



MATERIAL

270,000

TREES per day!



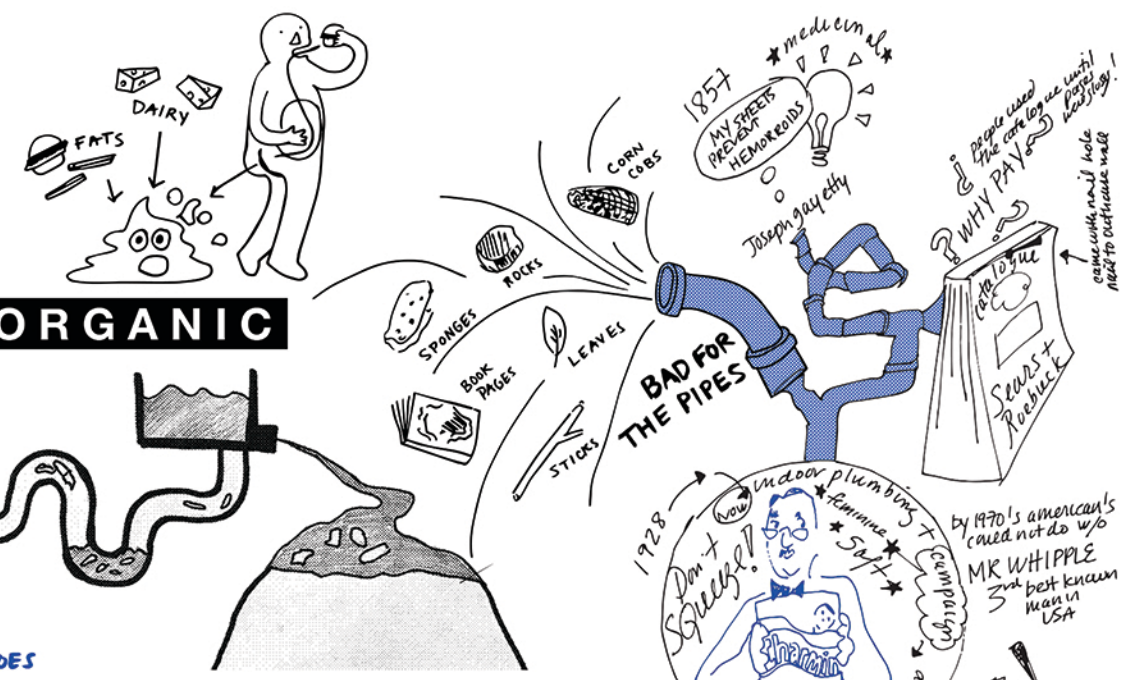
FLUSHED!

IF IT'S A PROBLEM, WHY DO WE STILL USE TP?

BODILY/ORGANIC

LIFE TIME 384 TREES PER PERSON OVER

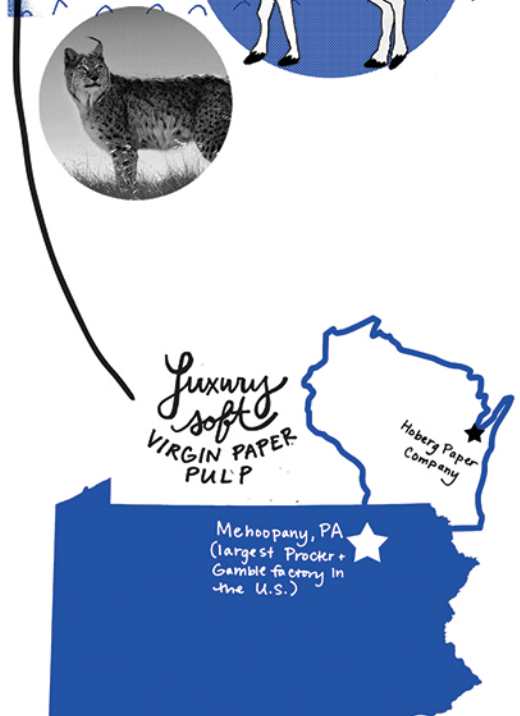
QUARANTINE



70% OF THE WORLD DOES NOT USE TOILET PAPER



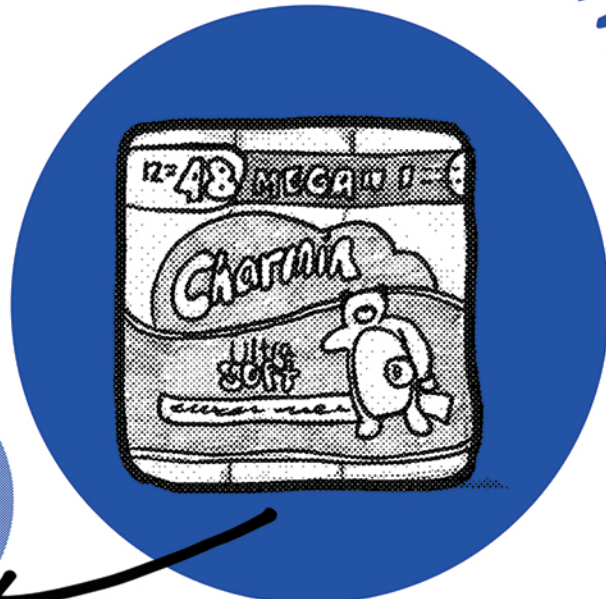
EVOLUTION OF CHARMIN BRANDING HISTORY



ESSENTIAL

CONTEXT

COVID-19 PANIC BUYING HOARDING WHO PRODUCES IT TO RESTOCK OUR SHELVES?



4% of world population 20% global TP consumption

ECONOMIC

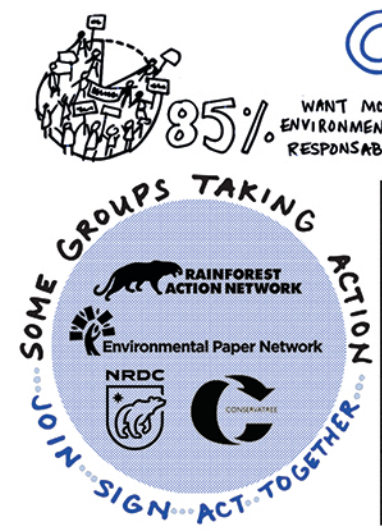
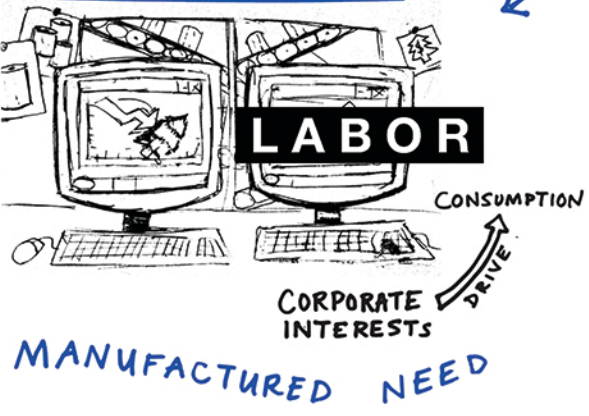
100 lbs per year average four person household

Extractive economies violate Indigenous sovereignty and traditional ways of life

POLITICAL

BOREAL FORESTS

AMAZON FOREST



SOME GROUPS TAKING ACTION JOIN SIGN ACT TOGETHER

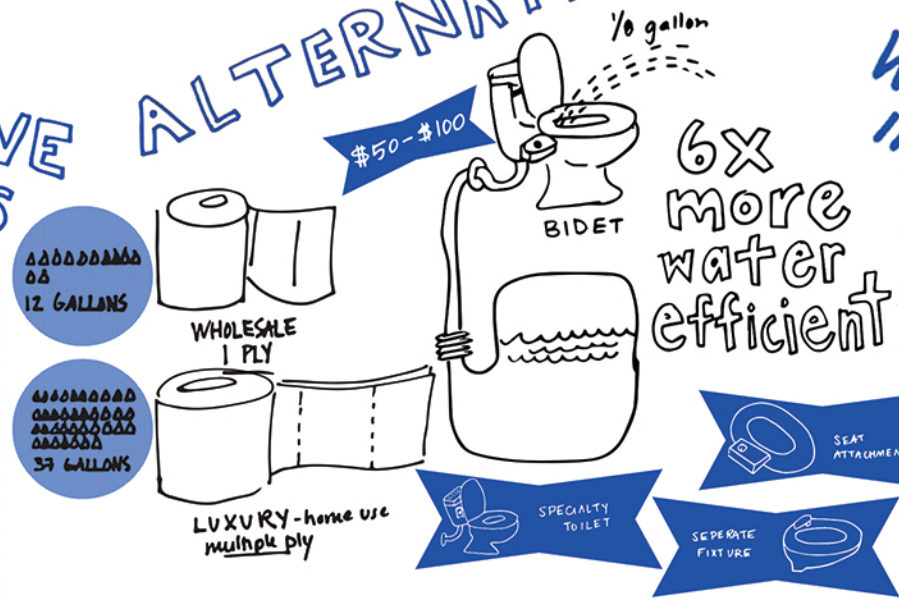
COLLECTIVE ACTIONS

85% WANT MORE ENVIRONMENTAL RESPONSABILITY

2020 TOILET PAPER SUSTAINABILITY SCORECARD

A	C	F	F
WIPAC	WIPAC	WIPAC	WIPAC
WIPAC	WIPAC	WIPAC	WIPAC
WIPAC	WIPAC	WIPAC	WIPAC

ALTERNATIVES



WHAT IF INSTEAD...

TOILET PAPER IMPLOSION: EXPLORING THE WORLD IN AN OBJECT, AN OBJECT IN THE WORLD

This diagram illustrates the research and world view of Trash Academy. Together we explored the invisible impacts of consumer culture driven by corporate interests. Artwork and research by: Isaiah Alamo, Aminata Calhoun, Timell Floyd-Sherard, Breyelle Gupton, Shari Hersh, Margaret Kearney, Gamar Markarian, Kyla van Buren, Joy Waldinger, Ron Whyte, Emma Wu

Trash Academy

IMPLOSION DIMENSION FACTS

Bodily/Organic

Each year, boreal logging emits hundreds of tons of carbon into our atmosphere, accelerating the pace of climate change. Most of the logging is for virgin wood pulp, the main source of commercial tissue products.

About 28 million acres of Canadian boreal forest have been cut down between 1996 and 2015, an area the size of Pennsylvania.

Virgin pulp, the key ingredient in toilet paper, accounts for 23% of Canada's forest product exports.

Boreal Caribou hold an iconic status in Canada's national consciousness and play a vital role in boreal forest ecosystems. Because they are sensitive to human disturbance and require broad tracks of mature forest, boreal caribou are a barometer of the health of forest ecosystems.

Context

The COVID-19 pandemic has facilitated panic buying and hoarding of toilet paper across the United States and in several other countries.

A recent poll by NRDC and Stand.earth showed that 62% of Americans would be concerned if they knew their toilet paper was produced through the clear-cutting of globally important forests, and 85% want toilet paper and tissue sector companies to use more environmentally responsible materials.

Americans will use on average 40% more toilet paper during COVID-19 quarantine than during normal times. People being home most of the time has led to more toilet paper consumption.

Economic

Toilet paper is a profitable commodity. In the United States, the toilet paper industry rakes in \$31 billion per year.

Charmin Ultra is the most popular toilet paper brand in the United States with over 76 million regular customers.

Political

Toilet paper is not as ubiquitous one might believe. The majority of the world's population (around 70%) does not regularly use toilet paper.

Americans are particularly fond of toilet paper. Accounting for only 4% of the global population, Americans' appetite for toilet paper accounts for 20% of global consumption.

The Canadian boreal forest, where the majority of the wood pulp for luxury toilet paper is harvested, is home to over 600 First Nations indigenous communities.

Material

The industrial production of toilet paper requires 37 gallons of water and 1.3 kilowatt hours of electricity (KWh) per roll.

Per person, the average toilet paper user consumes around 384 trees over their lifetime. The worldwide consumption of paper products equals the destruction of 270,000 trees per day; toilet paper consumption specifically results in 27,000 trees flushed down the toilet per day.

Labor

Mehoopany, Pennsylvania is home to the largest Procter and Gamble manufacturing facility in the United States with over 2,200 workers. Procter and Gamble is the parent company of the Charmin toilet paper brand.

The industrial production of Charmin toilet paper began in 1928 in Green Bay, Wisconsin at the Hoberg Paper Company.

In addition to their main facility in Pennsylvania, Procter and Gamble operates five other paper products plants across the U.S. They are located in Albany, Georgia; Box Elder, Utah; Cape Girardeau, Missouri; Green Bay, Wisconsin; and Oxnard, California.

Historical

Toilet paper dates back to the 6th century CE in China where it was first used in the Emperor's royal court.

厕纸 = the chinese symbol for toilet paper.

Toilet paper was once considered a luxury good reserved for the upper classes. The Scott Paper Company (founded in Philadelphia) became the first to produce individual rolls of toilet paper for mass consumption.

What is an Implosion?

At Trash Academy, one of our primary goals is to complicate the seemingly simple and straightforward issue of trash. Understanding, unpacking and analyzing complex systems is a fundamental part of our praxis, and towards those ends the implosion method has been very valuable. Working with the implosion method has presented us with a potent opportunity for collective learning; we have found the implosion to be a particularly useful tool for interrogating consumer culture and revealing the hidden connections and complexities behind commonly used and discarded consumer goods.

"Any interesting being...can—and often should—be teased open to show the sticky economic, technical, political, organic, historical, mythic, and textual threads that make up its tissues." - Donna Haraway

The 'implosion' is a unique and fascinating research method for exploring hidden connections and complexities, pioneered and developed by professor Donna Haraway. Those who have found value in this method include educators, researchers, scientists, engineers, systems thinkers, activists hoping to sharpen their analysis of systems of oppression, and many others. Because the implosion method fosters the development of concrete, situated knowledge, it is especially useful for helping us to understand the world as it is rather than as it is perceived through the often subjective lenses of ideology, politics or personal perspective.

Trash Academy's unique angle on communicating via the implosion method involves horizontal collaboration with community members, youth, artists, activists, environmental justice advocates, and experts. Because we prefer to address the serious issues of climate change and environmental justice through the point of entry of fun and creativity, we visualize and diagram the implosion rather than relying exclusively on text.

If you would like to explore the implosion method as a possible educational tool, please visit our website for guidance and detailed instructions: trashacademy.org/implosion