

A SMALL GUIDE FOR CHANGE

The easiest and most affordable ways
to live sustainably

Jana Campo and Keona Donn

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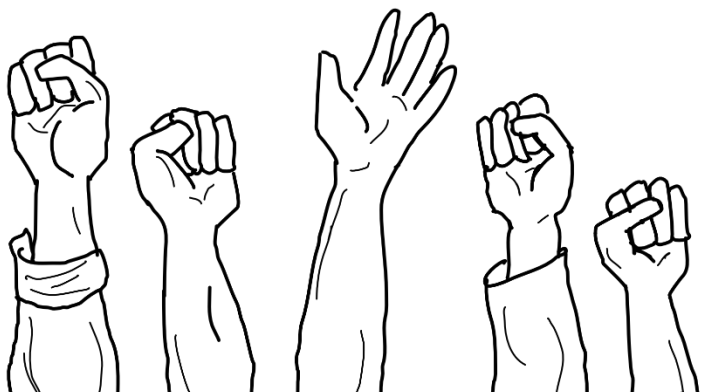
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DEDICATION

To all the green warriors out there ready to make a difference!



PROLOGUE

In this book we don't want to force you to become a plastic free vegetarian non-traveller who lives in a hut in the forest and blames everyone who doesn't. No. Our aim is to raise awareness and to show you what options there are. If everyone changes little things they become something big.

For example: eating meat every day means consuming meat 7 days a week

If you would reduce it to every second day, it would mean consuming meat 3.5 days a week, which is a decline of 50%. Think about it; 50% is a huge change!

But what is the point of changing your own habits when you're just one person in a world of around 8 billion people? What difference can one person actually make?

Well here are the facts:

The average person's carbon footprint throughout their life is 10 tonnes, consisting primarily of travel and energy use.¹

The average person wastes 30 kilos of plastic each year.²

The average person wastes around 450g of food every day.³

That person does not have to be you.

Changing your lifestyle is not easy, we didn't say it was. But it's worth trying. The more you try to change your habits, the more likely they are to stick. Someday soon, you'll unconsciously pick the vegan milk out at the supermarket,

¹ <https://www.carboncalculator.co.uk/averages.php> (06/04/2020)

² <https://www.plasticsoupfoundation.org/en/2018/11/over-30-kilos-of-plastic-waste-per-person-a-year-and-barely-recycled/> (06/04/2020)

³ <https://www.sciencedaily.com/releases/2018/04/180418141508.htm> (06/04/2020)

and the unpackaged aubergine will fall naturally into your hand. Someday soon, your eyes will automatically search for alternative, sustainable brands and energy efficient appliances.

Someday soon, the whole idea of sustainability won't scare you, it will be natural to you.

'Climate Change Denial'. In our opinion, this is one of the biggest problems we face today. So many people are far too scared of the consequences of climate change and refuse to look it in the face. So many think the issue is far too complex; as individuals we don't even know where to start.

This small guide is intended to inform you and help you make the connections between your lifestyle and our environment, and soon you'll realise that change isn't actually so complicated. It's just one step at a time.

It's so easy to point fingers at others; companies, politicians, organisations... but you are the only one you can change! And the best part is, as soon as you start making small changes, others will follow. Your difference could reduce our collective carbon footprint by almost 10 tonnes. Telling your friends will reduce our collective footprint by so much more.

Be brave. Start the chain reaction.

"Be the change you wish to see in the World" Gandhi

INTRODUCTION

Living in this day and age, it's difficult to avoid the whole climate change conundrum. 'Fridays for Future', 'Extinction Rebellion', 'Greenpeace'... all these massive movements are trying to get the message through that *something* urgently needs to be done, leaving us feeling overwhelmed without knowing what we ourselves can do to make a difference.

So while we were sitting around waiting for our government and big companies to get on board, we felt it was our duty to create an effective and easy-to-follow guide, so that everyone can play their part in creating a maintainable future. By suggesting fabulous products and websites we use ourselves, this guide will make it easy for you lead a sustainable lifestyle.

Leading a sustainable lifestyle is not about being perfect. Everyone is new to this way of living, and it's important to know that while everyone tries their best, there's no judgement whatsoever if we can't live an incredibly clean, exemplary lifestyle. We'd be lying if we told you that we live according to the book – we too just try our best.

Making a difference is not about spending loads of money, or becoming an expert in the subject. Making a difference is about changing seemingly small parts of your life, in turn creating a massive difference; reducing your carbon footprint, plastic usage and role in global consumerism.

Sounds good? Let's get started!

SUSTAINABILITY

/səsteɪnə'bɪlɪti/

Environmental Science.

The quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance⁴

⁴<https://www.dictionary.com/browse/sustainability> (13.09.2019)

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FOOD

In our globalised world, food comes from all around the Planet. It's undeniable that this vast variety of food can be a wonderful thing; we have a lot of choice and have the opportunity to try food from many different cultures. There is, however, a darker side to having access to all this exotic food. Imported goods travelling from long distances causes high carbon emissions which in turn is a contributing factor to climate change.

Where shall I buy my food?

In general, the less the product is processed the better it is.

Local shops: Try and buy your food from local shops, e.g. farmers markets. Most food in supermarkets tends to come from abroad, increasing the Co2 levels due to transportation.

According to 'Rainforest Partnership', the beef industry is one of the main reasons for deforestation in the Amazon.⁵

Therefore, buying local meat can relieve the strain of the beef industry on the rainforests in the Amazon and other forests used for this industry.

What can I buy?

Seasonal calendar: Buy food according to the seasonal calendar. This means that all the food you eat will be produced naturally and locally.

⁵ <https://rainforestpartnership.org/the-beef-industry-and-deforestation/> (08.04.2020)

Check out ‘Good to Know’s’ seasonal calendar which explains which foods to eat and when, simple as that!

<https://www.goodtoknow.co.uk/food/seasonal-food-calendar-71128>
(03.04.2020)

Palm Oil: Did you know that according to ‘One Green Planet’ the size of up to 300 football fields of forest are cut down every hour to make room for palm oil plantations?⁶

The use of a palm oil is a very tricky topic – we could write a whole book about the effects and uses of palm oil alone, but I’ll try and summarise it here.

Palm oil is the most highly used vegetable oil in the world. It is used as biofuel in many countries, it’s used for animal feed, and in the supermarket you will find it in nearly 50% of packaged products from pizza, chocolate and donuts to shampoo, lipstick and deodorant⁷. That’s why it’s so important to be aware of what we are buying, and to make sure that we try to avoid products with non-sustainable palm oil.

‘LiveScience’ claims that rainforests ‘are home to 80% of terrestrial biodiversity’⁸ including many, many different animals and plant species. These species depend on the natural biodiversity of the rainforest to survive. ‘If an ecosystem had organisms that were not diverse, but had only one or two different species, a sudden change in the

⁶ <https://www.onegreenplanet.org/animalsandnature/top-10-facts-you-need-to-know-about-palm-oil/>

⁷ <https://www.wwf.org.uk/updates/8-things-know-about-palm-oil> (11.04.2020)

⁸ <https://www.livescience.com/27692-deforestation.html>

environment can have a greater effect in destroying the population.”⁹

Palm oil plantations are examples of a non-diverse ecosystem also called monoculture, which support fewer species than a forest would.¹⁰

Another problem is that the process of deforestation itself involves creating controlled forest fires, which also contributes to habitat loss.¹¹

Food packaging and plastic bags

Food packaging: Avoid plastic packaging when buying your food. This seems obvious but hard to avoid. Answer? Buy groceries which don’t go off (eg rice, pasta, oats etc) in large quantities and store in glass bottles. This reduces the packaging you will use.

Plastic bags: Bring your own reusable bags to the supermarket. These can be large shopping bags or smaller bags for fruit and veg or the baked items.

Search for cotton food bags online – these are great for buying loose fruit and veg.

You can buy a pack of three cotton food bags from ‘&Keep’ as well as other online shops.

Do I have to go vegan?

Did you know:

⁹ <https://biodiversityphotoproject.weebly.com/importance-of-biodiversity.html> (10/04/2020)

¹⁰ <https://www.sciencedirect.com/science/article/abs/pii/S0169534708002528> (10/04/2020)

¹¹ <https://www.greenfacts.org/en/oil-palm-biodiversity/index.htm> (10/04/2020)

According to Smithsonian Magazine, 26% of earth's land is used for animal agriculture?¹²

According to the Guardian, 83% of agricultural land is used for livestock even though meat and dairy only make up 18% of caloric supply and 37% of global protein supply?¹³

However, you don't actually need to go vegan! It's really about being aware of where your meat/dairy comes from, as well as limiting the amount you eat.

The meat and dairy industry do contribute to the destruction of our planet in various ways, e.g.

- water waste
- deforestation to raise animals and plant soya to feed them
- methane gas (smelly!)
- increasing food poverty in developing countries

Of course, the less meat and dairy you eat, the smaller your carbon footprint will be, however this change in lifestyle can often be difficult and overwhelming, so just do the best you can. Everyone needs to start somewhere!

And it almost goes without saying, if you are going to buy non-vegan produce, get it free-range! We don't want to be encouraging the factory farm industry.

Here is a ranking of emissions of some of the worst foods for our environment according to 'Green Eat':

Rank	Food (per kilo)	CO ₂ Kilos Equivalent	Car miles Equivalent
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¹² <https://www.smithsonianmag.com/travel/is-the-livestock-industry-destroying-the-planet-11308007/> (08.04.2020)

¹³ <https://www.theguardian.com/environment/2018/may/31/avoiding-meat-and-dairy-is-single-biggest-way-to-reduce-your-impact-on-earth#maincontent> (08.04.2020)

1.	Lamb	39.2	91
2.	Beef	27.0	63
3.	Cheese	13.5	31
4.	Pork	12.1	28
5.	Turkey	10.9	25
6.	Chicken	6.9	16
7.	Tuna	6.1	14
8.	Eggs	4.8	11

14

As you can see, the discussion is not only about meat and dairy! In his book 'We are the Weather', the bestseller author Jonathan Safran Foer comes up with a good solution; eat vegan meals for breakfast and lunch and enjoy your meat and dairy products for dinner. This alone will massively help reduce our emissions. Even just eating vegan food one day a week will create a positive impact.

Alternatives: There are many alternatives you can eat in place of meat and dairy products.

Milk – almond, soya, cashew or rice milk

Cheese – vegan cheese

Butter – margarine

Meat – Soya, tofu, pulses

As stated by 'Food Revolution', these are the foods that are better for the environment: ¹⁵

Rank	Food (per kilo)	CO2 Kilos Equivalent
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¹⁴ <https://www.greeneatz.com/foods-carbon-footprint.html> (03.04.2020)

¹⁵ <https://foodrevolution.org/blog/food-and-climate-change/> (03.04.2020)

1.	Lentils	0.9
2.	tomatoes	1.1
3.	Dry beans	2
4.	Tofu	2
5.	Broccoli	2
6.	Nuts	2.3
7.	Rice	2.7
8.	Potatoes	2.9

Chocolate

Yes, we know. Even chocolate should be avoided to a certain extent. The problem with chocolate is that it contains cacao and milk which contributes to the destruction of wide areas of rainforest and often exploits local workers (even children), not to mention the methane gas and water consumption which comes from rearing cows for the milk.

However, there are companies which make environment friendly chocolate. Look for *GEPA*, *Fairafrica* and *Original Beans* on packaging, and use these brands:

- *Green and Blacks*
- *Moser Roth*
- *Tonys chocolonely*
- *Navitas Organics*
- *Seed and Bean*

In fact, Moser Roth chocolates are sold in Aldi, so there's no need to break the bank getting your sustainable chocolate.

Tips for the kitchen

Kitchens often become a collection of voidable single-use plastic.

Here are some general and worthwhile alternatives for around your kitchen:

Clingfilm

- Replace your clingfilm with beeswax or silicon wraps which can be used up to 150 times! While these tend to be quite expensive, they are definitely worth it as you will also save on buying normal clingfilm. You can also make beeswax clingfilm yourself by following some simple tutorials on YouTube.

Have a look on Etsy or <https://www.beeswaxwraps.co.uk/> for some ideas

Tea towels

- Try to use tea towels or sponges rather than kitchen towels made of paper to wipe up spills
- Dishwashing capsules or liquid often have ingredients which are toxic to the environment and contain non-reusable plastics. Try products from sustainable companies such as 'The Smol Company' and 'Ecover'.

www.smolproducts.com

www.ecover.com

Containers

- Buy glass containers to refill items such as rice, pasta and cereal
- Get food storage containers rather than using plastic sandwich bags

Rubbish

According to the world bank:¹⁶

¹⁶ <https://www.worldbank.org/en/news/press-release/2018/09/20/global-waste-to-grow-by-70-percent-by-2050-unless-urgent-action-is-taken-world-bank-report>

‘waste generation and burning play a major part in global warming accounting for 1.6 billion tons of CO₂ equivalents in 2016 or about 5 percent of global emissions’

Global waste will grow to an extraordinary 70% by 2050 unless urgent action is taken.

242 million tons of plastic waste were generated globally in 2016, that’s 12% of all solid waste.

To improve these trends, we must reduce the waste that goes into landfill and recycle more. These steps help us doing so:

- Use food leftovers for new meals
- Compost your food and garden waste if you have a garden. This will:
 - reduce the amount of waste you send to landfill
 - improve your soil structure and nutrient levels
- reduce your daily plastic use by avoiding single use plastic packaging
- Inform yourself about the local waste management and try to separate materials as much as you can to make sure they get recycled. This may include separating paper, hard plastics, cardboard and tins.

<https://www.gov.uk/recycling-collections>

Dangerous goods that don’t belong in the landfill:

- batteries: in the UK every store selling more than 32kg of portable batteries a year has to offer free collection (takeback) of used batteries¹⁷
- fluorescent lights: ask local authorities

¹⁷ <https://www.gov.uk/battery-waste-supplier-reponsibilities>

- paint: ask local authorities

For detailed information regarding the waste management in the UK visit:

<https://www.gov.uk/topic/environmental-management/waste>

Takeaways

No, no, we aren't saying you can't get your favourite takeaway, just how you may be able to enjoy one in a guilt-free and sustainable way!

- Keep plastic boxes from your Chinese order and use them as Tupperware box replacement or even to grow seedlings in (they act as miniature greenhouses!)
- Tell them that you don't need the additional plastic bags, or bring your own.
- Ensure that you carry a reusable coffee cup and a small set of cutlery with you if you know you're prone to an en-route snack.
- If you are going to collect the takeaway yourself, ask the restaurant if it's possible to bring your own boxes for the food.

Tea and Coffee

Boiling the kettle: Useful tip: only boil the kettle with the amount water you plan to use - ask those around you if they would like tea or coffee to make it more efficient. Boiling a lot of water once is a better use of energy than boiling a smaller amount of water twice. But remember, try not to boil more than you need.

Coffee¹⁸: “Don’t even talk to me before my coffee!” Don’t worry, you can still enjoy your morning cup of coffee; we just want to show you how you can enjoy your cappuccino, flat white, latte or Espresso in the most environmentally friendly way!

For many years, the coffee industry has tried to use more sustainable approaches to maintain rainforests and keep the ground fertile. However, private investors continue to use immoral methods which include the destruction of rainforest and exploitation of local workers.

Fairtrade certificated coffee ensures fair working conditions for workers and sustainable plantation methods. By buying Fairtrade you are supporting these positive organisations which will ensure that we can carry on enjoying coffee in the future, while keeping our Earth happy. The alternative is simple: deforestation + monocultures = no coffee!

Milk: As we’re sure you are aware, milk is an animal product which produces higher CO₂ emissions than plant based milk. However, if plant based milk isn’t for you, try buying your milk from local farms and check any certifications about the production and information about animal husbandry.

As an alternative, soy, oat and almond milk work well in coffee and chai lattes, and rice and coconut milk work wonders in a hot chocolate!

Coffee machines: If you use a coffee machine, switch from using disposable capsules to reusable or biodegradable ones. You can buy these for coffee machine models such as

¹⁸ <https://perfectdailygrind.com/2018/11/sustainability-in-coffee-what-are-the-main-issues/> (20/04/2020)

Nespresso and Dolce Gusto. By doing so, you limit waste and support smaller companies.

Nespresso:

<https://www.edenproject.com/shop/drink/coffee>

<https://thefoodieslarder.com/capsules/>

Dolce Gusto

<https://www.recapsules.com>

Of course, another option is to use a coffee percolator (where the coffee tastes amazing!). The process doesn't produce waste, just ensure that you use sustainably sourced coffee.

Tea: It's the same story with tea; by supporting Fairtrade and sustainable coffee you change the conditions for workers in developing countries and lower the power that big companies have on the market. Companies must change their way of managing, but we, as the buyers, must decide how soon this change is going to happen.

Try to buy Fairtrade, ideally with biodegradable teabags or even loose tea leaves.

Buying Fairtrade helps to improve the conditions for plantation workers and limit the use of pesticides which pollute the water and reduce biodiversity of the soil.

Other sustainable tips

Apps: There are a number of apps which help conquer food waste, for example 'ToGoodToGo' which sells leftover food from local stores, and 'Olio' where users can collect unwanted food from local residence, or offer their own unwanted food for collection.

Grow your own: Become a member of a community garden, or if you have your own garden then plant your own veg!

Fact: British and American households throw out a third of the food that they buy!¹⁹ Try to prevent food waste by planning the shopping and cooking for the week ahead.

FASHION

Where shall I buy my clothes?

If you let us, we could rant all day about fast fashion, child/slave labour and crazy company profits. However, instead I'm going to get straight to the point.

Avoid fast fashion brands. If you are buying new clothes, try and buy from sustainable sources.

Best sustainable brands

Here are some great brands to check out which do ethical fashion. We understand that while these clothes are in some of our price-ranges, they aren't for all of us. Most of the time, sustainable clothing brands are more expensive because the company is Fairtrade and pays the workers fair prices, however we understand that these may be above many of our price ranges. We will write more about cheaper options on the next page...

Clothing Brands:

ThokkThokk

Pact

Glass Clothing

Armed angels

Greenality



¹⁹ <https://www.greeneatz.com/foods-carbon-footprint.html> (03.04.2020)

Lanius
ThredUP
Twothirds
People Tree

Shoe Brands:

Saye
Veja
Flamingoslife

Underwear Brands:

Organicbasics

Sports clothing:

If you're wondering where to get new sports leggings or the next outdoor jacket, these eco-conscious sportswear brands keep you on your toes:

Pact:

Ethics: GOTS-certified*, organic, fair trade

Products: underwear, tops, yoga apparel

Price range: £

Rei:

Ethics: sustainable materials, fair trade options

Products: tops, bottoms, outerwear

Best for: new and used apparel available

Price range: ££

Vaude:

Ethics: eco-friendly, fair trade

Products: outerwear, top, bottoms,

Price range: ££

Patagonia:

Ethics: B corps**, organic, fair trade

Products: Adults and kids activewear

Price range: ££-£££

***GOTS-certification:** The Global Organic Textile Standard (GOTS) is one of the leading processing standards for textiles made from organic fibres. It defines environmental criteria along the organic textiles supply chain and requires compliance with social criteria as well.²⁰

****B-Corps:** The B Corporations certification distinguishes businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are aiming to move towards a more inclusive and sustainable economy.²¹

Second-hand clothing

Charity shops have a bit of a bad reputation. We often hear people saying that they only sell granny clothes, but most of the time charity shops just have clothing that people don't want any more, and anyway aren't granny clothes cool nowadays?

I for one, try only to buy from charity shops. Not only is all my money going to a good cause rather than supporting the slave labour industry - the clothing I find is unique and very cheap! I found my prom dress in a charity shop for £5 – a long, burgundy, velvet dress originally from Top Shop, and a pair of Levi corduroy flares also for £5. So really, what's not to love?

²⁰ <https://global-standard.org/the-standard.html> (16.04.2020)

²¹ <https://bcorporation.eu/about-b-corps> (16.04.2020)

Other apps and websites such as ‘Depop’, ‘eBay’ and ‘Shpock’ are good for buying second-hand clothes. Companies like ‘UpThred’ sell selected high-quality second-hand clothes.

Recycling my clothes

Sustainability is all about preserving what we already have; try and give your old clothes to friends and neighbours, charity shops, clothing banks or sell them online. You could even try and upcycle your clothes – watch some ‘YouTube’ or ‘Pinterest’ tutorials and you’ll soon be inspired!

Just please, please don’t throw your perfectly good pair of jeans in the bin!

Clothes washing

Wherever you buy your clothing from, the likelihood is that the material will, at least partially, be synthetic. Clothes made from polyester, nylon, acrylic and polyamide will all have plastic microfibres which can pass straight through our water systems when in the washing machine and into the sea. Fish will eat these microplastics which will then be passed up through the food chain.

What can we do?

Invest in a washing bag – these special bags stop microfibres going down the washing machine drain, hence stopping plastic going through our water systems.

One good option is the Guppyfriend Washing Bag which can be purchased from [ethicalsuperstore.com](https://www.ethicalsuperstore.com).

You can also use an eco-friendly laundry detergent, such as ‘Seventh Generation’ and ‘Smol’. You don’t need to choose between liquid or capsules; both are available.

Liquid: <https://www.seventhgeneration.co.uk>

Capsules: <https://smolproducts.com>

TRAVEL AND TRANSPORT

In today's society it is very hard to avoid travelling, whether it's by car, train, bicycle or plane.

While in cities it's easy and strongly advisable to use public transport, it can be difficult in smaller villages to avoid using the car. It is similarly difficult to go on holiday without flying, which is significantly cheaper and quicker than taking trains or boats.

However, what most people don't know is that there is a way to compensate for your carbon footprint. Yes, that's right, we aren't asking you to avoid flying or driving all together, just to ensure that your trips are CO₂ neutral.

But how can we do that?

There are websites which can calculate the amount of CO₂ on your journey and will plant enough trees to compensate. For example, fly from London to Berlin and it will cost you just over £11 to plant enough trees to neutralise your journey.

Even if you can't afford the whole cost (e.g. on longer haul flights), you don't need to do 100% compensation, just as much as you can afford. Remember – every little helps!

Websites include:

https://co2.myclimate.org/en/flight_calculators/new

<https://www.atmosfair.de/en/>

These websites also have useful tips on how to travel in an eco-friendly way.

Travelling to Asia by train

What sounds like a bit of a weird idea can be turned into an amazing adventure. Flying around the world has become such a common thing that we tend to forget that there are other options.

The Austrian travel organisation ‘*traivelling*’ was founded in 2019 by a young student from Vienna who travelled around Asia by train after high school. Planning and booking his trip independently was pretty tricky so he decided to create a booking centre that helps you planning your train routes.

‘*Traivelling*’ provides train routes from Europe (mostly starting from Vienna) to Armenia, China, Georgia, Indonesia, Japan, Cambodia and many more countries...

<https://www.traivelling.com>

Holidays

Due to globalisation, travelling has become very cheap. While not so long ago only the wealthy could afford to travel by plane, the masses can now afford to go on holiday all round the world.

This development led to a huge boom in the tourism industry and overcrowded holiday destinations. Today we call this ‘mass tourism’. The problem with ‘mass tourism’ is that it causes high emissions and often destroys the local culture.

‘Mass tourism’ is increasing property value in tourist destinations forcing local communities to move away to cheaper areas.

An approach to prevent these problems is so-called ‘ecotourism’.

“the business of organizing holidays to places of natural beauty in a way that helps local people and does not damage the environment”²²

When travelling abroad, it is especially important to respect local customs while also taking the effects of our journey on the environment into consideration (e.g. air pollution and increasing CO₂ levels). It is important to prepare effectively. Try packing grocery bags instead of using plastic bags when you’re there. Choose accommodation wisely, trying to avoid big hotel chains which often have mass produced interiors and tons of food waste.

Once you’ve arrived, stay away from chain stores and instead support local businesses and eat at local restaurants or cafes to support the local community. This will also increase your cultural experience.

Booking platforms with a sustainable approach:

- <https://goodtravel.de/en>
- <https://bookitgreen.com/en/>
- <https://www.bookdifferent.com/en/>

It is important to maintain the habits you have at home; while it’s good to be less strict on yourself at times, remember that when you’re away, the locals will be the ones affected by plastic pollution, water poverty and natural destruction.

²² <https://dictionary.cambridge.org/de/worterbuch/englisch/ecotourism> (25.03.20)

No matter where you're staying, be it on holiday in your own country or abroad, organisations with a sustainable approach can help you plan your mountain trek, sailing trip or sight-seeing tour. Local initiatives organize activities such as beach clean-ups and teach you about preserving nature.

TOILETRIES AND COSMETICS

Avoiding plastic

Plastic is hard to avoid when it comes to toiletries and cosmetics; toothbrushes, hairbrushes, shampoo bottles... it all seems to contain plastic!

However, while it might seem impossible to change, there are quite a few alternatives:

- Shampoo, conditioner and soap bars: These come in card packaging and are available from an increasing number of drugstores and online.

You can get shampoo bars from many online shops such as 'Soap & Soul' and 'Earthbits' which all sell conditioner bars. '&Keep' also do shampoo and conditioner bars, as well as almost anything else you can imagine when it comes ethical and sustainable products!

- Use bamboo toothbrushes, hairbrushes and razors

All these items can be bought from 'EcoVibe' and many other places online.

- Floss: Use vegan, biodegradable floss which comes in a glass or stainless-steel container and can be re-filled.

‘&Keep’ does biodegradable corn-starch floss in a choice of glass or stainless-steel containers. The advantage with a stainless-steel container is that it won’t break in your bag if you’re a frequent traveller. Many other online shops also do this floss, and the price averages between £5-6.

Bamboo

Bamboo is known as ‘the world’s most renewable material’.

Bamboo:

- Is the fastest growing woody plant in the world
- Can grow up to four feet in one day
- Absorbs five times more carbon dioxide and produces 35% more oxygen than a similar group of trees
- Requires no pesticides and little water
- Can, once harvested, regenerate itself extremely fast

So many household items can be made from bamboo – we already mentioned some bathroom items you can buy, but it doesn’t stop there; cutlery, clothing and even plasters can be made of bamboo! Check out ‘&keep’ and ‘World of Bamboo’ as well as loads of other websites for some amazing bamboo products.

IMPORTANT NOTE: Although bamboo is a great material, it is often planted in mono-plantations which means that forests and ecosystems are at risk. Check growing locations and certifications of the bamboo from companies you use to ensure that the source is sustainable.

Let’s talk about periods!

It goes without saying that when it comes to periods, it’s comfort first. While many people like to use tampons or pads, these single-use items produce a lot of waste through plastic packaging and badly produced cotton.

Here are some alternatives you may have come across:

- **Moon Cups** – These are not for everyone and requires some skill. However, I have heard that once you have mastered the moon cup there is no going back. They don't only help save the environment, but also save on loads of money each year.

<https://andsisters.co.uk/shop-now/nudie-period-cup/>

- **Panties** – The latest trend: Reusable knickers which are period proof! Sadly, these are still quite expensive, but hopefully as time goes on these will become more available.

<https://www.rubylove.com/period-underwear>

<https://www.fluxundies.com/>

- **Cloth pads** – These reusable pads are another great alternative. They prevent waste and are relatively cheap.

<https://www.amazon.co.uk/washable-menstrualpads/s?k=washable+menstrual+pads>

Can't move away from pads and tampons? That's okay!

Brands like '&SISTERS' and 'Natracare' provide environmental products and also supports women's right. Best of all, they aren't expensive!

<https://andsisters.co.uk/>

<https://www.natracare.com/products/pads/>

PLEASE NOTE: The following websites are not the only places to purchase these items, and are put here purely for your ease. Also do your own research and find what works best for you and falls within your price range.

Deodorant

Did you know that a normal spray deodorant is made of volatile organic compounds which can destroy the ozone layer and create air pollution? These deodorants are normally tested on animals, and come in non-recyclable packaging. Aluminium is a key element and is a water pollutant which can damage ecosystems and aquatic life, not to mention our own bodies!

Read more of the science stuff here:

<http://naturalquestproducts.com/articles/top-10-reasons-why-deodorants-are-bad-for-environment/>

We know what you're thinking! 'But natural deodorants just don't work!' Yes, we have found this to be true for many different brands, however after trying different deodorants for years, we have finally found one which works!

It's called 'Elsa's' and is a stick of deodorant which is 100% natural and vegan. Yes, it's pricier than your average supermarket deodorant, but it lasts for a very, very long time and also efficiently stops the smell!

<https://elsas.co.uk/>

Another alternative which we haven't yet tried is 'Native'. This brand also uses natural products (no aluminium!) and vegan ingredients. This brand also does other products like soap and toothpaste.

<https://www.nativecos.com/>

Cotton buds

We've all seen that upsetting photo of the seahorse with the cotton bud. Let's make sure our own cotton buds don't end up floating around with the fish!

There are lots of brands which make everlasting, washable cotton buds, such as '*Earth Insider*'. This brand not only makes reusable cotton buds, but also makeup wipes, zero-waste razors and everything else you can imagine for bathroom and kitchen.

<https://earthsider.com/>

Sustainable Cosmetics

More and more brands are beginning to use glass bottles rather than plastic for their products. We recommend brands such as '*The Original*' and '*Dr Hauschka*' which are sustainable alternatives to brands using single use plastics.

Even better: make it yourself! Aloe Vera, for example, can be kept as a pretty house plant but by breaking the leaves you can use the gel inside to hydrate your skin, relieve sunburn and many more things.

Seek more advice on the uses and potential risks of the plant here:

<https://www.healthline.com/health/how-to-use-aloe-vera-plant#risks>

Removing your makeup: rather than using single-use wipes or make-up remover with cotton pads, try using a reusable make-up pad. Most of them simply require some water and the make-up comes off, just like that! These are a great money-saver too, as they're generally a one-off purchase, not to mention the space they will save when you travel.

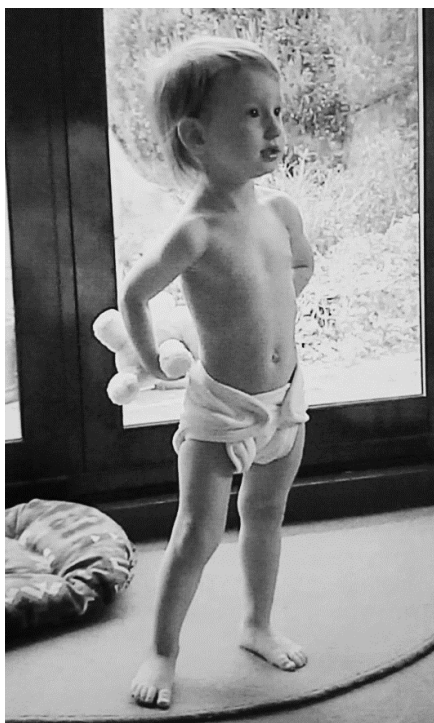
You can get some really cute wipes from 'Etsy' and some more practical ones from places such as '*Ethical Superstore*' or '*World of Bamboo*'.

Nappies

Having a baby can be extremely exhausting and we don't blame you if sustainability is the last thing on your mind. But how about if you just replace your good old nappies with extremely similar ones from '*EthicalSuperstore*'? These nappies are made using corn starch, biodegradable polyester and renewable raw material to replace the plastic parts of the product.

Another option is to use reusable material nappies. You longer they will last.

Below: me rocking cloth nappies at age 2!



FURNITURE

Very often, moving somewhere new automatically leads to a fun trip to Ikea, lots of new furniture and brand-new beginnings. Suddenly, your own furniture becomes ‘too small for the space’ or ‘the wrong colour’.

Generally, we buy less furniture than other items such as clothes, however that doesn’t mean we don’t still do it frequently. Think about it. Living in a city like London often means moving to a new apartment every few years, and with the constant pressure of having an up-to-date and stylised home we consume a lot more than we did in the past. Back then, one bed was for life.

But that doesn’t mean you can’t still have a beautiful home! Furniture is made of highly resistant materials such as wood and metal which makes it difficult to recycle, but easy to pass on given its long lifespan. Check out ‘Freecycle’. Find a group in your local area, and people are sure to be giving anything from a leather sofa to a kitchen unit away for free! Can’t get much cheaper than that!

Buying Second-hand: You can also look at sites such as ‘Facebook Marketplace’, ‘eBay’ and charity shops for cheap, second-hand alternatives. Looking on ‘Facebook Marketplace’ right now, I can see a chest of drawers for £10, a brand-new Ikea bookshelf for £10 and a piano for free!

And you don’t need to worry about your home looking old fashioned – most of the items sold/given online are really nice, and you can always revamp them yourself with a bit of paint.

ELECTRONICS

In today's society, electronics have become such a staple. From laptops to lamps, TVs to washing machines, we use them in almost every single aspect of our lives.

These products require a very long and complicated process of production using a lot of energy, but have a much shorter lifespan than most household items such as sofas and tables.

This is why it's so important to start thinking about where we are buying these products from and how we get rid of them.

Buying second-hand

Buying second-hand electronics is a growing trend, as the previous model is often just as good as the latest 'must-have'! They are also a lot cheaper to buy.

On online platforms such as '*asgoodasnew*' and '*electrofarm*', the products put up for sale are regularly being checked by an expert team to prevent false advertising.

Of course, you can always buy from sites such as 'eBay' and 'Gumtree' which may be a bit more of a risk but often give you the cheapest prices.

Buying new

If you can't avoid buying new electronics which if often the case, you can check companies in terms of their carbon footprint. Companies such as '*Fairphone*' have a smaller or neutral footprint.

Getting rid of old electronics

Most of the time, when we choose to get rid of our old electronics, they aren't actually broken. They can be sold on 'eBay', 'Gumtree', 'Facebook Marketplace', 'asgoodasnew' or indeed any other online selling platform. If your device is broken, know that you can still sell it at a cheaper price 'for parts'. There are also recycling stations you can use.

Using technology at home

There are a number of very simple things you can do around the house to massively decrease the amount of energy you use.

Make sure you unplug devices when they are fully charged or during the night to save energy and reduce your monthly electric bill.

Get rid of spam emails or delete old emails you don't need any more. It's hard to believe, but unsubscribing from that online newsletter you never actually read will actually help the environment, as every email uses energy which may not come from an ecological source.²³



²³ <https://cleanfox.io/blog/digital-pollution-en/digital-pollution-emails-and-carbon-emissions/> (11.04.2020)

ENERGY

Energy has become crucial in keeping society going; we need energy to produce goods, to cook food, to work, to flush the toilet... the list goes on! But this also has a huge impact on our CO₂ emissions.

Fun fact (or not so fun!) : According to the fifth assessment report by the Intergovernmental Panel on Climate Change, the energy sector caused 80.7% of all greenhouse gas emissions in the EU in 2017. This was by far the biggest sector of the pie chart!²⁴

According to 'Smarter Business', 40.7% of the annual energy use in the UK is generated by gas fired power stations. 28% comes from renewable energy (yay!), 22.5% from electricity imports and 1.3% from coal.²⁵

Switching to a green energy provider

The sustainable solutions for our future are renewable energy sources such as:

- **Wind power** - energy generated by turbines in windy areas
- **Solar power** - produced through solar panels that absorb the sunlight
- **Bioenergy** - biological material such as plants that are turned into a fuel source
- **Hydropower** - energy generated by the power of

²⁴<https://www.europarl.europa.eu/news/en/headlines/society/20180301STO98928/greenhouse-gas-emissions-by-country-and-sector-infographic> (09.04.2020)

²⁵ <https://smarterbusiness.co.uk/blogs/uk-renewable-energy-percentage-2018/> (08.04.2020)

flowing water

- **Geothermal energy** - using the earth's natural heat

Changing to a green energy provider is essential if you want to make a change for the future!

The Company Ecotricity (<https://www.ecotricity.co.uk/>), for example, provides green energy, and with the motto “bills pay mills” they reinvest their costumer's money in new wind-mills and solar panels to help the UK increasing their renewable energy base.

For a lot of people, changing their energy provider seems to be a challenge, as it's too expensive or they heat with gas instead of electricity. But that's the trap! Renewable energy sources are NOT more expensive – in fact, they're often cheaper. Prices will lower even more in the future with better technologies that are more efficient and resistant, but for now even if you're heating with gas you can be greener by choosing Bioenergy. These Websites help you to find a new provider:

<https://www.moneysupermarket.com/gasand-electricity/green-energy/>,

<https://www.greenenergyuk.com/>

Using energy-efficient appliances

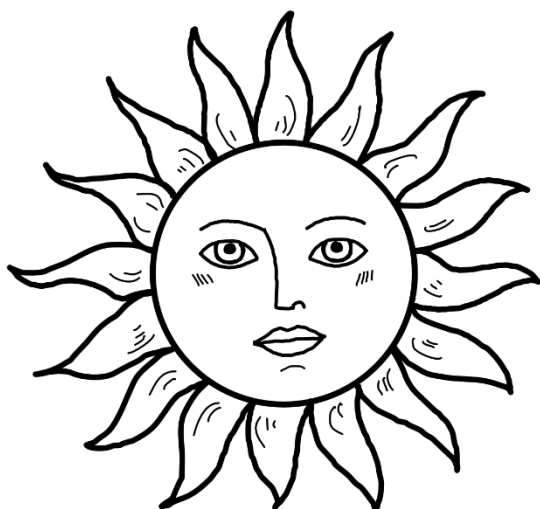
Another side to being sustainable with your energy consumptions is being aware of the electronics you use, and ensure that is energy efficient. As a general rule, check how energy efficient any appliance is before buying it. It may even save you money in the long term!

LED bulbs: According to The Energy Saving Trust, LED bulbs use 80-90% less energy than traditional bulbs, and the ‘energy saving will soon pay back the extra investment’.²⁶

Washing Machines and dishwashers: These appliances usually amount to 10% of a household energy bill.²⁷ You can reduce this by air-drying your laundry as opposed to putting it in the tumble dryer. Only put these appliances on once they are full instead of just washing your favourite top so it’s ready for the party tomorrow evening!

Larger changes: If you are ready to make some larger changes such as insulating your home or replacing your boiler, this article goes through some of the best ways to create energy efficiency in your home:

<https://energysavingtrust.org.uk/blog/climate-change-what-can-you-do-help>



²⁶ <https://energysavingtrust.org.uk/blog/climate-change-what-can-you-do-help>

²⁷ Same as above

CLEANING PRODUCTS

Many cleaning products damage not only our environment but also our health. Substances such as petroleum surfactants can be absorbed in ground water and poison microorganisms after the cleaning process. An alternative which companies use is palm oil surfactants, but these plantations destroy the rainforests.

Another problem is the preservatives that can cause serious allergies and are often not biodegradable - not to mention the aromatic substances and softeners used.

Eco-friendly alternatives use renewable raw materials which are biodegradable and do not damage nature. Finding them in the local supermarket is still a challenge but the world wide web has answers!

The following website is very helpful but don't limit yourself as there is much more out there to discover.

<https://www.ethicalsuperstore.com/category/cleaning-and-household/cleaning/>

COMPANIES WHICH PAVE THE WAY

While it's all well and good that we are all doing our bit, the biggest changes are coming from the larger organisations and companies who provide the goods we consume. Through the process of writing this book, we have found some quite frankly amazing companies whose main aim is to make the world a more sustainable place and are making great changes in the wider scope of our economy. Some of these companies have previously been mentioned in this book and others are new, but they are all 100% worth checking out!

- **‘Ecosia’** – search engine which plants a tree for every 45 searches you make. 80% of their income is put into reforestation of lost forests, and it is a completely transparent company which publishes all its monthly financial reports. If you don't already use ‘Ecosia’, download it! You have absolutely nothing to lose and the world has everything to gain.
- **‘Offset Earth’** – From just £4.95 per month you can subscribe to plant 12 trees a month and watch them grown in a virtual garden! You will also find details about their location and other supported projects.
- **‘Who Gives a Crap’** – Sells completely recycled toilet paper without plastic packaging. (Don't worry, no-one has wiped their bottom on the paper before you!)
- **‘Smol’** – Sustainable laundry and dishwasher tabs
- **‘Utopia’** – Instagram and Blog about living a sustainable lifestyle
- **‘Togoodtogo’** – An app which prevents food waste by selling leftover products at a cheaper price
- **‘Olio’** – Another app which allows you to give away food you don't need, and even receive free food from others who don't want it.

- **`4ocean`** -- A company that is financing their ocean clean ups by selling recycled bracelets and merch.



BANK ACCOUNTS

Investing your money in the right banks and projects leads to global change. There are already a few banks investing in Fairtrade and sustainable projects. Choosing these banks, we can be certain that we aren't investing in companies which test on animals and support the weapon industry, companies which exploit their workers and all other non-sustainably run organisations.

Some notable names are:

- **The Cooperative Bank**
- **Triodos Bank**
- **Reliance Bank**
- **Charity Bank savings account**
- **Ecology Savings Account**

WORK AND SCHOOL

Most people will spend a large proportion of their lives at work, school or university. Unconsciously, we will consume tons of paper, pens, books, rubbers and folders; things which can all be exchanged for more environmentally friendly alternatives.

Paper

Recycled notebooks and folders can be found in commercial stores such as 'WHSmith'. You can also find recycled printer paper from stores such as 'Viking Direct' and 'Staples'.

Pens

Finding sustainable pens is more of a challenge as they tend to be very expensive and the plastic recycle rate rarely reaches 100%. You can, however, find partially recycled pens such as *BIC Ecolutions Round Stic Ballpoint Pens* which are made of 74% recycled plastic. If you think about how many pens you use just in one year, even pens which aren't fully recycled will still make a massive difference. 'Ethical.net' also provide useful options when it comes to buying pens²⁸:

- Recycled paper pens from 'The Green Stationary Company'

<https://www.greenstat.co.uk/office-pencils-and-erasers>

- Inkless pens which use metal instead of ink and never need to be replaced

<https://shop.interestingengineering.com/sales/omega-axl-pen-blue>

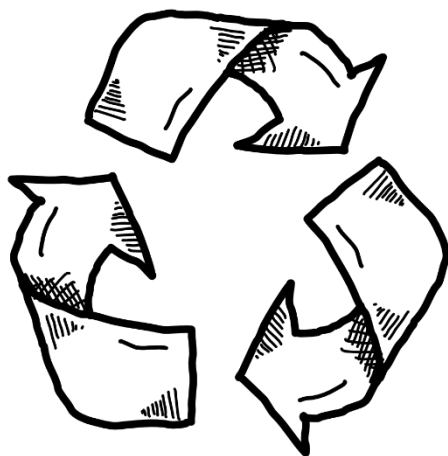
²⁸ <https://ethical.net/sustainability/sustainable-writing-utensils/>

- Refillable bamboo pens from 'Biome' – these can be refilled by buying ink cartridges from any stationary shop. While the cartridges do generate waste, they are still more eco-friendly than plastic pens.

<https://www.biome.com.au/healthy-home/9221-bamboo-pen-refillable-9330882004379.html?cfclick=0777e1dee00e4586b29eb1d04daoeba2>

Check out many more options at:

<https://ethical.net/sustainability/sustainable-writing-utensils/>



MINIMALISM: LIVING A SUSTAINABLE LIFESTYLE

Minimalism is all about the important things in life. The idea is that you consume less and decrease your dependence on items which aren't essential. It is about clearing your mind from distractions and giving everything around you meaning.

Today, many people find success in making more and more money, buying bigger houses and many unnecessary things which we believe will make us happier. In fact, this is often a trap. Having two cars may be a symbol of status, but we can only drive one car at a time!

Ever-changing trends often leave us unsatisfied with what we already have, making it much more difficult to appreciate these things for long and encouraging us to buy even more! Streaming platforms, fast fashion, social media... all these give us quick and easy entertainment, which feed our longing brains with illusional realities and make us forget the real and practical world.

So why don't we just stop and listen to ourselves, rather than your social media feed or the latest fashion magazine?

Many people find that purely through finding their voice and narrowing down their life essentials helps them find contentment in a much simpler and more fulfilling life.

Try cooking for pleasure, reading a book, turning off your phone, sleeping for eight hours, going for a nature walk alone or with friends... the list goes on! I always find that my most meaningful experiences in life are when I'm spending quality time with others and spending time in nature. And best of all, these are free!

Minimalism wants you to reduce what you have, but also prioritise what you really want. Do you want to work hard for 10 years to get a 5-bedroom house? Do you want to skip dinner so you can afford the car of your dreams? Do you want to get your child an Xbox for Christmas because you're too tired to engage with them after work?

Does it make you happier to buy a small house and work less? Or even work doing something you really, really love? Is it more important to be rich or to be happy? How would you use your time if you had more years?

The big question is: do you measure your happiness on your success? To a certain extent, I think we all do. But how would it be to reduce buying what you think will make you happy, and focus on moments rather than things?

Minimalism is a trend which intends to declutter our minds and focus on things which are important to us. There aren't any set rules; all our decisions are very personal to us individually. This is a very sustainable way of living and could help our society and environment to guarantee our future.

ORDERING ONLINE

Reading through the book you might be thinking: ‘why do these authors suggest so many websites rather than local shops - ordering online is not environmentally friendly either!’. Of course, your right! For those of us living in the city, chances are pretty high that we will find most of the products or equivalents in local shops. But in the countryside, everything is wide-spread and getting access to these less accessible items may be more difficult. The demand for sustainable products is still evolving, and many brands don’t have their own stores yet or are based in other countries, so shopping online is sometimes the only option.

Even though it’s hard to completely avoid ordering online, you can reduce the emissions and pollution caused by deliveries by planning your orders efficiently.

To do this, try:

- Waiting until you have at least 3 products you need so you can order them in one go, rather than ordering two separate packages.
- Checking if the brand compensates
- To avoid ordering more items than you actually want as returns are very inefficient
- Check the material that is used for packaging (some online shops sometimes give you the option to use recycled packaging)

SPREADING THE MESSAGE AND GETTING INVOLVED

If you have enjoyed reading our short guide, we would love you to share our mission to spread information about the simple ways of living more sustainably. Tell your friends and family about the little things you can do, however, try not to be judgemental if they aren't quite ready to commit to these life changes as it can be difficult to adjust.

If you would like to engage yourself further with the cause, join movements and organisations either online or in your local area, such as '*Friday's for Future*', '*Greenpeace*', '*Earth Justice*', '*Friends of the Earth*' and many more. There are so many ways to get involved' from attending a peaceful protest to becoming an online content creator. This is your chance to get creative and stand up for what you believe!

You can also educate yourself by watching documentaries/films:

- 'An Inconvenient Truth (2006) – This seems old but is probably one of the most influential climate change documentaries of all time
- Cowspiracy (2014)
- Fire on Ice (2019)
- Minimalism. A documentary about important things (2016)

USEFUL LINKS

We have given you a lot of different websites and brands to check out through this book. Here's a categorised list so you can quickly scan through these and find what you're looking for easily:

Food

- **Food calendar:**
www.goodtoknow.co.uk/food/seasonal-food-calendar-71128
- We are the Weather, Jonathan Safran Foer (book)
- **Eating vegan:** Instagram @healthyvegancuisine, @fivesechealth (recipes for vegans)
- **Chocolate:** Green and Blacks, Moser Roth, Tonys chocolonely, Navitas Organics, Seed and Bean
- **Apps:** togoodtogo, olio
- **Kitchen:** www.beeswaxwraps.co.uk/, www.etsy.com
- **Dishwashing:** www.smolproducts.com, www.ecover.com
- **Coffee capsules:**
www.edenproject.com/shop/drink/coffee
www.thefoodieslarder.com/capsules/
www.recapsules.com

Fashion

- **Brands:** ThokkThokk, Pact, Lanius, Armed angels, Christy dawn, Twothirds, People Tree
- **Shoes:** Saye, Veja, Flamingoslif
- **Underwear:** Organicbasic
- **Second-hand sites:** Depop, eBay, Shpock, ThredUP

- **Second-hand stores:** Picknweight, Oxfam, cancer research
- **Washing bags:** Guppyfriend washing bag
- **Washing capsules:** www.smolproducts.com,
- **Washing liquid:** www.seventhgeneration.co.uk

Travel and Transport

Offset your carbon footprint:

- www.co2.myclimate.org/en/flight_calculators/new
- www.atmosfair.de/en/

Holiday:

- www.goodtravel.de/en
- www.bookitgreen.com/en/
- www.bookdifferent.com/en/

Toiletries and Cosmetics

- **Shampoo, conditioner and soap bars:** ‘Soap & Soul’, ‘Earthbits’, ‘&Keep’
- **Bamboo toothbrushes, hairbrushes and razors:** ‘EcoVibe’
- **Floss:** ‘&Keep’
- **Mooncups:** <https://andsisters.co.uk/shop-now/nudie-period-cup/>
- **Panties:** <https://www.rubylove.com/period-underwear>, <https://www.fluxundies.com/>
- **Cloth pads:** <https://www.amazon.co.uk/washable-menstrualpads/s?k=washable+menstrual+pads>
- **Pads and tampons:** <https://andsisters.co.uk/> <https://www.natracare.com/products/pads/>
- Cotton buds: <https://earthsider.com/>

- Sustainable cosmetics:
<https://www.healthline.com/health/how-to-use-aloe-vera-plant#risks>
- Nappies: 'EthicalSuperstore'

Deodorant:

- <https://elsas.co.uk/>
- <https://www.nativecos.com/>
- **More information:**
<http://naturalquestproducts.com/articles/top-10-reasons-why-deodorants-are-bad-for-environment/>

Furniture

- **Online platforms:** 'Freecycle', 'Facebook Marketplace', 'eBay'

Electronics

Buying/selling second hand:

- <https://asgoodasnew.de/> (Germany)
- <https://www.electrofarm.co.uk/>
- 'Ebay'
- 'Gumtree'
- <https://www.facebook.com/marketplace/>

Buying new:

- <https://www.fairphone.com/en/>

Energy

- <https://www.ecotricity.co.uk/>

- <https://www.moneysupermarket.com/gasand-electricity/green-energy/>
- <https://www.greenenergyuk.com/>

Companies which pave the way

- **Search Engine:** <https://www.ecosia.org/?c=en>
- **Plant trees to reduce your carbon footprint:** <https://offset.earth/>
- **100% recycled toilet paper:** <https://uk.whogivesacrapp.org/>
- **Cleaning products:** <https://smolproducts.com/>
- **Buy left-over food from local cafes:** <https://toogoodtogo.co.uk/en-gb>
- **Take/give away unwanted food in your local area:** <https://olioex.com/>
- **Buy jewellery to remove rubbish from the ocean:** <https://4ocean.com/>

Bank Accounts

- <https://www.co-operativebank.co.uk/>
- www.triodos.co.uk/
- <https://www.reliancebankltd.com/>
- <https://charitybank.org/>
- <https://www.ecology.co.uk/>

Work and School

- <https://www.whsmith.co.uk/>
- <https://www.viking-direct.co.uk/en/>
- <https://www.staples.co.uk/>

Pens:

- **74% recycled pens:**
<https://www.amazon.co.uk/Ecolutions-Round-Ballpoint-Medium-50-Count/dp/B00CLHE47A>
- <https://www.greenstat.co.uk/office-pencils-and-erasers>
- <https://shop.interestingengineering.com/sales/omega-axl-pen-blue>
- <https://www.biome.com.au/healthy-home/9221-bamboo-pen-refillable--9330882004379.html?cfclick=0777e1dee00e4586b29eb1d04daoeba2>
- **For more information:**
<https://ethical.net/sustainability/sustainable-writing-utensils/>

Spreading the message and getting involved

- <https://www.fridaysforfuture.org/>
- <https://www.greenpeace.org.uk/>
- <https://earthjustice.org/>
- <https://friendsoftheearth.uk/>

Other References

Seasonal Calendar: <https://www.goodtoknow.co.uk/food/seasonal-food-calendar-71128>

Recycling Collections in UK: <https://www.gov.uk/recycling-collections>

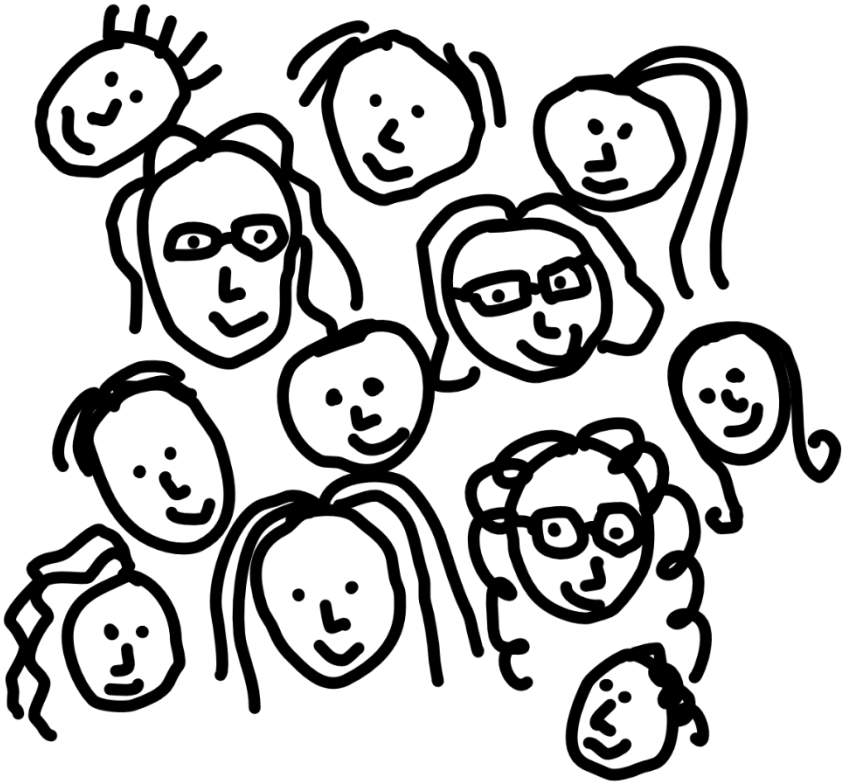
Waste management in UK:

<https://www.gov.uk/topic/environmental-management/waste>

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A massive thank you to everyone who has supported this process and helped with ideas and editing:

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NOTE FROM THE AUTHORS

In September 2020, over a handshake and an iced mochaccino, the idea to write a book was born. We were getting really excited, but life soon came in-between through work, travel and other projects. We continued to work slowly but surely; separated our work into research, corrections, more research, more corrections...

By February, the word COVID-19 was becoming more and more prominent in the news. Stuck at home and separated by borders (Keona in the UK and Jana in Germany), we suddenly found ourselves with more time than ever before! So, amongst the panic and lockdown, regular Skype calls were taking place, and progress was going quickly. Without the COVID crisis, we're not sure we'd have ever finished this book!



Jana Campo was born in 2000 in Bavaria, Germany. She finished her A-levels in 2019 and will continue on to do a bachelor's degree in geography and economics in London. Her plan for the future is to participate in making the changes towards a sustainable economy.

Jana has always been passionate about finding new ways to improve sustainable living and felt it was important to share how easy and cheap it can be to do so. She has also been the main researcher and fact-finder, using many online sources to find the most impactful information to include in this book.

Keona was born in 2000 in London, England. She finished her A-levels in 2019 and is an aspiring documentary filmmaker and production designer, having done a number of short films and documentaries alongside the BFI Future Film Academy and CTVC. It has always been her passion to raise awareness about social injustices and climate related messages, and she aims not only to inform through her documentaries and books, but to empower people to take action.

As the native English speaker, it was Keona's job to write up Jana's research as well as adding some of her own. She has also done the illustrations inside the book as well as the cover design and graphics.