



### JOIN 100,000 OTHERS

to keep up-to-date with WWF's carbon progress updates.

SIGN UP FOR UPDATES



### HELP US SPREAD THE WORD

Share your results and help us make the UK more aware of their impact, and what they can do about it.

FACEBOOK

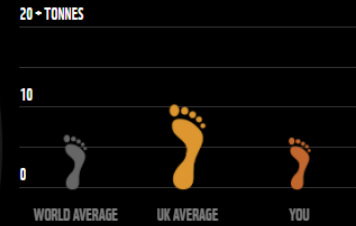
TWITTER



## YOUR CARBON FOOTPRINT IS

# 61%

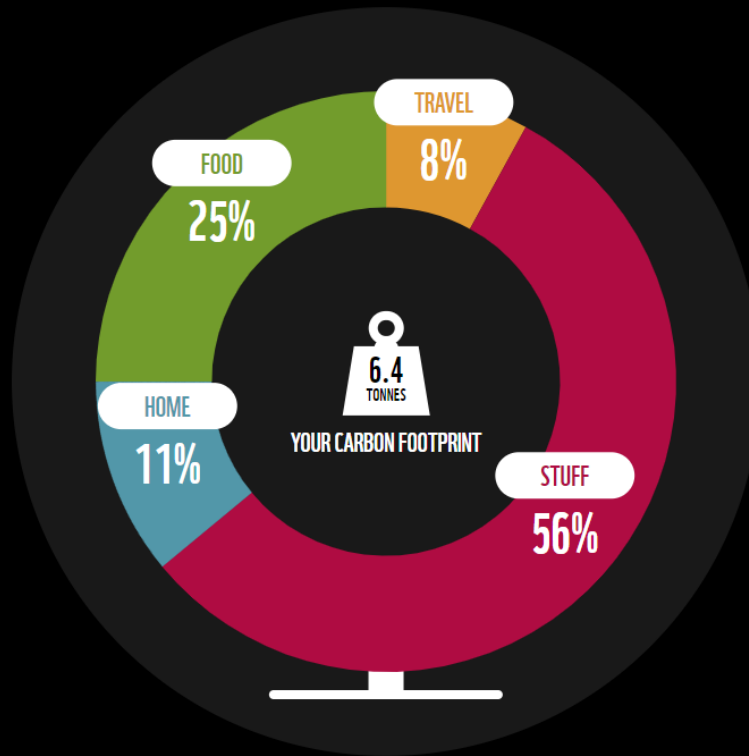
of your target impact on the world, when your footprint is compared to a linear reduction of the UK average to zero between 2016 and 2045.



VIEW FULL RESULTS



CLICK EACH SECTION  
TO SEE MORE DETAILS



## TIME FOR CHANGE

Stay informed through WWF's carbon progress updates.

STAY INFORMED

## JOIN WWF TODAY

Become part of a growing movement and help us combat climate change and call on world leaders to act to protect nature.

JOIN



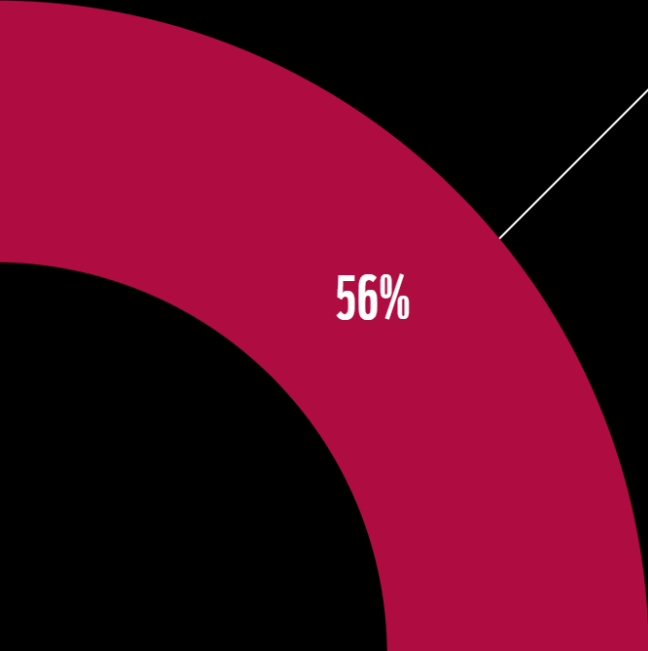
# STUFF

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### YOUR STUFF

CONSUMPTION IS EQUAL TO:

**2** MEDIUM HAUL FLIGHTS  
BASED ON FLIGHTS LONGER THAN 5000KM



*The average consumer is consuming a lot that they don't need. Do you really need all that stuff? Most of it is going to end up in the bin anyway, right?*

TIP 1 TIP 2

### BUY SECOND HAND

A shift to more sustainable shopping practices requires us to appreciate what we already have. Shopping second hand is an excellent way to act with our wallets and change the economy for the better. Charity and second-hand shops have excellent product control procedures, which means the clothes within them is of the highest quality.

You can get the clothes you want for a fraction of the cost – both economic and carbon costs.

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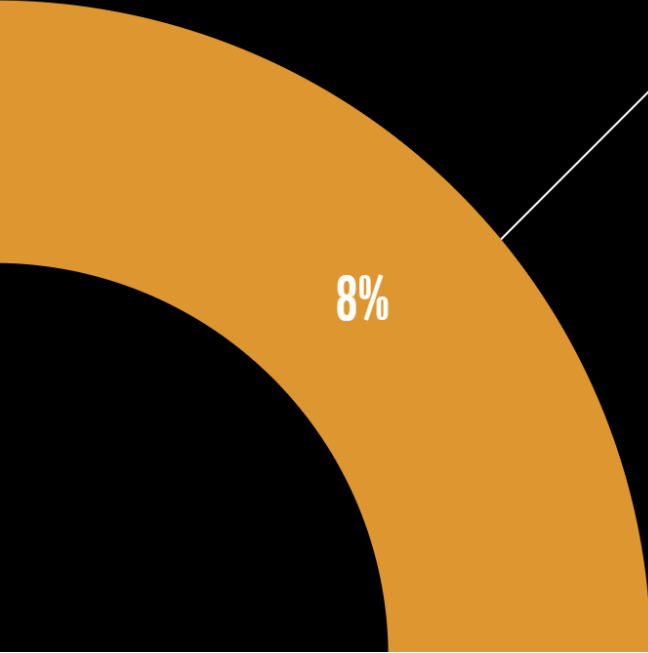
# TRAVEL

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### YOUR TRAVEL

CONSUMPTION IS EQUAL TO:

**0** MEDIUM HAUL FLIGHTS  
BASED ON FLIGHTS LONGER THAN 5000KM



Your travel footprint is undoing the good you do elsewhere, this is easy to fix with these simple habits.

TIP 1 TIP 2 **TIP 3**

### DRIVE SMARTER

If you *have* to use your car, then use it properly. There are some bad habits people have that make the impacts of cars a lot worse. Smarter driving can help limit some of the emissions of car usage.

- Removing excess weight from the vehicle will also help improve fuel efficiency.
- Having the correct air pressure in your tyres results in better petrol mileage, better handling of the car, cheaper maintenance costs and a smaller environmental impact. This simple step can make a big difference.
- By slowing your travel speed by 10km/h, you could improve your car's fuel consumption by 25%.

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# HOME

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## YOUR HOME

CONSUMPTION IS EQUAL TO:

**0** SMALL CARS  
BASED ON THE AVERAGE  
ANNUAL UK CAR  
EMISSION

11%

*We all want our homes to be comfortable, we want you to go one step further and have a comfortable AND sustainable home.*

[TIP 1](#) [TIP 2](#) [TIP 3](#)

## EMBRACE NEW TECHNOLOGY

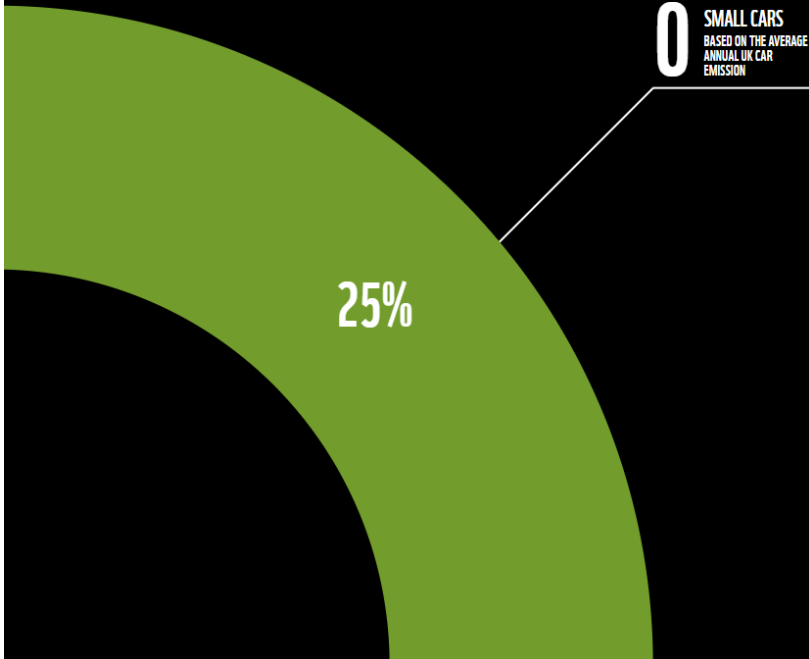
Your home can now be controlled by the touch of a button, one usually found on your phone. While this may sound like a gimmick, it is a great way to monitor your energy usage and adapt to a more environmentally friendly way of living. Why power and heat rooms no-one is in? This SMART technology can help limit the impact your home is having on our shared home.

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# FOOD

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*Your food consumption may be the biggest part of your carbon footprint. Here are some tips to help you make a positive difference.*

- [TIP 1](#)
- [TIP 2](#)
- [TIP 3](#)

## EAT "IN SEASON"

Everything you buy has a footprint, so try to choose products that have been sustainably sourced. Buying seasonally produced food supports your local agricultural economy but it also helps the environment by cutting down on the packaging, transport and high intensity farming process needed for out of season foods.

Seasonal food is also cheaper.

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