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We need to get to the root of the problem rather than focusing on the branches. I truly believe this, because the branches are only half the problem. To me the branches represent post-consumerism. The roots are the resources going into and being used to make the product. Having everybody recycle and reuse is a good start, but will only solve our trash problem. It does not solve the pollution problem, or the fact that we are running out of resources. That is problem that needs to be dealt with at the roots. This is why my plan is to put a policy in place that gives incentives to businesses that go reusable. This means all their resources are sustainably sourced, and their waste products can be disposed of safely. The waste may be the resources needed to manufacture another product, or can be reused as something else, but does not end up in a landfill or waterway to pollute our planet. The incentive needs to be enough that it makes it financially feasible to make sustainable products. Most large companies have enough money to make sustainable products already, they just choose the cheaper route of diminishing resources instead. This needs to be changed. Part of that is for the public to vote with their wallet. Once companies realize consumers are buying sustainably-sourced products, they will then make their products more sustainable. In order for this to work the prices of sustainably-sourced products have to be sold at a competitive price. That way people at any income level have the choice to buy sustainable products. There are so many people around the world that buy the cheapest products because that is all they can afford. Those products are usually the most harmful and of the poorest quality. If we could lower the price of sustainable products through incentives or tax breaks or some other monetary value, for either the manufacturers or consumers, more people would be able to afford better, safer products, helping our planet in return. This policy would be effective across all fields; cosmetics, clothing, cleaning supplies, furniture, office supplies, etc. The primary way to reduce the destruction of environment is to find alternative, sustainable ingredients that do not add to the destruction.