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# ZERO WASTE VALENTINE'S GUIDE

## Valentine's Day Facts

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The numbers below are from the United States. In Canada, these numbers will likely be similar.

- Valentine's Day is a \$13.5 billion industry.
- Around 200 million roses are sold and delivered
- Over 1 billion cards are purchased specifically for this day.
- 36 million heart-shaped boxes of chocolate are sold



We'd like to kick off this Valentine's Guide by letting you know that we ... well... love you and all the other wonderful zero waste enthusiasts out there in Canada! Thank you for being part of Zero Waste Canada and for helping us achieve our mission!

Now, this little confession was easy for us. And it must have felt good hearing it, didn't it? You see, it is possible to say AND mean "I love you" without waste. This guide will explore many of the wonderful ways we all can celebrate Valentine's Day **with** your loved one(s) but **without** the waste.

**Have fun creating your Zero Waste  
Valentine's Day!**



## Zero Waste Valentine's Day Ideas

### *Suggestions from Zero Waste Canada*

- ❑ **Buy a potted plant rather than cut flowers.** Not sure how to pull it off? Here's one suggestion: "May this plant continue to grow, just like my love for you grows stronger with every day."  
PS: If you chose this phrasing, be sure to take ownership for watering the plant to guarantee that it will have a long life.
- ❑ **Share some time with a some local wine.** Create a cozy atmosphere around this treat and don't allow any distractions. As always, make sure to recycle/reuse the bottle once it's empty. Plus points for decorating the bottle in a create way.
- ❑ **Opt for local, organic pralines** instead of commercial mass-produced chocolates, if Valentine's Day is not complete without chocolates. Plus points for bringing your own container and select them individually.
- ❑ **Enjoy nature together.** You love the environment and you love your partner... What's better than combining the two. One of the nicest ways to spend a day about love is to embark on a romantic stroll or the first picnic of the year in one of the many local parks.
- ❑ **Make love not waste!** This Valentine's Day, express your love and admiration with less stuff and more caring gestures and thoughtful words. This could be a massage or anything else that is not a daily given.
- ❑ **Remember that garbage is not the gift of love.** If you decide to give something material, opt for packaged-free, long-lasting items, to avoid creating garbage for the recipient.
- ❑ **Give your special, thoughtful message verbally or send an e-card.** These personalized gestures of love are never out of trend. They are eco-friendly because they create zero waste and for all of you last-minute lovers, you can even send them through your smartphone.



- ❑ **Wrap treats in repurposed hankies**, bits of scrap material or second-hand containers. Plus point for choosing wrappings that will serve a purpose all year 'round.
- ❑ **Spread the love**. Share with a friend or neighbours products or ingredients you may only use a portion of.
- ❑ Take your sweetheart out for dinner. Sharing a meal and your undivided attention (no cellphones) with your loved one on this day will likely score you many points. You may not be the only person with this idea, so plan ahead.
- ❑ **Be conscious of the choices you make**. Have an action plan ready to reduce, reuse, recycle, and compost. Bring your own containers for leftovers if you take your loved one out for dinner, just in case the eyes are bigger than the stomach.
- ❑ **Cook one of your favourite meals together** or be advantageous and try something new.
- ❑ **Say I love you with an ice skating session**. Some ice rinks are offering 2-for-1 specials on Valentine's Day. And what could be more loving than a sport where you hold hands balance each other?
- ❑ **For the crafts(wo)men among you**, the internet hosts hundreds of creative DIY blogs and "Pins" for homemade Valentine's Day gifts. Up-cycling existing materials to create something useful for your loved one is surely going to score you points. Here are some of our favourites (click the image to learn more):





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*This Valentine's Day,  
show your Love for Zero Waste Canada!*

