

Household goods				
ZCS VISION	Consumers ask themselves the following 5 questions when considering a purchase: 1. Is the product made from recycled and recyclable materials? 2. Is it designed and build for durability? 3. Does the manufacturing process have an impact on air and water quality and biodiversity? 4. Have the people who have been involved in the production of the item been treated fairly and with respect in terms of wages and working conditions? 5. Is the item packaged in the minimum required to keep the product clean and safe, and the packaging is universally, easily recycled.			
	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
CURRENT PRACTICE (summary)	More people are becoming concerned about the provenance of what they buy, however the labelling on all products is minimal at best, non-existent at worst. In the main, consumers need to do the research themselves in order to answer the 5 questions above, which takes time and knowledge and commitment. A prominent and disastrous business model is built-in obsolescence. Find out all about it here .			
BASELINE CARBON-FOOTPRINT (estimate)				

Key STRATEGIES to achieve ZCS vision	<p>Clear, simple labelling, immediately visible, on ALL products; e.g. 'Smoking Kills'. Effective, concise, unmissable.</p> <p>Producers/manufactures persuaded (incentivised? / fined?) to commit to seeking alternative sources or discontinue ranges which have high carbon emissions. End-users educated to check with suppliers re carbon-footprint and be prepared to change supplier if needs be. Every company / business / establishment be required to publish information re-grading its sourcing, the carbon emissions involved and the (proven) measures it has taken/is taking to bring its</p>	<p>Shops and businesses to use responsible marketing, avoiding promotions which risk encouraging unnecessary consumption and instead providing accurate information about the climate and ecological impact of their goods.</p>	<p>Individuals and interest groups to lobby the Government to ensure that products are durable, energy-efficient, with low embedded energy and are capable of being repaired/reused/recycled.</p>	<p>Residents understand the waste hierarchy and the principles of a circular economy such that all act on these terms.</p>

	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
	carbon footprint down to zero by 2030.			
		Shops and businesses to only use minimal, biodegradable and strictly necessary packaging and offer incentives to customers to return packaging or bring their own bags/containers.		

EXAMPLES of good practice or innovation	Repair Cafes across Shropshire			Case study of, and toolkit for setting up a Repair Cafe
	Making your own alternatives at home: Cleaning materials.	Soap nuts are naturally occurring "berries" found in the Himalayas and are amazingly versatile. Seven nuts popped into a bag, in a washing machine, can be used for a couple of washes. When used twice collect these used nuts until you have a pan full. Cover with water and bring to the boil, switch off and let it cool - the strained liquid can then be used as a surface cleaner (add essential oils for a nice smell!)	There are many sites and YouTube videos explaining how to make your own cleaning products. Main ingredients: Bicarbonate of Soda, lemon, salt, borax, soap nuts. Take care though, natural products are still chemicals and can irritate skin.	The spent nuts can then be composted. No Waste.
	Reuse and Upcycling			https://www.ilovefreegle.org/ https://uk.freecycle.org/

Recommended POLICIES/ACTIONS and associated carbon savings/impacts & other benefits

		Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
policy/action #1	Recommended policy/action	Lobby politicians to pass laws to prevent the deliberate designing in of failure of products to stimulate sales.		Peer pressure and campaigns to counter the excessive consumption culture that is stimulated by marketing, promotions, fashion and social media.	
	CARBON-SAVINGS (CO2e tonnes)				
	Hard-to-quantify impacts on Carbon Footprint				
	Other benefits e.g. health/social benefits				
	Key STAKEHOLDERS to engage	Supermarkets, retailers			
	Potential sources of funding				
	Obstacles to overcome				
