



Jeff & Paige!



CIRCULAR ECONOMY



GUIDE

A CIRCULAR ECONOMY IS...

a way of thinking about resources and waste differently. Jeff & Paige's song No Biggie brings this idea to life in a way that's easy to understand!

LISTEN TO "NO BIGGIE"



APPLE MUSIC



SPOTIFY



YOUTUBE

Jeff plays a business man all about \$\$\$ with a linear economy...

Meanwhile, Paige's character introduces us to a new way - a circular economy



"EXTRACT,

PRODUCE

CONSUME

DISPOSE



CLICK TO SEE OUR VIDEO EXPLAINING THE DIFFERENCE
LINEAR VS CIRCULAR ECONOMY

EDUCATE YOURSELF & YOUR FAMILY

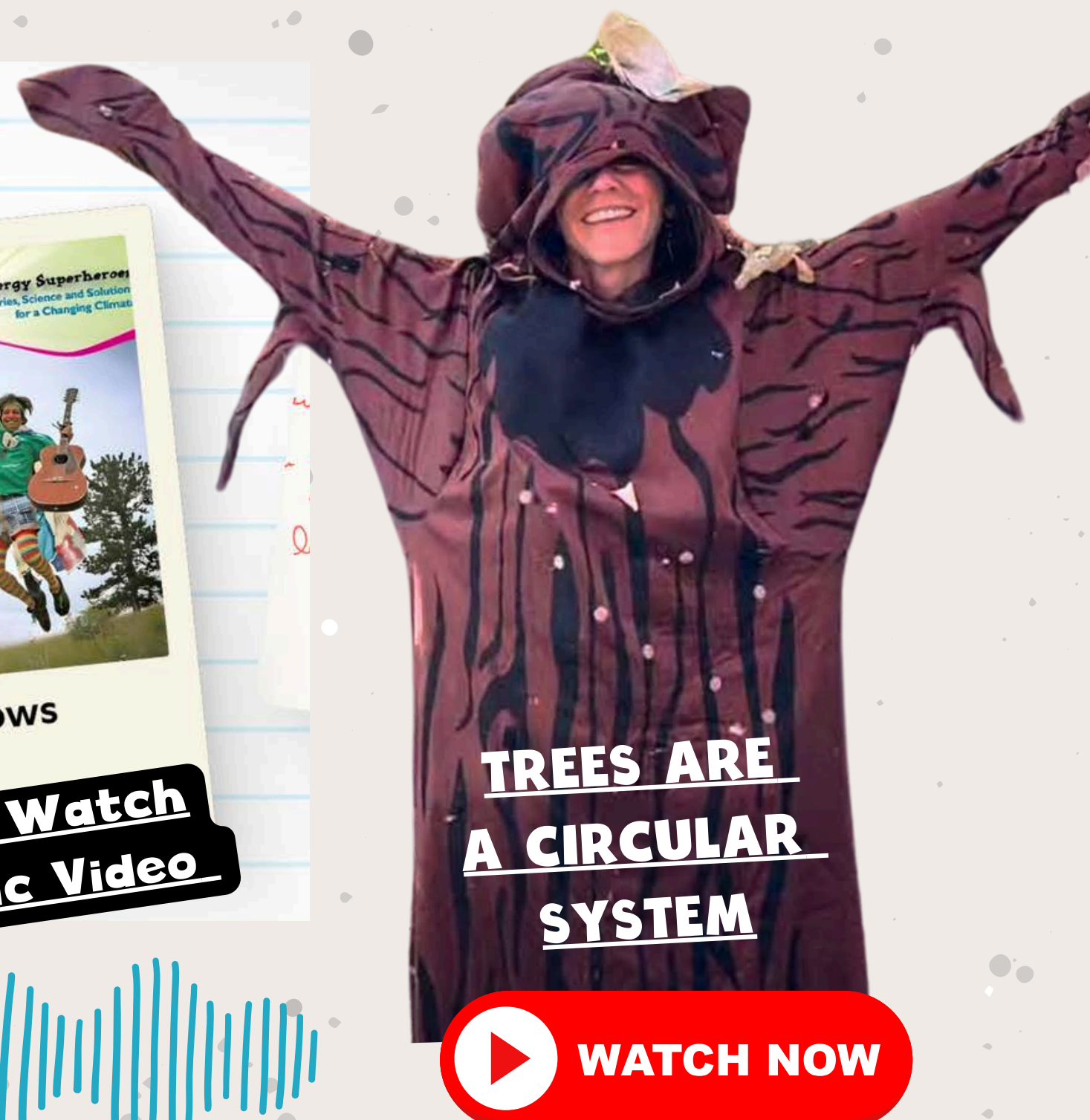
Teach your kids about the origins and uses of natural resources.

Together, explore different materials and production processes to make mindful, informed shopping choices.

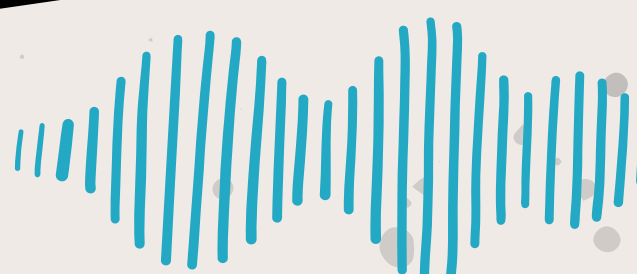


Look to nature's circular systems, like the water and nutrient cycles, where nothing is wasted.

These natural processes offer valuable lessons on creating products and systems that benefit both people and the planet.



"Decompose, New Tree Grows, And that's just the way that the cycle goes"



RETHINKING THE SYSTEM

A circular economy is all about designing products that reduce waste and pollution from the START.

While you may not have control over how things are made, you can still make a difference by choosing products that follow circular principles and contribute to a more sustainable future.

In Colorado, New York, and LA you can use Deliver Zero to order your takeout and get your food in reusable containers and simply return them when you're finished!



Bamboo toothbrushes, crafted from renewable bamboo and biodegradable bristles, provide an eco-friendly alternative to traditional plastic toothbrushes.



Take control of your environmental impact by carrying reusable alternatives when you're on the go, helping you avoid the linear path of single-use plastics and support a more sustainable, circular lifestyle.



[WATCH NOW](#)

[What Paige Packs to Stay Eco-Friendly On the Go](#)



SUPPORT COMPANIES & GOVERNMENT EFFORTS PROMOTING CIRCULARITY

r.Cup offers a sustainable solution to single-use cups at large-scale events like concerts, festivals, and gatherings.



SEE HOW IT WORKS

WATCH NOW

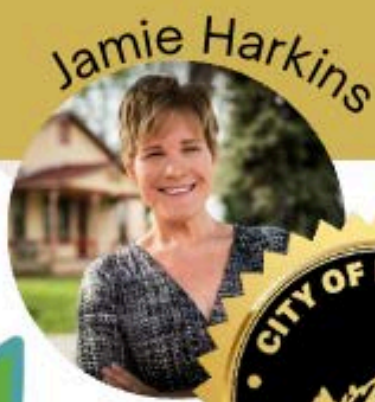


Boulder, CO is a leader in promoting circularity, requiring that at least 75% of materials from deconstruction project

must be RECYCLED, REUSED or DONATED.



OFFSTAGE WITH PAIGE FEATURING



Boulder's Success in Recycling 93% of Old Hospital

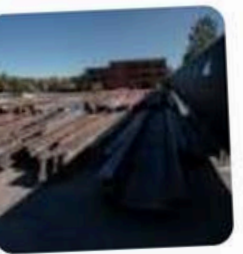


WATCH NOW

The Colorado Sun

What do you do with an old hospital? In Boulder, you recycle it. The whole thing.

Recycling of Boulder Community Hospital is the city's first deconstruction project, keeping 60.8 million pounds of waste out of the...



Paige sat down with Jamie Harkins, the Senior Sustainability Manager to learn about their circularity initiatives

WATCH NOW

[Check out the full circularity Q&A HERE](#)

KEEP PRODUCTS & MATERIALS IN USE

By extending the lifespan of products and materials through repair, reuse, and recycling, a circular economy maintains value within the system and reduces demand for new resources.



When something breaks, try repairing it before buying a replacement.

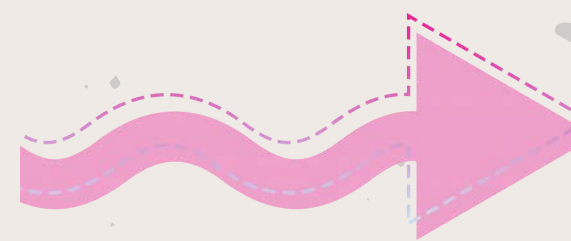
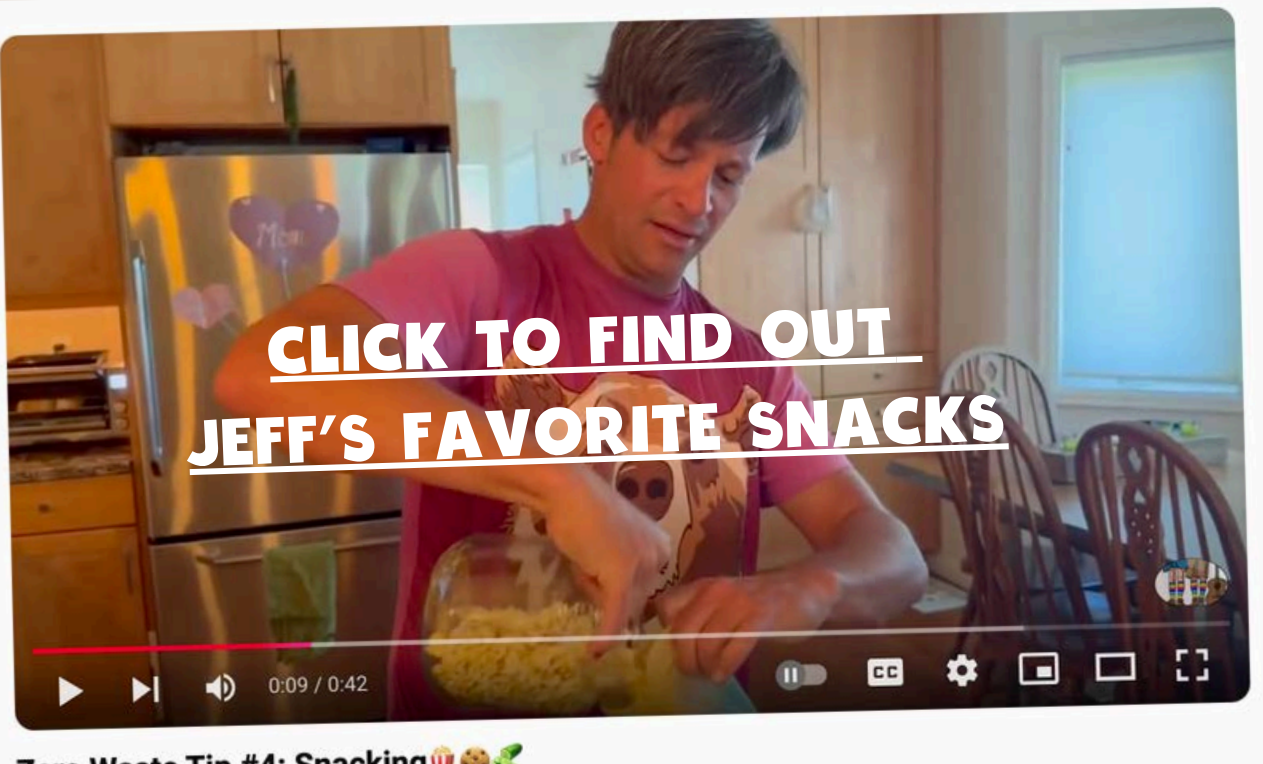
A little Duct Tape Did the Trick!



Fixing an item not only saves money but also extends its life, reduces waste, and conserves resources!

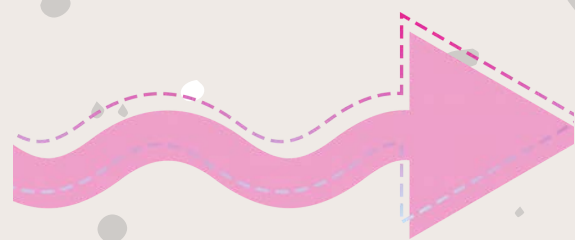
CHOOSE TO REUSE

Jeff The Builder Fixes Our Umbrella

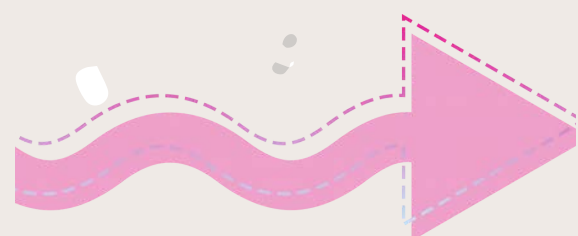
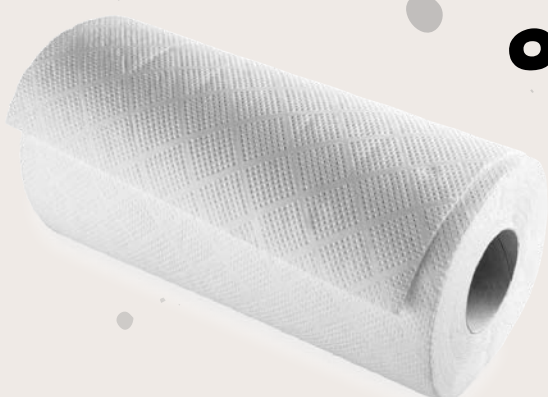


Store your snacks in reusable bags!

Bonus point: Shop at Zero Waste Grocery store that eliminates packaging from the start!



As a middle-aged man, Jeff blows his nose, ALOT so he opts for handkerchiefs instead of disposable tissues.



Kids can create a lot of mess, so try and avoid creating waste each time you clean!

Shop Second-hand!



REGENERATE NATURAL SYSTEMS

A circular economy goes beyond reducing waste; it actively contributes to the health of our ecosystems. This can involve practices like composting organic waste, which returns nutrients to the soil and supports biodiversity



“ Your compost is a circular system!”

CLICK TO WATCH THE “SOS: SAVE OUR SOIL” MUSIC VIDEO

1. Collection - Organic waste like food scraps, leaves, and yard trimmings are gathered together, instead of being thrown away, keeping valuable nutrients out of landfill



“As we convert your food wastes by into something magical. It'll scooch your species closer to a life sustainable”



2. Decomposition - Microorganisms break down this organic material into rich, nutrient-filled soil, a process accelerated by moisture, air, and warmth.

3. Return to the Earth - The composted material is added back to soil in gardens or farms, enriching it and helping plants grow, creating a natural cycle where nutrients are continuously reused.



**COMPLETE
THE LOOP
WITH US**

