The trash polluting our oceans and warming our planet is a problem we can no longer ignore.

California throws away 40 million tons of materials every year. resources extracted from our planet – designed to be used once – then sent on a one-way, disposable journey from manufacturing plant to trash pile. waste– warming our planet, contributing to climate change, and polluting our land, water ...even the air we breathe.

Nats of fire

With California already experiencing the devastating impacts of the climate crisis – it's time for the state to do what it does best – innovate.

Nats of manufacturing

A new movement is already underway in California. It's called a circular economy – a system where every product and resource - whether it's food, clothes, buildings or vehicles – every "thing" - is designed to last as long as possible - and at the end of its use – cycle or loop back into the system for a valuable next life.

A new model, reducing and even eliminating waste – creating green jobs – and cutting down on greenhouse gasses.

California wants to be a leader in creating this "remanufacturing, circular economy." CalRecycle already oversees programs to recycle products like: bottles, cans, mattresses, used oil and paint…

The department is now working with local communities to recycle food and yard waste into green products like compost and clean energy.

Through its new office of innovation, CalRecycle's market development programs will work alongside the governor's office of business and economic development or "go-biz" - to recruit and support businesses developing green technologies to re-use, recycle, and remanufacture products.

Combining state services with CalRecycle support that has already helped a number of businesses – including the world's first paper bottle manufacturer – and companies using cardboard alternatives to six-pack rings and replacements for plastic film.
a new source of support for green innovation that builds a circular economy, and creates green jobs, with less pollution and trash.