

# Captain Planet Takes on Hazard Transfer: Combining the Forces of Market, Legal and Ethical Decisionmaking to Reduce Toxic Exports

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## I. INTRODUCTION

Captain Planet is a cartoon superhero who strives to solve environmental problems.<sup>1</sup> He draws power from the natural forces of earth, fire, wind, water and heart. These forces combine and magnify, creating Captain Planet. Captain Planet not only solves environmental problems, but he also inspires others to use their individual power to create change. He reminds those he inspires, “Planeteers,” that, “*The power is yours!*”<sup>2</sup> This message “cap-

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1. Welcome to the Captain Planet Website, <http://www.turner.com/planet/> (last visited Jan. 24, 2009).

2. *Id.*









































