

BRINGING BACK THE MILK MAN AND RETURNABLE CONTAINERS: THE LOOPSTORE

By Herman Greene

In general Ecozoans tend toward *deep ecology*. Deep ecology stresses the inherent worth of all living beings and the need to reduce human impact on other species. Deep ecologists favor “down-scaling”:

The [principles of deep ecology] can be reduced to three simple propositions:

- Wilderness and biodiversity preservation
- Human population control
- Simple living (or treading lightly on the planet)¹

They are suspicious of green initiatives of large corporations.

What about this initiative announced at the World Economic Forum in Davos, Switzerland, on January 24, 2019? The [Loopstore](#)—end recycling, buy products in reusable containers, and have the empty containers picked up in the same way.



¹ John Barry; E. Gene Frankland, *International Encyclopedia of Environmental Politics* (Routledge 2002), 161. quoted in Wikipedia contributors, "Deep ecology," *Wikipedia, The Free Encyclopedia*, https://en.wikipedia.org/w/index.php?title=Deep_ecology&oldid=882901076 (accessed February 24, 2019).



This project was developed by [Terracycle](#) and now has these partners:



Is the good the enemy of the best? Or is the best the enemy of the good?

My view is that we should celebrate the better. It took a billion steps to get us in the fix we are in and it will take a billion steps to get us out. I've "reserved my spot" for when the store opens.