**DISCUSSION**

Student’ Name

Instructor’s Name

Institute

Dated

**Society and Natural Resources**

**Co-Effective Products:**

McDonough and Braungart have defined co-effectiveness as the production of goods, products and services that go beyond the negative impacts on the environment but influences the surroundings with its positive impacts and benefits. The reduction in negative impacts implied in co-efficiency and zero-emission is usually observed in eco-effective products (McDonough, 2009).

Several eco-effective products have been observed, and others are yet in the planning process. The examples are reusable grocery bags and tree-friendly toilet paper. Once eco-effective products are introduced in the market, several countries make efforts to adopt them. The point of discussion is to elaborate on the importance of reusable grocery bags:

**Description of product and its improvement over the previous version:**

The description of reusable bags is defined in ordinances of various countries and cities like Washington DC, San Francisco, California, Maui, West port and many others. For example, Los Angeles's ordinance defined the reusable bag as the one that is made of cloth or any other washable fabric and should be labelled as reusable bad on front and back in lettering of one-inch height. It should carry 22 pounds for a distance of 125 meters. If it is to be made of plastic, it should be 2.25 mils thick. Therefore, plastic is less recommended (PlasticBagsLaws, 2010).

It shows improvement over its previous version, where grocery bags were made of plastic. The less durable plastic bags were not efficient for re-use, and they had negative environmental impacts such as pollution. In addition, the plastic bags required excessive material and energy to manufacture and were not cost-effective. A person had to use hundreds of plastic bags yearly, but reusable bags are less. For example, cotton bags are 173 times better than plastic bags.

**The life cycle of the product:**

The lifetime of reusable grocery bags is 125 times of uses, and it is far better than plastic bags. It means that it can be washed and used 125 times. They are made of natural fabrics, cotton, jute, canvas, woven fabrics or thick, durable plastic.

**What happens when it is used up?**

As it is mentioned that the reusable bags can be for a minimum of 125 times, and even they can be used for more, so there are fewer chances to become waste food for the biosphere and Technosphere. After complete use, these bags can be recycled instead of becoming litter, or if they are in worse condition, they are destined to landfills where they can easily degrade compared to plastic bags.

**Drawbacks:**

Despite a lot of advantages of reusable bags, it is reported that they can eventually build a significant amount of bacteria like coliform and rarely E-coli, but it only happens with improper washing. So, the proper washing of these bags is recommended to avoid the disadvantages (Evans, 2019).

**Viable Alternative:**

The reusable grocery bags made of materials like cotton, paper, jute and others are far better than plastic bags, and they are viable alternatives. They are easy to use, less in cost, and positively impact the environment. The reusable bags can be washed multiple times and reduces pollution from the environment. They will be used for the long term and soon adopted by the whole world. Several developed and developing countries have already adopted them.

# **References**

Evans, D. (2019). *Pros and Cons of Reusable Grocery Bags*. Retrieved from https://plastic.education/pros-and-cons-of-reusable-grocery-bags

McDonough, W. B. (2009). *Cradle to cradle .* Croydon: Vintage.

PlasticBagsLaws. (2010, 11 14). *The big question: What does "Reusable Bag" mean?* Retrieved from Plastic Bags Laws Org: https://www.plasticbaglaws.org/