

МОЛОДЕЖНАЯ СЕКЦИЯ

УДК 628.477.6

ZERO WASTE: WE ARE NAKED

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Is there life without disposable plastic? In 2009, American Bea Johnson started a blog dedicated to the Zero Waste movement, which is based on the idea of minimizing waste. "After all, if not zero is our goal in striving to reduce waste, then what?" – says Bea. Her blog became popular on the Internet, and after a while the New York Times magazine published an article that turned this concept into the mainstream. People around the world have started to follow five basic principles that help to avoid overburden use: refuse, reduce, reuse, recycle and rot [1].

Most of the household garbage is formed by disposable packaging for products, cosmetics and household chemicals. Followers of Zero Waste concept in Moscow opened a special store "Naked Food", in which everything is sold without packaging or in returnable containers. The concept of naked food has been around for the longest time. It is food in its most natural, unrefined, unadulterated, unprocessed, untampered with, simplistic form possible. Naked Food goal is to provide available natural wholesome foods from local farmers at an affordable price.

Among other things, they offer reusable eco-friendly options for the most seemingly non-alternative products: reusable makeup remover pads, toothpaste and cream on tap, and even some feminine hygiene products. Naked Foods strives to provide as many organic products as possible, but not all of them are organic. Naked Foods buys as much organics as possible and where that isn't possible, there is a regular option [2].

References

1. From a blog to a movement [electronic resource]. – Access mode : <https://zerowastehome.com>. – Access date : 16.09.2021.
2. Naked food Products without packaging, eco-friendly products [electronic resource]. – Access mode : <https://www.nakedfood.ru>. – Access date : 16.09.2021.