The 10 key questions to say "yes" to before purchasing a product:

- 1. Is this product needed?
- 2. Is this product non-toxic and safe to use?
- 3. Is the product practical, durable, well made, and of good quality?
- 4. Is the product made from renewable, recycled or post-consumer materials?
- 5. Does the manufacturer practice sound sustainable manufacturing and fairtrade practices?
- 6. After the products useful life can it be recycled, composted, re-used or donated?
- 7. Is the packaging recyclable or biodegradable?
- 8. Is there a low carbon and energy use from transporting the product?
- 9. Will it be easy to maintain by being low maintenance, cost, time and energy?
- 10.Can the product be purchased used, borrowed or rented instead of purchased new?

"Small Steps. Big Impact."