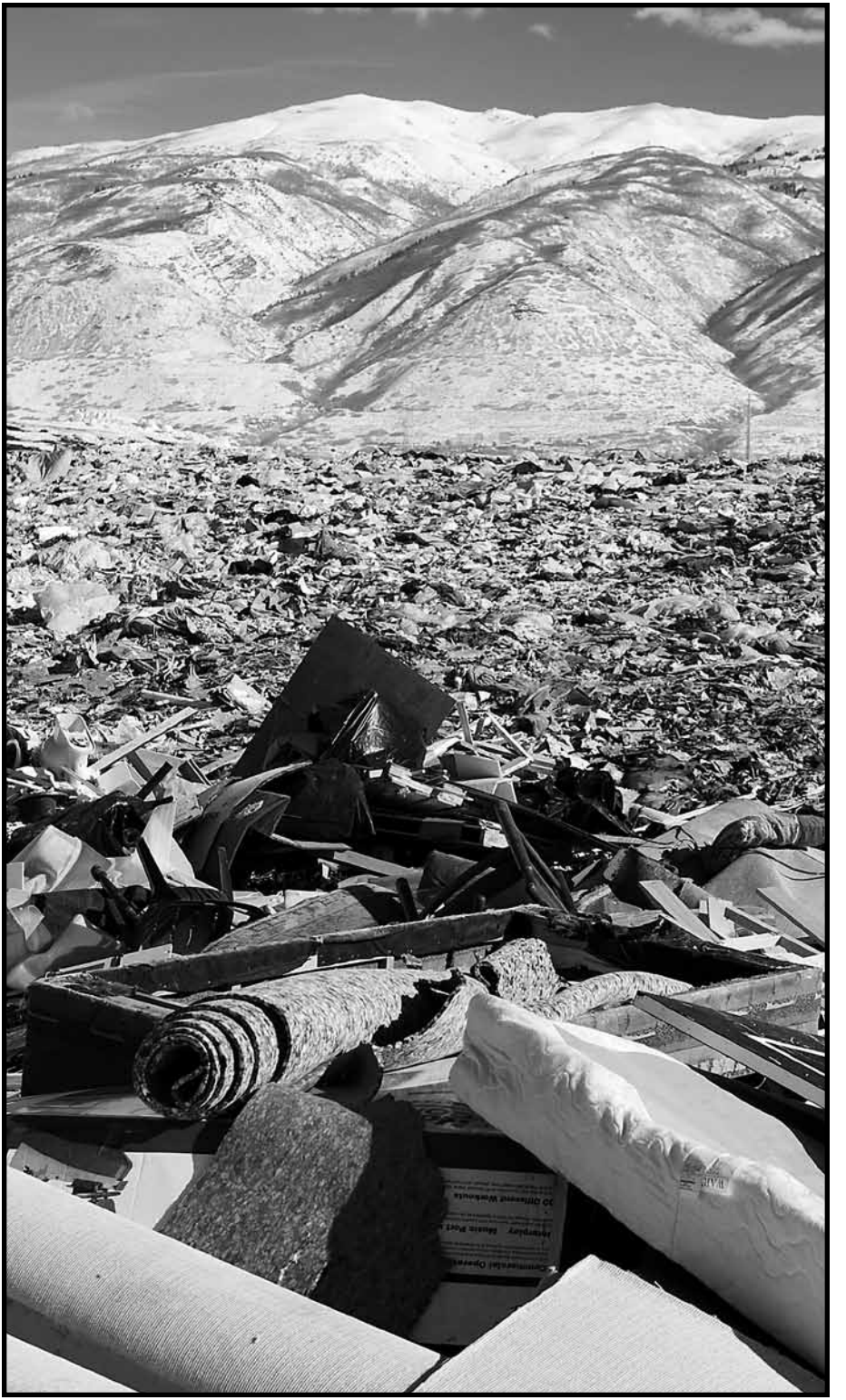
CHAPTER 4

Sustainability/Ecology



Nature

"Nature does not know the concept of waste; the only species capable of making something no one desires is the human species". – Zero Emissions Research and Initiatives (ZERI)

Business Lesson

"Waste results from the inefficient use of any resource and includes activities and products that generate by-products with no clear use, no market value, or hazardous properties". – Zero Waste Alliance. The amount of waste generated by U.S. businesses is earth shattering … literally. For starters, between 14 million to 20 million PCs are dumped each year in the United States, and worldwide, discarded computers now account for 5% of all waste. Although the total amount of waste generated, recycled, or disposed is not truly known (the EPA has not collected or confirmed that data, which by the way is a violation of federal requirements) it is widely accepted that we cannot continue interacting with the environment in the way we have in the past. To find out what you and your business can do to reduce or eliminate waste, go to the resources section at the back of this book.