

# CLIMATE EMERGENCY ACTION PLAN

Living sustainably means we need to cut down our average carbon emissions from 12.5 tonnes to 3 tonnes. The easiest way to get started is to focus on saving money. After that, you can try to gradually implement a few lifestyle changes. Finally, you can get involved at various levels. The climate emergency action plan shows you in what areas you can make the biggest difference:

**1 - Try to fly less and avoid long haul flights.** Use the ferry or the train instead or [holiday in the UK](#). Flying less is important because it accounts for 25% of an individual's carbon emissions. Frequent flyers have a disastrous impact on the environment. A frequent flyer can easily generate 10 times the emissions of an average person. If you can avoid flying altogether, it would be even better. [Find out more about the environmental impact of flying here](#)

**2 - Change what you eat and how you eat.** Food accounts for between 15-20% of our total emissions. If you don't want to bother changing your food consumption, [offset your 2.1 tonnes of emissions with Pure by donating £27.50](#).

Simply by eating [seasonally](#) and locally, you can cut down your food carbon footprint by 50%! There are two ways to do this: [shop at the local farmers market](#) or buy a weekly box of home delivered organic vegetables ([contact us](#) if you need to know who can deliver to your area).

Cooking at home rather than eating ready meals can cut your carbon emissions from eating ready meals by as much as 60%!

Foods that have a high carbon footprint are: beef, lamb, rice and dairy products. It took me 2 years to reduce my consumption of these products but I got there eventually. Be patient and keep trying!

You can replace a large proportion of your meat consumption with vegetarian alternatives that contain proteins. Vegetarians tend to eat Muesli for breakfast (we recommend using organic Alpro milk) and try to eat lentils regularly.

[Find out more about the environmental impact of eating here.](#)

**3- Improve your home's insulation.** A home can generate between 4.2 tonnes of carbon emissions for a flat and up to 17.8 tonnes for a detached property. About 60% of these emissions come from heating. The best way to cut down your heating bill is to find out more about the following measures: [draught proofing](#), [cavity wall insulation](#), [loft insulation](#), [double glazing](#), [replacing the boiler](#). We specialise in all the other low cost solution that can be adopted to reduce your gas, electricity and water usage. By spending a little and saving a lot, you'll be able to gradually afford the more expensive measures to improve your home energy efficiency. Our consultations are free, [contact us to book one](#).

**4- Reduce your consumption.** Every £1.25 we spend in shops generates about 1 kilo of carbon emissions. Consumption accounts for the largest part of our carbon footprint at 25-35% but it is also very difficult to measure exactly what causes so much emissions. For most of us, reducing our consumption is very hard because it means going against the prevailing culture.

The only realistic way of cutting down on consumption is to avoid buying the latest gadgets and trying to make your home equipment last for as long as possible. Buying a new ipod, mobile phone, dvd player, flat screen TV, stereo, games console and all the stuff that advertisers taunt us with all the time means that we are buying goods that are manufactured to become obsolete within 3-5 years. Why bother? In our view, if it can't last at least 10 years, there's no point in buying it but if you can't resist the latest must have thingy-bob then try to [offset your emissions from consumption with Pure for £47/year](#).

**5- Switch to a green electricity supplier.** The carbon footprint of electricity usage at home is between 630 kilos for low users at standard rates to 17.8 tonnes for high users at Economy 7 rates. Electricity usage accounts for more than 30% of the UK's carbon emissions\*. It's so high because we burn coal

for electricity. The solution proposed to burn less coal is for the UK to switch to renewable energy. Our opinion is that nuclear is better because it offers continuous power supply in large quantity and it uses a lot less land space but people are scared about it and companies have been known to get rid of the waste irresponsibly. The only company that offers a degree of control over having clean electricity is Ecotricity. Every pound you spend with them is invested in building new wind power capacity and that's far better than using coal (it creates 119 times less pollution). Traditionally, renewable energy has been a lot more expensive than 'brown energy' but Ecotricity has closed that gap. It is now able to offer clean energy at the same price as the regional supplier (Powergen in Colchester) . [Check the price of switching here](#).

(We benefit from this link but only because we've thoroughly researched the alternatives and found this one to be the best available despite not being perfect) Find out more about green electricity [here](#).

**6- Join a car club.** Joining a car club can cut down the carbon footprint from your car usage by 1.8 tonnes. Find out more about it in our [driving section](#) and our [business ideas section](#).

**7- Recycle cans, paper and plastic.** Recycling can reduce your emissions by 4% saving 500 kilos of carbon.

**8- Learn to eco drive**, this can cut down your carbon emissions by 260 kilos and save you on average £125. [Take a free eco driving lesson here](#).

**9- Offset the emissions you can't eliminate.** It's very important to reduce our own pollution. You can only go so far with offsets. Eventually, we will all need to reduce our carbon emissions. Offsetting effectively means that you are putting carbon in the atmosphere and getting it removed by stopping someone else from putting it there too. It's the same as neutralizing your impact. Taking all of the steps that we've mentioned above can cut down the average person's carbon footprint by 55% to approximately 5.8 tonnes. Offsetting that would cost £75 with Pure or alternatively, you could protect an acre of rainforest for £60 with Cool Earth which would enable you to mitigate your climate impact perhaps 10 times over. If you don't take any of the above steps, you could offset your pollution for £163 with Pure and £150 with Cool Earth.

**10- Educate yourself:** [learn how changing a few habits can save you a lot of money](#), watch videos on [the challenges we face](#) and [the solutions to these challenges](#), [learn about our planet](#), [learn about climate change](#), [read books](#), [get a daily green tip](#), [read about green news](#).

**11- [Sign some petitions](#), [volunteer with a green charity](#), [donate to green charities](#) or [set up an environmentally friendly business](#).** There's just so much you can do outside of just focusing on your own life to mitigate the impact of climate change. Climate change is a collective problem but it doesn't necessarily need to be solved collectively. Solutions exist matching just about anyone's set of values and tastes to do something more than just 'their bit'. Trying to live a more sustainable lifestyle can help you feel happier, more self-fulfilled and more in control once you get involved in areas that do not just relate to your own life but also to the life of others. It's not difficult, just follow the links, they'll help you to ACT.

\* according to Ecotricity