

HOW YOU CAN HELP

Get involved to make a difference on climate change



CHANGE YOUR DIET



Follow these six ['LiveWell'](#) tips. What's healthy for the planet is generally healthy for us too!

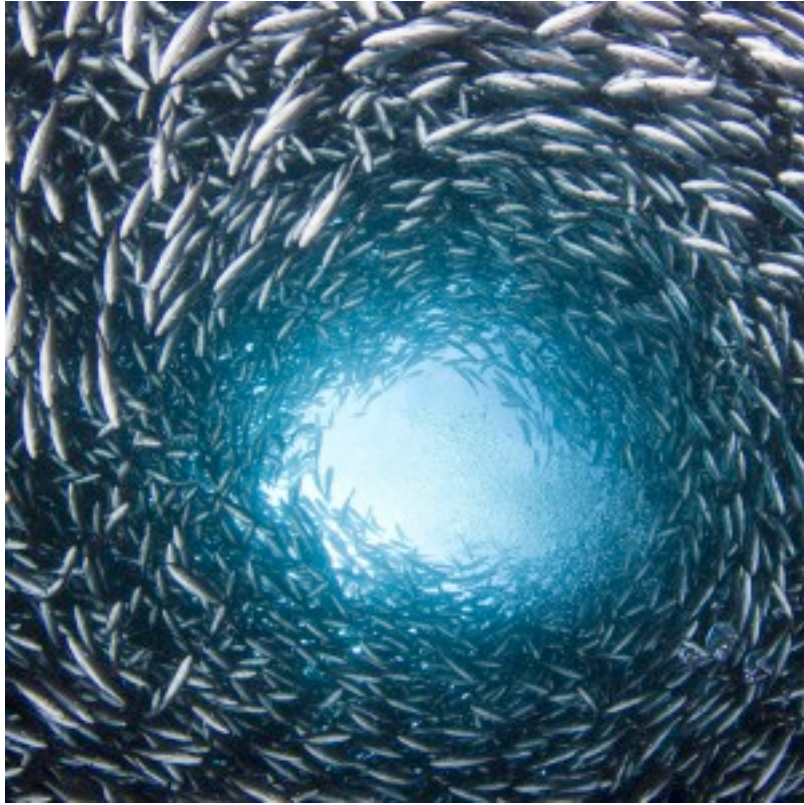
In the UK the food we eat – growing, producing and importing it – has a massive impact around the world and is responsible for 30% of our CO2 emissions. Large-scale production and distribution processes destroy fragile ecosystems and contribute to climate change.

If you want to reduce your impact on the environment and improve your health, changing the way you eat is relatively easy and something you can do every day.

How do you know what changes to make? Follow the [six simple LiveWell principles](#) for a healthy, sustainable diet.



USE YOUR PURCHASE POWER



Everything you buy has a footprint, so try to choose products that have been sustainably sourced.

Buy seasonal produce that's been grown or sourced responsibly, look for things with minimal packaging to reduce the amount of waste you're sending to landfill, and buy second-hand when you can – a large part of an item's footprint often comes from production. If you can't find what you're looking for, ask the vendor why not!



BUY SEASONAL



Look for seasonal produce. If it's from the UK try to buy locally or – better yet – straight from the farm.

Seasonal produce is often tastier and cheaper than alternatives, but it's also more likely to have been grown in a non-intensive way in natural sunlight. Surprisingly, the environmental impact of transportation is often a fairly minor part of food's overall impact, and the fact is that many developing countries rely on export markets for their livelihoods.

So buy food when it's in season, and support schemes like Fairtrade if you can.



SUPPORT CLEAN ENERGY



Clean energy doesn't have to mean more expensive bills. In fact, it can often work out cheaper for you. The [Big Deal](#) regularly runs clean energy switches, or you can find the best deal yourself.

The Government is also committed to getting smart meters in homes, but you can always [get a head start](#).

When you buy new household appliances (if you can't get them second-hand, of course), have a look at the energy and water ratings to make sure they're as efficient as possible. This is pretty easy now, as all products have to state their ratings.

The world can have renewable energy by 2050. Buy showing that you want clean energy for yourself, you can help increase demand.



EAT MORE VEGETABLES



It's one of the easiest ways to improve your footprint – getting more fruit and veg into your diet is healthier for you and kinder to the planet. Everyone's a winner!

Remember to buy seasonal produce when you can. Buying frozen veg can be a good way of having seasonal produce all year round, and it's often cheaper. Even better, why not try your hand at growing your own?



TRAVEL SMART



We can't all walk to work, but there are other ways to travel more efficiently.

If you can't walk or cycle, can you car-pool? You'll save money that way, too.

If you need to drive, do it efficiently. Around 25% of a car's total emissions are produced when making it, and the other 75% when you drive it, so if you buy a used car you're automatically creating fewer emissions than if you buy new. If you are buying a car, look for one with low emissions – and if you're lucky enough to be able to buy an electric car, even better!

Even small things like making sure your tyre pressure's right will save on fuel consumption, too.



TAKE PART IN EARTH HOUR



Be part of the world's biggest celebration for our brilliant planet on 25 March 2017. Join millions of people worldwide who will be switching off their lights for an hour between 8.30pm and 9.30pm.

Join the biggest party for our planet.



REDUCE, REUSE, RECYCLE



Buy what you need, make the most of it, and think about where it goes when you're done. Simple!

Every year wasted food in the UK represents 14 million tonnes of carbon dioxide emissions. In total, these greenhouse gas emissions are the same as those created by 7 million cars each year – and that's not including everything else we throw away.

The processes for dealing with waste (mainly landfill and incineration) are extremely energy-intensive, so everything you can do to avoid sending your unwanted items to the dump will help with your footprint.

Make the most of your local recycling options – food, packaging, mobile phones, clothing. Show some love to charity shops or sites like Freecycle when you've finished with something. Use rechargeable batteries. Buy products with less packaging in the first place. There's so much you can do with



what you have!

GET YOUR HOUSE IN ORDER



The energy we use in our homes makes up more than a quarter of the carbon dioxide emissions in the UK. By making your home more efficient (i.e. finding ways to waste less energy) you can reduce your carbon footprint.

Here are some energy saving ideas for your home. They're not all possible for everyone, but try taking one as a starting point and go from there.

- Energy saving light bulbs
 - Loft insulation
- Cavity or solid wall insulation
 - Condensing boiler
 - Double glazing
- Low flow fittings to taps and showers
 - Solar panels
 - Draught proofing

You can also buy energy saving life-hacks to make the most of your existing products. For instance, an efficient shower head will use much



less water but still give you decent water pressure, and a toilet flush water saver can easily be popped into your cistern.

CUT DOWN ON MEAT



It's simple: we need to eat less meat, including pork and poultry. The livestock industry is responsible for 14.5% of global emissions (the same as the whole transport sector), so it's important that we try to reduce our meat consumption. Predominantly meat-based diets are very inefficient. Farming animals for meat and dairy requires huge inputs of land and water for growing animal feed.

When you do eat meat, try having smaller, better quality portions. If you think you'll end up hungry, just add more vegetables than you normally would.

The fact is that you don't need to eat meat every day to have a balanced diet. You can get your protein from a variety of sources like nuts, beans and seafood ([MSC-certified](#)). Why not try cutting out meat for just one day a week, and go from there?



BUY FOREST-FRIENDLY



Forests are the life of our planet. You can help protect them by buying products made from sustainably-sourced wood.

Forests store and cycle huge amounts of carbon, so deforestation is a big contributor to climate change as well as bad news for endangered species. There are two key labels to look out for:

RSPO tells you a product has been made with sustainable palm oil. Palm oil is a big reason for deforestation, and it's in a surprising number of things you buy.

FSC is your go-to label for wood products. It means that the birthday cards or furniture you're buying have come from well-managed forests.



FLY LESS



Flying has more impact on the climate than anything else an individual can do. Could you get there by train or ferry? Could you have that meeting over the phone?

The One in Five Challenge, a programme encouraging organisations to cut 20% of flights within five years, has helped some of the UK's leading companies cut flights by 38% over a three-year period, saving over £2 million and 3,000 tonnes of carbon on average. Perhaps your company could set a **science-based target** to reduce emissions...

If you do have to fly, think about buying **Gold Standard** certified credits to offset your emissions.

We're working to secure a global deal on aviation and climate change to halt any net growth in CO2 emissions from international flights from 2020, but as an individual you can help by thinking before you fly.



KNOW YOUR CLIMATE FACTS



One in six species is at risk of extinction because of climate change.

It's one of the biggest challenges facing the world right now, and it affects all the work we do at WWF. [Find out why it matters](#), and what it really means for the precious life of our planet.



ADOPT AN ANIMAL



Animal adoption packs make wonderful gifts for friends and family, and they're a vital support for our work to protect endangered species. For your monthly donation you'll receive regular updates from us, and you can even choose to receive a beautiful cuddly version of your chosen animal. Help us protect endangered species in their homes in the wild. [Adopt an animal.](#)



SHOW THE LOVE



Whatever you love most, chances are that it will be affected by climate change.

Be part of the movement to show the love for everything that's threatened by climate change. [Make, wear and share a green heart](#) to start a conversation about the things we want to protect for future generations.



10 CLIMATE CHANGE MYTHS



Nobody's claiming that climate change is simple, but there's a lot of wrong information out there. Here are **10 of the oddest things** people have told us about climate change in the last year.

