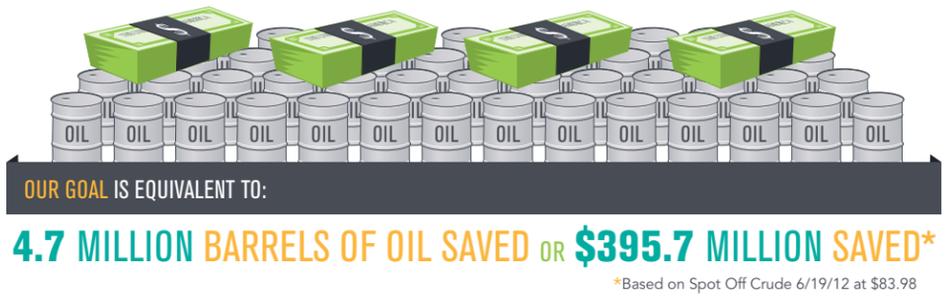


# The Right Actions Add Up

YOUR CHOICES + YOUR NEIGHBORS CHOICES = A **BIG** DIFFERENCE FOR THE CLIMATE

**OUR GOAL**  
**30% REDUCTION**  
 IN GREENHOUSE GAS (GHG)  
 EMISSIONS BY 2020



**C'MON SEATTLE, WE CAN DO THIS - AND HERE'S HOW!**  
 Together we can make a **BIG** difference by making improvements in four areas

**HALF**  
 OF SEATTLE'S HOUSEHOLD  
 GHG EMISSIONS ARE CREATED  
 IN THESE FOUR AREAS



## IN YOUR HOME

Is your home an energy hog costing you money? Simple changes can save money, increase comfort and reduce your home's GHG impact.



## GETTING AROUND

Mix use of bike, walking and transit to save money on gas, reduce your GHG footprint, and live a healthier life!



## EATING

Eating a healthy diet rich in fruits and vegetables will improve you and your family's health and reduce your impact on the planet.



## BUYING STUFF

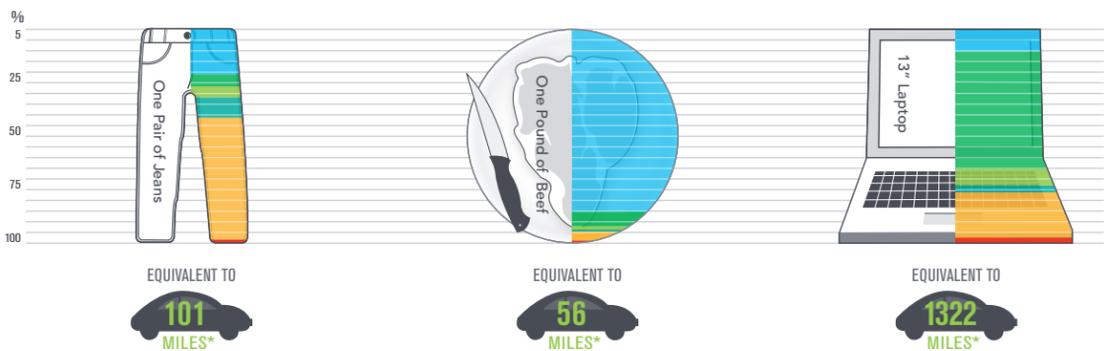
When buying new things, consider how long they will last. The things we buy and throwaway carry a big GHG footprint.

## GHG EMISSIONS COME FROM MORE THAN JUST YOUR CAR

A lot of GHG emissions are embedded in the things we buy and use everyday - here are some examples

### GHG SOURCES

- RAW MATERIALS
- MANUFACTURING
- TRANSPORTATION
- RETAIL
- PRODUCT USE
- DISPOSAL



The largest source of GHG emissions in your jeans comes from cleaning them. Reduce your impact by washing on cold and line drying.

\*Mileage calculated using the average lifetime of this product - 2 years with 52 washes per year and a 28MPG vehicle.

The largest source of GHG emissions in beef comes from raising the cows. Reduce your impact by going meat free one day a week.

\*Mileage calculated using the consumption of one pound of beef and a 28MPG vehicle.

The largest source of GHG emissions in your laptop comes from its materials and making it. Reduce your impact by using technology tools to make your laptop last longer.

\*Mileage calculated using the average lifetime of this product - 4 years of normal office use and a 28MPG vehicle.

## SIMPLE ACTIONS THAT ADD UP - LET'S START SAVING

Examples of easy actions that you can implement into your daily routine and save on many levels



### IN YOUR HOME UPGRADE YOUR INSULATION

Upgrades to your home energy system such as new insulation will make your home more comfortable, and you'll save money on your energy bill.

### GETTING AROUND BIKE OR WALK FOR SHORT TRIPS

40% of our urban travel is two miles or less. Combine your workout with your errands. You'll save money and look great too.

### EATING GO MEAT FREE ONE DAY A WEEK

Join the world wide campaign Meatless Mondays, and go meat free for an entire day each week and watch the calories and your footprint shrink.

### BUYING STUFF BUY SECOND-HAND CHILDREN'S CLOTHING

Children grow out of clothes so fast. You can reduce your impact and save money by purchasing gently used clothing.

Action	Annual Savings*	Barrels	Calories
YOU	\$170 DOLLARS	2.3 BARRELS	52,000 CALORIES
10 OF YOUR FRIENDS	\$1,700 DOLLARS	23 BARRELS	520,000 CALORIES
10 OF THEIR FRIENDS	\$17,000 DOLLARS	230 BARRELS	5.2M CALORIES
ALL OF SEATTLE	\$104M DOLLARS	1.4M BARRELS	32.9B CALORIES

\*Based on average energy use and costs in Seattle. Savings assumed that upgrading insulation reduced energy costs by 10%.

\*Based on a person biking and walking four trips a week that were two miles each way (four miles round trip). Savings assumed a 50% biking and walking division.

\*Based on eating a healthy vegetarian diet for all meals one day a week. Savings calculated by replacing 5.5 ounces of meat with 5.5 cups of vegetables one day a week for 52 weeks.

\*Based on purchasing 20 first-hand \$30 children's outfits annually. Savings assumed that new clothing has 19kg of CO<sub>2</sub>e per outfit and that second-hand clothing is 50% of the cost.

