

JUST ONE THING

Submitted by: Rose Lowry, rose@beechleafdesign.com

Company/Organization: Beechleaf Design

Type of Organization: For profit business

Number of Employees: 1

Category: Environment

Challenge or Opportunity: I'm submitting this story outside of the rules. It's something I WISH I could do, but it's not in my wheelhouse and I can't figure out how. It's okay for you to not use my story, I just have to talk about it any chance I get. I want companies to rise up and solve the crisis of excessive plastic waste caused by the Pandemic.

Approach or Solution: For the most part, producers have handled the waste side of production all wrong. The cost of disposing of products should be built in to the cost of the product. We need 2 approaches: 1) producers are responsible for the cost of disposal. 2) We need innovation to recycle the materials being produced.

Impact: People who have been put out of business by the pandemic could use this opportunity to turn to entrepreneurship, and launch endeavors that recycle our waste - especially all the NEW waste, or other endeavors to preserve the earth. We are creative beings. There is SO MUCH MORE we can be doing.