

Shop as if
the world
depends
on it

Go for less heavily packaged options and for goods with packaging that can be recycled or, better still, reused.

85% of the population live within 2 km of a landfill site.



60°C washing-machine cycle uses a third less electricity. And turning down the thermostat of a central-heating system by 1°C can cut up to 10% off fuel bills.



Put your money where your mouth is

Low-energy lightbulbs will save you around £10 on your annual electricity bill. And when you're buying new equipment such as fridges, freezers, washing machines and central-heating boilers and controls, ask about energy efficiency. Replacing a boiler that's unreliable or more than 15 years old could save 10–15% on fuel bills.

In addition, there are now plenty of electricity suppliers who tap renewable sources such as wind, hydro and solar power.

Count food miles

Count the real cost of your well-travelled shopping basket. Every 'food mile' means more carbon-dioxide emissions, which means more global warming. So support local producers.

For instance, the various ingredients in a pizza might have travelled a total of 20,000 miles. Here are some examples of possible distances for individual ingredients:

Pineapple pieces 4,500 miles

Olives 1000 miles

Mushrooms 200 miles

