



ENF is ENOUGH

THE MANIFESTO PLAYBOOK

Tips, Tools and Tech to Take Your Stand



**RESOURCE
DEPOT**

turning waste into wonder

2023 edition

THIS IS OUR MANIFESTO:

ENF IS ENOUGH.

ENF. As in ENOUGH ALREADY.

We've had it with wastefulness, excess, throw-away thinking, and consumer convenience at a catastrophic cost to people and the earth.

ENF. As in PLENTY.

There is enough stuff to last forever. There is plenty for everyone. We believe real things last and cherish objects that tell a story.

ENF. As in WHAT SUSTAINS US.

Life gives us enough. We can each obtain what we really need, what truly matters. Time, thoughts, and relationships are our greatest possessions. Living simply shapes a more fair society.

I TAKE MY STAND:

- I will figure out what is enough for me
- I will buy used first
- I will value quality and craftsmanship
- I will stop buying junk I don't need
- I will share, donate, reuse, and repurpose
- I will donate excess goods to Resource Depot
- I will create, express, and innovate with what already exists
- I will support this cause with my time and money

ENF (pronounced Enough) is a platform of social and environmental practices that result in a simpler and more sustainable way of being. ENF is a guiding philosophy and shared viewpoint that encourages a lifestyle that heals our land and water as well as our souls.

REDUCE, REFUSE, REUSE

THE RESOURCE DEPOT 3R's

Yeah, there are other Three R's out there, but they're not good enough for us so we made our own. We're happy to clue you in and help you out on this. And we totally get that changing habits is hard. All we ask is that you get going. We applaud any behavior change that is more earth-friendly as a

big positive step forward.

So Let's Kick Consumerism's Butt. Start with the Resource Depot 3R's: Reduce, Refuse, Reuse.*

REDUCE how much stuff you use every day. Avoid single-use items and plastic. Drive your car less —Uber doesn't count. Quit buying so much stuff you don't need and filling up your house with junk. Reduce, reduce, reduce and reduce some more!

REFUSE to be a basic consumer. You don't have to be obnoxious about it — just put your money where your values are. Use your buying power to the earth's advantage. Plan ahead so you don't fall victim to unnecessary or impulse purchases. Refuse options that are single-use or not repairable.

REUSE what you already have before buying new stuff. And reuse it again. Make it into something else. Get creative with it. Repurpose objects and give them new life. Honor the energy it took to create that glorious thing, appreciate all it has to offer, and imagine its possibilities.

*What happened to **RECYCLE** for crying out loud? Most people recycle as the first step they take to reduce waste, but we pitched it back behind the Resource Depot 3R's. Why? Recycling is great (don't stop), but it takes a LOT of energy. Choose to refuse or buy items that are used, rechargeable, long-lasting, or contain less packaging before buying stuff that is immediately used up and recycled.



THE RD 3R's RANTS



Let's face it: we're spoiled with lots of cool stuff. America is a land of dreams, ingenuity, sky-high thought, down-to-earth work and unbelievable gadgets put together by robots. We've created and thrown away enough stuff to fill every basement and attic in the world 10 times over (not a scientific fact, but a cold, hard guess). When you decide to down-size and simplify, make sure your good, reusable items go to others who can use it. HINT: not in the trash.



So here's where we are: some people have WAY TOO MUCH, and some people have PRACTICALLY NOTHING. How did that happen to us? Share the wealth and share the stuff, that's what we say. If we all learn to buy less and live a little more simply, we create a state of being that says people are more important than things. Way to crush disparity!



You know why great-grandma's black iron skillet is still around? Because IT STILL COOKS better than anything else. Hang onto those things. Instead of looking online at that shiny new "must have" item, unplug and look around the place. Take note of what's really valuable and brag about how retro you are at your next dinner party. We don't need Pinterest to know that vintage is IT.

RD 3R's

So, listen up. Again. Money Can't Buy You Love, even though Patrick Dempsey said it would in an 80s movie. Or peace, or happiness. As much as ENF is about the earth, it's about humanity, too. We are a deeply connected family sharing the same journey on a big round planet. Be good to your fellow neighbor. Be kind to the planet. That's the stuff in life that sustains us.

LIVING ENF

Generation ENF: Our Green World Warriors

Children seem to be naturally in-tune with the wonders of the planet. You don't have to convince them why we need to keep it pretty and not trash up our playground. Unfortunately, growing up calls for a bigger carbon footprint on the planet we love.

The plan is to take over the world by building a generation of woke kids who will be eco-conscious all the way into adulthood. Here's how it works:

- Kids adopt green behavior early (at Resource Depot, from you, or at school)
- They introduce it at home and school, spreading it to others (it's fun and infectious)
- They raise their own future kids in the environmental encampment
- **Problem solved**

Raise an Army

Enlisting kids in the ENF cause is easy. Give them something fun to do and they're all in. Even the un-crafty-est of adults can raise 'em right on Resource Depot's creative education activities. Click in, kill boredom, improve the planet.



LIVING ENF

Building Your Green House

Whether you have kids or not, if you follow the Resource Depot 3R's, you're Living ENF. Even if you're a Regimented Recycler, **check these New House Rules to up your green game:**

❑ PAPER

- Toss the paper towels for good. They didn't always exist. Cleaning and kitchen cloths did. They do the job and are washable/reusable. Same thing goes for tissues. Remember a handkerchief? Use it.
- Buy toilet paper that is recycled, without the cardboard center, and doesn't come wrapped in plastic.
- Cancel junk mail (ew) and catalogs and go paperless with bill statements and electronic documents.

❑ PLASTIC

- ENF on single-use. And what's it going to take to make us remember our reusable shopping bags? Check out the Combat Kit on the next page.

❑ CLEANING

- Shine up the place with products that aren't toxic to you and the planet! Natural cleaning products WORK, they smell good, and often come in zero-waste packaging or refillable containers, too.
- You can actually make your own Craft Eco-Cleaning products. When appropriate and safe, reuse clean containers for your DIY products.

❑ FOOD

- Buy local seasonal produce and eat less meat. Produce doesn't have to be processed or trucked in and just one meat-free day a week makes a difference on greenhouse gas emissions.
- Visit the bulk bin section, and again with the reminder for reusable shopping bags!
- Compost your leftovers.

❑ WATER

- Stop flushing it down the toilet! Fill a plastic bottle of water and put it in your tank. You'll use less water every time you flush.
- Turn off that tap of unnecessary running water when washing dishes, brushing teeth, and showering.
- Choose cold for the wash and wash full loads.
- DON'T BUY BOTTLED WATER!
- Outside, plant natural vegetation and drought-tolerant plants. Use a rain barrel to water plants and wash cars.

❑ ENERGY

- Get efficient. Use au naturale light and cooling/heating when you can, like wearing more or less clothing, opening doors and windows for cross-ventilation, and blocking heat from the sun with blinds.
- From your lightbulbs to the dishwasher, choose items that use the least of our precious energy. Get rechargeable batteries.
- Put detectors on lights to turn off and on when you enter or leave a room. Change the temp when you leave.
- Call your utility company for a free home energy audit and they will point out all the little things you can do to make a huge difference and save some cash, too!



*RESOURCE
DEPOT
APPROVED

LIVING ENF

The Green List

Click into the ENF growing list of manifesto-minded resources, activities, promotions, and green global go-getters.



The Combat Kit

Your fort might not be stocked yet, so just start with what you have. Use it up before you buy new goods, but when you do, have fun building your eco-cool kit!

Your arsenal of green weapons in the fight to save the world includes:

Bamboo toothbrush | Beeswax food wraps | Refillable coffee pods | Eco-friendly cotton swabs |
Non-aerosol or natural deodorant | Refillable dental floss | Sustainable make-up remover | Menstrual cups |
Reusable razors | Reusable water bottles/coffee cups | Refillable shampoo & conditioner | Bar soap |
Eco Spork | Reusable straws | Toothpowder or tablet toothpaste | Natural refillable cleaning liquids or tablets |
Reusable shopping, produce, and snack bags | Glass food storage containers | Cloth napkins/towels |
Cloth diapers and menstrual pads | Cloth cosmetic rounds | Washcloths



BEING ENF ON THE JOB

Being Boss at Green Business

Here's the fast-track to leadership success: project-manage the heck out of turning your office green. It's not big budget and ROI is at record highs. Then take these boss skills home and show the roomies a thing or two about how it's done.

Top 5 Things to Transform the Boardroom

Apply the **House Rules** from the previous page in addition to these BOSS MOVES:

- ❑ **PAPER:** Go digital instead. Scan and save important documents instead of printing. Make less/no copies. Keep pushing into technology for notes and managing papers and documents. Use recycled paper for creative projects and desk notes.
- ❑ **PLASTIC:** Offer more recycle bins to avoid the mish-mash of trash and recycling. Separate them from trash and make stations to clearly encourage the types of products to recycle.
- ❑ **SUPPLIES:** Stock up with products from earth-mama-loving companies and corporate allies. Equip breakrooms and kitchens with reusable goods. Hot soap and water kills gigantic germs, so stick with the real stuff.
- ❑ **NATURE:** Connect to self and planet by creating green spaces for enjoying breaks, lunchtime, and meetings. Keep plants in your office for air quality and grow flowers or herbs in the breakroom window. Encourage time away from technology and work/study to reflect and contemplate on nature to increase overall happiness and productivity.
- ❑ **PROMOTE:** Up your professional development game. You can be the E AND the A in TEAM as an ENF Ambassador! Provide support for your co-workers, colleagues, and clients to choose green ways to work. Use our ENF Playbook Propaganda and Get Bossy with our cool kit of eye-catching artwork and creative way with words.

Questions?

Phone your friendly Resource Depot expert to find out what to do with your reusable office stuff you don't need anymore. Don't pay to dispose of it – pay it forward to someone who needs it.

THE OFFICE SUPPLY RANT:

For real. Just think about paper clips, for example. If you never, ever, bought another paper clip in your lifetime, we are sure there are plenty sitting around in junk drawers, office cubbies, and Resource Depot donation bins to more than satisfy your paper-clipping needs. Probably in every imaginable color, too. So no need for anxiety. Before you buy that shiny new 3-box plastic-wrapped pack of clips, just pause. Put it back on the shelf. Now walk away as you shout, "ENOUGH ALREADY!" to make the person on the next aisle over jump a little. When they ask you what in the world you were shouting about, tell them. Another person on board with ENF. Go You. How many other items does this apply to? Approximately 854,299 zillion bajillion.

MARKETING ASSETS

Use Liberally on Social Media and Everywhere

Downloadable and Printable at resourcepot.org. Review our Propaganda Page for full employment instructions.



PROPAGANDA PAGE

Go Worldwide with DIY Deployment

Spread the Ideas, Art, and Words. Suggested methods of public indoctrination into ENF include:

- Old school sticker packs and REmade ENF merch – it's yours in one click (link)
- T-shirts or Tote Bags, DUH (take your stuff to Resource Depot and they'll do it for you!)
- Tattoos (temporary or permanent, your choice), Sidewalk Chalk, Building Murals (get permission)
- Zoom Backgrounds
- ENF digital stickers posted to your socials every week – use profile pics and stories
- Selfies with peel and slap stickers: get a pic of you Living ENF and tag us, baby
- Asking your elected reps, local businesses, best friends, old babysitters, EVERYONE to join you

You Show/Tell/Tag Us. That's the point. We'll add it to the list.

Hashtags

#ENF

#manifestoENF

#sharingeconomy

#consciousconsumerism

#RD3Rs

#choose2reuse

#reuserocks

#takeyourstand

#ENFwiththeStuff

#BsonExcess

#purposeinrepurpose

#LivingENF

#generationENF

For More Info:

resourcedepot.org

561.882.0090

2508 Florida Avenue • West Palm Beach, FL 33401

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