



for a living planet

“One Planet Living will allow us to make a difference on a scale, and with the urgency that all of us now know is absolutely necessary.”

Achim Steiner

Executive Director, UN Environment Programme

One Planet Living is a vision of a world in which people everywhere lead happy, healthy lives within their fair share of the Earth’s resources, leaving space for wildlife and wilderness.

WWF is working to make this vision a reality for all the world’s people, and to make sustainable living easy, affordable and attractive.

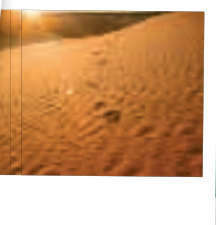
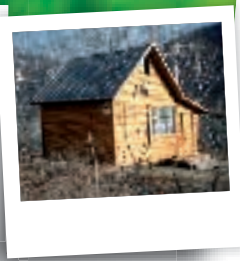
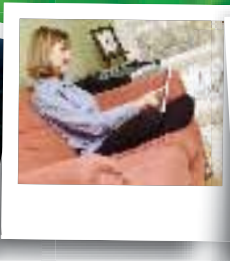
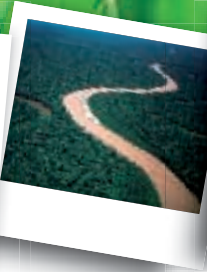
The WWF Pocket Guide to a One Planet lifestyle – produced in partnership with Canon – is packed with information and easy-to-use tips covering our homes, what we eat, how we get about, and what we buy. It also looks at things we can do in the workplace and when we go on holiday, and lists resources for further help wherever you live on our One Planet.

www.panda.org/oneplanet





for a living planet



The WWF Pocket Guide to a



ne Planet Lifestyle

BY EDUARDO GONÇALVES

About the author

Eduardo Gonçalves is Global Coordinator of WWF International's One Planet initiatives. He developed the original 10 principles of One Planet Living and persuaded the developers of the Mata de Sesimbra and Masdar City eco-cities to join the initiative.

Before joining WWF, he ran a cork oak forest farm where he restored a rammed earth cottage, perfected the art of building compost toilets, and – with no electrical

experience – installed solar and wind energy systems to meet all his family's energy needs, and pump water to his house from a natural spring.

He has also been a writer, adviser and campaigner on a range of environmental and conservation issues, and co-authored "The Algarve Tiger", the first English language book about the Iberian Lynx, the world's most endangered big cat.

Acknowledgements

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If everyone lived...

If current trends continue, by **2050** we are going to have to find a **SECOND** planet identical to the Earth to be able to continue to meet humanity's growing demand for energy and resources, and to absorb all our wastes and carbon emissions.



2 planets = ?

Already we have an average ecological footprint of **2.2 hectares** – which means that everyone on the planet uses about 2.2 hectares of the world's surface to supply him or her with food, fuel, and materials to clothe and shelter them. However the planet has just **1.8 hectares** of land and sea available for everyone...

In other words, we are living in severe ecological debt. The global economy is spending 25% more natural resources than it can actually afford. If current trends continue, by 2050 that figure will reach 100% - or TWICE what the planet can sustain.

As the world's climate heats up, fish stocks disappear, forests are destroyed and biodiversity declines, one thing is clear – **our growing debt to the earth is one that no-one can afford.**

To find out more about how WWF is working around the world to protect the planet and ensure a sustainable future for all, [visit www.wwf.org](http://www.wwf.org).

Preface

In cooperation with our Conservation Partner WWF, Canon is delighted to present you with this 'One Planet Living' book. This book explains in very practical terms what we all can do to reduce our impact on the environment.

Canon's environmental commitment is rooted in our philosophy of *kyosei* or "living and working together for the common good". This philosophy was established in 1988 and is now firmly embedded as a core value of our company. Guided by *kyosei* we strive to balance environmental concerns with economic development.

As a leader in imaging products and solutions for the digital home and office, we are aware that our business has an impact on the environment. We are continuously making efforts to reduce our environmental impact throughout the whole product lifecycle. An example of this is our global consolidated ISO14001 certification which we have put in place to monitor and ensure environmental improvements in all our sites. Additionally, the eco-design features of our products help to reduce their ecological footprint.

But we realise that if we are to overcome the environmental challenges this planet faces we must all work together. Hopefully, this book will provide you with some interesting and useful suggestions on how you may be able to help.

We wish you pleasant reading.

Ryoichi Bamba
President & CEO

Canon Europe, Middle East & Africa



you can
Canon



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Introduction

The great challenge of the 21st century is to figure out just how to live on this planet in a way that it can sustain.

At the moment we are living way beyond the earth's natural means. But when you start talking about sustainable lifestyles, a lot of people are afraid that you are going to ask them to freeze in the dark – to sacrifice their quality of life.

WWF's One Planet initiatives are about finding the path that allows us all to realise our dreams and aspirations, but in a way that is easy, affordable and attractive. It can be a better way to live in every sense.

The pocket guide to a One Planet lifestyle – produced in association with WWF Conservation Partner Canon Europe – is designed to help you look at the way you live, work and play, and make informed choices that are better for our planet.

I hope you enjoy reading it, and will feel inspired to join with us in helping to build a world where people live in harmony with nature.

James P. Leape

Director General, WWF International



What is a **One Planet Lifestyle?**

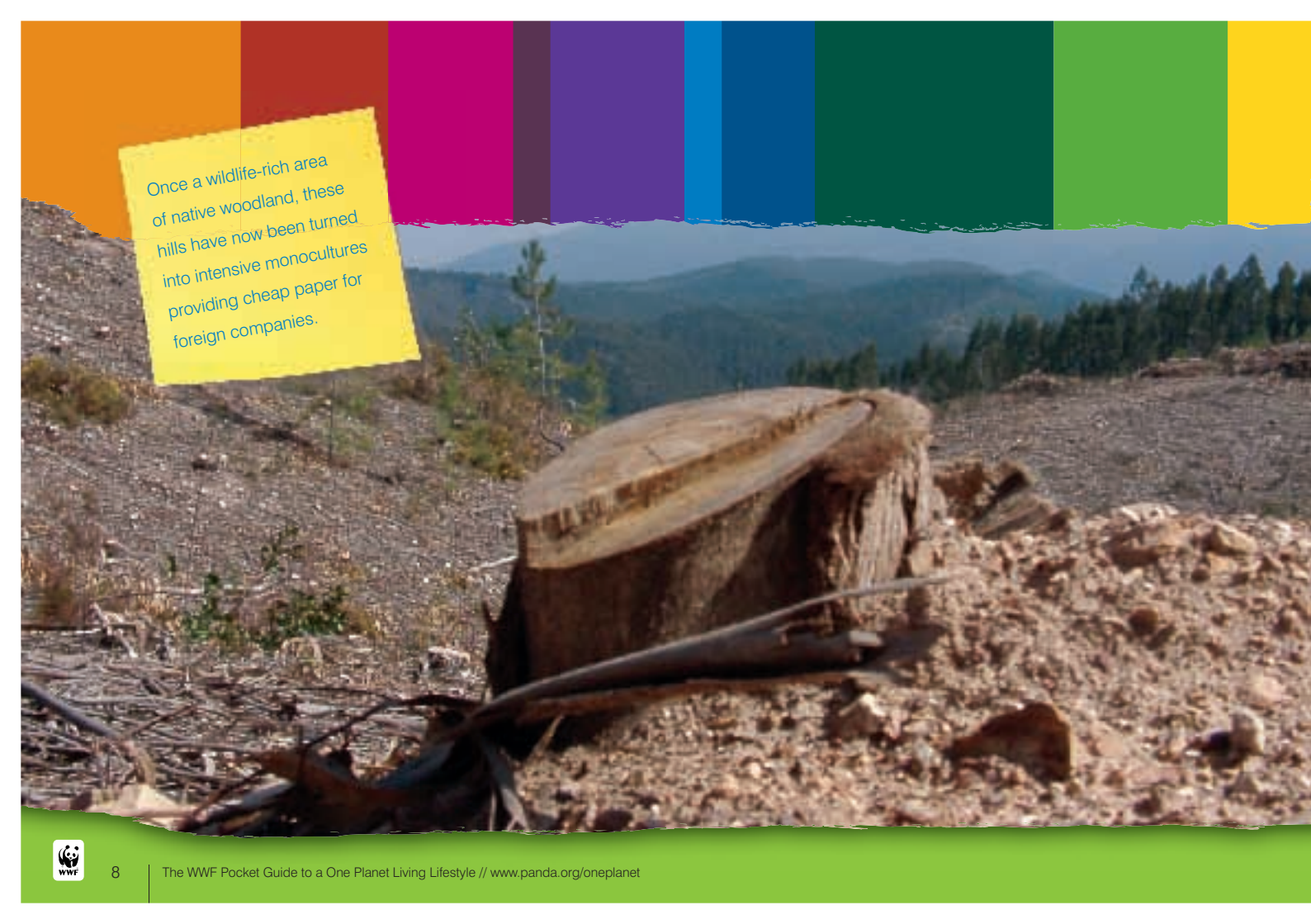
One Planet Living is a way of living and working that is compatible with the natural limits of our planet. It is about not using up more than our fair share of the earth's resources, or taking out more than the planet's eco-systems can naturally replace. It is about ensuring that the bountiful wealth provided by nature can be enjoyed by every living thing – wildlife included.

WWF's One Planet initiatives are ways of helping governments, businesses and consumers everywhere to adopt a new approach to the way policies are adopted, business decisions taken, and lifestyle choices made.

"For a world in which people everywhere can lead happy, healthy lives, within their fair share of the earth's natural resources, and with space for wildlife and wilderness"

One Planet Living vision statement





Once a wildlife-rich area of native woodland, these hills have now been turned into intensive monocultures providing cheap paper for foreign companies.

WWF researchers have found that humanity's consumption of natural resources is slowly destroying the planet's ability to sustain life on earth. **Every day, we take out 25 per cent more resources than the earth is able to put back in again.** As a result we are getting into greater and greater ecological debt.

Imagine if every month we spent 25 per cent more money than we earned. It would not be long before our bank manager wrote a stern warning letter! But that is precisely what we are doing, and as a result we are destroying the very basis of that upon which our societies and economies survive.



We are now using more resources than the earth's eco-systems can replace, yet produce increasing quantities of waste – much of it dangerous to people and wildlife.

So what can we do about it? This book is all about finding easy, affordable and attractive solutions. It is about developing a new way to live, work and play which allows us to have a better quality of life. It is about understanding our "ecological footprint" and making "One Planet Living" something each and every one of us embraces with enthusiasm.

Did you know:

- > **75 per cent** of the world's fisheries are now over-fished and faced with commercial extinction
- > Half of the world's original forest has been destroyed, and we are losing a further **2%** every year
- > Species extinction is currently **one thousand times** the natural evolutionary rate. One quarter of all the birds and mammals on earth are in danger of extinction
- > If the current trend of growing consumer demand continues, by **2050** we will need to find a second planet earth to be able to meet demand for food, goods, energy, materials...

What is our 'ecological footprint'?

- > Scientists have calculated that the Earth has about 12 billion hectares of land and sea capable of providing us with what we need to feed and clothe us, keep us warm and build shelter, and also to absorb our carbon emissions and other wastes. As the world's population is currently about 6 billion, this means that there are roughly 2 hectares for everyone of us to meet their needs from.

Ecological "footprinting" is a new science that allows us to calculate how much of the earth's surface we are actually using AND to work out whether or not our lifestyles are sustainable.

We know for example that every ton of fish we eat needs 25 hectares of fishing grounds to support it. Every cubic metre of timber we use needs 1.3 hectares of forest to grow it. Every ton of carbon dioxide we emit into the atmosphere needs 0.35 hectares of forest to absorb it. And so on.

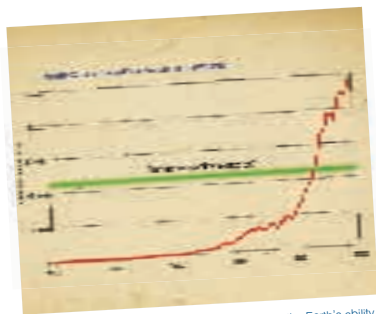
WWF's "**Living Planet Report**" tells us that, whilst there are **12 billion** hectares of "bio-productive" land and sea, we are actually consuming the equivalent of over **13 billion** hectares, and that this is damaging the earth's life-support systems..

Fishing is one example. We have been catching fish faster than they can repopulate. Today, many of the world's fish-stocks are virtually extinct. Climate change is another symptom of the problem. Our carbon emissions are greater than the planet's ability to absorb them.



WWF's Living Planet Report also looks at the link between our growing global footprint, and the decline in biodiversity. The populations of hundreds of different species have declined by on average one third since 1970.

Humanity's ecological footprint varies greatly from country to country, and from community to community. Broadly speaking, industrialised countries have much greater national footprints than the economies of developing countries.



Humanity's carbon emissions are now greater than the Earth's ability to absorb them.

For example, the average American consumes the equivalent of about 10 hectares of resources a year. That's more than **5 times** the global 'fair share' of resources. In other words, if everyone in the world lived like an average American, we would need to have 5 planets the same as Earth in order to meet our needs. Europeans consume an average of 6 hectares a year each – **so if everyone on the planet had a European lifestyle, we would need 3 planet Earths.**

The world's population is growing, as are consumer expectations – particularly in rapidly-developing economies such as China and India. That's why it is so important that we embrace the concept of **"One Planet Living"** - and ensure that we, and our children, can survive and thrive.



Europe's ecological footprint - if everyone lived like an average European, we would need 3 planets to live on.

- > **We must** live to learn within the limits of our planet's natural 'budget' if we are to avoid wide-scale drought, food shortages, mass migrations and more
- > **We need** to find sustainable ways in which to meet human demand for food, clothing, energy, health, education, mobility and leisure.



One Planet Living in action

One Planet Living is a holistic approach to living and working sustainably based on **10 principles** which encompass social and economic concerns, as well as environmental ones. WWF and its partners are working in a number of countries around the world to show how these principles can work in practice – to the benefit of people and planet.



Principle 1: Zero Carbon

The world's climate is changing as a result of the build-up of carbon dioxide in the atmosphere. Our goal must be a world whose net CO₂ emissions are ZERO. **One Planet Living means investing in energy-efficiency and generating energy from renewable sources.**

- **One Planet Living in action:** Masdar City in Abu Dhabi will be the world's first One Planet Living solar-powered, zero-waste, car-free city. The \$22 billion development will be home to 50,000 people and 1,500 businesses, and is expected to create over 70,000 jobs.

The first step in the city's seven-phase plan is the development of the Masdar Institute of Science and Technology (MIST), the world's first graduate university dedicated to researching renewable energy.

Scheduled to open in 2009, MIST will maintain a body of students and professors focused on developing the next generation of solutions to the world's growing dependence on fossil fuels. Masdar City commenced construction in February 2008.



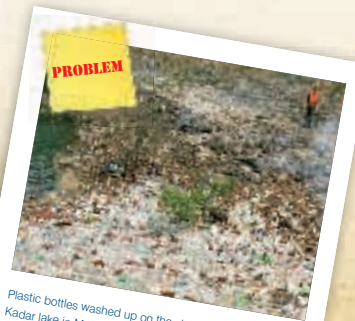
Principle 2: Zero Waste

Waste from discarded products and packaging is creating a huge problem on how to dispose of it. It also squanders valuable resources. Our goal must be a world which does not send waste to landfill or for incineration. **One Planet Living means reducing the generation of waste by better design, and encouraging the re-use, recycling and composting of waste...and using it to generate clean energy.**

- **One Planet Living in action:** The BedZED ecovillage, led by WWF partners BioRegional, has a combined heat and power unit fuelled by prunings from trees lining local streets.

The partnership between BioRegional and Croydon Borough Council means that 1,000 tonnes of waste that once went to landfill are now turned into woodchip which in turn generates electricity and hot water for the 300 residents at Britain's largest ecovillage.

The development makes it easy for people to recycle by providing waste bins with separate compartments for paper, glass and tins. BedZED is also home to a number of businesses, who can join a scheme to recycle and then buy back their waste paper.



Plastic bottles washed up on the shore of Kadar lake in Montenegro.



The "combined heat and power" plant at BedZED uses tree clippings to generate electricity and provide hot water to residents.

Principle 3: Sustainable Transport

Growing car use and air travel are contributing to climate change, air and noise pollution, and congestion. Our goal must be a world which reduces our dependence on private vehicles and which achieves major reductions in carbon emissions from transport. **One Planet Living means investing in good quality transport infrastructure that reduces reliance on fossil fuels.**

- > **One Planet Living in action:** Work is underway to develop a €95 million sustainable transport programme as part of the Mata de Sesimbra 'One Planet Living' project in Portugal, a €1 billion development to build a sustainable community and an eco-resort near Lisbon.

Thanks to the scheme's innovative design, shops and leisure facilities will all be just a short walk or bike ride away, thus doing away with the need for cars. Hybrid shuttles will be on hand to whisk residents and visitors away to nearby towns, train stations and tourist attractions. A new mono-rail will stop damage to the area's sensitive sand dunes by preventing cars from parking at the local beach.



Principle 4: Sustainable Materials

The destructive exploitation of resources, and the use of unsustainable materials in products and buildings, is harmful to people, the environment, and local economies. Our goal must be a world where the sourcing, manufacture and supply of raw and finished materials can have a net positive impact. **One Planet Living means valuing local, reclaimed, renewable and recycled materials, investing in natural resource stocks, and bringing benefit to local communities.**

> **One Planet Living in action:** The Beddington Zero Energy Development, or BedZED, has won a number of awards around the world for its innovative use of reclaimed, sustainable and recycled building materials. Much of the steel in the construction was taken from a local railway station that was undergoing refurbishment. A total of 3,404 tonnes of the construction materials used at BedZED were reclaimed or recycled, and more than half were sourced from within a 35 mile radius of the construction site.

Choosing timber over uPVC window frames for the BedZED scheme saved nearly 800 tonnes of CO² emissions, some 12.5% of the total embodied CO² for the scheme. Virtually all the timber was FSC sustainability certified. Careful selection of construction materials reduced the total environmental impact of the BedZED development by approximately 25%.



Principle 5: Sustainable Food

Modern-day “industrial” agriculture produces food that is sometimes of questionable quality, uses processes that can do lasting damage to eco-systems, and may have heavy carbon footprints from transport emissions. Our goal must be a world where the production and supply of food has a net positive impact on local communities and the environment. **One Planet Living means supporting local and low-impact food production that delivers healthy, good quality food that boosts local economies in an environmentally-beneficial manner.**

➤ **One Planet Living in action:** One Planet Living in action: In California, Sonoma Mountain Village – which will be the USA’s first “One Planet Community” – is making local, organic and biodynamic food grown on site available in the community’s restaurants and grocery stores. Community gardens and fruit trees will be accessible to every resident, and a year-round daily farmer’s market will encourage healthy diets as well as invest in the local economy. It is estimated that by 2020, some 65% of all food consumed on-site will come from within a 300 mile radius – and that 25% will come from within 50 miles.

North American developers Coddling will also

be working with local community-supported agriculture programmes to develop a system for picking up healthy prepared meals from convenient neighbourhood locations.

PROBLEM



Intensive strawberry cultivation in southern Spain is rapidly encroaching on the habitats of the Iberian Lynx, the world’s most endangered big cat.

SOLUTION?



Local fishing communities are expected to receive a welcome boost from the One Planet Living “Mata de Sesimbra” project in Portugal, which has classified them as “preferred suppliers”.

Principle 6: Sustainable Water

Freshwater supplies are under growing threat from depletion, pollution, and disruption of hydrological cycles. Our goal must be a world where water resources are conserved and managed sustainably. **One Planet Living means implementing water-efficiency strategies, re-use and recycling. It also means minimising water extraction and pollution, fostering sustainable water and sewage management, and restoring water cycles.**

> **One Planet Living in action:** In the United Arab Emirates, the Masdar City One Planet Living project will re-use all waste water, cut water demand by more than half, and reduce per capita demand for desalinated water to one-third the national average.

In Portugal, a network of 40 underground rainwater catchment tanks at the Mata de Sesimbra One Planet Living project will mean that no additional water will be needed to irrigate any of the parks, gardens or leisure facilities. The project is also restoring a major wetlands area nearby.

PROBLEM



Road-sign in Tunisia indicating a water point in the desert.

SOLUTION?



A One Planet Living project in Portugal is protecting and restoring an important wetlands area.

Principle 7: Habitats and Wildlife

Over-exploitation of natural resources and inappropriate development in natural areas is causing the loss of important habitats and declining biodiversity. Our goal must be a world where degraded environments are regenerated and biodiversity loss halted and even reversed. **One Planet Living means protecting and recovering natural environments, and the habitats they provide to fauna and flora, and creating new ones.**

➤ **One Planet Living in action:** The One Planet Living project at Mata de Sesimbra, in Portugal, is also Europe's largest nature restoration scheme. In a programme costing €120 million, nearly 5,000 hectares of degraded landscapes (including 11 of the country's largest sand quarries) are being reclaimed for nature with native cork oak and other local trees and shrubs. New habitat corridors are being created for wildlife.

of Europe's most threatened species, the Bonelli's Eagle. Portugal is one of the most important countries for this magnificent bird of prey, yet only 77 pairs remain. A 'levy' on house sales will help to fund the recovery of other species in Portugal, such as the Iberian Lynx.

PROBLEM



A species
The Bonelli's Eagle is one of Europe's most endangered birds of prey.



SOLUTION?



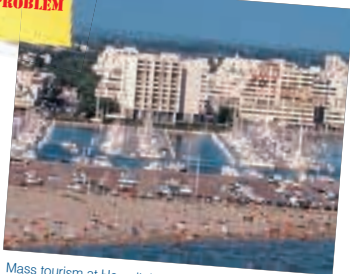
WWF is working with developers and landowners (above and left) in Portugal to restore sand quarries and degraded habitats to native woodland.

Principle 8: Culture and Heritage

Around the world, increasing globalisation is contributing to the loss of cultural heritage, and with it local identity and wisdom. Our goal must be a world which protects and builds on diversity. **One Planet Living means celebrating and reviving local history and identity, and fostering a new culture of sustainability.**

- **One Planet Living in action:** At Masdar City, community 'majilis' will be created so that the local community can meet and discuss community issues. A retail centre will open to support local womens' handicrafts, and the city's architecture will integrate local values.

PROBLEM



Mass tourism at Herault, in the south of France

At Mata de Sesimbra, a One Planet Living estate management team will organise educational programmes for visitors, and actively promote local crafts and visits to local cultural centres for residents. The Town Square at California's Sonoma Mountain Village - a One Planet Community project - will feature a traditional farmer's market, public art and art exhibits, local landscape, staged plays and concerts.

SOLUTION?



Wine maturing in traditional oak barrels in Palmela, Portugal.

Principle 9: Equity and Fair Trade

Many people in the developing world cannot meet their basic needs from what they produce and sell, and there are also those in the developed world who live in relative poverty. Our goal must be a world where the impact of consumption on other communities is a positive one. **One Planet Living means pushing for equitable and fair trading relationships that have a beneficial effect on communities locally and globally – and in particular on disadvantaged communities.**

- **One Planet Living in action:** The Ivory Park project in South Africa is a community of low-cost, energy-efficient homes with innovative water conservation and recycling features. Over 60% of the project budget went on salaries for local people, and 60% of the workers were women.

The project boasts an organic vegetable nursery, a bicycle refurbishment scheme, a zero energy community centre, a kindergarten and a spiritual corner.

By reducing heating demand in winter, the homes reduce the need for coal burning which is a major cause of respiratory problems in 30% of the township's children.



10

Principle 10: Health and Happiness

There appears to be a growing gap between increasing wealth and happiness, which raises questions about what the true basis of well-being and contentment really is. Our goal must be a world which actively works to increase quality of life in our communities. **One Planet Living means promoting healthy lifestyles, vibrant communities, and physical, mental and spiritual well-being.**

- > **One Planet Living in action:** The Mata de Sesimbra One Planet Living project in Portugal plans to closely monitor the satisfaction and stress levels of its residents and visitors. Indicators for air and noise pollution have already been developed, and €100 million is being invested in sports, leisure, cultural and educational facilities. The development has been designed so that everyone has easy access to large areas of green spaces and community facilities. An on-site team will encourage participation in community-building activities and monitor people's sense of 'place'.



The hustle and bustle of modern life has made many people richer. But at what cost to their health and well-being?



The average Londoner knows just 3 neighbours, but at BedZED the number is 19.

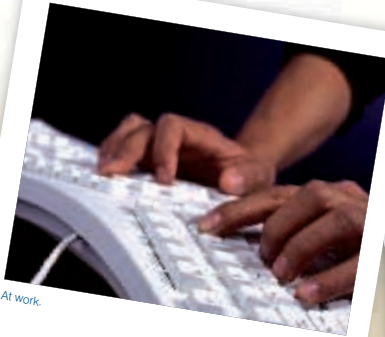


What **you** can do

Wouldn't it be great if we could all live in a way that was more environmentally-friendly, and which at the same time was cheaper, gave us more time to spend with friends and family, and meant we were healthier? WWF has researched a set of 'Ten Top Tips' with suggestions about small changes we make to the way we live, work and play which could help a big difference to our planet - **and** the quality of our lives.



At home.



At work.



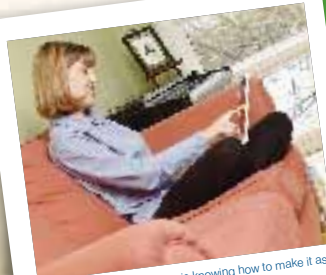
On holiday.

In the home

1. save money by turning off lights and appliances when not in use
2. investing in cavity wall and loft insulation can lower your bills
3. energy efficient lights and appliances can make a huge difference
4. switching to a green tariff is now easier than ever
5. insulating the hot water tank and lagging hot water pipes will cut down on wasted energy
6. turning down the thermostat by just 1 degree will still leave you feeling warm and comfortable, but could cut energy use by as much as 10%
7. draught-proofing your home and drawing the curtains at night is so simple yet so effective
8. fit a water meter and a flush saver, and see the difference it makes
9. why water the lawn? Get a water butt and use rainwater to water plants
10. you can encourage wildlife by leaving a wild area in your garden.

Did you know:

- > Lighting accounts for up to 15% of household electricity use
- > Some appliances, like digital set top boxes, use nearly as much energy in standby mode as when they are switched on
- > By replacing normal bulbs with energy efficient ones you use up to 70% less energy for lighting
- > Up to a third of your household heat will escape through an uninsulated loft
- > Double glazing can reduce heat loss through your windows by half.



The art of sustainable living is knowing how to make it as easy, affordable and attractive as possible.

Did you know:

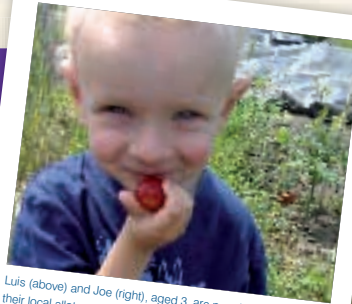
- > Large amounts of land are needed to raise livestock. Eating less meat could reduce your food footprint by up to 40%
- > Pesticides and fertilisers use up a lot of energy to manufacture. Organic products consume up to 40% less energy, as well as support higher levels of wildlife
- > Every ton of strawberries flown into Europe from North Africa or the Middle East emits up to 4 tons of carbon from air freighting.

What we eat

1. food that is in season is tastier
2. cut down on meat and dairy produce
3. waste less food
4. compost organic waste
5. buy fairly traded goods
6. buy local food
7. try growing your own fruit and veg
8. avoid heavily processed products
9. drink tap water, not bottled water
10. buy MSC certified fish and fish products.

Did you know:

- > About a third of all our kitchen and garden waste (such as vegetable peelings and cut grass) can be composted. However if it is thrown away and is dumped in a landfill site, it turns into methane...which is even **more** potent than carbon dioxide as a greenhouse gas.



Luis (above) and Joe (right), aged 3, are popular figures at their local allotment, where they grow prize-winning custard marrows, yellow courgettes, cherry tomatoes and strawberries.



Focus on sustainable seafood

For more information:

www.msc.org

In 1996, WWF and Unilever – one of the world's biggest buyers of frozen fish – started an initiative to change the way fish are caught, marketed and bought, and therefore help ensure the future of the world's fisheries.

Now an independent, not-for-profit organisation, the Marine Stewardship Council (MSC) works with fisheries and retailers to certify and promote environmentally-responsible and socially-beneficial fishing practices around the world.

The Marine Stewardship Council logo denotes seafood products that have been fished sustainably.

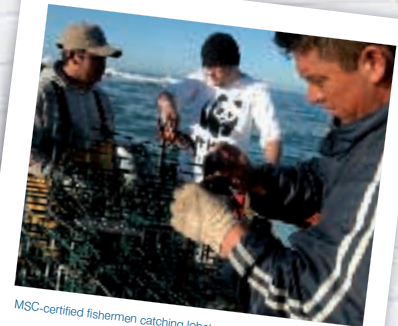


MSC has developed a standard for assessing and certifying the sustainability of fisheries which is the only internationally-recognised criteria for evaluating whether or not a fishery is well-managed. Based on the best scientific data and latest knowledge about the marine environment, it took two years to develop.

To be able to use the MSC logo, products have to have come from fisheries assessed by independent certifiers as meeting the MSC standard. This gives consumers an informed choice to buy fish and other seafood products from well-managed sources.

Over 20 fisheries around the world are now certified, and another 30 fisheries are currently undergoing assessment. In addition, more than 100 major seafood buyers have pledged to stock and sell MSC-certified products, including large supermarket chains in France, Germany, Switzerland, the UK, and the USA.

Today, there are around 400 MSC-certified fish products on sale in 26 countries – ranging from fresh, frozen, smoked and canned fish to fish oil supplements – and the number is growing all the time. For the first time, consumers have access to seafood products that they can be confident are sustainable.



MSC-certified fishermen catching lobsters off the coast of Mexico.

10 top tips

Getting about

1. reduce car use, especially for short journeys (less than 3 km)
2. walk and cycle more
3. avoid unnecessary travel
4. use public transport instead of the car
5. car share if driving is unavoidable
6. buy the smallest car that fits your needs
7. switch off your engine whilst stationary
8. take holidays closer to home
9. fly less, avoiding short haul flights (less than 500km) wherever possible
10. offset your flight emissions if air travel is unavoidable.

Did you know:

- > One return flight from Europe to Australia uses as much energy as it takes to heat and power your home for six years.



Increased road and air traffic is causing growing congestion...



...and pollution,

10 top tips

Other tips

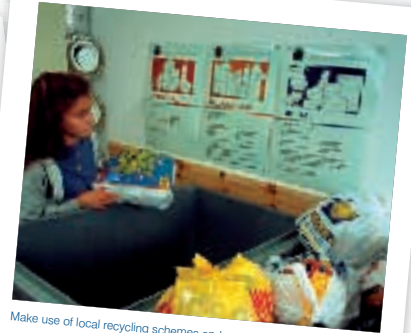
1. avoid over-packaged goods
2. use local shops
3. run the washing machine at 30 degrees Celsius where possible
4. use kerbside recycling schemes and recycling centres
5. run the fridge at between 3-5 degrees Celsius
6. don't buy patio heaters, peat compost or pesticides for your garden
7. donate unwanted goods and buy recycled and second hand products
8. re-use envelopes and jiffy bags
9. use rechargeable batteries rather than disposable ones
10. boycott unethical products

Did you know

- > Recycling one aluminium can save enough energy to run an energy efficient bulb for 140 hours.



Run your machine at 30 degrees Celsius.



Make use of local recycling schemes and centres.



Using rechargeable batteries instead of non-rechargeable ones helps reduce household waste. Around 15 billion ordinary batteries are thrown away every year, all of which end up in landfill sites. WWF is working in partnership with Uniross, the European leader in rechargeable batteries, including campaigns to promote the collecting and recycling of old batteries.

For more information:
www.fsc.org

Focus on sustainable wood

One of the main causes of forest loss is illegal logging, which is fed by high demand for timber in Europe and in countries such as Japan, the United States and China. You can help stop this, however. Look out for the “FSC” label on wood and timber products, including everything from furniture to paper and even toilet tissue. If it doesn't have this label, it may well have come from illegal or controversial sources.

The Forest Stewardship Council (FSC) is an independent body which sets standards for sustainable forest management, and accredits third parties to certify forest producers that adopt them. It was set up in response to the outcry over clear-cutting of forests in places such as the Amazon. Its founders were a broad coalition that included environmental groups such as WWF, Greenpeace and Friends of the Earth, as well as indigenous forest dwellers, and retailers such as B&Q in the UK and Sweden's IKEA.

FSC labels timber from forests managed according to specific standards of sustainability as a way of encouraging good forest management.

To be certain of buying sustainably, look out for the Forest Stewardship Council (FSC) logo on wood and timber products.



Forest in Grisons, Switzerland, where wood is harvested according to FSC norms.



At work

Many businesses now recognise the benefits of being able to respond to consumers' concerns over the environment and climate change, and are taking a leading role in making the market a force for good. **Is yours one of them?** There are many ways that your company can make 'One Planet Living' a reality in its day-to-day operations.

Ideas for greening your office

There are some things your company can do which will make a big difference virtually overnight:

- > ensure that all light bulbs and appliances are energy efficient
- > turn down the heating (and cooling systems)
- > try video-conferencing instead of getting on a plane for a meeting
- > look at your existing catering contract – can you reduce the 'food miles' of what is on offer?
- > reduce paper consumption by encouraging people to only print emails when absolutely necessary, and setting computers to double-sided printing
- > switch to recycled paper
- > recycle as much as you possibly can.

Find out more:

www.wwf.fi/green_office/



WWF's new office in the Netherlands is a carbon-neutral building, over 99 per cent of the wood used is FSC certified, and it incorporates bird nesting sites embedded in the walls. The surrounding area is a nature reserve.

How green is your office?

'Green Office' is a simple environmental management system (EMS) developed in 1997 by WWF Finland which has been taken up by large and small offices in both the public and private sector.

It is designed to help organisations reduce office waste as well as save on materials and energy costs.

One Planet Living offices and factories

Applying the 10 One Planet Living principles of sustainability to your environmental management plan will help you to become a truly sustainable business. Below are questions and issues for you to consider when developing your sustainability strategy.

Zero Carbon

- > How well is the building insulated?
- > How about installing meters so that employees can see how much energy is being consumed?
- > What about having an on-site renewable energy source eg solar panels, solar water heating, a biomass unit etc?
- > Can you switch to a Green energy supplier?

Zero Waste

- > Think about alternatives to disposable cups, sachets, cutlery etc in the canteen
- > Use alternatives to non-recyclable packaging

Sustainable Transport

- > Could diesel vehicles run on waste vegetable oil or biodiesel instead?
- > What about electric or hybrid car pool vehicles?
- > Offset unavoidable transport emissions
- > Try to minimise air travel by maximising video conferencing (evaluate existing travel requirements to understand how much is really necessary)
- > Could more staff work from home instead?
- > Make it easy for workers to car-share or use bicycles (eg by installing showers and a safe bike shed).

Sustainable Materials

- > Liaise with suppliers to try to check whether or not materials are local, sustainable, or both
- > Look at the company's procurement policies, and ask whether there are sustainable alternatives to certain products, such as paper.

Sustainable Food

- > Is it possible to source local, fresh produce in the canteen?
- > Reducing meat and dairy consumption could be healthier as well as more environmentally-friendly – promote alternative options as 'specials'
- > Food waste can be reduced by offering smaller portions (costing less, of course!) with the option of a second helping if required.



*"If we destroy the planet,
we destroy the market"*

Adrian Wyatt

CEO Quintain Estates & Development plc

Sustainable Water

- > Is it possible to ensure toilets have dual-flushes (or at least water saving devices that can be inserted in the cistern?)
- > Is it possible to have waterless urinals?
- > Tap aerators (and flow-restricted showers) can lead to noticeable cost savings
- > How easy is it to capture rainwater and use it for irrigation and in toilets?

Natural Habitats and Wildlife

- > Is it possible to integrate natural spaces into the existing building eg nest boxes, green roofs?
- > If your work-place has green spaces, consider using native species of plants, especially ones that could help encourage bird life
- > Fruit trees instead of merely ornamental trees could be popular – and healthy!
- > Avoid environmentally-damaging products such as pesticides, peat, toxic cleaning products etc.

Culture and Heritage

- > Does your office building blend in to the surrounding area, or does it stick out?
- > How well connected to the local community is your business? Is it possible to promote what is going in the local community and the region in general?
- > Could your work-place be a place where employees and visitors can learn new things about the history and traditions of the area?

Equity and Fair Trade

- > To what degree is it possible to use local workers and local businesses, for example when sub-contracting?
- > Can you promote ethical and fairly traded products in your canteen?
- > Try to look out for credible labels of sustainable products eg FSC timber, MSC fish etc.

Health and Happiness

- > Try to ensure a healthy work environment by avoiding toxic materials
- > Survey staff about work satisfaction levels and ways in which to improve productivity
- > Support families by providing access to crèches and holiday playschemes.



Tips for sustainable working



It is not just the changes to your work-place that can help make a real difference.

Even the way you work on a day-to-day level can help. For example:

Zero Carbon

- > Meeting rooms can quickly warm up, so avoid unnecessary heating
- > Turn off IT equipment when not in use
- > If having an 'away-day', choose a location powered by green energy.

Zero Waste

- > Collect all used paper (and separate into the right bins if necessary)
- > Set up a link to a paper recycling company
- > Compost the left-overs from work lunches.

Sustainable Transport

- > Set up a car pool or lift-share system
- > Get the latest information about local public transport, and share it with others.

Sustainable Materials

- > Find out where the nearest and most competitive sources of recycled paper etc are, and pass it on to whoever purchases stationary.

Sustainable food

- > Lobby to get your caterer to provide organic and vegetarian options (or find one who will).

Sustainable Water

- > Campaign to stop the use of bottled water!

Natural Habitats and Wildlife

- > Who manages the office estate? Can they be persuaded to put up nest boxes? Sow wild flower seeds? Plant some native or fruit trees?

Culture and Heritage

- > Paste and share information about what's on in the area, and about the history of the local community.

Equity and Fair Trade

- > Buy only fair trade coffee and tea.

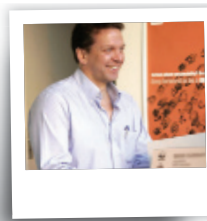
Health and Happiness

- > Go for a walk once in a while, if possible! You will feel better and be more productive as a result.

Become a 'One Planet Leader'

One Planet Leaders is a sustainability programme which enables business managers and senior executives to explore, challenge and apply the latest thinking on sustainable business practice. Many companies now recognize the need to mainstream environmental and social issues into core business activities, but often struggle with how to adapt their behaviour.

One Planet Leaders offers companies a way to build staff competence and transform operations into more sustainable business models. It is a professional development programme which enables business managers to explore and apply cutting edge thinking on sustainability in order to drive company value.

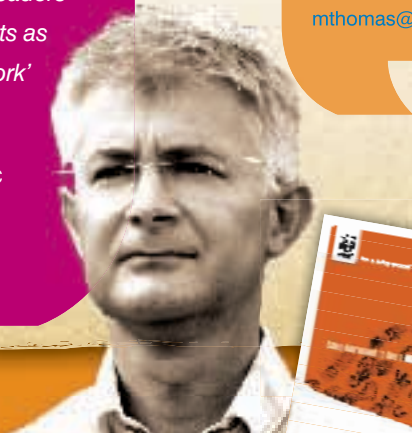


'Embedding sustainability into organisations is complicated. One Planet Leaders provides real thought leadership in this fast moving arena. It has benefit for both middle managers and senior leaders and provides an opportunity to learn from fellow participants as well as the excellent core faculty and growing alumni network'

Paul Turner

Head of Sustainable Development, Lloyds TSB Bank Plc

For more information about One Planet Leaders contact Mandy Thomas at WWF International:
mthomas@wwfint.org



Case study: Canon – taking steps towards One Planet Living

Canon Europe was one of the Founding Members of the WWF Conservation Partner Programme in 1998. WWF's Conservation Partners are a select group of multinational companies which contribute major funding to sponsor WWF's global conservation work.

In 2007, Canon also launched the polar bear tracker programme and Canon employees helped to restore the Rila National Park in Bulgaria with the Pan Parks Programme.

Canon is working to maximize resource efficiency in the workplace and for other businesses and consumers by designing products that are smaller, lighter, more energy-efficient, and free from hazardous substances.

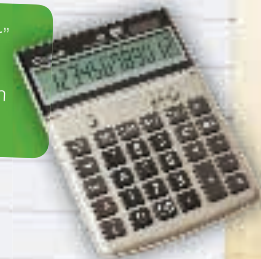
共生

'Kyosei', Canon's philosophy, means 'living and working together for the common good'.

Its on-demand SURE (Surface Rapid Fixing) technology, for example, uses a linear ceramic heater and fixing film of high thermal conductivity and low thermal capacity. This means that the heater activates only when the fixing film rotates, transferring heat via the film to fix the image. This makes zero warm-up time possible, resulting in a 75% reduction in energy consumption compared to conventional roller-fixing systems.

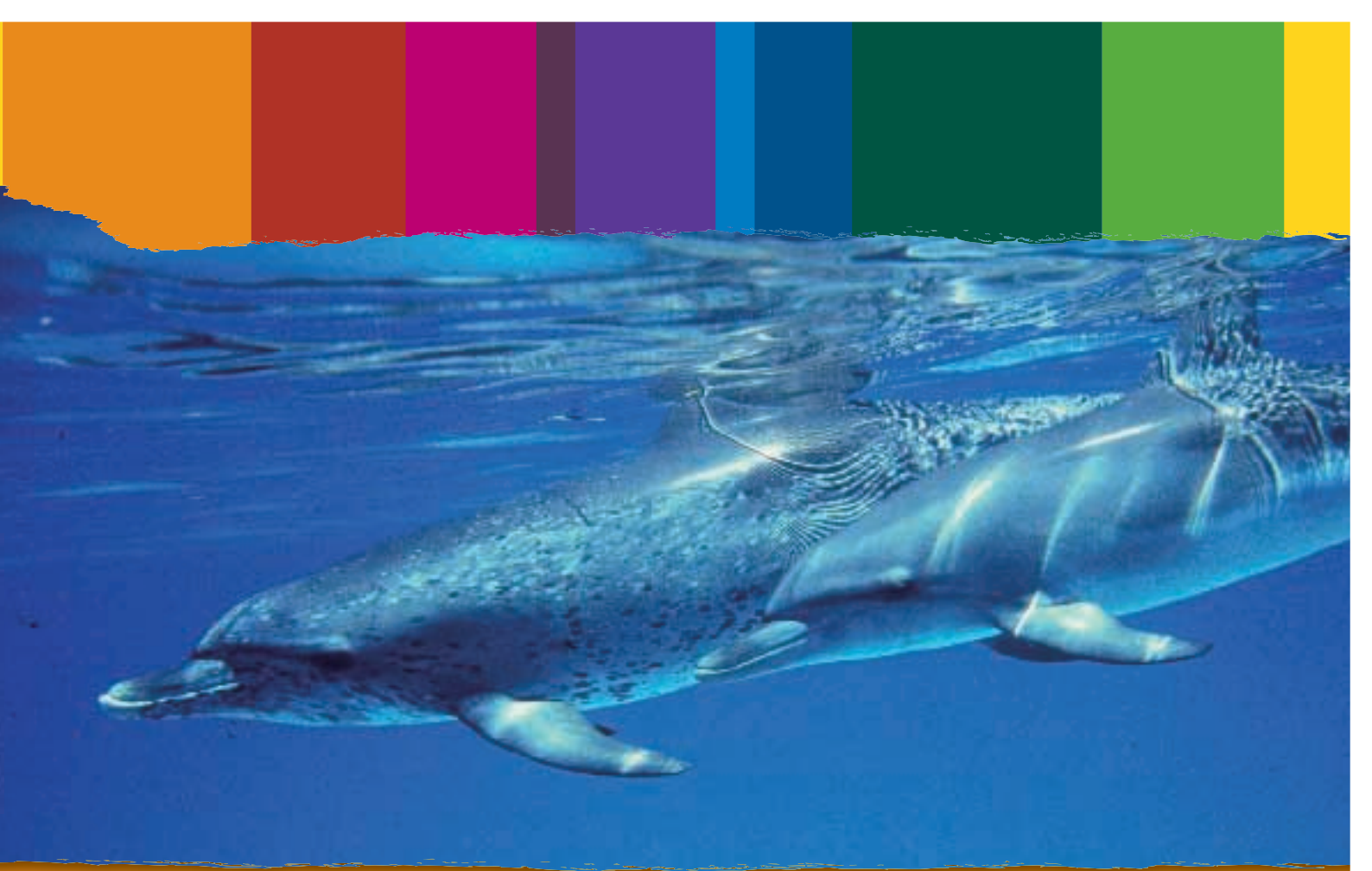
The company has instituted a global consolidated ISO 14001 Environmental Management System certification scheme, which means that every site has a strategy for waste recycling, reduction of energy consumption and monitoring environmental impact. The scheme covers 200 sites and 11,000 employees in Europe, Africa and the Middle East.

Canon's "Green calculator" is produced with recycled materials from used Canon copier machines.



you can
Canon







On holiday

WWF believes that leisure is an important human and social need. Moreover, tourism provides jobs for about 10 per cent of the world's workforce. However, research suggests that a typical 'package holiday' could account for up to 50 per cent of a person's annual fair share of the Earth's resources. **So the question is - how can we all enjoy a good holiday that is also good for the planet?**

The trickiest question by far is the issue of flying. The carbon emissions from flying to our favourite destination are the largest single contributor to our holiday footprint. However, alternatives to flying are growing in popularity. Travelling by train can often be a far more comfortable and enjoyable way of reaching our destination. Journey times may not be much longer than flying when the journey to and from the airport and long check-in and security queues are taken into account. If you book well in advance you can make major savings (and to some destinations the train may even be cheaper than the plane).

There are other ways we can help to reduce the travel footprint of our holidays. If air travel is unavoidable, we can choose airlines with higher occupancy rates and more efficient aircraft. Occupancy rates vary considerably from airline to airline - charter flights tend to have fuller planes. It is worth checking with your operator or travel agent when you book your holiday.

If you want to offset emissions for an unavoidable flight, then a note of caution about 'carbon sequestration' schemes which plant trees to sequester carbon dioxide from the atmosphere. In the long-term, these are not a viable option for offsetting greenhouse gas emissions. However, there are some offset schemes which offer investment in renewable energy projects. If there really is no other option other than to travel by plane, purchase a 'Gold Standard' carbon offset, such as the ones offered by Climate Friendly (see next page). The Gold Standard is endorsed by 37 non-governmental organisations worldwide, including WWF.



A prototype eco-holiday home in Portugal. The zero-carbon, zero-waste villa is highly energy-efficient and includes a high percentage of recycled building materials.

On the ground, hotels and resorts can have markedly different levels of environmental performance, for example in the amount of waste recycled or the proportion of food sourced locally. Again, ask your travel agent or tour operator about what environmental management systems are in place, what standards have been adopted, and what reports are available for public inspection.

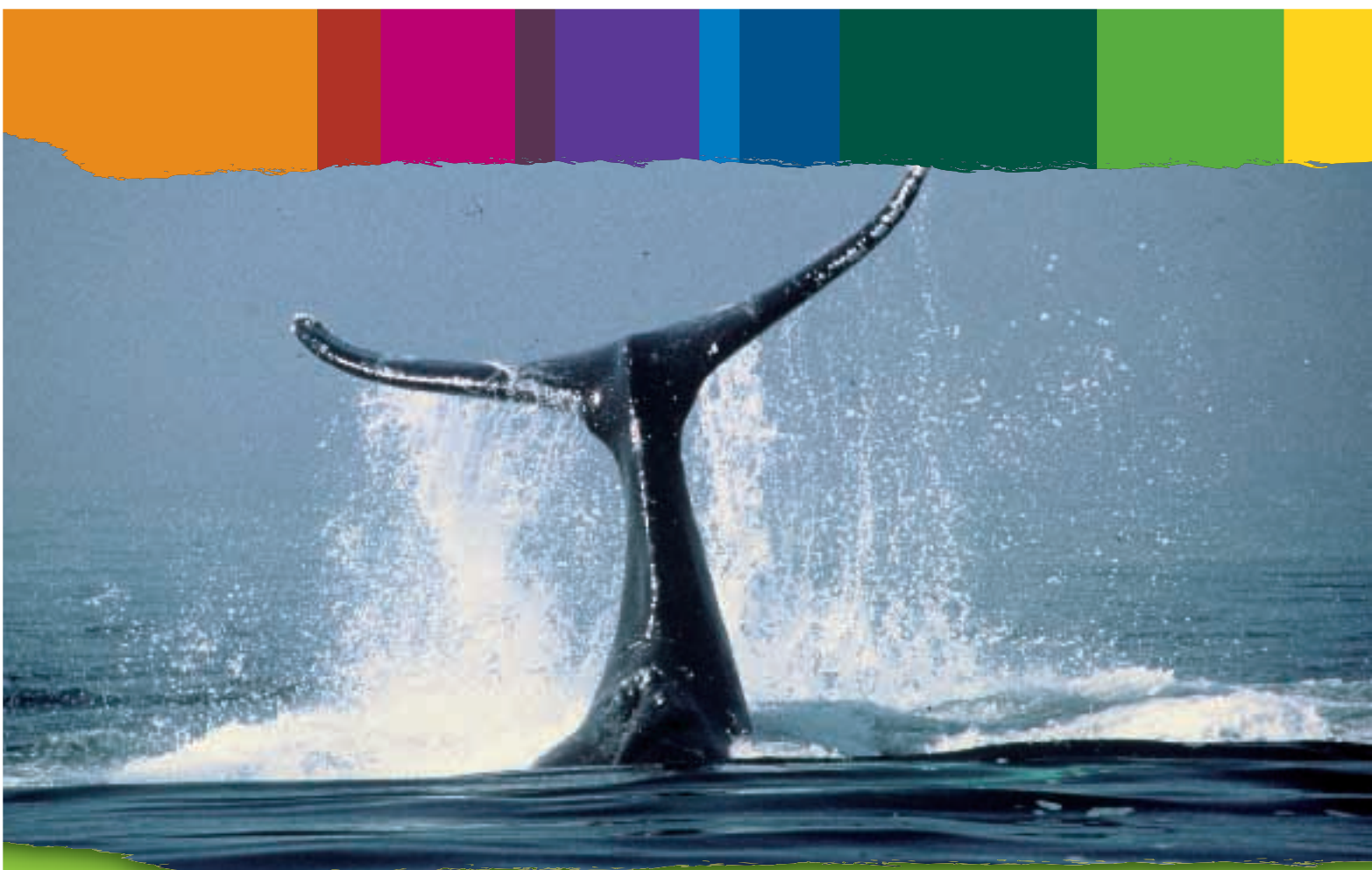
There is also a way in which you can use your holiday as a way to contribute to nature conservation in a positive way. WWF has launched 'Check Out For Nature', a partnership with some of the world's leading hotel chains. Participating Hotels will add a Euro (or its equivalent value) to your hotel bill when you check out at the end of your stay. This is passed on to WWF to support up to 1,200 conservation projects all over the world.



How you can offset your carbon emissions – and help WWF

You can now neutralise ALL your carbon emissions and help slow global warming by purchasing green energy credits through Climate Friendly™. Visit their website, www.climatefriendly.org, where you can easily calculate the emissions from your car, air travel, home, office, or event, and pay online to neutralise your emissions.

The money you pay will support new renewable energy projects that prevent as much greenhouse gas from entering our atmosphere as you have released. Climate Friendly will also donate 5% of net web sales to WWF to support its climate change program.



Ten questions that could change your life

(and help make the planet a better place)

Start taking the small steps today that can help make a big difference tomorrow. First, do the simple quiz on the following pages to get an idea of what your personal ecological footprint is. Then find out how you can start reducing it straight away! (PS We have used approximate figures in order to make it as easy and simple to follow as possible).





Question 1: You eat ...

Score

- | | |
|---|---|
| <input type="checkbox"/> Mainly seasonal, fresh, and locally-grown fruits and vegetables | 1 |
| <input type="checkbox"/> Mainly fresh products but also some frozen and tinned foods | 2 |
| <input type="checkbox"/> Mainly frozen, tinned, off-season and imported products | 3 |
| <input type="checkbox"/> Mainly processed, frozen, tinned and off-season products, and you eat out at restaurants a lot | 4 |

Question 2: How often do you eat meat or fish?

- | | |
|--|---|
| <input type="checkbox"/> Never | 1 |
| <input type="checkbox"/> From time to time (between one to three times a week) | 2 |
| <input type="checkbox"/> 4 to 5 times a week | 3 |
| <input type="checkbox"/> Every day | 4 |

Question 3: You live in ...

- | | |
|---|---|
| <input type="checkbox"/> a studio or small flat | 1 |
| <input type="checkbox"/> a medium-sized flat or a small house | 2 |
| <input type="checkbox"/> a large flat or a medium-sized house | 3 |
| <input type="checkbox"/> a large detached house | 4 |

Question 4: Your home is:

Score

<input type="checkbox"/> Very well insulated and you have the heating on only when you need it	1
<input type="checkbox"/> Well insulated, but the heating is on a lot	2
<input type="checkbox"/> Badly insulated	3
<input type="checkbox"/> Badly insulated, and you have the heating on all or most of the time	4

Question 5: How do you heat your home?

<input type="checkbox"/> Gas	1
<input type="checkbox"/> Coal	2
<input type="checkbox"/> Oil	3
<input type="checkbox"/> Electricity	4

Question 6: Tell us about your energy use

<input type="checkbox"/> You use green energy (solar, windpower etc) or are on a green tariff	1
<input type="checkbox"/> You are careful to avoid wasting electricity	2
<input type="checkbox"/> You do not really pay much attention to how much electricity you use eg you tend to leave lights and stand-bys on	3
<input type="checkbox"/> You use appliances such as kettles, electric heaters and hairdryers a lot of the time	4





Question 7: At home, you use...

Score

- | | |
|--|---|
| <input type="checkbox"/> Only recycled paper, you don't receive junk mail, and you don't have any subscriptions to printed newspapers or magazines | 1 |
| <input type="checkbox"/> Mainly recycled paper, receive some junk mail, have a subscription to just one printed newspaper or magazine | 2 |
| <input type="checkbox"/> Mainly non-recycled paper, gets lots of junk mail, and subscribe to a few printed newspapers and magazines | 3 |
| <input type="checkbox"/> Only non-recycled paper, receive lots of junk mail, subscribe to several newspapers and magazines, and do lots of photocopying and printing | 4 |



Question 8: How often do you or your family use a car?

- | | |
|---|---|
| <input type="checkbox"/> Never/we do not have a car | 1 |
| <input type="checkbox"/> Occasionally | 2 |
| <input type="checkbox"/> Everyday | 3 |
| <input type="checkbox"/> Everyday for long-distance commuting | 4 |

Question 9: How often do you or your family use public transport?

- | | |
|---|---|
| <input type="checkbox"/> Never | 1 |
| <input type="checkbox"/> Sometimes | 2 |
| <input type="checkbox"/> Everyday | 3 |
| <input type="checkbox"/> Everyday for long-distance commuting | 4 |



Question 10: Where do you go on holiday?

Score

<input type="checkbox"/> I stay at home	1
<input type="checkbox"/> I go somewhere local or in the same country	2
<input type="checkbox"/> I fly somewhere a couple of hours away	3
<input type="checkbox"/> I fly to an exotic location	4



Now count up your score. If your total is:

10-20: Well done! You are a conscientious citizen and consumer, and a pillar of society!! Our planet is safe in your hands. Your ecological footprint is the equivalent of 2-4 global hectares per year, or 20-40,000m². If you are interested in ways to improve your score yet further, have a look at the options below to see if there are any green lifestyle ideas you haven't already tried.

20-30: Not bad, but there is definitely some room for improvement! Your ecological footprint is about 4-6 global hectares per year, or 40-60,000m² (which is the equivalent of a 2 or 3 planet lifestyle) so if you want to improve your score have a look at our list of ideas below, and see how you can reduce this figure to a more sustainable level.

30-40: We have some work to do here! If everyone in the world shared your lifestyle, we would need 3 or 4 planets to satisfy demand. Have a look at the list of measures below. These are all things you can start doing straight away and which are relatively easy, affordable and could even be fun! Then go to the table beneath the list, enter in your total footprint and then enter in the total footprint reduction of the pledges you are signing up to. Put in the ones you really think you can, and want, to do. Only try the more ambitious ones once you are comfortable with what you have committed to.

Remember – it's about what you can actually do, not what you promise... Good luck!

Start reducing **your** footprint now...

01

First, convert your score into your actual ecological footprint by multiplying it by 1,800:

My score x 1800 = m²

02

Go through the list below and choose which measures you are pledging to do:

Pledge	Footprint reduction
1. Reduce the length of your shower by 3 minutes	660m ² <input type="checkbox"/>
2. Stick a 'No Publicity' sticker to your mailbox	180m ² <input type="checkbox"/>
3. Switch to a green electricity supplier (every kWh saves up to 1.8 m ²)	3500m ² <input type="checkbox"/>
4. Twice a week, enjoy a vegetarian meal instead of a meat-based dish	1600m ² <input type="checkbox"/>
5. Use recycled paper instead of non-recycled paper	540m ² <input type="checkbox"/>
6. Cook with lids on your pots and your pans	400m ² <input type="checkbox"/>
7. If travelling less than 5 km, go on foot or by bicycle (twice a week)	590m ² <input type="checkbox"/>
8. Stop using the air-conditioning in your car	510m ² <input type="checkbox"/>
9. Instead of commuting to work by car, choose public transport (train or bus)	6300m ² <input type="checkbox"/>
10. Instead of going on holiday to some far-off destination, choose somewhere local every other year	2100m ² <input type="checkbox"/>

Sub total

03

Subtract the m² of your pledges from the m² of your ecological footprint:

your current footprint m²

-

your pledges m²

=

Your **new** footprint m²






Your new lifestyle...

Well done on taking your first steps towards a One Planet lifestyle!

Below we look at the new lifestyle you have chosen for yourself, and its implications for our planet.

YOUR NEW FOOTPRINT

1. up to 20,000m ²		You've done it! Well done. You have achieved a One Planet lifestyle – so now enjoy it!
2. 20,000m ² - 40,000m ²		You are nearly there! Go ahead and start implementing your pledges. When you have successfully done so, come back to the list and see if there are new commitments you can take on.
3. 40,000m ² - 60,000m ²		You are not quite there...! You are still living as if we had 3 planets to draw on, which we don't! Hopefully, though, this book will have opened your eyes to the challenges we all face, and will have inspired you to start making real changes to your lifestyle.
4. over 60,000m ²		Oh dear! Let's look again at the way you live, work and play. You are not alone – it's something we all need to do, to ensure that the legacy we are leaving for future generations is a rosy one. Visit our website at www.panda.org/oneplanet for inspiring stories about how people anywhere can make One Planet Living a reality.

Thank you for having had the courage to do this quiz! I'm sure it won't have been easy, and may have been quite uncomfortable from time to time. Hopefully you will have found it interesting and illuminating, and will have seen for yourself the scale of the challenge humanity faces.

Remember one thing, though: it's not all down to you. There are many things only society can change. But as the saying goes, where the people lead, the leaders will follow.

On the next few pages are resources on where you can get help in implementing some of your eco-pledges. So enjoy your new life, and show our government leaders and business chiefs that we really do want to build a better world – and that we want them to do their bit too!



Joe, aged 3, grows prize-winning vegetables on his allotment. So can you!



Resources for better living

Feeling inspired? This last section lists helpful links and resources that you can access wherever you are that will help you on your way to a One Planet lifestyle. For more information, and to find out about other ways in which to help build a sustainable future, contact your local WWF office. See www.wwf.org for details.



How can I be more energy efficient?

Check out these websites for local information on how to help save the planet and money.

Australia

Energysmart

<http://www.energysmart.com.au/>

For tips and information about making your home and work energy smarter.

Energy Star

www.energystar.gov.au

An international standard on energy-efficient electronic equipment.

Travel Smart

<http://www.travelsmart.gov.au/>

Actions you can take to reduce emissions by changing your travel behaviour.

Climate Friendly

www.climatefriendly.com

Ideas on how to offset your greenhouse gas emissions when you are flying or driving.

Austria

WWF

www.wwf.at

WWF-Austria and the Austrian Ministry for the Environment are working together to produce a "Top Ten" website as part of a wider cooperation to promote energy efficiency.



Canada

<http://thegoodlife.wwf.ca>

This is a new online community for Canadians who want to make simple but significant changes in their lifestyles that help fight climate change and reduce their footprint on the planet.

www.daidsuzuki.org/Climate_Change/BC/Action.asp

Simple changes in our everyday lives can help slow climate change. Together, we can make a difference. Here is what you can do.

<http://climatechange.gc.ca/onetonne/english/>

A website run by the Canadian government.

The One-Tonne Challenge asks you to reduce your annual greenhouse gas (GHG) emissions by one tonne by using less energy, conserving water and resources, and reducing waste.

France

TopTen France

www.topten.info/"<http://www.topten.info>

Find the most efficient appliances for your home and discover how to save money on your electricity bill and protect the planet at the same time.

Planete Attitude

www.wwf.fr/planete/commande/index.php

Order the WWF-France book 'Planete-Attitude' which gives all the good tips to be greener in everyday life - €15 (Pour connaître toutes les astuces et tous les gestes pour être plus respectueux de l'environnement au quotidien, commandez le livre 'Planete-Attitude' du WWF-France (15 Euros).

Germany

Spargeraete

www.spargeraete.de

Complete website about efficient appliances. Find out what is best for your needs.

Elektrizitätswerken Schönau

www.ews-schoenau.de/Download

Download a brochure full of tips, tricks and ideas on how to save energy and be efficient at home.

India

www.geda.org.in/e_conserv/ec_ov_tds.htm

www.vigyanprasar.com/comcom/feature70a.htm

www.vigyanprasar.com/comcom/feature70.htm

Three websites full of ideas for sustainable living. Look for the sections on how to save energy and be efficient at home.

Indonesia

www.wwf.or.id/powerswitch

A list of tips and ideas on efficiency. Part of the new PowerSwitch website.

How can I be more energy efficient? (continued)

Poland

Oszczędzaj pieniądze chron środowisko

www.oszczedzaj-energie.pl

For saving energy and efficient use of energy for people living in Poland.

Spain

Instituto para la Diversificación y Ahorro de la Energía

www.idae.es/consejos/index.asp?lang=ES

Tips on how to save energy at home in the workplace, and when travelling.

Sweden

The Swedish Consumer Agency (Konsumentverket)

www.energi.konsumentverket.se

A state agency website helping the Swedish public on consumer issues. Good information on both prices and the environmental impact of the energy system of your home.

The Swedish Energy Agency/Statens Energimyndighet (STEM)

www.stem.se

The website offers a lot of tips on energy efficiency.

Switzerland

WWF-Switzerland consumer site

www.topten.ch

Information on efficient appliances in three languages: German, French and Italian.

Walk through an interactive house and discover the potential to save energy and money by taking simple action:

Italian

www.wwf.ch/it/ilwwf/comelavoriamo/consumo/casa/test/index.cfm

German

www.wwf.ch/de/derwwf/wiewirarbeiten/konsum/haushalt/test/index.cfm

French

www.wwf.ch/fr/lewwf/domaines/consommation/menage/test/index.cfm

United Kingdom

Energy Saving Trust

www.saveenergy.co.uk

A website with tips for people in the UK.

Ecotricity

www.ecotricity.com/about/energyefficiency.html

A user-friendly website for people in the United Kingdom trying to save cash by saving energy!

United States

The Alliance to Save Energy

www.ase.org/section/_audience/consumers/

All the information you need to save money, increase comfort and reduce pollution through energy efficiency.

WWF-US's consumer guide

www.biodiversity911.org/climate_change/climate_change_action.html

A user-friendly website with a focus on cars. Download a list of 31 easy actions and choices for more efficiency.

WWF-US's efficiency tips

www.worldwildlife.org/consumer/sgw.cfm

A list of 10 actions for people in the United States to increase efficiency, provided by WWF-US.



Where can I buy renewable energy for my home?

Changing to a renewable energy provider is probably the single biggest way to reduce your footprint (and the easiest and cheapest...)

Europe

Countries in Europe have different labels in order to identify "green energy".

Try www.eugenestandard.org and use the search engine to find the right renewable energy for you.

Australia

WWF-Australia: guide to green power electricity retailers

www.wwf.org.au/powerswitch

Contact your electricity retailer and make the switch to cleaner power, or encourage them to improve their environmental performance.

Austria

www.oekostrom.at

WWF-Austria purchases green power from Ökostrom and recommends this website for everyone interested in a switch from coal to clean.

Canada

www.bullfrogpower.com

A new green energy retailer from Ontario, Canada.

http://pembina.org/wind/wind_power.php

A programme to promote the use of wind power in Canada, run by the Pembina Institute.

www.re-energy.ca

www.canren.gc.ca

Two websites about the use of renewable energy in Canada. Loads of information.

Finland

www.ekoenergia.info/yhtiot/yhteystiedot

This website lists all electricity companies providing sustainable energy in Finland, and tells you what kind of sustainable energy they are offering and what it costs.

Germany

Energie Vision

www.energie-vision.de

Green Power available in Germany, certified with the "ok-power" label promoted by WWF Germany.

Poland

Renewable Energy

www.energieodnawialne.pl

So far green power is not available in Poland, but here you can find general information about renewable energy in Poland.

Spain

Electra Norte

www.electranorte.es

How & where to get green power if you live in Spain: a PowerSwitch! Pioneer of WWF-Spain.



Sweden

The Swedish Society for Nature Conservation (SSNC)/Svenska Naturskyddsföreningen (SNF)

www.snf.se/bmv/bmv-register/elektricitet.cfm

WWF's sister organization in Sweden has developed an environmental label called Bra Miljöval that is used for electricity (Bra Miljöval = Good Environmental Choice). At their site you find a list with all energy companies offering it.

Switzerland

WWF-Switzerland's consumer website

www.topten.ch

You want to buy green power in Switzerland? Choose the label Naturemade Star! The best power products are presented on this website.

United Kingdom

Ecotricity

[www.ecotricity.co.uk/landing/?partner=WWF2"green](http://www.ecotricity.co.uk/landing/?partner=WWF2%22green)

WWF-UK has teamed up with electricity supplier Ecotricity to help address the global threat posed by climate change. For every new customer that signs up to Ecotricity, it will donate £15 to WWF and plant a native tree in Gloucestershire.

USA

Where possible select a power plan that uses at least 50% clean energy. To see if it is available in your state, visit the **Department of Energy**. www.eere.energy.gov/greenpower/buying/buying_power.shtml

Useful websites

WWF

WWF International

www.panda.org

Find your nearest WWF office

www.wwf.org

WWF International One Planet programme

www.panda.org/oneplanet

You can search for us on Facebook too.

BioRegional

www.bioregional.com

Global Footprint Network

www.globalfootprintnetwork.org

Zoological Society of London

www.zsl.org

United Nations Environment Programme (UNEP)

www.unep.org

IUCN-World Conservation Union

www.iucn.org

Offset your carbon emissions with Climate Friendly

www.climatefriendly.org

Travel within Europe by train

www.seat61.com

Hotels that support WWF's "Check out for Nature" scheme

www.panda.org/how_you_can_help/at_home/travel/hotels_help/participating_hotels/index.cfm

WWF in Second Life

A unique environment where "residents" can explore Conservation Island, roam through ancient forests, befriend a panda who will keep you up-to-date with environmental news, and talk directly via instant messaging to WWF staff.

If you have Second Life installed on your computer, enter "Conservation Island" in Second Life's built in search. The island's location is WWF (138, 196, 41). If you don't, you will need to install the free software programme first by going to secondlife.com. Second Life® and Linden Lab® are trademarks or registered trademarks of Linden Research, Inc. All rights reserved. No infringement is intended.



About Bioregional

BioRegional are leading the development of a network of exemplary One Planet communities and other projects.

BioRegional is possibly best known for the international award-winning BedZED project, the first - and still the largest - eco-village in the UK.

BedZED is a development of 100 homes and offices in south London. Opened in 2002, it has received over 15,000 visitors from all around the world, including leading politicians and business leaders.

BedZED residents have HALF the ecological footprint of an average Londoner. The heating needs of a BedZED home are approximately 10% of those of an average home in the UK - thanks partly to this, the annual carbon savings of a typical BedZED resident are 5.1 tons of CO² per person.

BioRegional



“This is the new mainstream and not an alternative lifestyle.”

The late Anita Roddick DBE

Founder of the Body Shop, speaking about BioRegional

Photo Credits

Page 7

CAPTION:

Vientiane, Lao People's Democratic Republic. Happy children playing along the Mekong river. Vientiane, Laos

CREDIT: © WWF-Canon / Michèle D...PRAZ

IMAGE No.: 58587

Page 9

CAPTION:

Natural Reserve, Niger.

Toxic waste barrels dumped in the desert, Niger

CREDIT: © WWF-Canon / Donald MILLER

IMAGE No.: 39652

Page 12

CAPTION:

Indian tiger, *Panthera tigris tigris*, Thailand.

Panthera tigris tigris Indian tigers in the water, facing each other Bangkok Zoo Thailand.

CREDIT: © WWF-Canon / Martin HARVEY

IMAGE No.: 37153

Page 13

CAPTION:

French Guiana (FR).

Misty Amazonian tropical rainforest landscape seen from the inselberg in the Nouragues Nature Reserve. French Guiana

CREDIT: © WWF-Canon / Roger LeGUEN

IMAGE No.: 104989

CAPTION:

Johannesburg, Gauteng Province, Republic of South Africa.

The Ivory Park EcoCity, just outside Johannesburg, has created an EcoVillage, funded by the SA Department of Environmental Affairs and Tourism's Poverty Relief Programme, and partnered by WWF's Beddington Zero Energy Development project. The SA Government's Poverty Relief Programmes stipulate that at least 60% of all costs should go towards salaries, and that at least 60% of those hired should be women. There is an organic vegetable nursery; a bicycle refurbishment centre (many of the bicycles are from England's Royal Mail and from Ireland); a zero energy community centre, a kindergarten and a spiritual corner. The EcoVillage is meant as a showcase of how eco-friendly living is also community friendly. All buildings are constructed for maximum energy-efficiency, using recycled

materials wherever possible. Energy-efficient heating and cooking methods are also showcased here. Republic of South Africa

CREDIT: © WWF-Canon / Chris MARAIS

IMAGE No.: 105247

CAPTION:

Romania.

Biological apples in a traditional orchard, Gradistea Muncelului Cioclovina Nature Park in the Carpathian Mountains, South-West Romania.

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 115370

CAPTION:

Romania.

Traditional agriculture.

Farmers building hay stacks. Carpathian Mountains, South-West Romania.

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 115365

CAPTION:

Ayutthaya Province, Thailand. "From Coal to Clean"
Hands showing rice husks. The valuable by-product of rice production, rice husks are used as biomass fuel. Ayutthaya Province, Thailand

CREDIT: © WWF-Canon / Adam OSWELL

IMAGE No.: 108198

CAPTION:

Nalychevo Nature Park, Kamchatka, Siberia, Russian Federation.

Spring house on Shaybnaya River, central Nalychevo, Nalychevo Nature Park. Nalychevo Nature Park (309'320 ha) was established in 1995 and included in the UNESCO World heritage List in 1996. It is a WWF model project for the development of ecotourism. Kamchatka Oblast, Russian Federation

CREDIT: © WWF-Canon / Darren JEW

IMAGE No.: 104308

CAPTION:

Giraffa camelopardalis, Giraffe. Under stormy sky at sunset. Africa

CREDIT: © WWF-Canon / Martin HARVEY

IMAGE No.: 109000

CAPTION:

Acre, Brazil.. Member of the Fishermens Association of Sena Madureira and Mauel Urbano casts net fishing on one of the lakes in the Purus River system near Sena Madureira. Floodplain Resources Management project in the Upper Purus River Basin, part of one of the WWF Freshwater projects sponsored by HSBC. Acre State, Brazil

CREDIT: © WWF-Canon / Edward PARKER

IMAGE No.: 108361

CAPTION:

Turkey. Solar panels to heat the water for a new building on the Mediterranean Sea front. Turkey

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 110143

CAPTION:

- WWF-related activities -, Spain. Aiguamolls de l'Empordà Natural Park, Catalonia, Spain. NGOs representative - Working group session during the training course on Integrated River Basin Management (IRBM) organized by WWF Mediterranean Programme Office - Across the Waters. Aiguamolls de l'Empordà Natural Park, Costa Brava, Catalonia, Spain

CREDIT: © WWF-Canon / Jean-Luc RAY

IMAGE No.: 112331

Page 14

CAPTION:

North Rhine-Westphalia, Germany. Frimmersdorf power plant, coal-fired (lignite), run by RWE. Near Grevenbroich in North-Rhine Westphalia, Germany. According to a WWF study, this power plant is the second worst climate polluter in Europe.

CREDIT: © WWF-Canon / Andrew KERR

IMAGE No.: 113687

CAPTION:

Artist's impression of Masdar City in Abu Dhabi

Picture Credit: Foster and partners

Page 15

CAPTION:

Waste dump (plastic bottles) along Skadar lake shore, Montenegro

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 113758

CAPTION:

The "combined heat and power" plant at BedZED uses tree clippings to generate electricity and provide hot water to residents

Picture Credit: BioRegional Development Group

Photo Credits (continued)

Page 16

CAPTION:

Tokyo, aerial view from the Mori Tower, showing dense population and pollution. Japan. March 2006

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 114792

CAPTION:

Former WWF International Director-General Claude Martin tries out the "Chip Fat Chevy" - a sports racing car powered by 100% recycled cooking oil

CREDIT: © WWF International

Page 17

CAPTION:

Turkey. Construction rubbles dumped on the beach of Kemer. Mediterranean Sea, Turkey

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 110109

CAPTION:

The BedZED eco-village in London uses reclaimed steel and FSC certified timber.

CREDIT: BioRegional Development Group

Page 18

CAPTION:

Intensive strawberry cultivation in southern Spain is rapidly encroaching on the habitats of the Iberian Lynx, the world's most endangered big cat.

CREDIT: Eduardo Gonçalves

CAPTION:

Local fishing communities are expected to receive a welcome boost from the One Planet Living "Mata de Sesimbra" project in Portugal, which has classified them as "preferred suppliers".

Picture credit: © WWF International

Page 19

CAPTION:

Road-sign in Tunisia indicating a water point in the desert.

CREDIT: © WWF International

CAPTION:

A One Planet Living project in Portugal is protecting and restoring an important wetlands area.

CREDIT: © WWF International

Page 20

CAPTION:

Bonelli's eagle, *Hieraaetus fasciatus*.

Central Africa. Southern Africa. *Hieraaetus fasciatus* Bonelli's eagle Central and Southern Africa.

CREDIT: © WWF-Canon / Martin HARVEY

IMAGE No.: 55122

Page 21

CAPTION:

La Grande Motte, Hérault, France.

Mediterranean Sea.

Heavy development for tourism infrastructure, La Grande Motte by the Mediterranean sea in summer, France.

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 111194

CAPTION:

Wine maturing in traditional oak barrels in Palmela, Portugal.

CREDIT: Pelicano

Page 22

CAPTION:

Peru. Bagging the coffee harvest in the high jungle town of Quillabamba. Peru.

CREDIT: © WWF-Canon / Edward PARKER

IMAGE No.: 50751

CAPTION:

The Ivory Park eco-village near Johannesburg, South Africa, funded by South Africa's Department of Environmental Affairs and Tourism's Poverty Relief Programme.

CREDIT: © WWF International

Page 23

CAPTION:

City lights and heavy traffic at night.
Tokyo, Japan. March 2006.

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 114843

CAPTION:

The average Londoner knows just 3 neighbours, but at BedZED the number is 19.

CREDIT: © BioRegional

Page 24

CAPTION:

Mountain gorilla (Gorilla beringei beringei); Rwanda.
Mountain Gorilla with baby, Rwanda. Project number: RW0006.

Copyright: © Timothy GEER / WWF-Canon

IMAGE No.: 4587

Page 25

MSC-certified fishermen catching lobsters off the coast of Mexico.

CREDIT: © WWF International

Page 28

CAPTION:

Karachi, Pakistan.
Heavy traffic in Karachi Pakistan.

CREDIT: © WWF-Canon / Mauri RAUTKARI

IMAGE No.: 57528

CAPTION:

Airplanes pattern (multi exposure). Austria.

CREDIT: © WWF-Canon / Anton VORAUER

IMAGE No.: 106526

Page 29

CAPTION:

Sweden.

Separation of household waste, Sweden

CREDIT: © WWF / Kjell-Arne LARSSON

IMAGE No.: 39901

Page 30

CAPTION:

Forest in Grisons, Switzerland, where wood is harvested according to FSC norms.

CREDIT: © WWF International

Page 31

CAPTION:

WWF's new office in the Netherlands is a carbon-neutral building, over 99 per cent of the wood used is FSC certified, and it incorporates bird nesting sites embedded in the walls. The surrounding area is a nature reserve..

CREDIT: © WWF International

Photo Credits continued

Page 32

CAPTION:

Cheetah (*Acinonyx jubatus*)

Acinonyx jubatus Cheetah Three month old cub
Sub-Saharan Africa.

Copyright: © Martin HARVEY / WWF-Canon

IMAE No.: 102684

Page 34

CAPTION:

Portugal.. Processing cork oak barks. Amorim Cork processing factory (biggest cork processor in the world) in Coruche. Ribatejo region, Portugal. Covering about 2.7 million hectares and extending across Portugal, Spain, Algeria, Morocco, Italy, Tunisia and France, the cork oak landscapes represent one of the best examples of the interaction between people and nature in the region. In these landscapes high conservation value forests alternate with farmland systems, which integrate extensive agriculture, forestry, grazing, hunting and other recreational uses. In addition to providing a source of income for hundreds of thousands of people in the region, cork ecosystems support a rich biodiversity, including endangered species. But over the last decade, damaging policies, poor forest management and a change in the cork

market have resulted in the degradation and loss of these unique habitats. WWF is implementing a new programme to reverse damaging trends and to improve conditions for the environmental, social and economic balance of these landscapes.

CREDIT: © WWF-Canon / Sebastian RICH

IMAGE No.: 113083

Page 35

CAPTION:

Worker at La Chonta timber company (member of Bolivia FTN - Forest and Trade Network). Santa Cruz, Bolivia.

October, 2005.

CREDIT: © WWF / Andrés UNTERLADSTAETTER

IMAGE No.: 116211

Page 36

CAPTION:

WWF-related activities -, Tunisia.

El Feidja National Park, Tunisia. Mapping process. Staff at El Feidja National Park's quarters. Tunisia.

CREDIT: © WWF-Canon / Homo ambiens/R.Isotti-A.

Cambone.

IMAGE No.: 113437

Page 39

CAPTION:

Pantropical spotted dolphin, *Stenella attenuata*.

Bahamas.

Stenella attenuata, Pantropical spotted dolphins. Bahamas.

CREDIT: © WWF-Canon / William W. ROSSITER

IMAGE No.: 18961

Page 40

CAPTION:

A prototype eco-holiday home in Portugal. The zero-carbon, zero-waste villa is highly energy-efficient and includes a high percentage of recycled building materials.

CREDIT: © WWF International

Page 42

CAPTION:

Humpback whale, *Megaptera novaeangliae*.

Massachusetts, USA / United States of America.

Megaptera novaeangliae, Humpback Whale feeding (fluke).

Cape Cod, Massachusetts, USA.

CREDIT: © WWF-Canon / William W. ROSSITER

IMAGE No.: 9904

Page 50

CAPTION:

Monkey puzzle tree, *Araucaria araucana*.
Araucanía Region, Chile.

Pine nuts from the Monkey puzzle tree in the hands of a
Pehuenche Indian. Araucanía Region, Chile.

CREDIT: © WWF-Canon / Edward PARKER

IMAGE No.: 49218

Page 51

CAPTION:

Pesticides and herbicides used in growing vegetables are
some of the products containing toxic chemical that can
contaminate humans in the home.

Many chemicals in wide use today are assumed
to be safe by consumers and other downstream
users. However, some of the chemicals used to
produce a variety of products such as clothing,
food containers, computer equipment, and toys
are contaminating the environment and can
have dangerous effects.

CREDIT: © WWF-Canon / John DANIELS

IMAGE No.: 110476

CAPTION:

Johannesburg, Gauteng Province, Republic of South Africa.

The Ivory Park EcoCity, just outside Johannesburg, has
created an EcoVillage, funded by the SA Department
of Environmental Affairs and Tourism's Poverty Relief
Programme, and partnered by WWF's Beddington Zero
Energy Development project. The EcoVillage is meant as
a showcase of how eco-friendly living is also community
friendly. All buildings are constructed for maximum energy-
efficiency, using recycled materials wherever possible.
Energy-efficient heating and cooking methods are also
showcased here. Republic of South Africa.

CREDIT: © WWF-Canon / Chris MARAIS

IMAGE No.: 106314

Page 55

CAPTION:

Netherlands.

Man's bare foot with sand. Close up. Ecological footprint

CREDIT: © WWF-Canon / Chris Martin BAHR

IMAGE No.: 114013

CAPTION:

Turkey.

Solar panels to heat the water for a new building on the
Mediterranean Sea front. Turkey.

CREDIT: © WWF-Canon / Michel GUNTHER

IMAGE No.: 110143

Page 57

CAPTION:

Andalucía, Spain.

Solar thermal electric panels at the EU research centre,
Almería, Andalucía. Spain.

CREDIT: © WWF-Canon / Claire DOOLE

IMAGE No.: 111255

Page 59

CAPTION:

The BedZED eco-village in London is home to 100 homes
and offices, including that of the BioRegional Development
Group ("BioRegional").

CREDIT: BioRegional Development Group



