

3 R and 5 R

From the Chairman's Desk



Rajendra Shende
Chairman, TERRE

'Happo-en' is a traditional, calm and silent garden in Tokyo, surrounded by crowded and noisy modernity of tall buildings and hurriedly passing by vehicles and people. Its artistically shaped trees and huge bonsai stand quiet staring at old people mending their ways through rolling small pathways.

It looks like an oasis of tranquility amidst milling humanity. The garden has a 200 year-old bonsai and the name-Happo-en- literally means 'beautiful from all angles'.

I found it a 'contrast' from all angles. I noted such streaks of contrasts almost everywhere in Tokyo. In Tokyo, one of the most intriguing sights for me is a Japanese wife dressed in traditional Kimono, with a hairdo style of the last century, walking elegantly with her husband dressed in a full western style suit that includes a felt hat and triangular appearance of a velvet handkerchief popping out of his pocket! I always felt that the roots of Japanese initiative 3 R - Reduce, Re-use & Recycle - are embedded in this contrasting life-culture of Japanese. Indeed, in 1999, when fast modernizing

and globalizing Japan faced with huge and urgent problems related to finding waste disposal sites, exhaustion of natural resources, a high level Japanese Committee prepared a report on 3R principles which later became flagship programme of its Ministry of Economics, Trade and Industry (METI). It was later made into a law in Japan, and recommended in G8 countries and also in United Nations. 'Embracing the modernity without sacrificing the tradition' requires the culture of 'recycle'. It is not only recycling of plastics that the Japanese thought important, but also recycling of the traditional elements in modern living that they considered essential.

Masanobu Fukuoka, a modern day environmentalist and nature-farming guru, who wrote his famous 'One Straw Revolution', about the agricultural practices in post-war Japan, certainly had in mind farming by reducing external input to zero by recycling and reusing nature's products! The new plants sprout from the buried mass of dead leaves. It is 're-incarnation'. My firm belief is that the Japanese environmental movement of today is deeply rooted in the

Continued from page no. 3



Starbucks introduces reusable cups

'London-Coffee chain says £1 cups will encourage customers to cut waste and save them money on every order.

The coffee chain Starbucks is introducing a reusable cup which UK customers can keep, in a move designed to encourage them to be more environmentally conscious while saving money.

The reusable cup is based on the design of the brand's distinctive white and green paper cups and will cost £1.

Customers who use their reusable cup will receive a 25p discount off their Starbucks drink every time they use it. The cup is made of a high-quality material which is lighter than the Starbucks ceramic tumblers, which will still be available. The reusable cups will be available in selected stores nationwide from today but will be rolled out gradually elsewhere.

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# Reduce, Reuse and Recycle... make it a daily habit.....



To get eco friendly and make your bit towards reducing the carbon footprint, one must start by taking small steps within the house and daily routine. Thus here are some tips to follow the “3Rs”- Reduce, Reuse and Recycle.....



## Reduce.....

The critical first step of waste prevention has been overshadowed by a focus on recycling. Please help to promote a greater awareness of the importance of the "Reduce" part of the Reduce-Reuse-Recycle mantra.



- Did you know 1/3 of the food goes waste? (Some say

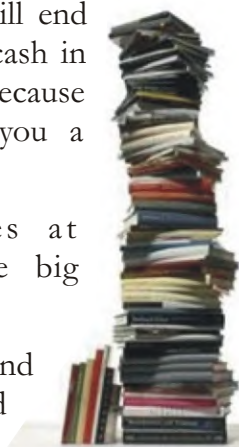
half!) The first thing you can do is reduce your food waste. Keep better track of grocery shopping.

- Buy higher-quality clothing in seasonal cycles rather than trendy, cheap clothing several times a month. Example: buy one good coat this year; a good wallet next year. Aim for purchases that may be a bit more

**LOVE  
FOOD  
hate waste**

up front but will end up saving you cash in the long run because they will last you a lifetime.

- Most entrees at restaurants are big enough for two.
- Save money and prevent food waste by splitting meals.
- Order online or direct from companies rather than driving to a store. This helps reduce fuel and energy waste at many points along the production-consumption chain.
- Reserve one day for your shopping and errands instead of making multiple trips all the time.
- Carpool as often as you can or ask your boss if you can telecommute.
- Become a zealot about turning



things off: the water, the lights, the electronics.

- Force yourself to always wait one day on non-essential purchases in order to avoid impulse buys.
- Look for ways to go digital to reduce waste: books, magazines, movies and music

## Reuse....

The attractive advertisements and technology and market supply give us a variety of products to choose from, and fashion keeps changing soon. However, we already collectively own so much that we could all survive for quite a while on the existing products - if we just reused them a few times!

- Wash and save glass jars for handy use as storage, vases, and food leftover containers.
- Use cloth napkins and



Continued from page no. 3





from page no. 2..

towels instead of disposable ones.

- Use old t-shirts for yard work and vehicle cleaning tasks. Try to find a use for everything you'd normally throw away. You can get pretty creative!

- Switch from disposable to reusable products: food and beverage containers, cups, plates, writing pens, razors, diapers, towels, shopping bags, etc.

- Donate if you want to add into



y o u r wardrobe or other household items, it will give someone

things to use, and you can lessen the waste. The household items such as clothes, furniture, dishes, books, sports equipment, magazines, appliances, electronics, business attire, wedding attire, etc can be donated to charity.

- There are certain items which are packed in plastic packages and one cannot avoid it, hence such bags can be reused for future purposes

- Instead of buying these items new, save and reuse all: paper bags, rubber bands,



twisties, boxes, and packaging material. Reuse your plastic bags

- Pick up books from your local library or used book store. The library is also many times a great place for finding magazines, CDs, books-on-tape, and videos.

## Recycle....

- Recycle your Plastic Bottle Tops: Plastic bottle recycling is transitioning to recycling bottle tops (left on the plastic container)!



- Recycling CDs and DVDs: Several CD, DVDs and Hard Drive recycling centers are now available.

- Composting: Start a compost pile with yard trimmings and food scraps. Also a lot more than food can go into the compost bucket. By recycling the basics and composting, you will drastically reduce your waste.

- Grasscycling: Leave grass clippings on the lawn as fertilizer and to reduce the amount of yard trimmings disposed in landfills.

from page no. 1..

## 3 R and 5 R

ancient Buddhist philosophy of 're-incarnation'. 4th R! 10 years after 3R was promoted all over the world, in the wake of financial crisis, the world also started talking about one more R. It cannot be 'free for all' globalization and capitalism. 'Regulated open markets' and 'capitalism with controls and regulations', 'free markets with regulated restriction' were the phrases we started hearing all over. In today's crisis filled world, there is urgent need to extend '3 R' principle, not only to 4 R, but 5 R!! -Reduce, Re-use, Recycle, Reincarnate and Regulate!

## Quick Question

Garbage can be put under four categories: organic, toxic, soiled, and recyclable. Of the organic waste, this forms an important part.

- Plastic bags
- Vegetable peels
- Glass
- Metal



## Last Issue's Answer

Fuelwood, is the most common non commercial biological fuel used in developing countries.



Quick Answer  
Khayyom - Tajikistan

# Demand for metals likely to increase tenfold, study says

United Nations Environment Programme (UNEP) suggests using the expertise of mining companies often seen as the environmental villains to improve recycling. Demand is fulfilled by mining more metals, some of them such as rare earths that are in limited supply Ivan Alvarado/Reuters. Demand for metals is likely to increase tenfold as developing economies surge ahead, putting severe stress on the natural environment, a new report from the UNEP has warned.

The organisation has suggested a novel response: bring in the mining companies often seen as the environmental villains to sort out the recycling. At present, demand is fulfilled by mining more metals, some of them such as rare earths that are in limited supply. Mining in many parts of the world is often carried on regardless of the social and environmental consequences, including child labour, ground, water and air pollution, and the destruction of forests.

Much less attention is paid to reusing metals once they have been expensively mined, even though this can often be cheaper, especially in the case of commodity metals such as aluminium and copper. But current recycling programmes have not kept up with the reality of modern technology. Mobile phones contain more than 40 elements including copper and tin, but also

precious metals such as gold, silver and palladium, and speciality metals such as cobalt and indium. Light bulbs also contain rare earths, and a modern car can contain nearly all the metals available. While recycling has focused on simple waste streams, the problem of separating out these elements for recycling has been neglected. That is where, according to UNEP the miners should come in. Extraction companies have the expertise to separate the metals from their ore, so they should also be able to help in separating out valuable recyclable materials from complex products at the end of their useful lives. The report found: "Recyclers increasingly seek the help and expertise of metal miners, who extract mineral ores often containing several metals and have developed ways and means of recovering the metals of interest via complex methods that are based on physical and chemical principles." UNEP wants that approach to be replicated around the world, in a "product-centric" approach to recycling that would see governments and environmental authorities bring in approaches that would "target the specific components of a product, devising ways to separate and recover them". This can be done with dedicated recycling programmes, and by setting to work on "urban mines" - landfills and dumps where valuable metals are re-

buried under tonnes of rubbish.

Achim Steiner, executive director of UNEP, said: "A far more sophisticated approach is urgently needed to address the challenges of recycling complex products, which contain a broad variety of interlinked metals and materials. Product designers need to ensure that materials such as rare earth metals in products ranging from solar panels and wind turbine magnets to mobile phones can still be recovered easily when they reach the end of their life."



## Earth Day Celebration by TERRE

22nd April The Earth Day - TERRE Policy Centre in association with Persistent Systems celebrated Earth Day in remote village in Mulashi, Pune.



Visit to details

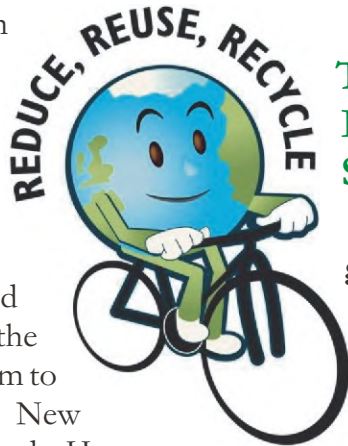
[www.terrepolicycentre.org/Earth-Day-celebration-2013.html](http://www.terrepolicycentre.org/Earth-Day-celebration-2013.html)



# The New York Mayor Bloomberg Rethinks Recycling

Can Pune Mayor follow this example?

On recycling in New York City, Mayor Michael Bloomberg has come a long way. After taking office 11 years ago, Mr. Bloomberg eliminated a major chunk of the city's recycling program to save money. Many New Yorkers were outraged. He was, they said, littering the earth as well as missing a chance to convert waste to energy. He has since become a passionate convert. With about 20,000 tons of garbage hauled from the city every day, Mr. Bloomberg has been working hard recently to restore the city's recycling program to its pre-2002 levels. On Wednesday, he announced that any rigid plastics including toys, yogurt cups, food containers and such can finally go in clear recycling bags. It is the city's biggest expansion in recycling in more than two decades. A day later, he announced that 100 restaurants in the city, ranging from the sophisticated Le Bernardin to the boisterous Chipotle eateries, have promised to start reducing their food waste by 50 percent. Ref : New York Times 30th April 2013.



## Oslo : A City That Turns Garbage Into Energy has a Shortage of Grabage!

Pune can export garbage to Norway?

Oslo, a recycling-friendly place where roughly half the city and most of its schools are heated by burning garbage household trash, industrial waste, even toxic and dangerous waste from hospitals and drug arrests has a problem: it has literally run out of garbage to burn. This is a city that imports garbage. Some comes from England, some from Ireland. Some is from neighboring Sweden. It even has designs on the American market. Ref : New York Times 30 April 2013

## E-Waste and Medical Waste :

The composition of waste in many countries is changing, with the share of hazardous electrical and electronic waste (e-waste) expanding rapidly. In Phnom Penh, Cambodia, for example, the amount of e-waste generated has been projected to quadruple within a decade. As the number of healthcare facilities in the world grows, another concern

regarding hazardous waste is the increasing volume of healthcare waste and its potential adverse impacts. Ref : UNEP Yearbook 2013.



## Waste in Numbers

- The Environmental Protection Agency of USA reports the United States produces approximately **220 million tons** of garbage each year.
- If the rest of the world produced as much garbage as Americans, there would be about **10 MILLION** tons daily, or **4 TRILLION tons** yearly.



It was indeed a nice NewleTERRE especially the part of Summer Flowers. This is very useful to read and understand well for Japanese like us.

**Naoko Ishii,**  
THEGEF organisation

Thanks Vinitaa for sending the nice and informative Gadegets.

**Santosh Kadu,**  
Pune

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