

WHERE ARE WE?

Checklist



TRACKING YOUR RECENT PURCHASES

Keep track of your recent spending in key categories by using a simple, printable checklist.

This checklist will guide you to document what and where you bought items in the past two months across four essential categories:

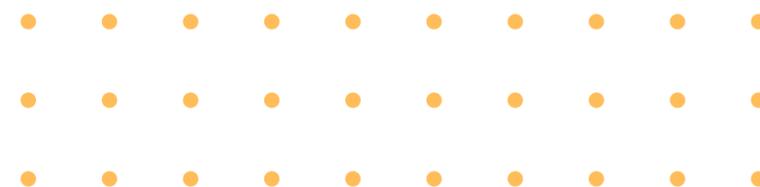
- Food
- Clothing
- Furniture
- Energy

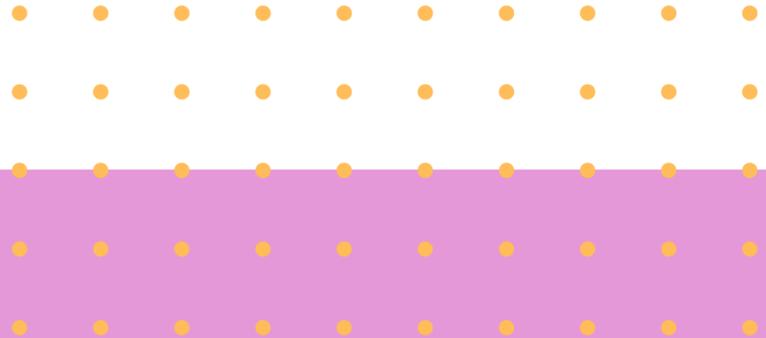
It will help you:

- Organize and analyse your spending habits
- Identify frequent purchases and their locations



**Depending on the amount of items, you can adjust the time in each category.*





WHAT IS CONSCIOUS CONSUMPTION?

An introduction

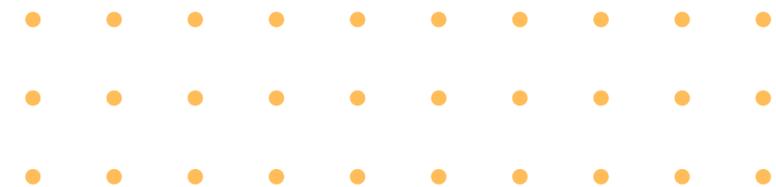


01. CONCIUOS CONSUMPTION

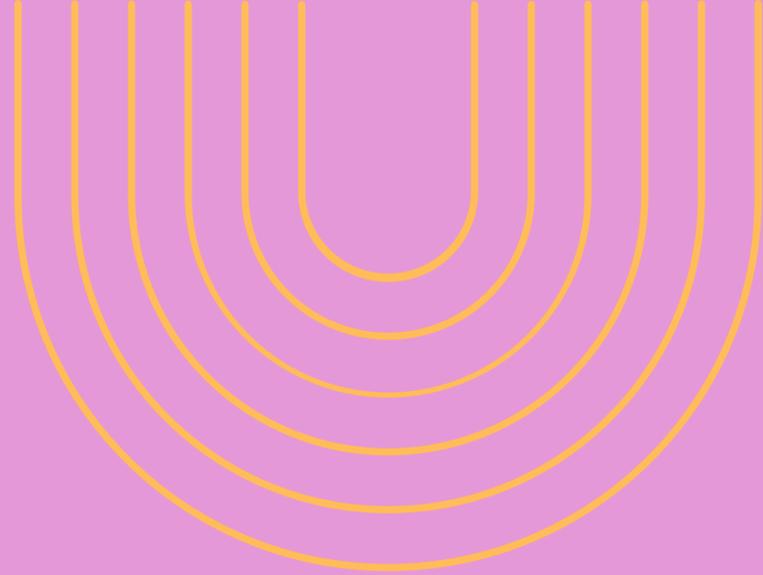
02. 1,5 DEGREE LIFESTYLE

03. FAIR CONSUMPTION SPACES

04. LETS TACKLE THE PROBLEM



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CONCIOUS CONSUMPTION

Definition

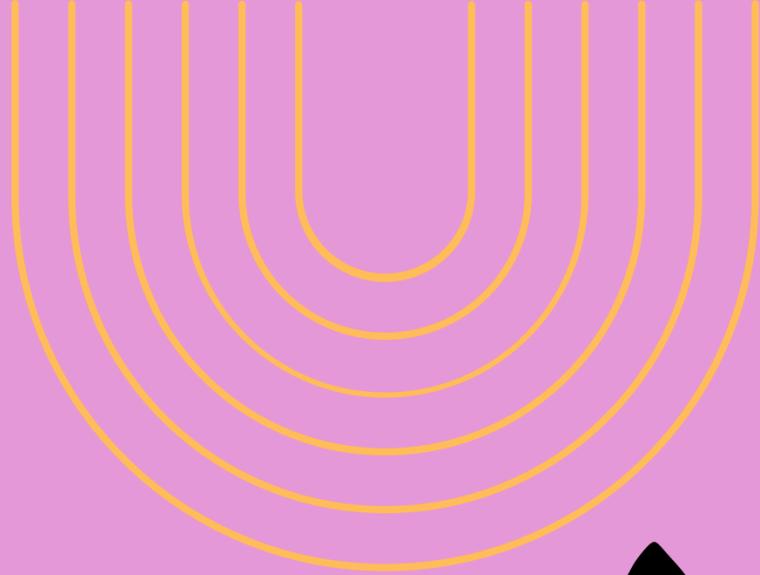


WHAT IS CONSCIOUS CONSUMPTION?

CoCo project aims to educate and empower you to make more informed and sustainable choices in your daily consumption. We want to shift the focus from theoretical or abstract discussions on environmental issues to practical and engaging activities related to everyday consumption practices. We want to give you easy and convenient alternatives that are easy to implement in your life, helping you not just to do something against climate change, but to save money and increase your health.

In a world where consumption habits significantly impact our environment and society, the ability to make mindful choices is crucial. By participating in this lesson on conscious consumption, you will gain insights into how your everyday decisions can contribute to environmental sustainability, social responsibility, and personal well-being. Understanding the principles of conscious consumption not only benefits you as an individual but also plays a vital role in shaping a more sustainable future for our communities and the planet as a whole.





1,5 DEGREE LIFESTYLE

what is it and what has it to do with me?



1,5 DEGREE LIFESTYLE

The concept of **1.5-Degree Lifestyles** is about making changes in our everyday habits and behaviors to reduce the impact on climate change. It suggests that by changing the way we consume things like food, housing, transportation, leisure activities, and consumer goods, we can contribute to keeping the global temperature rise under 1.5 degrees Celsius.

This approach emphasizes the importance of sustainable living practices to address climate challenges effectively rather than Carbon Footprint.



1.5 DEGREE LIFESTYLE VS. CARBON FOOTPRINT

Compared to focusing solely on carbon footprints, the 1.5-degree lifestyle approach offers several key advantages.

- The 1.5-degree lifestyle doesn't just look at emission. It considers the entire lifestyle, which gives a more complete picture of what needs to change.
- By using the concept of a remaining carbon budget (the total amount we can emit to stay within 1.5°C of warming), it clearly communicates the urgency of taking immediate action. This is more motivating and easier to understand than abstract carbon footprint numbers.
- It identifies "hotspots," or the areas in our lifestyles that have the highest climate impact. This helps prioritize changes, making efforts more efficient.
- The approach sets equitable reduction targets, distributing the remaining carbon budget fairly across the global population. This means that everyone gets a fair share of the carbon budget.
- It supports the adoption of low-carbon lifestyle options, including both better products and changes in consumption habits.



PATHWAYS TO 1.5-DEGREE LIFESTYLES BY 2030

Would you switch your car to a hybrid?
Or imported meat for domestic fish?
What about moving to a smaller apartment?
There are many pathways to 1.5-degree lifestyles.

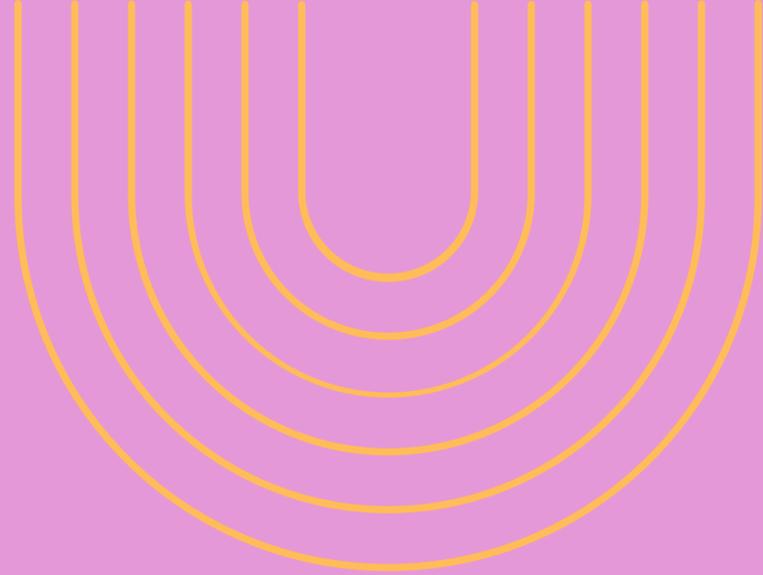
You can follow some persons here:

<https://www.sitra.fi/en/publications/pathways-to-1-5-degree-lifestyles-by-2030/#hilmas-pathway-by-2030>

Take your own test here: <https://www.lifestyletest.eu/>

Question: Which are of your own consumption can you imagine to change?

References: https://hotorcool.org/wp-content/uploads/2021/10/Hot_or_Cool_1_5_lifestyles_FULL_REPORT_AND_ANNEX_B.pdf



FAIR CONSUMPTION SPACES

What are they and how can we get there?



FAIR CONSUMPTION SPACES



Imagine a room with a ceiling and a floor. The ceiling represents the maximum amount of resources and environmental impact we can afford without causing damage to the planet (like overconsumption of fossil fuels). The floor represents the minimum level of resource consumption needed for a dignified and decent life (like basic needs for housing, food, and healthcare).

If someone consumes too much, they leave less for others and causing harm to the environment. On the flip side, if someone consumes too little, they might not have enough to meet their basic needs.

Fair consumption space is about ensuring that everyone has what they need, without taking more than the planet can handle. This involves reducing consumption in countries that use too much and allowing for increased consumption where people don't have enough. This is a global approach, meaning rich countries need to drastically reduce their consumption of resources, while poorer countries might need to consume more to improve living conditions.

By keeping consumption within this fair space, we can achieve a balanced and just distribution of resources.

FAIR CONSUMPTION SPACES

Conscious consumption can help create fair consumption spaces by using resources in an eco-friendly way and making sure everyone has access to them. Here are some ways European consumers can adapt to this concept:

A fair consumption space is an ecologically healthy area that ensures everyone has access to resources to meet their basic needs. It means balancing consumption to avoid overconsumption, which causes environmental damage, and underconsumption, which causes social problems.

The key topics are:

Limits: We all have to stay within ecological limits, as our planet can just produce a certain amount of resources.

Equity: Ensuring resources are accessible to everyone. Countries who are not yet developed, have the right to consume more, while the developed world has to re-think their consumption.

Wellbeing: Optimising resource use to enhance wellbeing for everyone. Many products are made to last short or use ingredients, which makes us unhealthy, we should instead prioritise healthier or long lasting alternatives.

HOW CONSCIOUS CONSUMPTION HELPS

Consumers can engage in choice editing by removing unsustainable products from their options:

- You can choose products made from sustainable materials, like opting for clothes made from organic cotton or food that is locally produced and organic.
- Retailers can be prompted to eliminate products with a high environmental impact, such as single-use plastics or fossil-fuel-intensive goods. For example, many European countries have implemented bans or taxes on plastic bags, encouraging consumers to use reusable bags instead.

Reducing Overconsumption

You can adopt habits that reduce overconsumption.

- Adapting plant-based diets or reducing meat intake can significantly lower one's carbon footprint. Studies have shown that sustainable diets are linked to lower risks of heart diseases and diabetes.
- Reducing reliance on private cars in favor of public transport, biking, or walking can cut your greenhouse gas emissions.

HOW CONSCIOUS CONSUMPTION HELPS

Supporting Social Innovations

Consumers can participate in social innovations that promote sustainability:

- Engaging in Community-Supported Agriculture: By subscribing to local farms for fresh produce, consumers support local economies and reduce the carbon footprint associated with long-distance food transportation. The same applies to urban gardens or growing your own food on balconys.
- Participating in Shared Economy Initiatives: Utilizing shared services like car-sharing or tool libraries reduces the need for individual ownership and minimizes resource use.
- Share knowledge in your community. Initiatives such as repair cafes or DIY tutorials on youtube helps to repair products, instead of buying them new. Book exchanges or cloth-swaps, might it be among friends, schools or on flea markets help to further increase a fair consumption space.

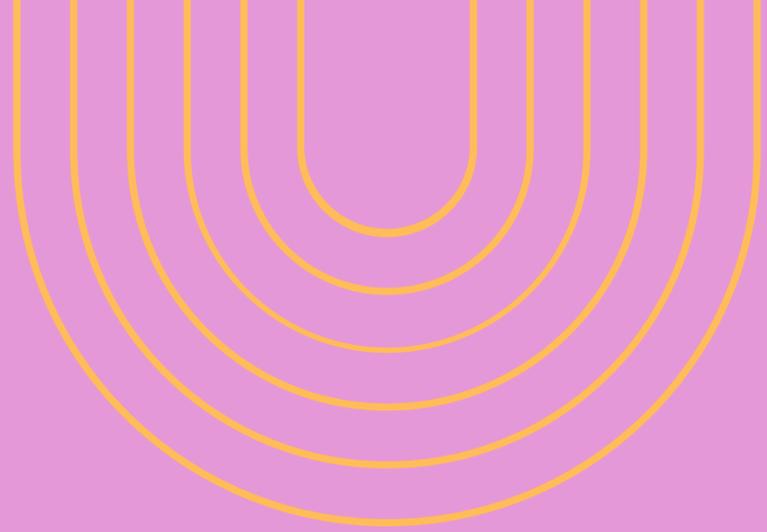
HOW CONSCIOUS CONSUMPTION HELPS

Reflect on your own consumption.

- Do you do already things, that help to create a fair consumption space?
- Write them down.
- Think about your shopping list. Which changes can you apply easily to support the pathway to create a fair consumption space?

Sources: https://hotorcool.org/wp-content/uploads/2021/10/Hot_or_Cool_1_5_lifestyles_FULL_REPORT_AND_ANNEX_B.pdf





LET'S TACKLE THE PROBLEM!

Playing the Climate Fresk Game



LETS TACKLE THE PROBLEM

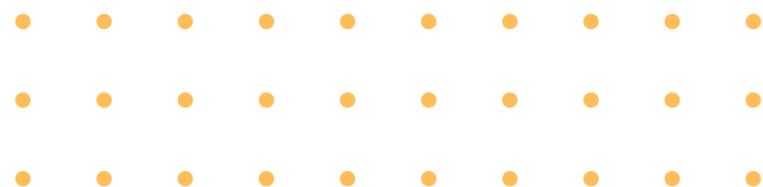
You want to make change in your community?

We encourage you to use the **Climate Fresk Game**, helping you to understand the interconnectedness of your actions and the broader environmental impact. The game encourages you to reflect on your consumption patterns. You can download it for free here: https://climatefresk.org/wp-content/uploads/2020/01/Self-training_EN.pdf

In the game you collaborate to piece together the cause and effect relationships of climate change.

The group setting of the Climate Fresk game allows for social learning and for discussing sustainable solutions

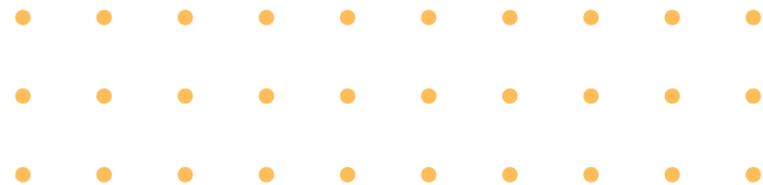
After the game, facilitators can guide participants in identifying specific, actionable changes they can make in their lives. This can include reducing meat consumption, minimizing air travel, opting for public transportation, and conserving energy at home.



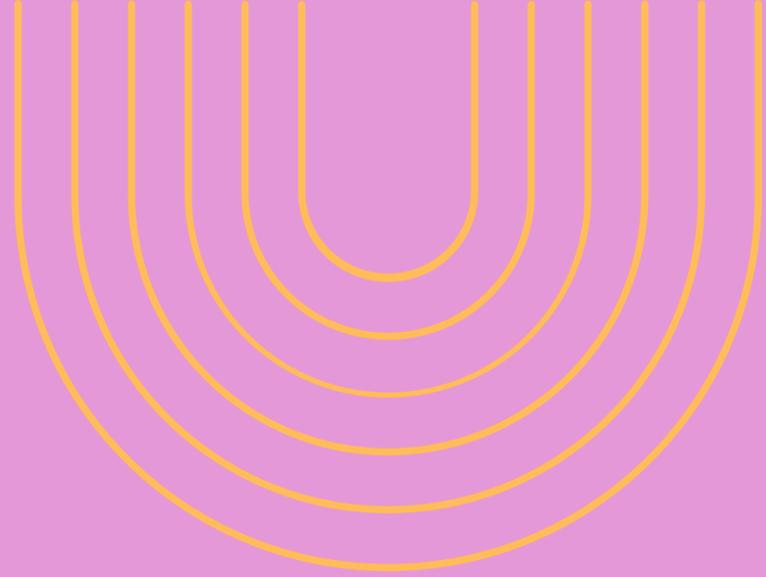
LABEL CHECK:
WHAT LABELS ARE ON
YOUR PURCHASES?



- 01. UNDERSTANDING LABELS**
- 02. FOOD CERTIFICATION**
- 03. CLOTHING LABELS**
- 04. FOREST PRODUCTS**
- 05. ENERGY CONSUMPTION OF DEVICES**



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UNDERSTANDING LABELS

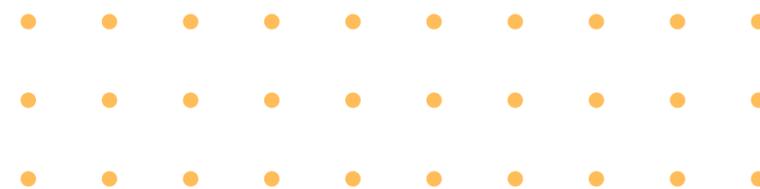


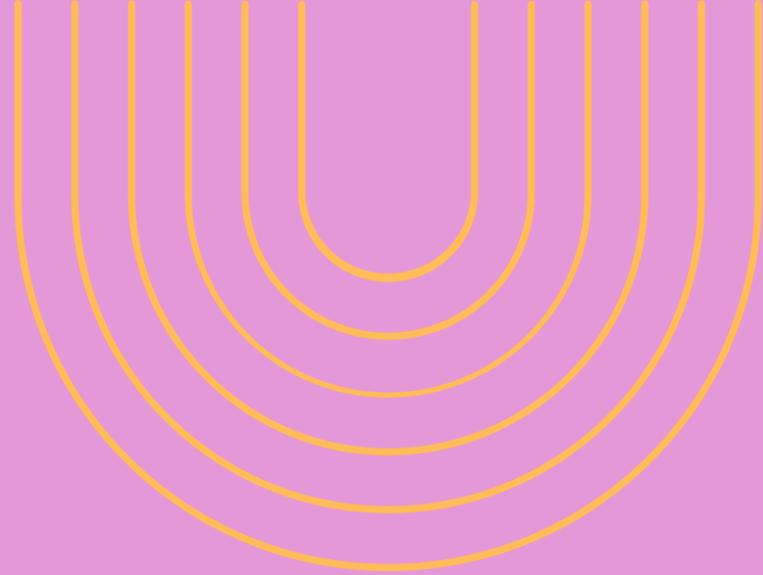
UNDERSTANDING LABELS

Products, especially those in packaging found on store shelves, are labeled. Beyond the name or ingredients, there is often an additional label or sign on the packaging. These can attract attention. It's common to see labels such as "eco," "natural," "organic," "conscious," "bio," "vegan," "sustainable," or "non-toxic."

We assume that these labels provide additional information for shoppers and consumers. And they do. But unfortunately, some producers, driven by the desire for higher profits, add labels that can be misleading.

This practice is known as greenwashing. It involves misleading consumers by companies that build their image based on false claims. The aim of greenwashing is often to divert consumers' attention from other areas of the company's operations that are harmful to the environment.





ARE THERE
CERTIFICATIONS?



ARE THERE CERTIFICATIONS?

Certifications, also known as labels or markings, are awarded by relevant certifying organizations that confirm a product meets certain social and ecological criteria, or at least one of these. It is crucial that these organizations are independent of business to ensure the credibility and impartiality of the certifications.

ARE THERE CERTIFICATIONS?

Several different approaches to certification are known:

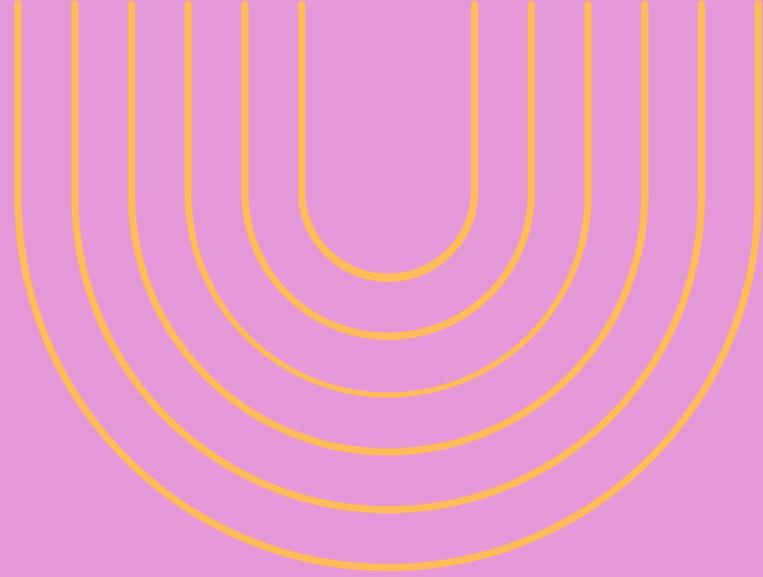
The most widespread is **product certification**. After meeting the necessary criteria, the company gains the right to use a mark on the final product that is visible to consumers.

Another approach is **factory certification** – in this case, criteria must be met by individual production facilities, which are audited and certified for compliance with given standards. The certification is not visible on the final product.

A completely different approach characterizes **multilateral initiatives** that bring together independent social organizations, trade unions, and companies. Companies that want to become members of such an initiative must adhere to a common code of conduct. Often, companies inform about their membership in such initiatives in their informational materials, and sometimes even on their products.

Another entirely different concept involves initiatives that award a so-called **product code**. Each product in this system receives its code, enabling consumers to trace all stages of production. This labeling promotes greater transparency in the supply chain, giving consumers a complete picture of the product's origin.

Different groups of products receive different certifications.



FOOD CERTIFICATION



FOOD CERTIFICATION

Fairtrade:

is a movement created by non-governmental organizations, activists and volunteers, consumers, and companies to support the development of small producer communities, especially from the Global South (Africa, Latin America, the Caribbean, Asia, and Oceania).



The main principle of Fairtrade is the fair prices that producers receive for their products. Prices should always be set considering local conditions, involving producers and other stakeholders. The compensation for producers should cover the costs of sustainable ecological and social production. The label is often found on products such as fruits, vegetables, coffee, chocolate, cocoa, sugar, but also cookies or olive oil. The Fairtrade certificate is used for various product groups, including cotton and sports equipment.

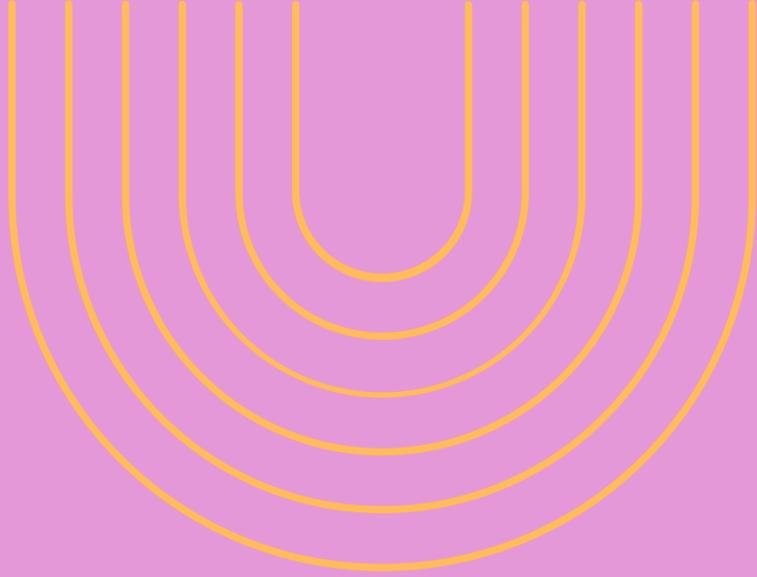
FOOD CERTIFICATION

European Union Organic Farming:

This certification combines two symbols: the European flag and a leaf that symbolizes nature and sustainable development.



The EU organic production logo helps consumers recognize organic products and helps farmers market them throughout the EU. This certificate gives consumers confidence in the origin and organic quality of the food and beverages they purchase, and its presence on a product means that it complies with organic production regulations, i.e., it is an organic product. It can only be used for products that have obtained a certificate issued by an authorized certifying body, and such products must meet strict conditions regarding production, processing, transport, and storage methods.



CLOTHING LABELS



CLOTHING LABELS

GOTS (Global Organic Textile Standard):

This certificate can be found on textile products made from natural fibers such as cotton, silk, linen, or hemp.



Materials with this certificate mostly contain raw materials from organic farming (without the use of artificial fertilizers, pesticides, or genetically modified seeds).

CLOTHING LABELS

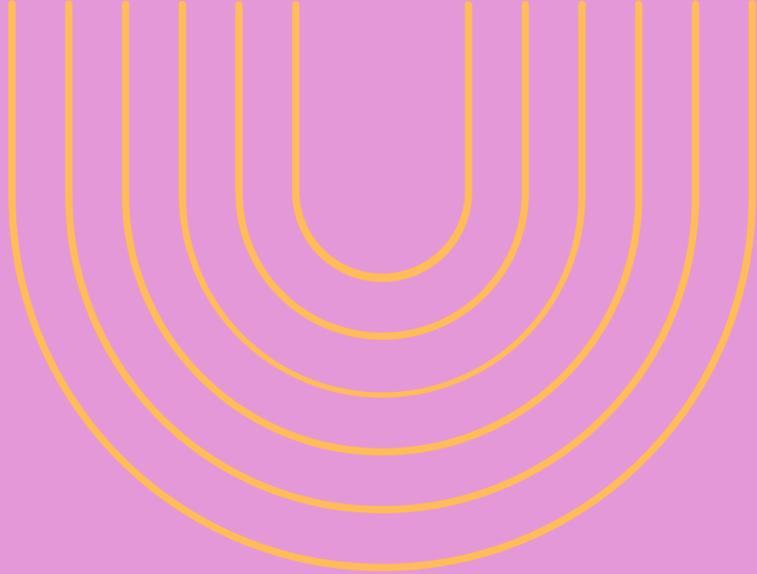
OEKO-TEX:

"Textiles worthy of trust."



Such products cannot contain (or only in very small amounts) many substances harmful to health, such as carcinogenic dyes or allergens.

The certificate applies to finished products, meaning that during production, dangerous substances may have been used. Fabrics are tested for the presence of harmful substances.



FOREST PRODUCTS



FOREST PRODUCTS

FSC – Forest Stewardship Council:

An international council operating in 89 countries and recognized worldwide, it is a non-profit organization supporting sustainable forest management.



It issues certificates confirming that wood has been sourced responsibly. Given that about half of the wood used in global trade is used for paper production, certification is very important for the well-being of people and nature. FSC ensures the verification of the origin of the wood product by issuing a CoC (Chain of Custody) certificate, covering the entire supply chain from production to the final consumer.

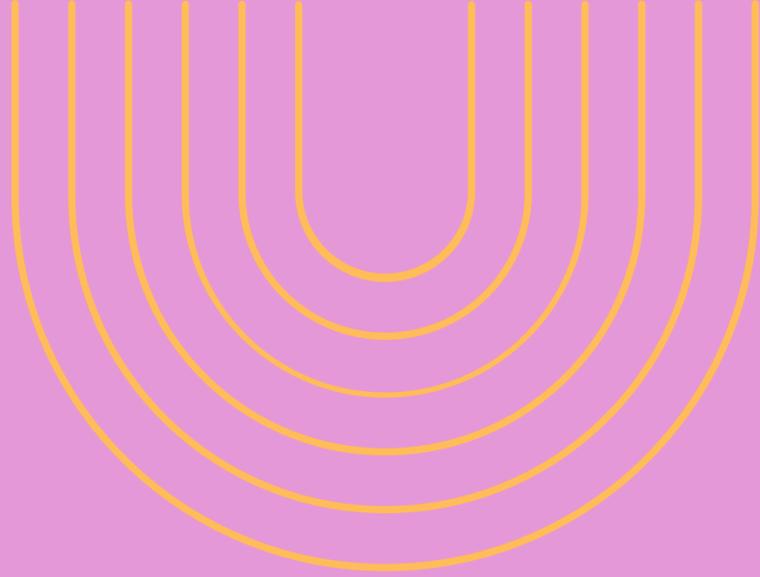
FOREST PRODUCTS

Rainforest Alliance:

This certification is awarded to various product groups, such as wood, paper, bananas, tea, coffee, cocoa, palm oil, cut flowers and ferns, as well as multi-ingredient products (e.g., chocolate), and even cattle farming, climate-friendly farms, and sustainable tourism.



For wood and paper products, the scope of the certificate covers only the first stage of the production chain – raw material sourcing. The Rainforest Alliance Certified certification process for forest products is similar to FSC: audits, including field audits, are conducted annually. SmartWood auditors seek social opinions about the candidate's activities through public comments, surveys, individual interviews, and public meetings. Interested parties can submit appeals or complaints regarding actions they believe are not in compliance with FSC/Rainforest Alliance Certified standards.



ENERGY CONSUMPTION OF DEVICES



ENERGY CONSUMPTION OF DEVICES

Energy Label:

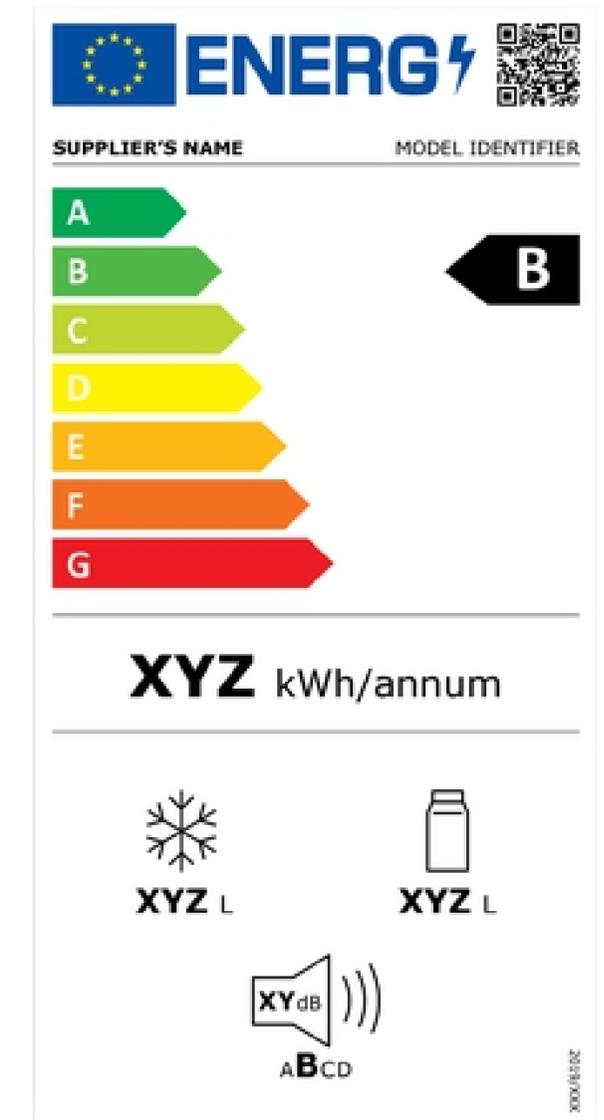
This label provides information about energy class and basic parameters of a device, such as energy consumption and noise level.

In the European Union, household appliances and light sources must carry this label. It allows consumers to compare different devices. Such information is also a valuable source of knowledge for consumers, particularly because the graphic presentation informs consumers in an accessible way about the potential operating costs of the device.

Energy efficiency classes are assigned on a scale from A to G, where class A, marked with a green bar, indicates the most efficient device, and class G, marked with a red bar, is the least efficient. These classes are determined by the ratio of the annual energy consumption of the device to the standard energy consumption for such devices defined by relevant regulations.

Labels index:

<https://www.ecolabelindex.com/ecolabels/>



ADS AND ME

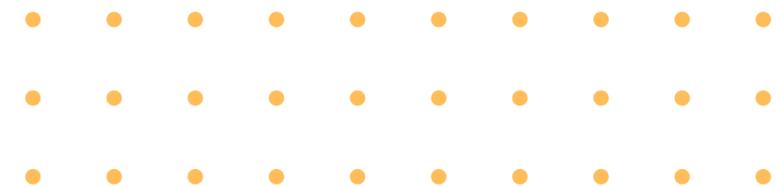


01. INTRODUCTION

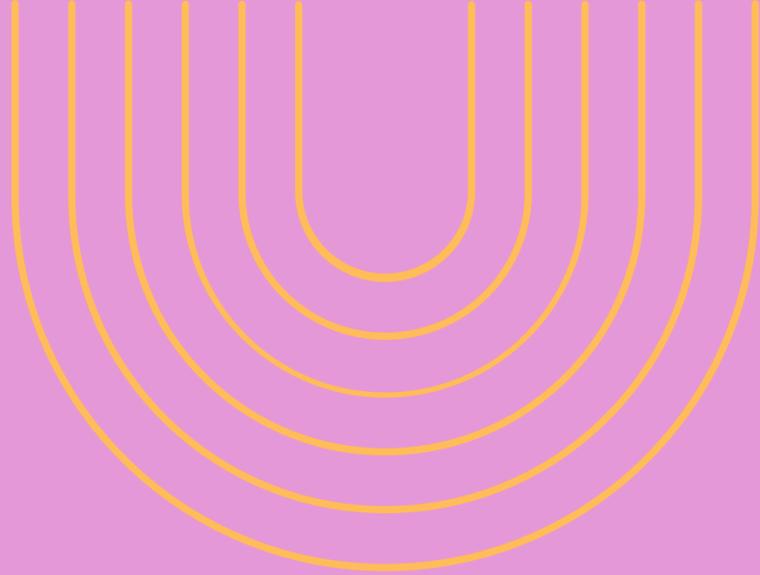
02. HOW ARE WE MOTIVATED TO BUY?

03. WHAT IS GREENWASHING?

04. CERTIFICATES



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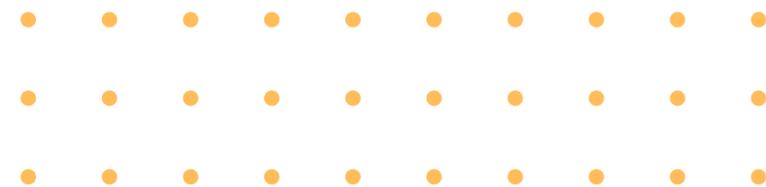
INTRODUCTION



INTRODUCTION

Companies often portray their products as environmentally friendly, but these claims can be misleading. In this module analyze greenwashing tactics, examine real-life examples, and learn to critically evaluate environmental claims in advertising and media.

https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/consumers_en



INTRODUCTION

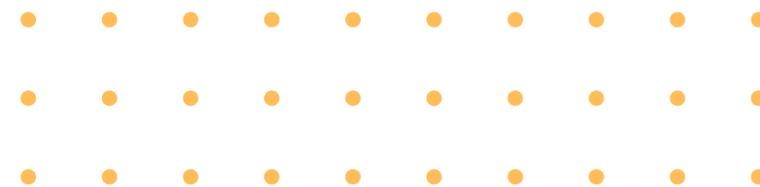
Greenwashing and its impact on consumer decision-making: it's crucial to cover a range of perspectives that prompt critical thinking and empower individuals to make informed choices. Here are some key perspectives to ponder:

- **Understanding Greenwashing Tactics:** Explore the various tactics and strategies used in greenwashing, such as vague language, misleading imagery, and false claims of sustainability. Analyze real-life examples to demonstrate how companies manipulate perceptions to appear environmentally responsible.
- **Consumer Psychology:** Delve into the psychology behind consumer decision-making and how marketing influences perceptions and behaviors. Discuss concepts like green consumerism, where individuals seek out environmentally friendly products but may be susceptible to greenwashing tactics due to cognitive biases or emotional appeals.



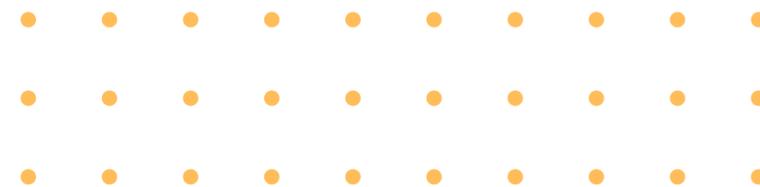
INTRODUCTION

- **Corporate Responsibility:** Examine the role of corporations in promoting sustainability and ethical practices. Discuss the ethical implications of greenwashing, including the potential harm to consumers, the environment, and trust in corporate accountability.
- **Regulatory Frameworks:** Investigate the regulatory landscape surrounding green marketing and advertising. Discuss the role of government agencies and industry standards in monitoring and enforcing truth in advertising laws, as well as the challenges of regulating deceptive practices in an evolving marketplace.

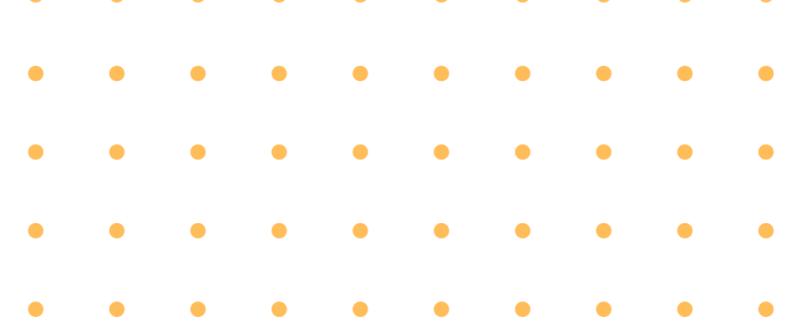


INTRODUCTION

- **Media Literacy:** Foster media literacy skills to help individuals critically evaluate environmental claims in advertisements and media. Teach techniques for spotting greenwashing, such as looking for third-party certifications, verifying claims with credible sources, and considering the full lifecycle impacts of products.
- **Sustainable Consumption:** Encourage discussions about the concept of sustainable consumption and responsible consumerism. Explore alternative approaches to purchasing decisions, such as reducing consumption, opting for second-hand or eco-friendly products, and supporting transparent and ethical companies.

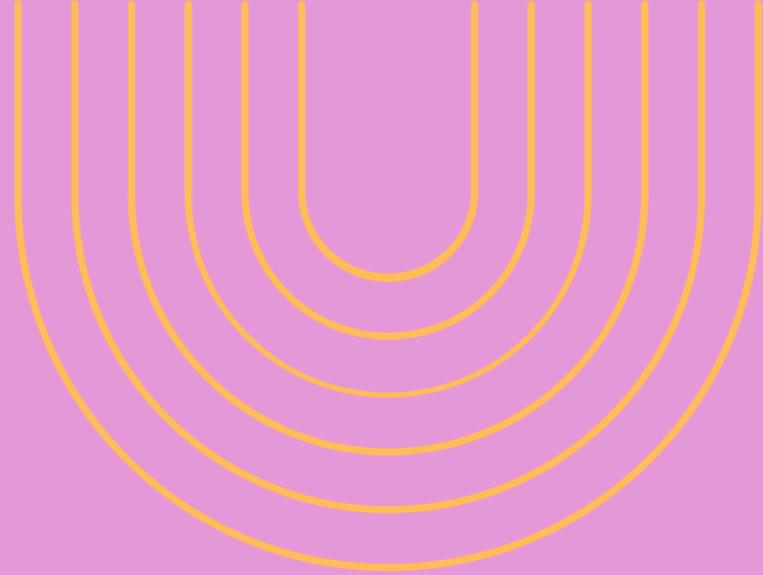


INTRODUCTION



- **Citizen Empowerment:** Empower individuals to take action as informed citizens and consumers. Discuss ways to advocate for transparency and accountability in corporate practices, support policies that regulate greenwashing, and participate in initiatives that promote sustainability and environmental stewardship.

By covering these perspectives in course material, students can develop a holistic understanding of greenwashing, its implications for consumer decision-making, and how to navigate the complexities of the marketplace as responsible citizens.



**HOW ARE WE
MOTIVATED TO BUY?**



HOW ARE WE MOTIVATED TO BUY?

Every day, an average person is exposed to around 300–350 advertisements. Advertisements are an excellent method to bring attention to products, causes, and other topics.

[How ads influence our everyday lives | The Business Standard \(tbsnews.net\)](#)

A list of ethics for digital marketers:

<https://blogs.oregonstate.edu/digitalmarketing/2019/11/08/how-advertising-affects-society-and-our-life/>

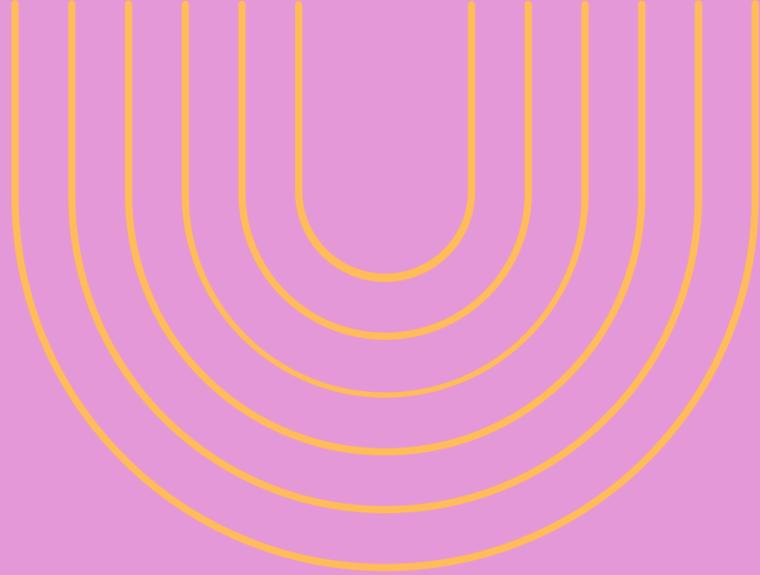
ADVERTISING

Positive and Negative Effects of Advertising on Youth:

<https://studymasscom.com/advertising/positive-and-negative-effects-of-advertising-on-youth/>

Thinking vs Feeling: The Psychology of Advertising:

[Thinking vs Feeling: Psychology of Advertising | USC MAPP Online](#)



WHAT IS GREENWASHING?



WHAT IS GREENWASHING?

"Greenwashing is when companies falsely present their products or practices as environmentally friendly. This can involve using green imagery or making vague claims about sustainability without evidence. It confuses consumers and undermines genuine environmental efforts."

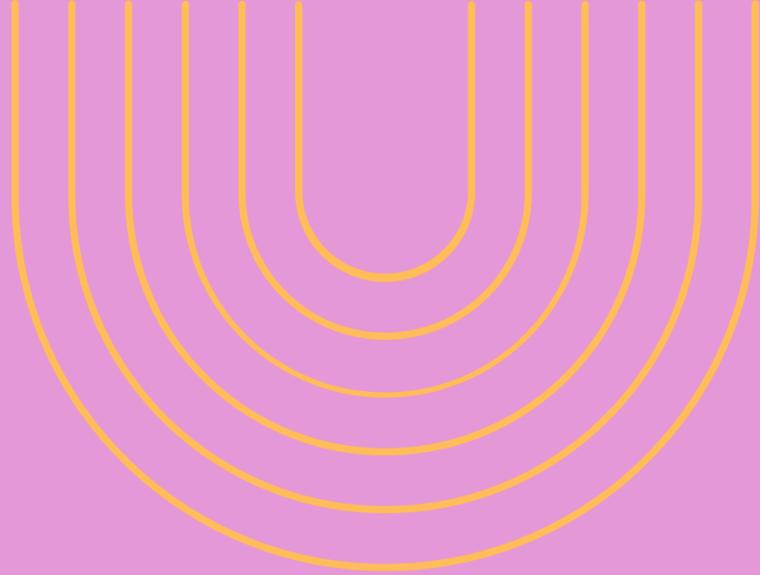
[EU adopts new law banning greenwashing and misleading product information | Euronews](#)

HOW CAN I RECOGNISE GREENWASHING?

- Beware of vague language or terms with no specified meaning, like eco-friendly, sustainable, nontoxic. They offer no real proof.
- Don't fall for nature-themed images. As humans we react emotionally to images. Also look out for green logos.
- Consider are the claims relevant and are the claims supported by evidence.
- Pay attention to certifications. Independent, third party certifications can be useful markers of sustainability.
- Consider what you're not being told. Selectively communicating about green initiatives can distract from the whole truth.
- Use resources to research companies, for example:
 - [Home - Greenwash](#)
 - [talking-trash.com](#)

HOW CAN I RESPOND TO IT?

- Learn how to spot greenwashing.
- Read more about the companies you buy from.
- Speak up when you spot greenwashing, question and look for evidence.
- Look for minimal or recyclable packaging.
- Support legislation and creation of green guides. Consider the themes when e.g. voting in elections.
- Research tells us that even by being aware of greenwashing will help you make more conscious choices.



CERTIFICATES



CERTIFICATES TO LOOK OUT FOR

As previously stated, certificates are important when investigating if the company truly is as sustainable as it claims. With these resources you can do research into the companies, brands and products that you spend your money on.

LEED (Leadership in Energy and Environmental Design)

is the most widely used green building rating system in the world. Available for virtually all building types, LEED provides a framework for healthy, efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership.



<https://support.usgbc.org/hc/en-us/articles/4404406912403-What-is-LEED-certification>

CERTIFICATES TO LOOK OUT FOR

B Corporation, also known as B Corp, is a global movement that aims to redefine success in business by legally requiring companies to meet strict social and environmental standards. B Corp certification is available for both companies and individuals.



<https://global-standard.org/> Sustainable fashion, ethical clothing, fair production have many meanings. **The Global Organic Textile Standard (GOTS)** has a clearly defined set of criteria and is transparent. GOTS is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain. GOTS certified final products may include fibre products, yarns, fabrics, clothes, home textiles, mattresses, personal hygiene products, as well as food contact textiles and more.



CERTIFICATES TO LOOK OUT FOR

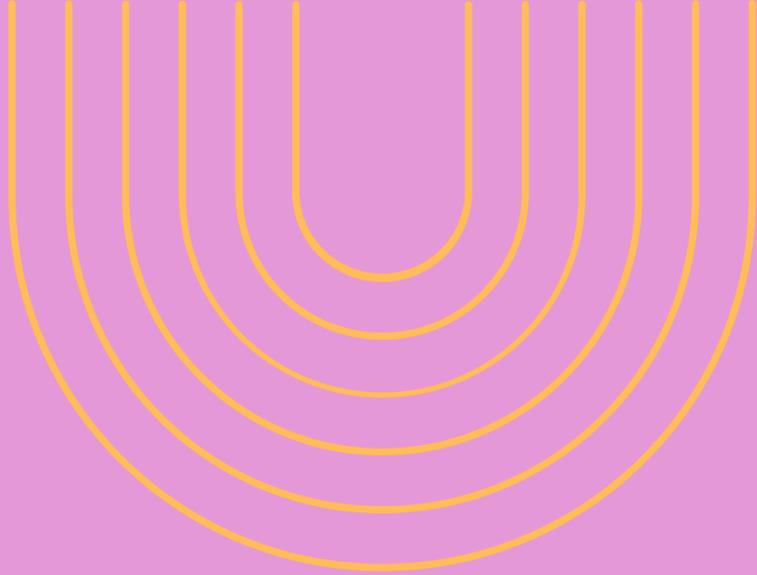
<https://www.oeko-tex.com/en/> certifies textiles (home, clothing, footwear) and leather goods. It offers various certifications, including **STANDARD 100**, ensuring all components are tested for harmful substances. The **LEATHER STANDARD** applies to leather products.

https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home_en The **EU Ecolabel** helps consumers, retailers and business make truly sustainable choices.



**LEATHER
STANDARD**





TASK: LABEL CHECK

INSPECT THE LABELS OF SOME OF THE CLOTHES YOU OWN.
WHAT INFORMATION CAN YOU FIND OUT ABOUT THEM?

<https://www.oeko-tex.com/en/label-check>



WHAT CAN WE DO
INSTEAD?



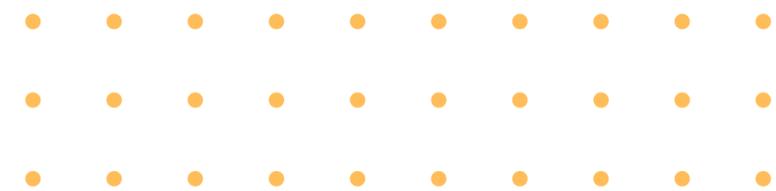
01. INTRODUCTION

02. REUSING

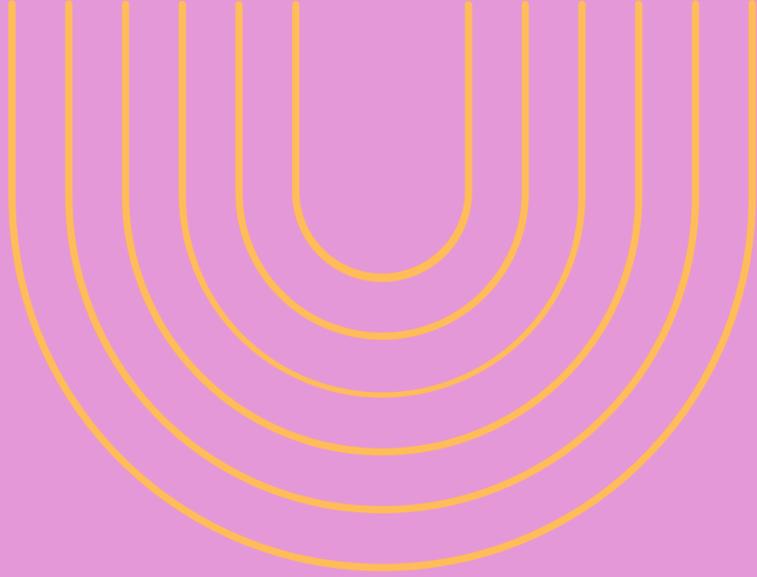
03. REDUCING

04. RECYCLING

05. SHARING



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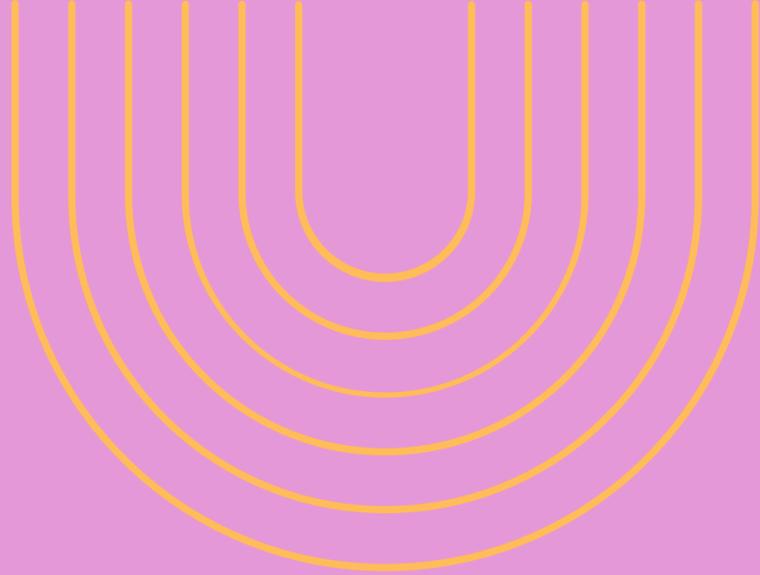


INTRODUCTION



INTRODUCTION



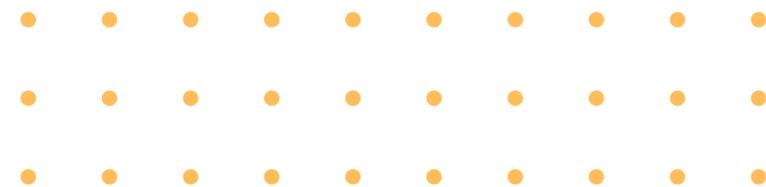


REUSING



REUSING

- Reusing refers to the practice of extending the life of products by using them multiple times instead of discarding them after a single use. This can involve repairing, repurposing, or donating items to reduce waste and conserve resources.
- Reuse encourages a more sustainable lifestyle by minimizing the need for new products and decreasing environmental impact.

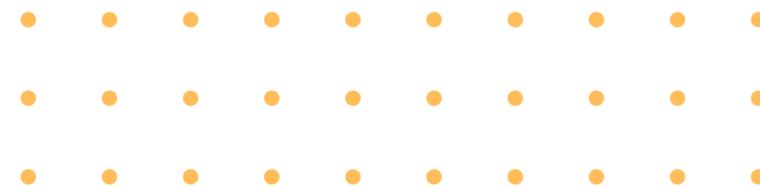


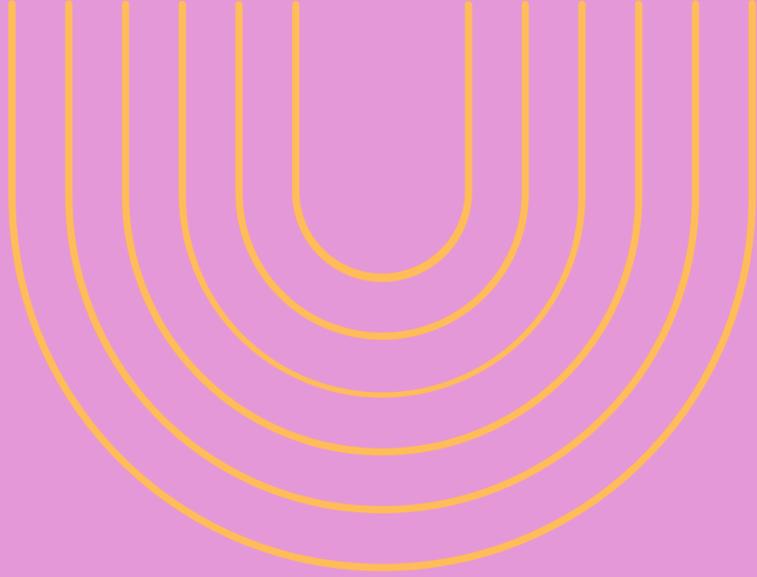
REUSING

Example of reusing: **Reusing everyday items**

Think about your everyday items – How can you reuse them? What kind of creative ways can you imagine to repurpose old stuff? Examples could be metal cans, plastic bags, rubber boots, books, toys, clothes, toilet paper rolls...

- [60+ Examples of Things You Can Reuse – Soapboxie](#)
- [Reuse – Knowledge Bank – Solar Schools](#)





REDUCING





REDUCING

- Reducing means minimizing the amount of waste and resources used by choosing to consume less and opting for products with minimal packaging or longer lifespans.
- It involves making intentional purchasing decisions to decrease overall consumption and environmental footprint.
- By reducing, we can significantly lessen our impact on the planet and promote sustainability.

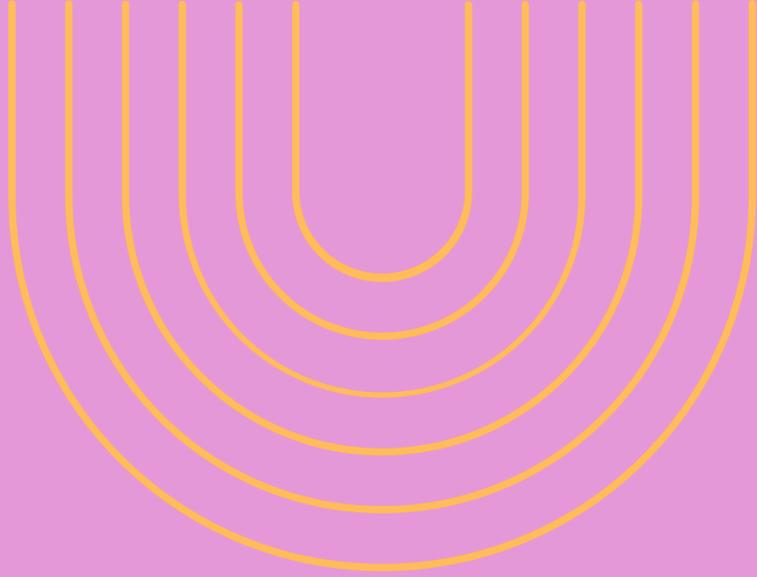
REDUCING



Example of reducing: **Rule of 5**

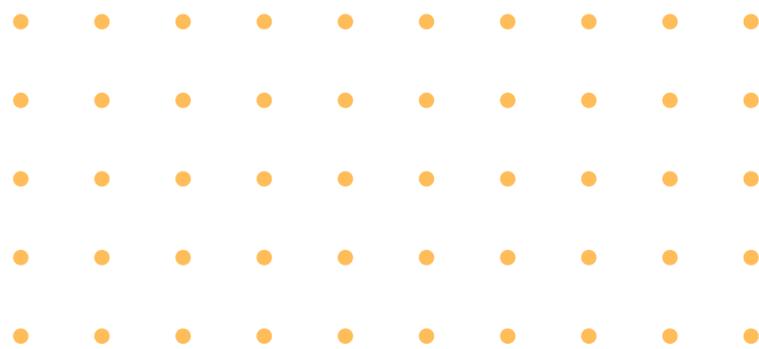
One example of reducing is the Rule of 5 challenge. In this challenge, you can only buy 5 new fashion items a year. How many have you bought already this year? Would accepting this challenge reduce your consumption?

[Rule of 5: How It Works – by Tiffanie Darke – Rule of Five \(substack.com\)](#)



RECYCLING





RECYCLING

- Recycling refers to the process of converting waste materials into new, reusable products to prevent them from ending up in landfills.
- This involves sorting and processing recyclable materials like paper, plastic, glass, and metal to create new items.
- Recycling helps conserve natural resources, reduce pollution, and support a circular economy by giving old products a new life.

RECYCLING

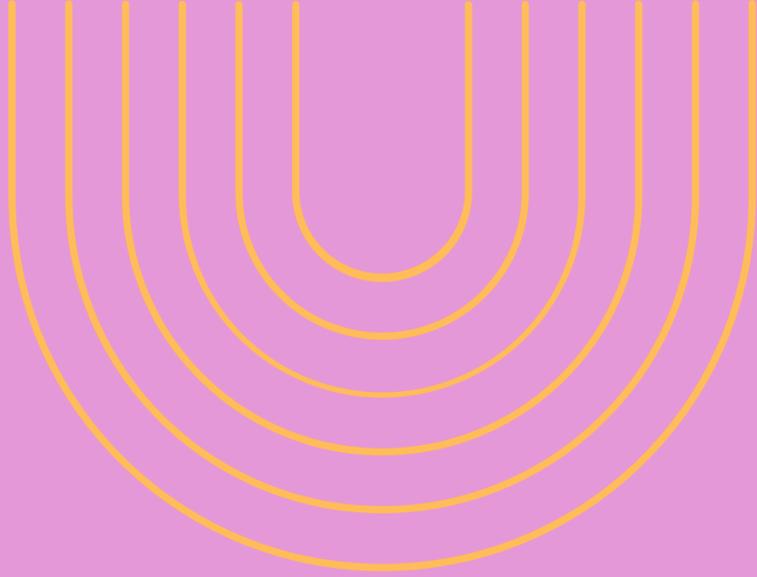
Example of recycling: **What can be recycled?**

The materials that can be recycled might differ in different countries or regions of Europe. What can you recycle in your region or neighbourhood?

The most common recycled items are:

- Cardboard
- Metal
- Paper
- Glass bottles
- Plastic
- Biowaste
- Batteries





SHARING

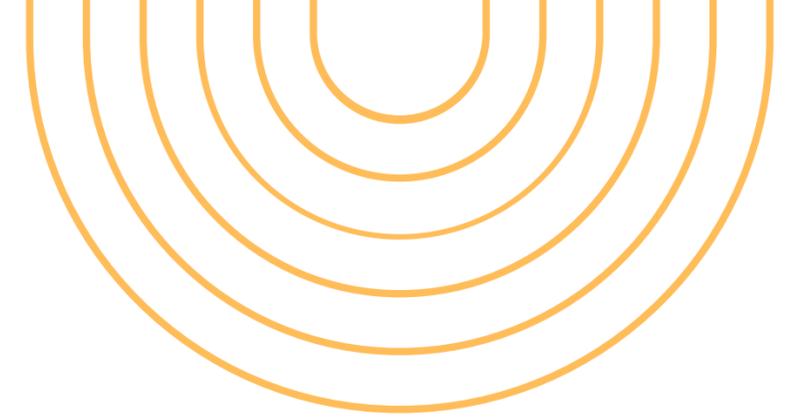


SHARING



- Sharing refers to the practice of using resources collaboratively to maximize their use and reduce individual consumption.
- This can involve sharing items like tools, clothes, or vehicles within a community or through platforms that facilitate the borrowing and lending of goods.
- Sharing promotes sustainability by decreasing the need for everyone to own the same items, thus reducing overall resource use and waste.

SHARING



Example of sharing: **Sharing Economy**

Sharing Economy has been one rising topic in recent years. We have different platforms and services, and some of them are used worldwide. What kind of items have you shared or what shared services used? Have you used Airbnb, rented a bike, scooter or some other vehicle? Have you shared clothes with your friends? What else could you share in order to consume less?

[Sharing economy – Wikipedia](#)

Sitra: A fair share e-book: [A fair share \(eBook\) – Sitra](#)

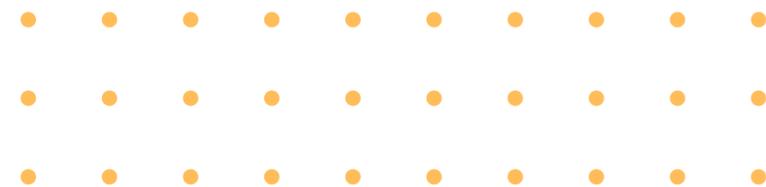


HOW TO REFORM OUR SHOPPING LIST



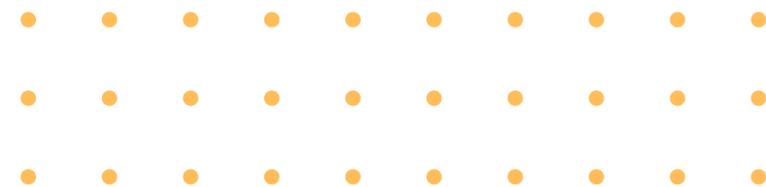
1. PLAN AHEAD:

- Before heading to the grocery store, take inventory of your pantry, fridge, and freezer to assess what items you already have on hand.
- Create a meal plan for the upcoming week based on your dietary preferences, planned recipes, and household needs.



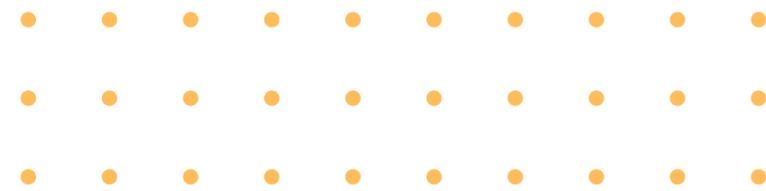
2. BUY LESS, BUY BETTER:

- Prioritize quality over quantity when selecting food items, opting for fresh, whole ingredients whenever possible.
- Consider the nutritional value and sustainability of products before making purchasing decisions, choosing locally sourced, organic, or ethically produced options when available.



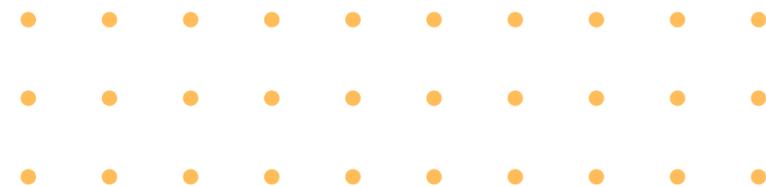
3. MINIMIZE FOOD WASTE:

- Be mindful of portion sizes and avoid overbuying perishable items that may spoil before they can be consumed.
- Opt for items with longer shelf lives or versatile uses to minimize the risk of food waste.
- Utilize leftovers creatively by incorporating them into future meals or freezing them for later use.



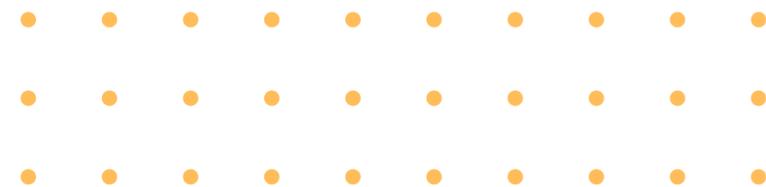
4. EMBRACE PLANT-BASED OPTIONS:

- Incorporate more plant-based foods into your shopping list, such as fruits, vegetables, legumes, and whole grains, to diversify your diet and reduce your environmental footprint.
- Experiment with plant-based alternatives to animal products, such as plant-based meats, dairy-free milk, and egg substitutes, to discover new flavors and textures.



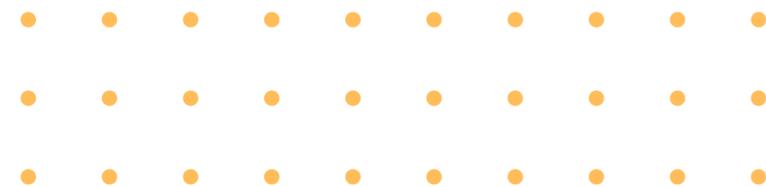
5. REDUCE PACKAGING WASTE:

- Choose products with minimal packaging or opt for bulk items to reduce plastic and paper waste.
- Consider reusable alternatives, such as cloth produce bags and glass containers, to package and store your groceries sustainably.



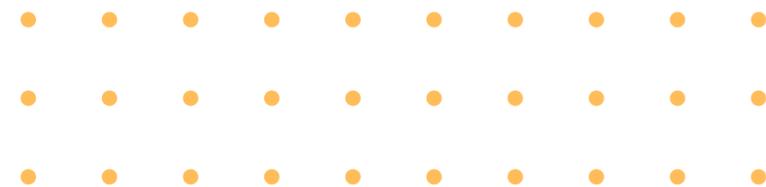
6. STAY ORGANIZED:

- Keep your shopping list organized by categorizing items according to their location in the store or by meal category to streamline your shopping experience.
- Use digital apps or grocery list templates to keep track of your shopping needs and avoid impulse purchases.



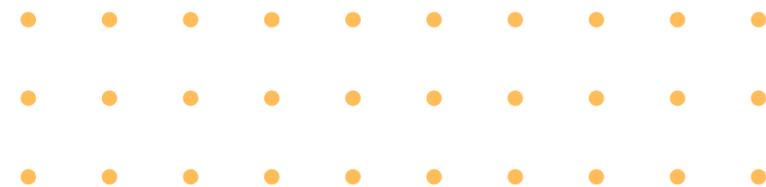
7. REVIEW AND REVISE REGULARLY:

- Periodically review your shopping list and meal plan to identify areas for improvement and optimization.
- Adjust your shopping habits based on feedback from your experiences, preferences, and changing dietary needs.



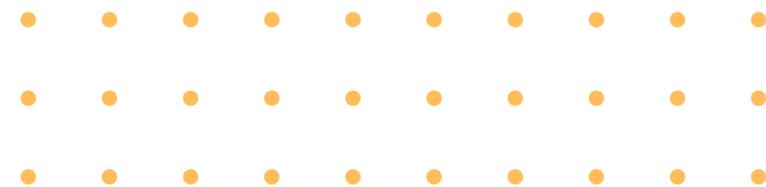
8. BUY PRODUCTS AVAILABLE IN EACH SEASON:

- Depending on where you live, consider shopping for seasonal vegetables and fruits.
- Develop a list of local vegetables and fruits.



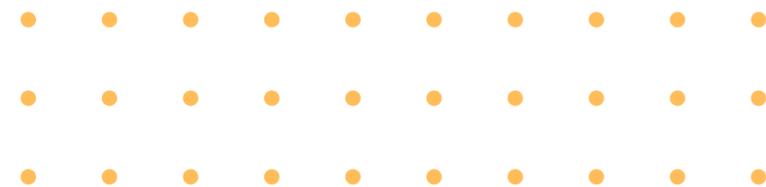
9. CHOOSE PRODUCTS FROM THE LOCAL AREA:

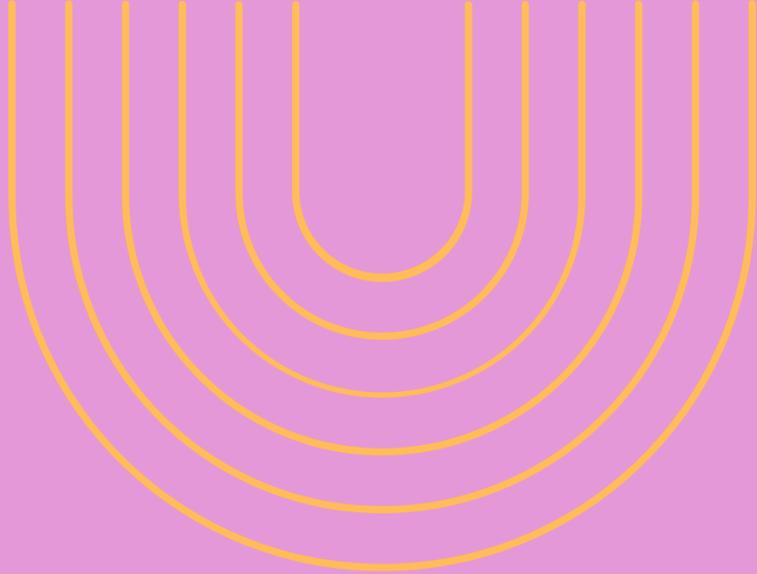
- Buy local products. A good solution for our planet is to minimize the transport of everyday products. If possible, choose products that were grown (e.g. vegetables, plants) or produced (e.g. bread, cakes) as close as possible to where you live.



10. YOU ALREADY HAVE IT IN YOUR CLOSET:

- If you plan to buy new clothes, first check what you already have in your wardrobe. Be creative and find new configurations of your old clothes.





BY FOLLOWING THESE GUIDELINES, YOU CAN REFORM YOUR SHOPPING LIST TO PRIORITIZE HEALTH, SUSTAINABILITY, AND EFFICIENCY, MAKING MORE INFORMED AND INTENTIONAL CHOICES THAT ALIGN WITH YOUR VALUES AND LIFESTYLE.

