesses) to make informed decisions regarding daily habits and products that are more environmentally friendly and sustainable.

The J24 Charity Trust is an IRS 501(c)(3) charity organization. It is non-partisan organization and is not affiliated with any consumer product entity or environmental organization. It is a Public Trust incorporated in the State of Ohio dedicated to public charitable goals with a Board of Advisors that includes all benefactors to the charity while being governed by an independent volunteer Board of Trustees.

**You can learn more about the J24 Charity Trust
and the SavingThePlanet™ program at the website, www.J24charity.org.**

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