

## **What is carbon footprint?**

**“Carbon footprint is the amount of carbon dioxide (CO<sub>2</sub>) emissions associated with all the activities of a person or other entity. It includes direct emissions such as driving a car and indirect ones such as emissions for products consumed. So for example if you purchase a new mobile phone, the emissions for the production of that phone is calculated in your carbon footprint.”**

## **Can I help the climate by reducing my carbon footprint?**

**Absolutely! Corporations emit huge amounts of carbon each year. The profits they make from our consumption is the biggest motivating factor for them. If we only buy products with low emissions or less products in general, less carbon will be released as a result of their activity.**

## **What can I do to reduce my contribution?**

- **Try to use products or services that have lower carbon footprints, such as trains instead of flights**
- **Questions to ask yourself before purchasing a product:**
  - **Do I really need this product?**
    - ✓ Minimising unnecessary purchases helps our wallets as well as the climate
  - **Is it really different from what I currently own?**
    - ✓ Do I always need to own the latest model?
    - **Can I use it for a while?**
      - ✓ Corporations always want to sell more and less durability is in their interest. The only way to compel them to increase longevity of their products is the customer demand. Durability equals better quality and less pressure on Earth.