



# HOW TO REDUCE INDIVIDUAL CARBON FOOTPRINT?







Encouraging  
adults to act

Lobbying for change

Individual actions

Supporting young  
people

# 3 “non-disputables”

WE ARE IN CLIMATE EMERGENCY

IT IS HUMAN MADE

WE HAVE SOLUTIONS

# WHAT IS CARBON FOOTPRINT?

- *best estimate* that we can get of the *full climate change impact* of something - an activity, an item, a lifestyle
- climate change impact = emissions of all greenhouse gases (CO<sub>2</sub>, methane, nitrous oxide)
- CO<sub>2</sub> vs CO<sub>2</sub>e
- direct vs indirect emissions

Source: Mike Berners-Lee, *How bad are bananas?*

Official

IN TONNES of CO2e a year per capita, 2019 data



~13



~21



~7



~8



~0.5

Source: Mike Berners-Lee, *How bad are bananas?*

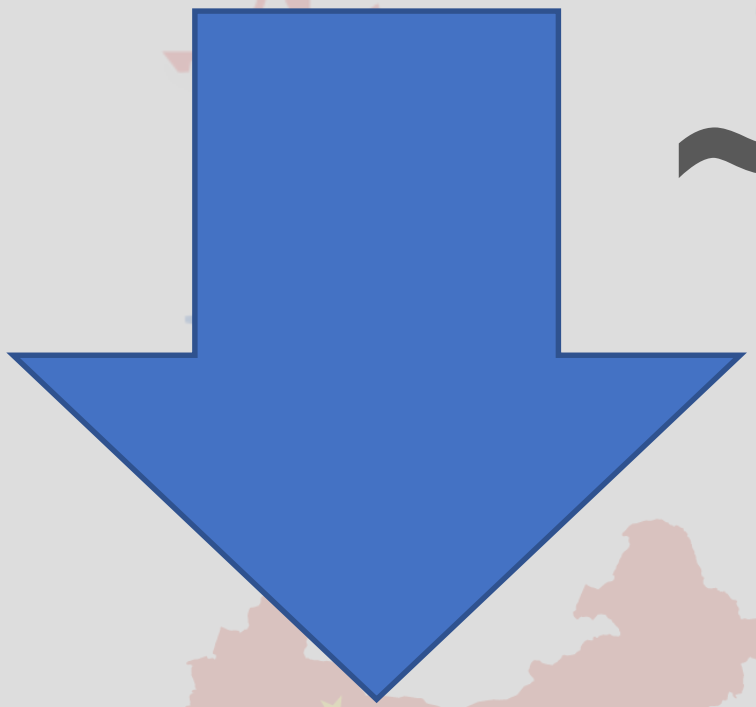
BY 2030...

~50%

~16.6

~70%

~10



WORLD

~4.2

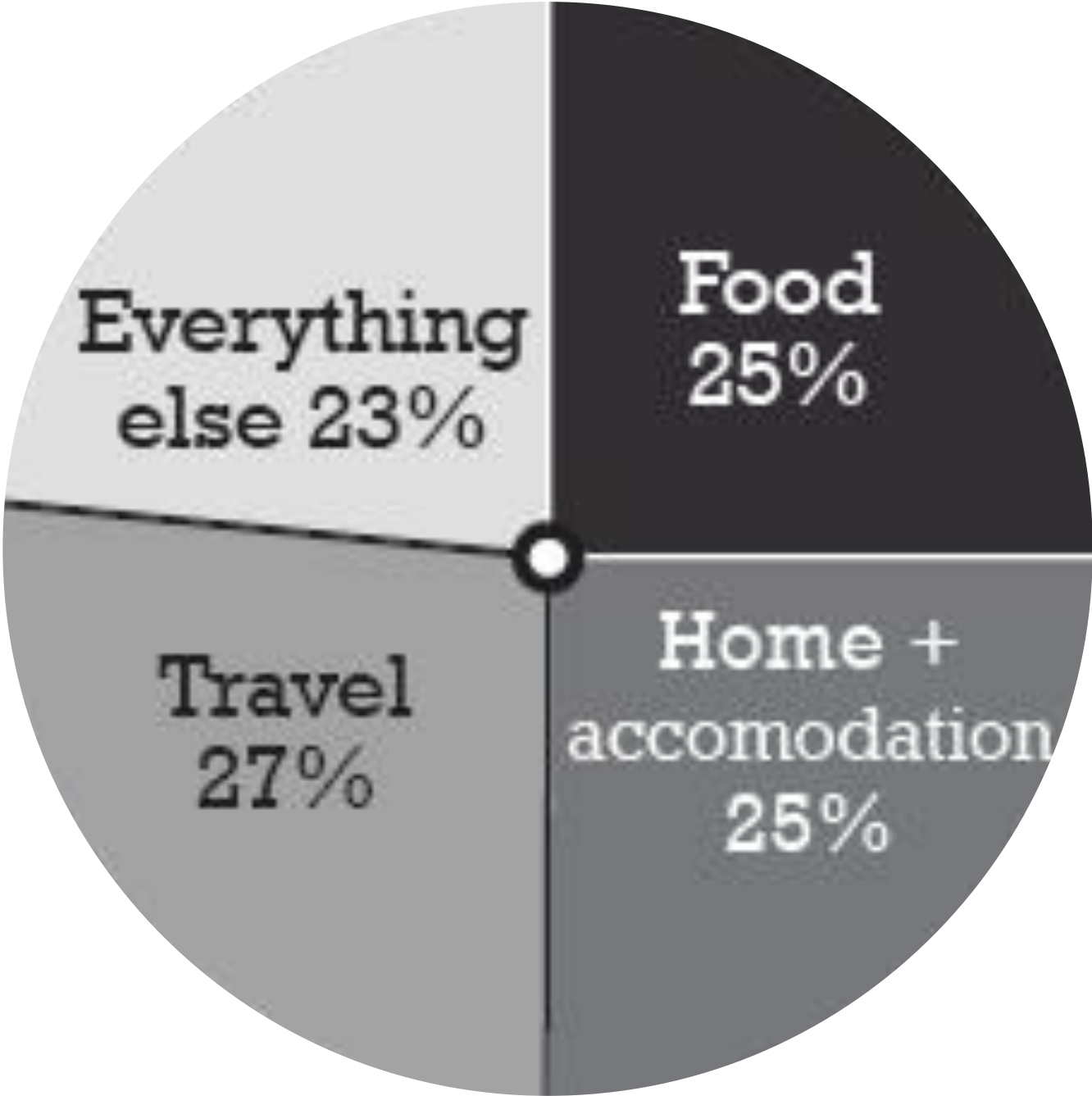
DEVELOPED  
COUNTRIES

~7





**~13 tonnes  
of CO<sub>2</sub>e**



Source: Mike Berners-Lee, *How bad are bananas?*

# HOW TO REDUCE CARBON FOOTPRINT?

1. Calculate your footprint
2. Pick your battles
3. Apply strategy:

**IMPROVE**

Use more  
efficiently

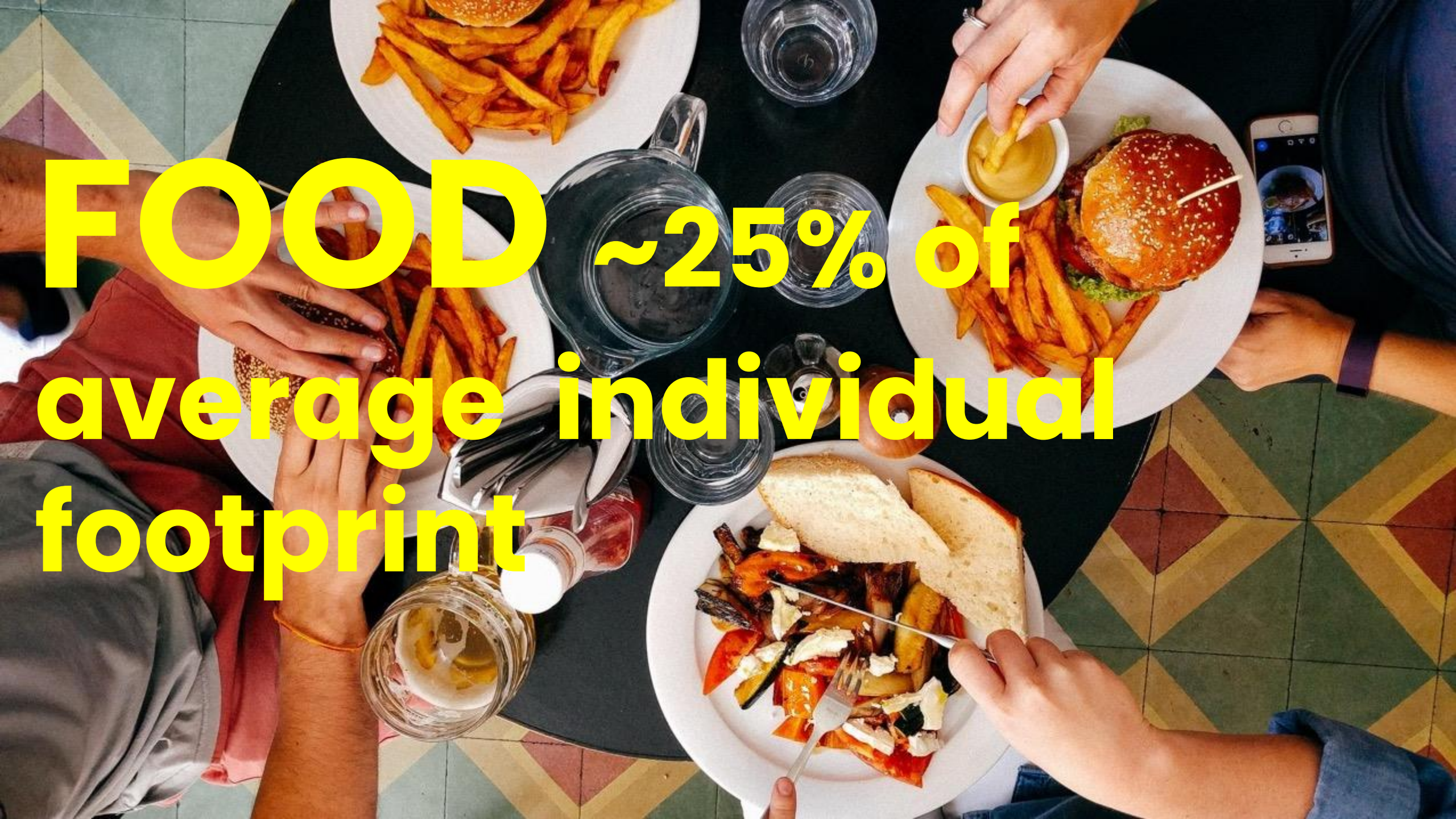
**SHIFT**

Switch to  
sustainable  
solution

**AVOID**

Avoid or reduce  
use of carbon  
heavy options





**FOOD ~25% of  
average individual  
footprint**





**1/3** of all

food imported  
and produced by  
UK is wasted (70%  
households)



**75%** of

agricultural land  
used for meat and  
dairy production.



**2500**

football pitches of  
forest lost every  
hour





kitchen

KITCHEN IT, DON'T DITCH IT

OLIO

**IMPROVE** food waste management  
**SAVINGS:** up to £850 a year (family),  
1.6 tonne of CO<sub>2</sub>e a year (per person)





**SHIFT TO plant based diet**  
**SAVINGS: up to 20% cut in total carbon footprint, £21 per month pp**





**AVOID carbon heavy traps**



250g punnet

**490g CO<sub>2</sub>e** - grown in season locally

**770g CO<sub>2</sub>e** - frozen

**3.65kg CO<sub>2</sub>e** - flown in from South Africa, or grown locally but out-of-season in a hothouse





# TRAVEL

~27% of average  
individual footprint





1/3

of all car  
journeys in  
London are  
below 2 miles



90%

of the time  
cars are  
parked



9000

Londoners die  
each year  
because of  
air pollution



3.5  
tonnes  
CO<sub>2</sub>e

return flight  
London –  
Hong Kong



DRIVE SMOOTHLY  
SHIFT UP EARLY TO  
A HIGHER GEAR



DON'T IDLE  
TYRE PRESSURE



LIGHTEN YOUR LOAD

SLOW DOWN



IMPROVE car use  
SAVINGS: up to 80% of car travel  
emissions





SHIFT TO active travel & public  
transport  
SAVINGS: 40–98% lower emissions

# Carbon emissions per person per mile

Average UK  
car at 36 miles  
per gallon

London  
Underground  
tube train

Half-full  
London  
Routemaster  
(hybrid)

**530g CO<sub>2</sub>e**

**68g CO<sub>2</sub>e**

**46g CO<sub>2</sub>e**





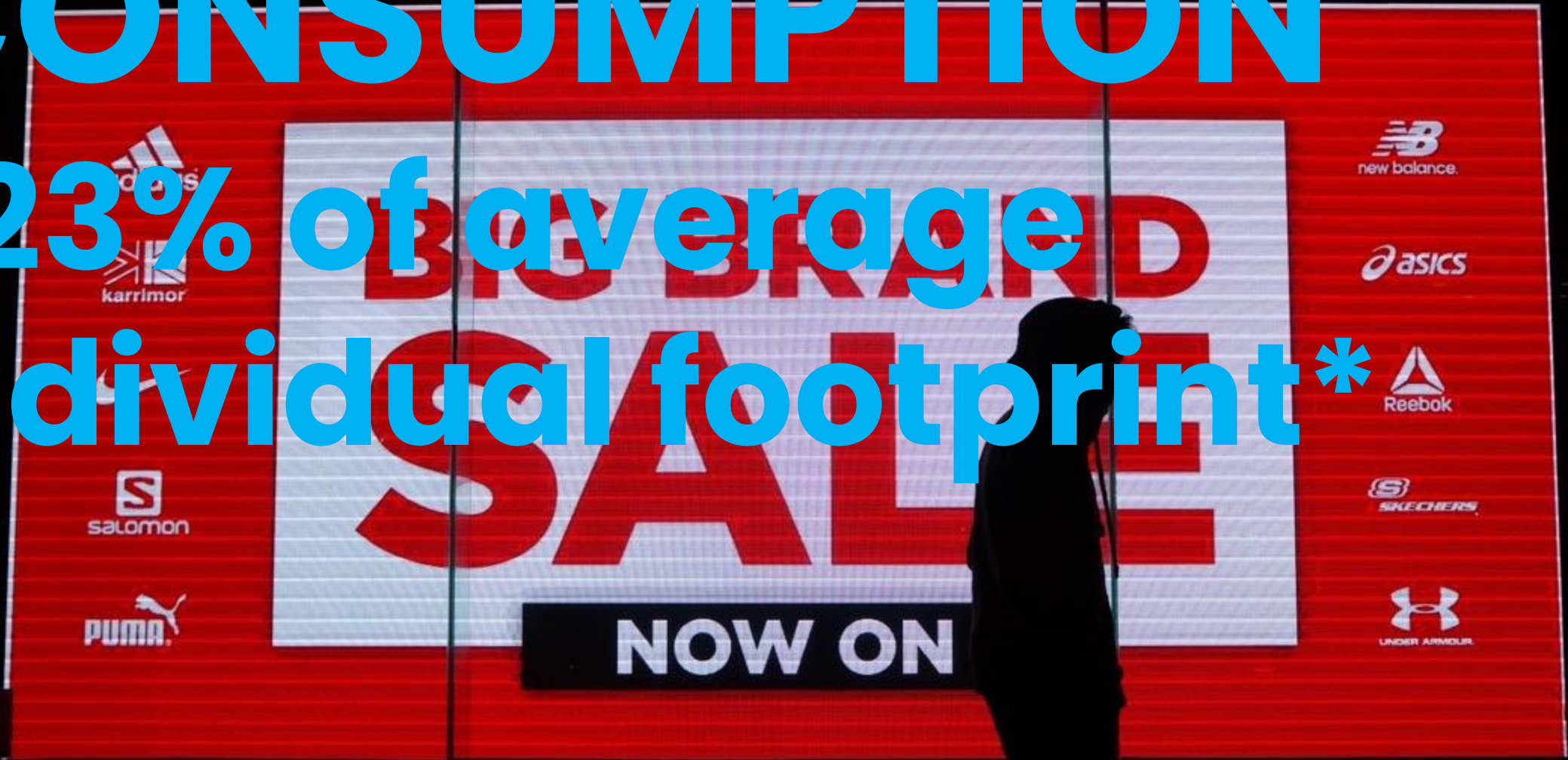
## AVOID flying

SAVINGS: Taking the train from London to Paris instead of flying could produce 91% less CO2 emissions.



# CONSUMPTION

~23% of average  
individual footprint\*







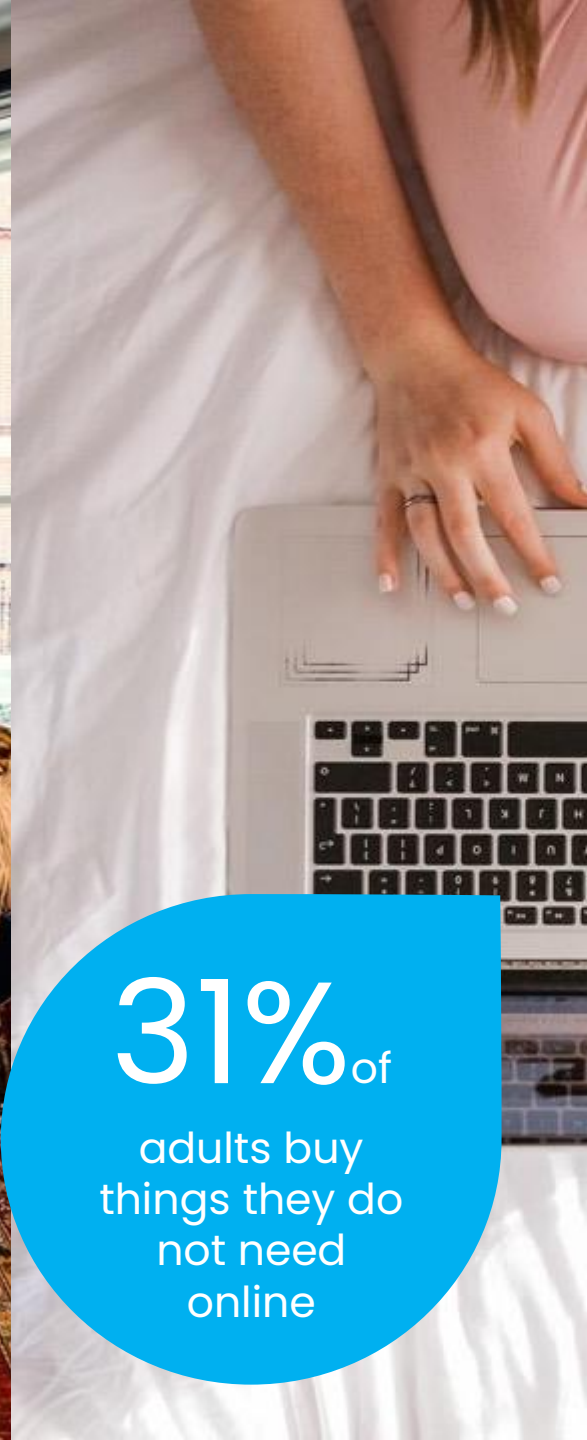
Carbon  
footprint of  
new clothes  
bought in UK  
every minute  
= driving a car  
around the  
world 6 times



1% of  
old clothing is  
recycled



16 gifts  
receives an  
average child  
in UK for  
Christmas

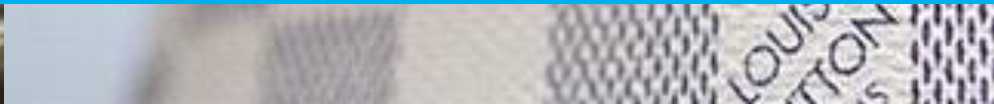
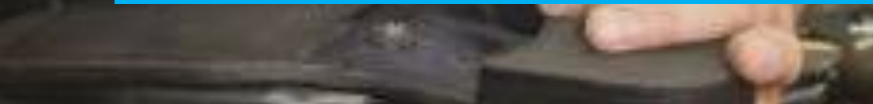


31% of  
adults buy  
things they do  
not need  
online





IMPROVE what you have







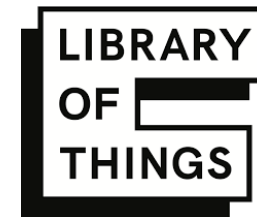
shpock

ebay

Vinted



HURR By Rotation  
COLLECTIVE



SHIFT TO circular models



AVOID marketing traps



# BECOME CONSCIOUS CONSUMER

WHERE  
DOES IT  
COME  
FROM?

DO I REALLY  
NEED IT?

WHAT IS IT  
MADE OF?

CAN I  
EASILY  
REPAIR IT?

CAN I  
RENT IT  
INSTEAD?

HOW  
LONG WILL  
IT LAST?

DOES THE  
COMPANY  
ALIGN WITH  
MY  
VALUES?



**HOME ~25% of  
average individual  
footprint\***





3  
tonnes

of CO<sub>2</sub> from  
heating by  
average  
household in  
2017



15%

of housing stock  
in UK built after  
1990



40%

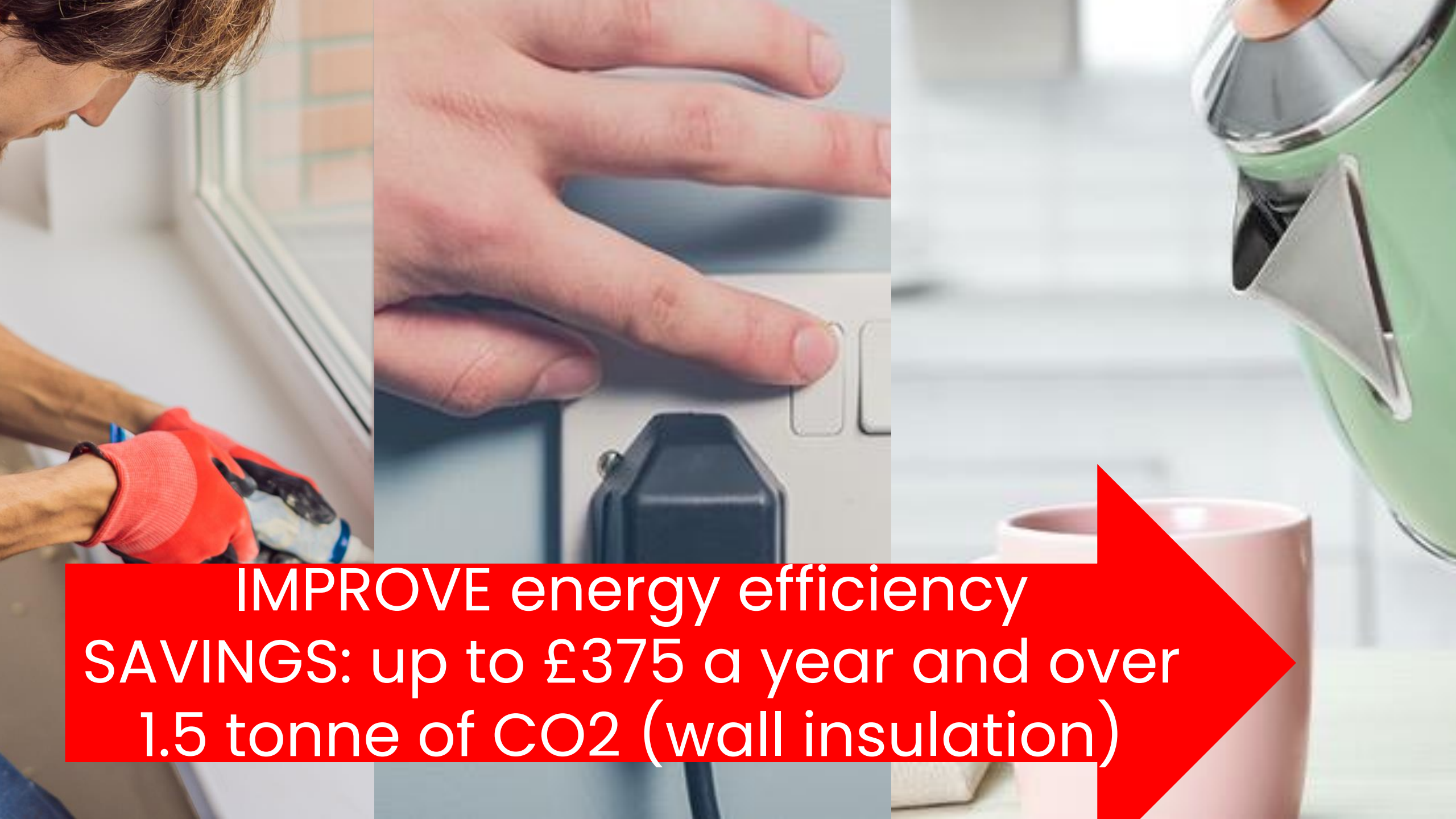
of heat is lost  
through  
windows, doors  
and floor



75%

of the electricity  
used to power  
electronics is  
consumed while the  
products are on  
standby





**IMPROVE** energy efficiency  
**SAVINGS:** up to £375 a year and over  
1.5 tonne of CO<sub>2</sub> (wall insulation)





**SHIFT TO renewables**  
**SAVINGS: solar energy panels = up to £240 a year on your energy bills**



**HOT**  
OR  
**COLD**



**HOT**  
OR  
**COLD**



**AVOID overheating**  
**SAVINGS: 1 degree less saves £60**  
**and 310 kg of CO2 emissions a year**





EXTRA:  
MAKE CHRISTMAS  
*SUSTAINABLE!*



A top-down view of various Christmas-themed items scattered on a light-colored surface. These include whole and cracked nutshells, cinnamon sticks, star anise, a small blue bell, and a gingerbread cookie decorated with white icing. The items are arranged in a way that fills the background of the infographic.

Christmas  
roasts emit  
14,056 metric  
tonnes of  
CO<sub>2</sub>,

160 000  
tonnes of  
Christmas  
trees are  
dumped  
every year

154 million  
crackers end  
up in landfill  
each year

277 000  
miles of  
wrapping  
paper sent to  
landfill

2 million  
turkeys  
and 5 million  
puddings go  
to the bin

30% more  
waste is  
produced  
over  
Christmas  
season

One in four  
Christmas  
jumpers are  
thrown away  
or never  
worn again

70 million  
unwanted  
gifts are  
received





# CHRISTMAS EXCESS

280kg CO<sub>2</sub>e per adult UK average

1500kg CO<sub>2</sub>e per adult high-carbon scenario

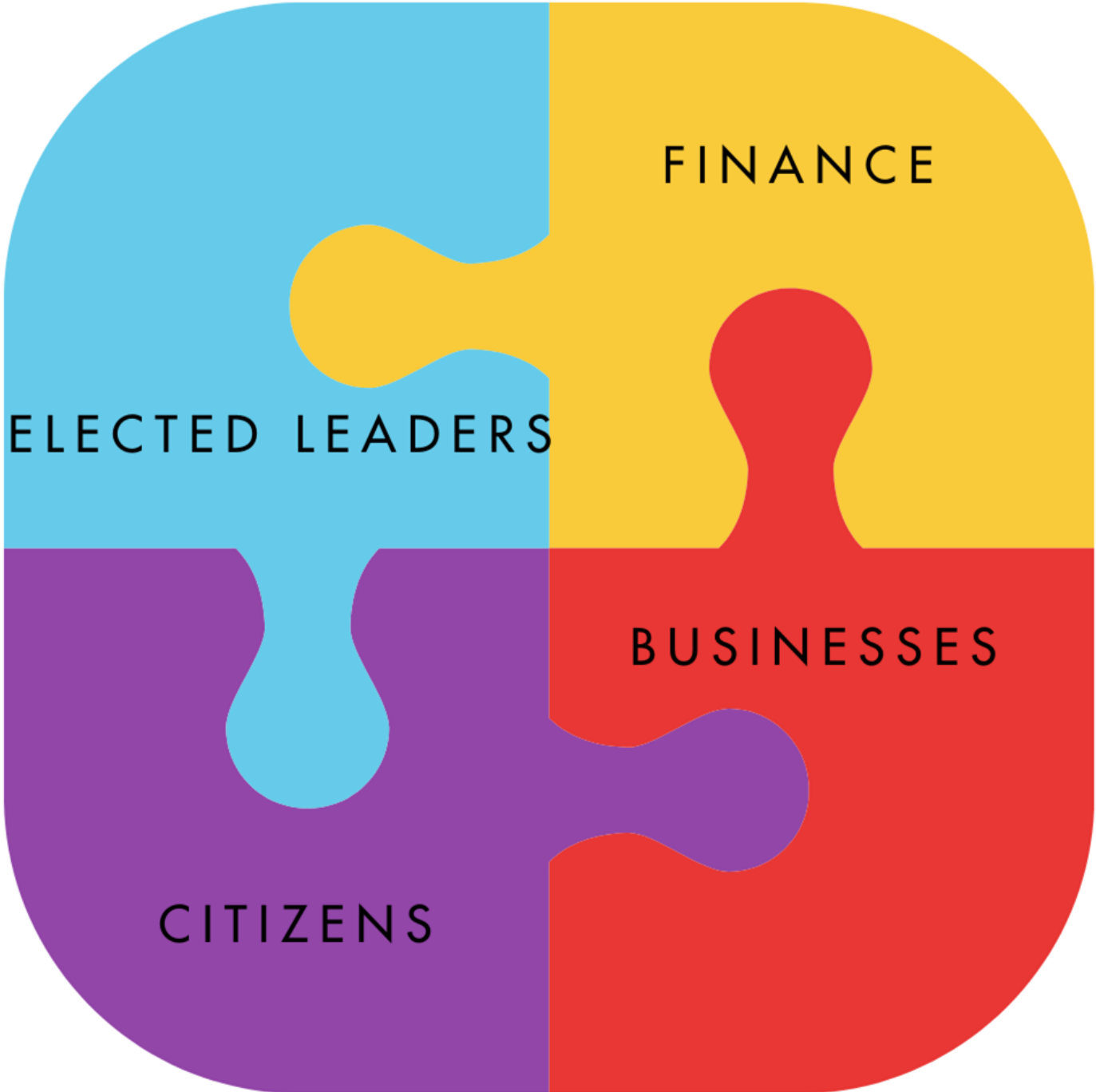
VS

4kg CO<sub>2</sub>e per adult low-carbon scenario

numbers only include excess: unwanted presents, wasted food, avoidable travel, fairy lights and cards. This doesn't include the Christmas dinner consumed by you and your family. The numbers are *per adult*.



**WE ALL  
NEED TO  
WORK  
TOGETHER**





TAX-PAYER

INVESTOR

EMPLOYEE

CONSUMER

VOTER

BE AN ACTIVE CITIZEN



# Key takeaways

1. Develop a personal reduction strategy
2. Consume responsibly
3. Use your powers





**JOIN US!**

