



SUSTAINABILITY MATTERS

THE  
MODERN  
ART & PURPOSE  
OF LIFE IS

PLANET  
ENGAGEMENT

Facts & Motivations  
for  
Better Living  
on Spaceship Earth

FIRST EDITION 2021



Our collection of  
Planet Engagement Tips  
is driven by passion:

Karma has no deadline.

Let's engage and stimulate new learnings & behaviors  
for more daily impact and progress.  
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facts and personal tips via E-mail to:

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Sustainability matters.



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# 1 Year of Efficient Showering = 1 Flight From London to Milan



It's about hot water usage and the duration of your shower! Gas is still more efficient than electrical heating, and well, a 5-minute shower compared to a 15-minute shower, of course, reduces your shower footprint by  $\frac{2}{3}$  — that's easy! The easiest way of lowering your shower emissions: aerated shower heads, that save water and heat. It's a one-time investment that can save money quickly!

# 97%



There is no discussion about  
climate change.

If you look at the scientific society,  
there is a 97% consensus among  
scientists on the fact that there is  
climate change happening, and it's  
human-made.

Let's start acting  
on climate change, in politics,  
economy and society. The time for  
actions on every level has come.

Source:

Cook, John, et al. „Consensus on consensus: a synthesis of consensus  
estimates on human-caused global warming.“  
Environmental Research Letters 11.4 (2016): 048002.



5 VS 500 YEARS

In Germany alone, 40 billion  
single-use plastic straws  
are used each year.  
Per capita, that's 1.3 plastic  
straws every day.



#STRAW WARS

# The French PORN Equivalent



27% of global online video consumption are porn videos: This led to 80 million tons of CO<sub>2</sub> emissions in 2018 - as much as all French households produced in the same year. In this context, watching porn really is a sin.

# Cellphone Chargers Plugged in

=

50 €



Another standby energy killer. The idle current caused by four cellphone chargers that are left plugged into a socket without charging anything can reduce your yearly electricity bill by up to 50 €. That's some tasty low hanging fruit!

Source:

[www.umweltbundesamt.de/presse/pressemitteilungen/stromfresser-auf-diaet](http://www.umweltbundesamt.de/presse/pressemitteilungen/stromfresser-auf-diaet)

GOT THE NEWS?

Higher number of copies  
than the bible.  
IKEA gets rid of its  
print catalog.  
Can you do the same?

JOIN IN!

# 125€ per Year Just for Washing & Waiting!



Use a drying rack!

If you use a clothes drying rack instead of a tumble dryer, you can save up to 125€ a year in energy costs if you wash your laundry three times a week. This corresponds to approximately 245 kg CO<sub>2</sub>e.

# Ordinary Standby Modes Devour the Yearly Energy Output of 2 Nuclear Power Plants



Standby consumption in private households and offices in Germany amounts to 22 billion kWh per year (UBA). This is the same amount as two medium-sized nuclear power plants produce per year. An average household with three people can save up to 115 euros per year. Another big problem: The sheer number of standby devices increased between 2005 and 2020, from 2.4 billion to 3.3 billion in the EU.

Source:

[www.geo.de/natur/nachhaltigkeit/21871-rtkl-heimliche-stromfresser-standby-verluste-immer-hoehere-trotz](http://www.geo.de/natur/nachhaltigkeit/21871-rtkl-heimliche-stromfresser-standby-verluste-immer-hoehere-trotz)

IMAGINE

You reach into your wallet,  
grab two 100 € bills and  
carefully place it in the bin.  
That's the amount that you  
waste every year in terms  
of food!



BE MINDFUL!

# 3 Days of Christmas Excess Undo 2 Months of a Good Lifestyle



Merry CO<sub>2</sub>-Mess: Mike Berners-Lee calculated a (UK) average of 280 kg CO<sub>2</sub> per person per Christmas, only taking into account the apparent excess, like unwanted presents, wasted food, avoidable travel, fairy lights and Christmas cards! That is almost 19 % of a personal emission goal of 1.5 t per year (or two months of a 1.5 t-year).



# 50 Days Worth of Cow Farts Because You Are Breathing



Breathe in. The average human exhales between 200 kg and 500 kg of CO<sub>2</sub> during the period of one year, depending on its size and load. But don't you worry. This is all part of the natural CO<sub>2</sub> cycle, where the plants and trees are the counterparts of the equation! The critical bit regarding your metabolism: The production of the previously consumed food is the climate killer.

Eat climate-friendly produced food, and your metabolism does not contribute to global warming. Now breathe out.

Source:

[www.agrarheute.com/tier/rind/methan-forscher-messen-ausstoss-rindern-571790](http://www.agrarheute.com/tier/rind/methan-forscher-messen-ausstoss-rindern-571790)

[www.klimafakten.de/behauptungen/](http://www.klimafakten.de/behauptungen/)

[behauptung-wer-atmet-verstaerkt-den-treibhauseffekt](#)



VISUALIZE IT

1 WhatsApp Message  
= 5 m car drive.  
What if everyone  
avoided sending every  
second message?



WHAT ABOUT YOU?



# 1 Kilo of Meat Gets You From Kassel to Cologne



The production of one kilogram of beef pollutes the climate as much as 250 km of driving. This is the result of a Japanese study on the environmental balance of cattle. According to the survey, steak lovers emit 1.82t of CO<sub>2</sub> per year, while vegetarians emit less than one ton.

How about this: Start with one veggie lunch day per week and reach the goal of only one meal with meat per week! It's not about going from hero to zero here. It's about starting with small steps!



# 3 Apples or 1 Orange?



Compare apples to oranges.

Your regionally and seasonally harvested apple consumes only 32 g CO<sub>2</sub>e whereas the banana from overseas consumes 150 g. So do the local farmer and the climate a favor and buy your produce locally and seasonal. It works.

IMAGINE

Don't buy a car. Save 3000 €  
per year + acquisition costs.  
Use ride-sharing or car-sharing  
services instead.

BE THE LUCKY 50%

# The Negative Impact of Bottled Water: Factor 1,000 x



Bottled water has 1,000 x the negative impact as tap water. Mainly the effect comes from transport and production, namely the energy and plastic that is needed to produce the bottle. It's an average 400 g/l of CO<sub>2</sub>e, while tap water is around 0.4 g/l. Bottled water in developed countries pretty much serves one single goal: To make money.

# Your Office E-mail Traffic

=

# 10% of Your Personal Limit



The yearly office e-mail traffic of only one person equals on average 10% of the targeted CO<sub>2</sub>e budget for every person on this planet per year to reach the set goal of 1.5°C global warming.

Try to reduce your e-mail traffic. Your personal effort becomes vital if you consider this effect: If every one of your coworkers and the whole working world would commit themselves to this simple behavior adaption.

Source:

[www.theguardian.com/environment/  
green-living-blog/2010/oct/21/carbon-footprint-email](http://www.theguardian.com/environment/green-living-blog/2010/oct/21/carbon-footprint-email)

YEP!



Bring your reusable bags  
to the store!

You could save 20 m<sup>2</sup>  
of single use plastic  
every year.

SO EASY!

# COVID = – 7.5% CO<sub>2</sub> Production But Wait ...



... don't fall for the fallacy. Overall, the CO<sub>2</sub> concentration in the atmosphere is still rising. No such thing as flattening the curve. This is a mere dent in the curve.

Yeah, you read it right. The CO<sub>2</sub> emissions have decreased by up to 17% per day or an average of up to 7.5% in total in 2020!

But even this positive change in trend does not lead to a reduction in the CO<sub>2</sub> concentration in the atmosphere.

An even more drastic trend reversal must therefore begin as quickly as possible to achieve the 1.5°C-target.

Don't fall for the fallacy!

Source:

[www.zeit.de/wissen/umwelt/2020-11/  
corona-klimawandel-treibhausgase-rekordwert-wmo-genf](http://www.zeit.de/wissen/umwelt/2020-11/corona-klimawandel-treibhausgase-rekordwert-wmo-genf)

# A Zoom Call Saves 5,700 Mails!



Wait, what? E-mails aren't that bad, right? This one is about the potential savings, meaning that if you were to meet online instead of flying from MUC to BER for the meeting you could save about 300 kg of CO<sub>2</sub>, that's equivalent to about 5,700 standard e-mails.

If you compare just the Zoom call which is 10 g CO<sub>2</sub>e per hour: It's about the same as an e-mail that takes 10 minutes to write and 3 minutes to read.

LOOK AT THAT

16,400,000,000  
plastic bottles per year in  
Germany only.  
Use a Stainless steel bottle  
500x and it beats plastic in all  
environmental aspects!



WHAT ABOUT YOU?



# A Holiday in Mallorca = One Year of Driving Your Car



Take your vacation locally!

Two weeks of holiday in Mallorca are equivalent to driving your car for one year.

925 kg CO<sub>2</sub> would arise with the journey and departure of each holiday-maker according to WWF calculation. The accommodation produces 148 kg, the food supply another 91 kg and the activities locally an additional 58 kg.

The alternative: A Baltic Sea vacation. 258 kg CO<sub>2</sub> per person on estimate!



# Insane Bread Roll Offer: Get 4 – Pay 12!



Use your morning jogging to the bakery to save fuel & money!

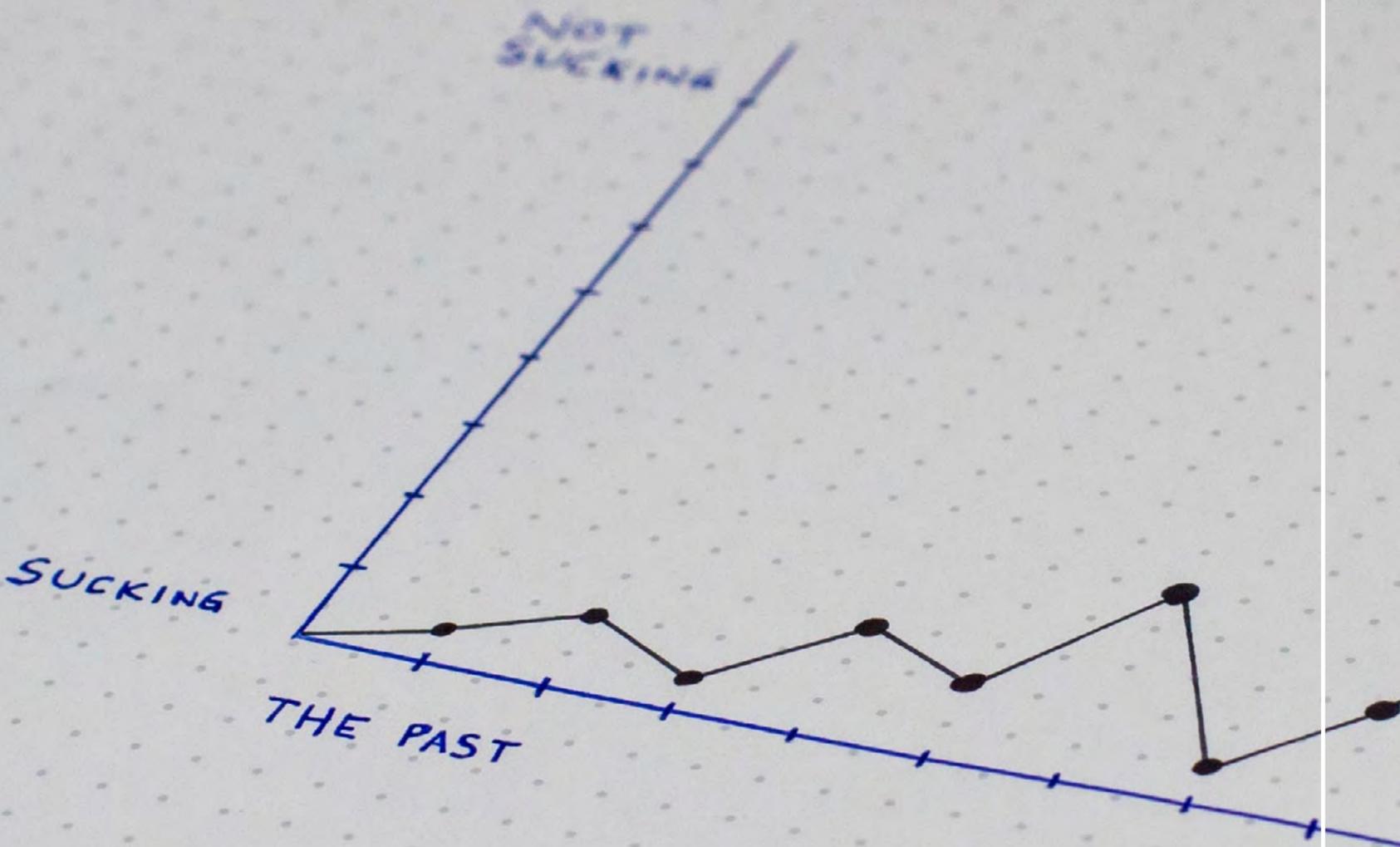
If you take the car to the bakery around the corner on a sunny Sunday morning, you pay the equivalent of eight bread rolls. The calculation was based on a distance of two kilometers, and it was also assumed that the engine starts cold and consumes up to 35 liters of fuel per 100 kilometers on the first kilometer.

Source:

<https://www.ecowoman.de/freizeit/natur/die-erstaunlichsten-co2-vergleiche-wie-viel-co2-verursachen-flugzeuge-5702>

JUST PICTURE IT

A ready to use  
& tasty template for your  
company's annual report.  
And all the design money gets  
to be used for  
sustainability activities.



DESIGN SUSTAINABLE

# 40% of All Inner-City Transports Could Be Carried Out With Cargo Bikes



Electric cargo bikes are fun to use  
& cheap to rent.

Take a look at your local possibilities! Often, you can rent an electric cargo bike for little money (or even free or for a donation). Have a look what's available in your city:

[www.mobilitymag.de](http://www.mobilitymag.de)

What the Fuck.

This Idea Card Saves You  
Zero CO<sub>2</sub>e ...



... but serves as an impulse for a general understanding of behavior. It's all about metaphors and analogies. The information on these cards is here to deliver them. They are pretty much all estimates and are there to make your day to day actions more tangible.

What is CO<sub>2</sub>e, you ask? Most of the time, when you read about an action or behavior emitting a certain amount of CO<sub>2</sub>, the CO<sub>2</sub>e value is meant. It translates the total climate change impact of all the greenhouse gases caused, expressed in terms of the amount of carbon dioxide that would have the same effect over 100 years.

WHAT A POSSIBILITY

If there is demand  
for green electricity,  
there will be green electricity.

Eco-Capitalism at its best.



DONT  
BE A  
PRICK!

SWITCH NOW

# You're the Only One That Really Cares About Climate in Your Area



No you're not.

And that is great! The essence of this card: Get to know your local Initiatives, there should be plenty! You don't even have to join them. It's about being aware of the activism and momentum of the local sustainability initiatives. It's also about feeling better and hopeful about the future. Stay active and positive - and informed!

# With This Kind of Rebound You Don't Score Like in a Basketball Match.

## You Waste a Lot!



The best way to avoid the so-called rebound effect is by being aware of it: The technology around us is becoming more and more efficient, but the usage figures are skyrocketing.

The mistake lies in our own biases: We justify environmentally harmful behavior in one place with savings in another.

Optimistic estimates assume a loss of savings of up to 30%, pessimistic ones 50%.

A Sustainability Master is the one who retains the benefit of his sustainable actions by not consuming on another end.

THINK VINTAGE

Don't buy new, buy used  
& refurbished.  
New furniture incurs  
10,000 t of furniture waste  
every year.



TOP OR FLOP?

# 20€ Bonus by Cooking With Lids



Booring. We've heard that a million times. This doesn't mean it's not true. By putting a lid on your pots while cooking, you can save up to 20€ per year in electricity costs. This analogy is an old hat but serves an important role:

See it as a challenge to get daily sustainability in your head. Every time you cook with a lid, you can think about the influence that small behavior changes can have on your life, your wallet and the environment!

# 4x Spa Treats if You Switch to Low-Flow Shower Heads



That's a low hanging fruit: Change your shower head to a low-flow one and save up to 345€ per year (3 person household), while maintaining your everyday shower habits! That's 4 day-trips to the spa for you every year, just by changing one object in your house.

Source:

[www.co2online.de/energie-sparen/strom-sparen/  
strom-sparen-stromspartipps/stromverbrauch-3-personen-haushalt/](http://www.co2online.de/energie-sparen/strom-sparen/strom-sparen-stromspartipps/stromverbrauch-3-personen-haushalt/)

# Paradox?

## The Longer the Use, the Smaller the Footprint



$\frac{3}{4}$  of the CO<sub>2</sub> footprint of your cellphone lays in its production, only  $\frac{1}{4}$  in its internet connection and electricity use. This means, the longer you use the smartphone, the better its footprint will be. And all cellphones combined make up for 1% of global emissions. Also, this number is likely to rise, as there are still many people without a smartphone.

The three golden rules are:

1. Buy second-hand
2. Keep your phone as long as possible
3. Recycle your retired phones or give them to a charity or a second-hand shop.

# Stepping into Big Footsteps



Estimate your personal CO<sub>2</sub> footprint with one of the many calculators out there. Why, do you ask? It's not about feeling bad. It's about generating an understanding and a starting point for future actions.

Use the UBA CO<sub>2</sub> Calculator to estimate your footprint and get tailored tips on how to reduce your footprint!

[uba.co2-rechner.de](http://uba.co2-rechner.de)