

WE WANT YOU TO RECYCLE

AVOIDING WASTE
SAVES THE EARTH AND ECONOMY

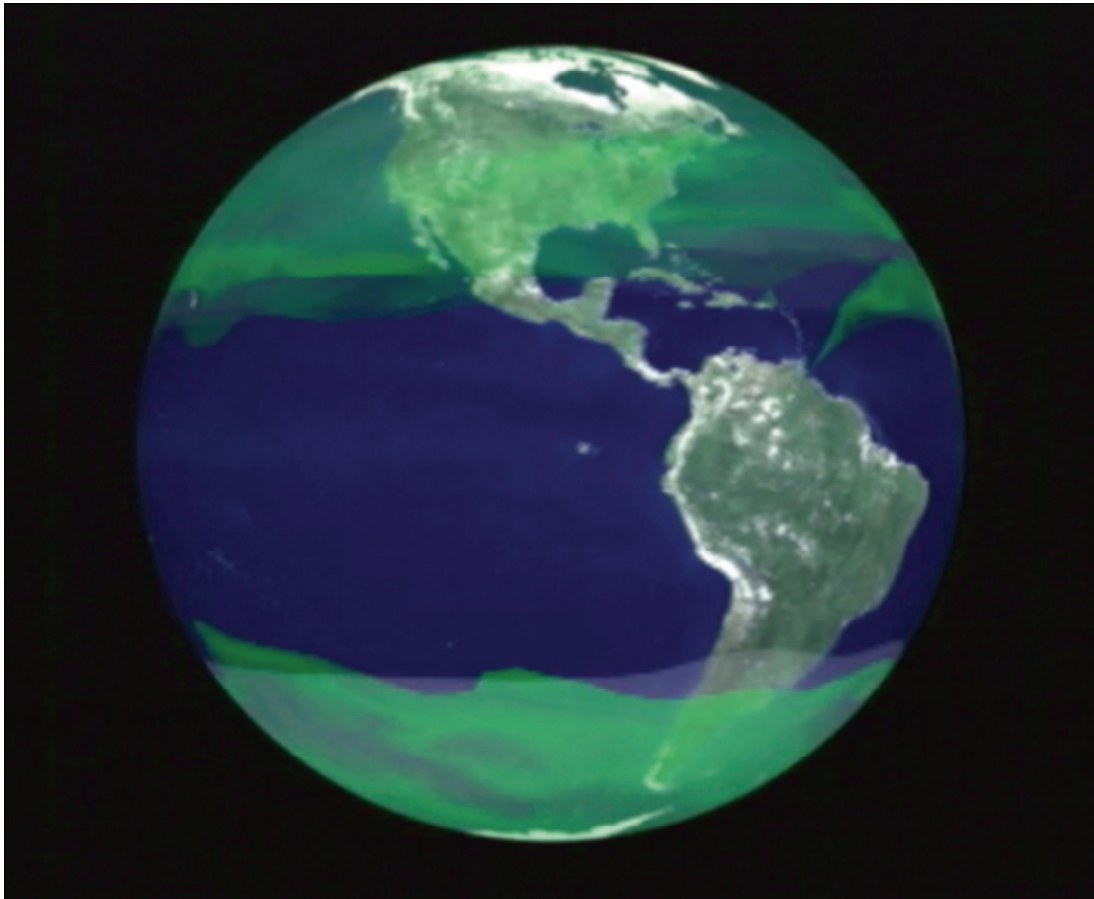
REDUCE • REUSE • RECYCLE

URBAN  ORE®
TO END THE AGE OF WASTE

By Nancy Gorrell
©2009 Urban Ore

PAID
ADVERTISEMENT

Why Bother Recycling?



Let the Earth turn. Download NASA's animation and watch the methane clouds lap the poles at <http://svs.gsfc.nasa.gov/vis/a000000/a001000/a001020/>

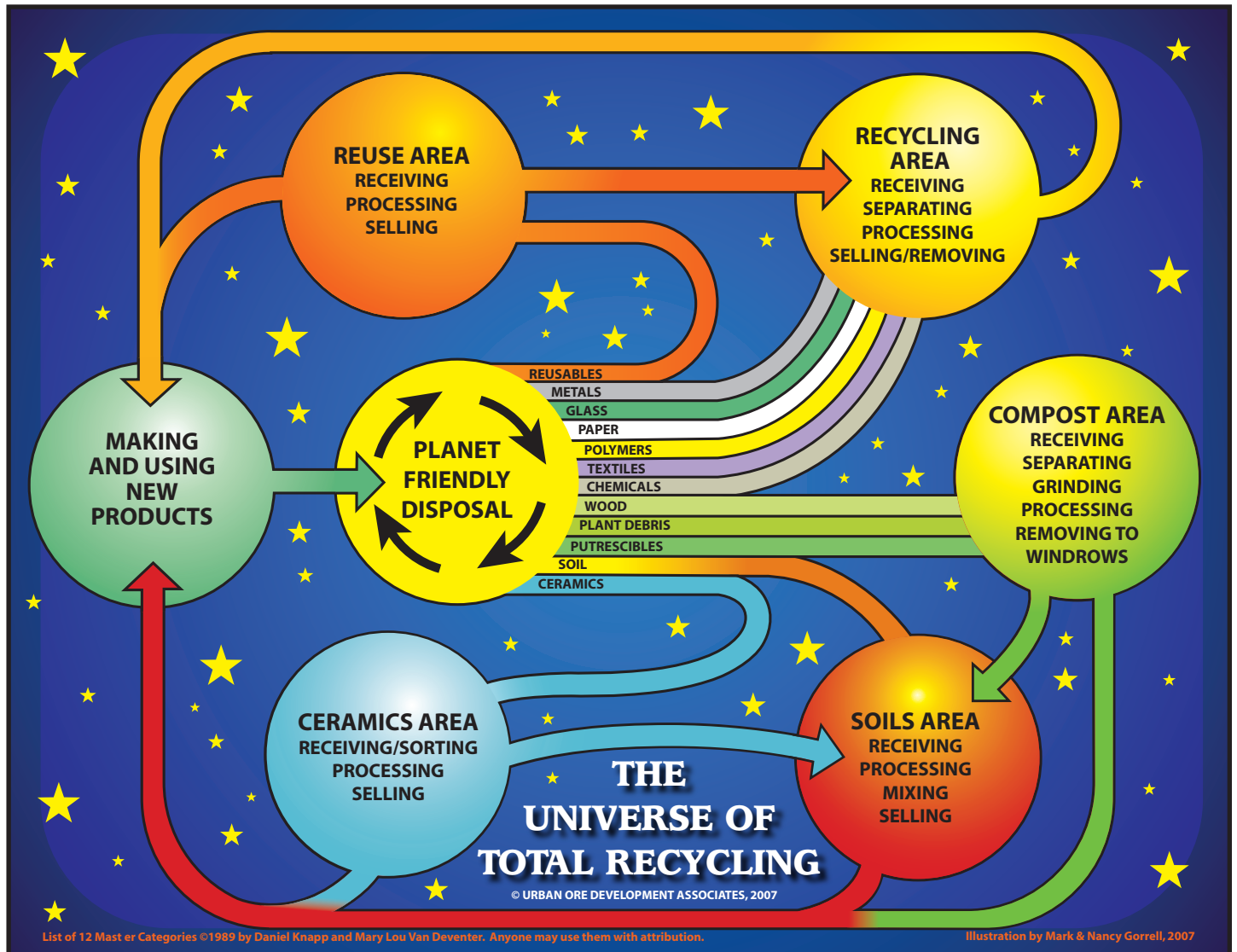
Landfilling is the largest human-generated source of methane, a greenhouse gas 17–100 times more potent than CO₂. The shorter the timespan, the higher the number. Much more is produced and escapes into the air while filling a landfill than can be captured after equipment is in place. Download NASA's 1999 animation of the Earth; green shows

the methane clouds at the melting poles. Discards are resources that were cut or mined, refined, made into something, and shipped around the world. Nearly all materials can be recovered and reused, recycled, or composted today – if handled well. Reuse and recycle at home and at work. Talk about it to your friends.

Urban Ore salvages for reuse at Berkeley's transfer station. People also bring us things and call for pickups. We conserve about 8,000 tons a year and sell the reusable goods in retail sales. We have 3 acres, all well organized. We're open until 5:00PM 360 days a year at 900 Murray, near Ashby @ 7th, Berkeley.

URBAN**ORE**[®]
TO END THE AGE OF WASTE
[HTTP://URBANORE.COM](http://URBANORE.COM)

TOTAL RECYCLING IS NO END-OF-THE-PIPE DREAM



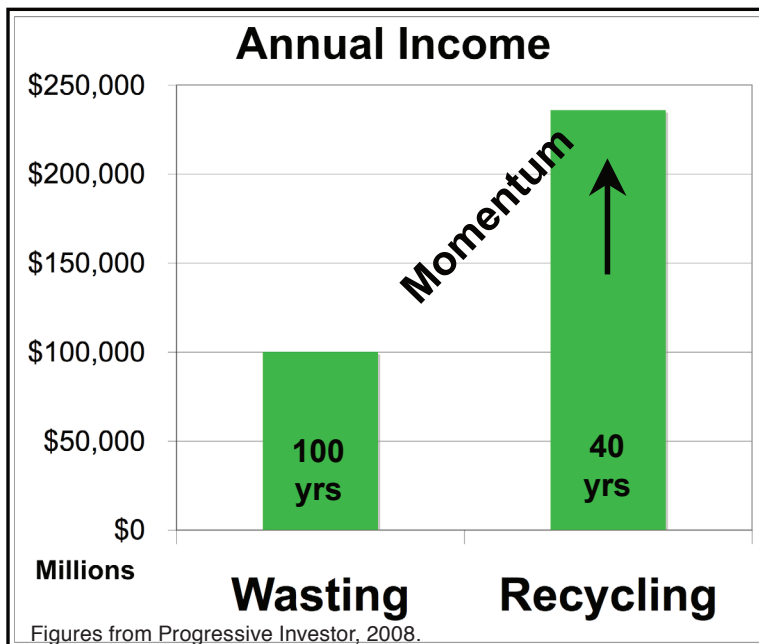
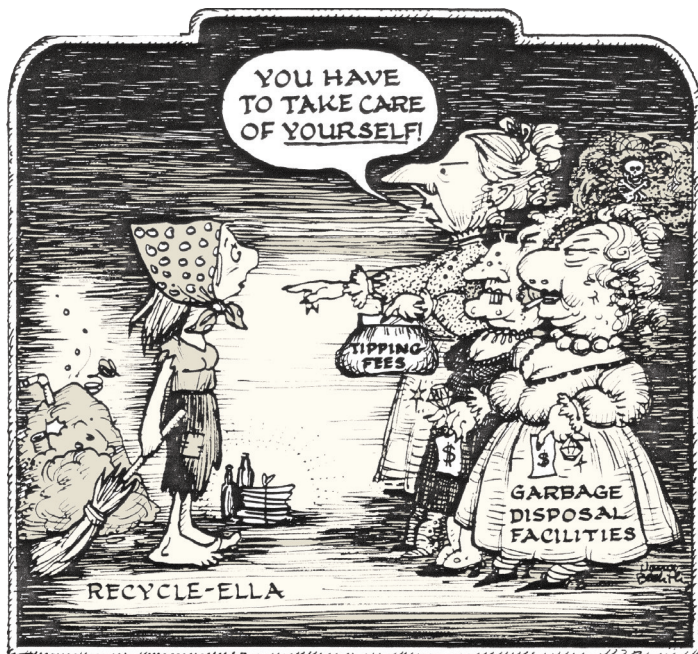
The resource pipe *has no end* - that's the point! After we Reduce our resource use and our discards, we Reuse and Recycle. Total Recycling recirculates manufactured products and already-refined resources. It provides feedstocks for new products, building the economy while preventing unnecessary mining and logging. No waste is good waste.

Recycling Isn't Free

(But it's cheap!)

In the fable of yesteryear, recycling seemed like an optional add-on.

Today the two industries compete for *all* the resources. And recycling is winning!



Some communities say recycling is “free” to encourage participation. Then they hide the costs in big garbage rates. But as wasting shrinks to Zero, the truth is coming out. Recyclers are paid!

Wasting - landfilling and incineration - have long-term liabilities to finance for pollution and cleanup.

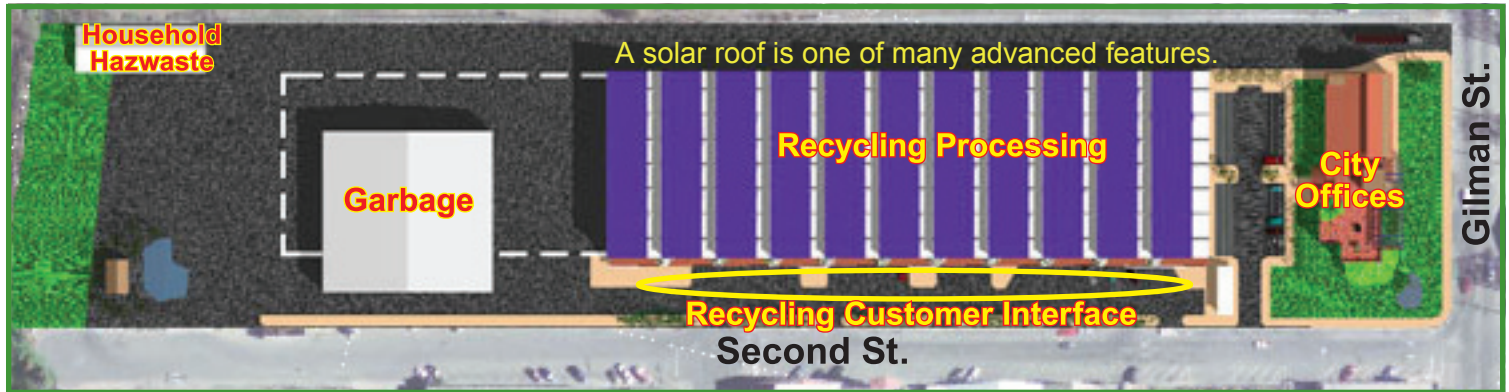
Reuse, recycling, and composting have products to sell. So even when commodity markets are down - as they are now - recovery's service fees can be lower than wasting's.

Ask your city how much they really charge for recycling. Don't let them hide recycling behind garbage fees. Let garbage shrink away. Pay for the recycling service. You know you like it more.

If you're not for Zero Waste, How much waste Are you for?

Urban Ore salvages for reuse at Berkeley's transfer station. People also bring us things and call for pickups. We conserve about 7,000 tons a year and sell the reusable goods in retail sales. We're open until 7:00PM (receiving closes at 5:00) 360 days a year at 900 Murray, near Ashby @ 7th, Berkeley.

MINE THE TRASH CANS, NOT THE LAND



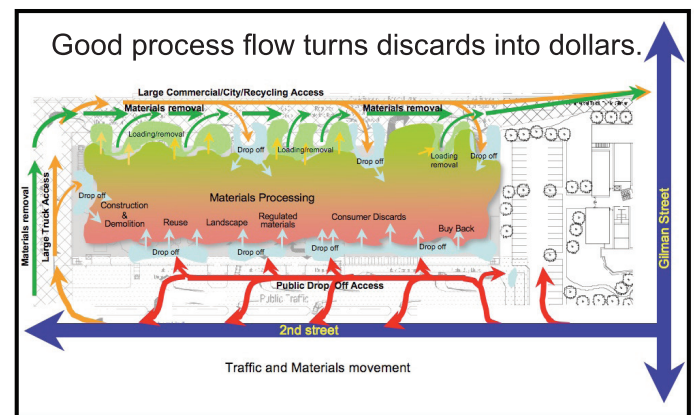
Urban Ore Development Associates designed this nine-acre Zero Waste transfer station for Berkeley to recover almost everything discarded. It's expandable, and the interior space is adaptable to changing resource profiles.

Resources are precious. We can't replace nonrenewable materials that have already been taken from the wilderness. Renewable resources will replace themselves, but only if we harvest sustainably. Landfilling them when we discard things just turns them into pollution and creates climate-change gases.

Zero Waste isn't optional. We must recover our discards and process them into feedstocks if we want new products.

Today's garbage infrastructure is aging and obsolete. Replacing it will open opportunities to keep materials clean for their highest and best use. Facilities can be designed to be operated by multiple niche specialists. If they are located on municipal land, they can be run like airports to bring cities new revenue. The recycling industry is already far bigger financially than the garbage industry. Let's fund it for growth!

Urban Ore salvages for reuse at Berkeley's transfer station. People also bring us things and call for pickups. We conserve about 7,000 tons a year and sell the reusable goods in retail sales. We're open until 7:00PM (receiving closes at 5:00) 360 days a year at 900 Murray, near Ashby @ 7th, Berkeley.



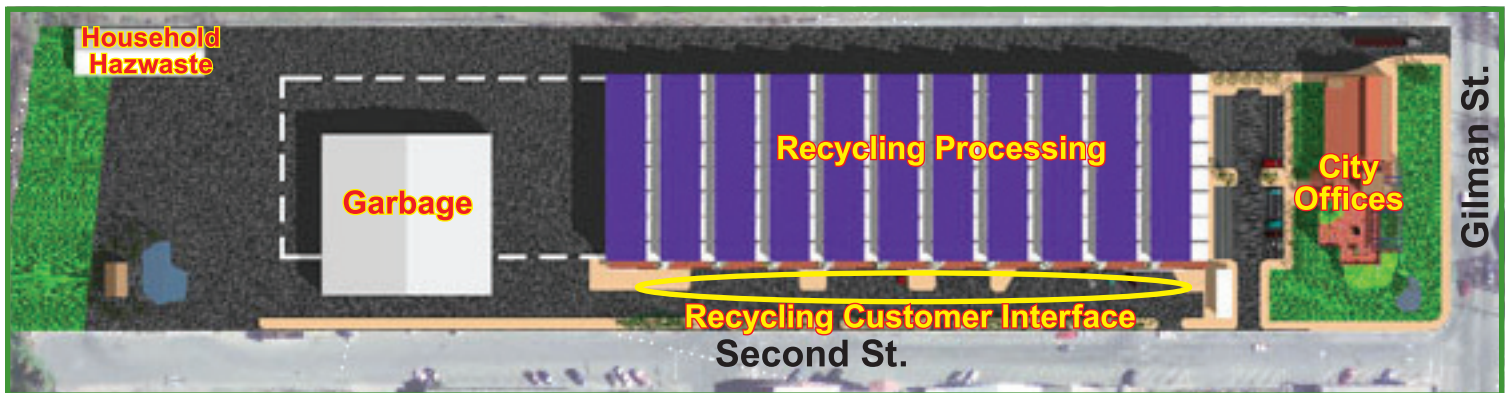
URBAN ORE[®]
TO END THE AGE OF WASTE

<http://urbanore.com>

Will Berkeley Rebuild Its Resource System for Zero Waste?

Berkeley's goal is to send Zero Waste to landfill, but its infrastructure is outmoded. The transfer station was designed to accommodate an incinerator that citizens stopped. The facility is now dilapidated, and piecemeal improvements have created a hodgepodge. In 2005 a consultant recommended rebuilding it, but nothing was done at that time. At last City Council is considering the rebuild as part of its climate action plan. Public Works is exploring interdepartmental cooperation for economic development and advantage, and Urban Ore donated a facility redesign to the City in 2007. Urban Ore's architects have designed more than 30 Zero Waste facilities for communities in the US and abroad. The Berkeley redesign features a giant solar-powered building with room for recycling contractors and City staff to recover the most resources. No need to abandon resources – or hope. Let's rebuild!

What Can Be



What Is

