

1/2 Store Carbon In A Paper Cup, Permanently!



Solution

A PARADIGM SHIFT-- My idea requires a shift in the way we think about the relationship between companies, consumers, and the environment. It is not necessarily true that using resources is always going to have a negative impact on the environment. If the entire process from beginning to end, it is possible for a business to have an overall positive effect on the environment, rather than a negative one.

By changing the source of the raw materials needed to manufacture their paper cups, and the way their "waste" is ultimately processed, Starbucks and its customers can reduce global warming by permanently sequestering large quantities of carbon dioxide and at the same time increasing soil fertility, can help create jobs and halt soil erosion in some Third World countries where the pulp-making materials would be grown. All this without making consumers change their behaviors at all. All this done with already existing technology. Please read on.

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Creative's profile



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