

Where does your trash *really* go? - The Hierarchy of Waste Management



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Norway produces **80,000** elephants worth of plastic waste a year!



INCINERATION

43% of all plastic in Norway is burned, releasing chemicals and CO2 into the biosphere, affecting climate, health, and biodiversity.

1,5 million tonnes of CO2 is emitted from plastic incineration in Norway annually.

DISPOSAL



Microplastic has been detected in the **milk** from cattle, which both calves and humans consume.

Approximately **one million** birds die due to ingestion of plastic annually.



RECYCLING

92% of all plastic bottles in Norway are recycled.

However, new plastic is still cheaper to produce than recycled.

15% new plastic is still needed in the recycling process.



Mechanical recycling is currently the most common method to process plastic. The material can only be recycled around **10 times** due to gradual decrease in quality.

REUSE

Reusing materials multiple times is the most efficient way to save energy and emissions used to transport, wash, melt, and process recycled plastic. Producers can preserve the integrity of the plastic products through, maintenance, refurbishment and remanufacturing.



Consumers can use reusable-designed products, or simply re-use waste plastic, putting them to new uses, such as leftover food storage



PREVENTION

Eliminating the amount of waste created from the source – refusing to buy materials with excess packaging

MINIMIZATION

Reducing the number of items bought, created, or used - renting items instead of buying them, investing in longer-lasting products, repurposing things you already have, and donating what you don't need.

When dealing with your plastic waste, prioritize **prevention and minimization over recycling!**

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