

Jump into No Buy January for sustainability

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PARK CITY, Utah — Summit County's landfill is nearing capacity as [Recycle Utah](#) prepares to announce new plans January 7 and 9.

The Environmental Protection Agency reported [Americans generated 25% more waste during the holiday season](#) compared to other times of the year in 2016. This resulted in over [1 million additional tons of waste weekly in 2022](#). Global waste is projected to reach 3.4 billion tons annually by 2050. The [EPA reports that material, fuel and food production accounts for approximately half of global greenhouse gas emissions as of December 2024](#).

No Buy January, a campaign that began gaining popularity in the mid-2010s through personal finance blogs, encourages participants to limit purchases to essentials like food and medication for one month. There are three tiers of participation. The basic

tier allows purchases of groceries, medications, and essential toiletries. The intermediate tier further restricts spending to only groceries and medications. The advanced tier eliminates all purchases except medications.

Participants typically begin by conducting a household inventory and meal planning to avoid unnecessary purchases. Financial advisors recommend creating an “essentials only” budget before starting the challenge. Local resident Sarah Chen reports saving an average of \$800 during previous January challenges through meal planning and avoiding impulse purchases.

Challenge participants report success using digital tracking tools. Popular methods include photographing existing wardrobes, maintaining spending logs, and documenting daily waste output. Local organizations plan to host swap meets throughout January for residents to exchange unused holiday gifts and household items instead of purchasing new ones.

Fashion industry services have emerged to address consumption patterns. Rent the Runway, established 15 years ago, offers clothing rentals for temporary use. Newly sells home goods made from recycled materials.

Fashion blogger Lexy Silverstein documents her clothing usage by photographing her wardrobe and tracking daily wear. She advocates for clothing rental services, second-hand shopping and regifting as alternatives to new purchases.

Several certifications exist for sustainable clothing manufacturing, including the **Global Organic Textile Standard (GOTS)**, **Bluesign Product**, **The Responsible Wool Standard**, **EcoCert**, and **OEKO-TEX Standard**.

The campaign suggests participants monitor their consumption habits and waste production during January and compare results with February to measure impact.