

TAKE
CO₂NTROL



1. What do we humans need to do to tackle climate change?

We know that Earth's temperature is rising due to greenhouse gas emissions. Global warming is making the ice at the North and South Poles melt and the sea level rise. It is causing storms and other severe weather events. Every 15 minutes a species goes extinct; in the last 40 years the earth has lost about half of its animal species – an enormous loss in biodiversity.

And it's not just the ecosphere that is in danger. According to a survey of 750 experts conducted by the World Economic Forum, a catastrophe caused by climate change is the biggest potential threat to the global economy in 2016.

So it is high time we intervened, and each one of us can make a difference. The most important thing is to start now - we cannot leave the problem to the next generation.

Are you ready to join the journey?



2. The status of the world today

Good to know before you join the journey

We in the developed world have to make the biggest change in our carbon footprint to mitigate climate change.

If all of today's 7.3 billion people had the same lifestyle as the US, we would need 4.1 Earths, and 2.6 Earths if the world's population followed a European lifestyle.

Earth Overshoot Day 2015 was August 13th, meaning we had then spent Earth's entire ecological budget for the year.

If Earth was a company, we would have been out of business on August 13th. We have only one planet. We can't continue to live beyond its resources.

The world's population is expected to reach 9.7 billion in 2050.



3. Start your journey: What you can do to tackle climate change

...from the perspective of:

- » Consumers
- » Entrepreneurs/
business families
- » Investors
- » Philanthropists

what you
CAN DO
to tackle
CLIMATE
CHANGE



4. Consumers

Transportation

- ☐ Reduce flying and car travel
- ☐ Travel by train, electric car or bike, or join a car pool

Food

- ☐ Buy locally produced organic food
- ☐ Reduce meat and dairy consumption
- ☐ Eat the food you buy, don't throw it away

Housing

- ☐ Insulate walls and windows and lower indoor temperature
- ☐ Switch to renewable energy, LED lightbulbs and electrical appliances with energy star
- ☐ Unplug electrical gadgets

Challenge yourself

- ☐ One meat-free day a week
- ☐ No car for distances under 5 km
- ☐ Bring your own cup when buying coffee
- ☐ Say no to plastic bags when shopping
- ☐ Calculate your carbon footprint:

wwf.panda.org/how-you-can-help/live-green/footprint-calculator/



5. Entrepreneurs/ business families

Office/ business premises

- ☐ Switch to renewable energy and LED lightbulbs
- ☐ Insulate walls and windows and lower indoor temperature

Transportation

- ☐ Reduce air travel and use video calls/ Skype
- ☐ Reduce car travel and join a car pool

Supply-chain

- ☐ Evaluate every part of your production process
- ☐ Choose climate-conscious suppliers
- ☐ Establish market mechanisms that encourage lower GHG emissions

Awareness raising and certification

- ☐ Raise awareness among your employees, stakeholders, shareholders and trustees
- ☐ Certify your business to meet strict standards of environmental and social performance



6. Investors

Align your investment with your values

- ☐ Divest from fossil fuels and reinvest in environmental friendly alternatives, e.g. wind or solar power
- ☐ Spread the word that you have divested to influence others
- ☐ If you think you need to stay invested in fossil fuels, become a shareholder activist
- ☐ Invest in companies, organisations and funds that are environmentally and socially responsible
- ☐ Invest in innovative businesses for sustainable solutions, e.g. energy efficiency, farming technologies
- ☐ Insist that your banker or wealth manager is transparent about your investments
- ☐ Support incentives for an environmentally friendly regulatory system



7. Philanthropists

General approaches

- ☐ Integrate environmental concerns in your existing funding
- ☐ Collaborate with environmental initiatives for wider impact on climate issues

Areas to support

- ☐ Campaigns in order to influence public debate and policy
- ☐ Scientific research on climate change and how to avoid fossil fuels
- ☐ R&D for innovative businesses for sustainable solutions, e.g. energy efficiency, farming technologies
- ☐ Activities that address the root causes of climate change, are scalable and have an international perspective, e.g. End Ecocide (to make damage to the earth the 5th crime against peace)
- ☐ Conservation, regeneration, biodiversity
- ☐ Programmes that help communities prepare for climate change
- ☐ Environmental journalism and educational programmes



8. Additional knowledge for your journey

Did you know that...

- » ... in 2014 American drivers travelled the equivalent of 6.2 million round trips to the moon
... the average European drives 7000km/ year
and 50% of urban car travel are trips shorter than 3 km
- » ... every ton of recycled paper saves 17 trees
- » ... the average time a plastic bag is used is 15 minutes
... it takes between 15 to 1000 years for a plastic bag to decompose
... one recycled aluminium can equals the same energy as to watch TV for three hours
- » ... Europeans throw away 2 kg food/ week
... 1 billion people can be fed by the global food waste





we only have
one PLANET

what you
CAN DO
to tackle
CLIMATE
CHANGE

CON-
SU-
MER

2015

2050

ARE YOU READY to JOIN the JOURNEY?

every ton
of RECYCLED
PAPER
SAVES
17 TREES

PHILA-
NTHR-
-OPIST

INV-
-EST-
-OR

ENTR-
-EPRE-
-NEUR