



Each feature of the logo represents an important aspect of waste minimization. We use the **medicine wheel** to show the **interconnectedness between all life on earth and the four sacred medicines**. The colours represent people from each of the four directions.

The **turtle** highlights that **respect** is about **taking care of Mother Earth and Turtle Island**, and **keeping our home healthy for the next seven generations**.

The **water drop** and the **tree** represent **reduce and reuse** to symbolize that consuming less is about **restoring balance to the land and water** by not taking more than what's necessary.

The **three recycling arrows** highlight that **recycling** is based on a **circular system**. When a resource is taken from the earth it should be re-used as many times as possible.

Thank you to Red Eagle Designs for the graphic design work and creative input!

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