



**The Footprint
Challenge**



Footprint-Friendly Lifestyle

e-book

For a green and sustainable life

Hi!

Great that you are getting started with our e-book for a the Footprint-Friendly Lifestyle!

We would like to take you on a journey into the world of the footprint. In Part 1 you will discover what the **footprint** is, in Part 2 you will find lots of inspiration to make your footprint more green with **small actions** and in Part 3 you can make your own footprint action plan.

Have fun!

Laura & Miriam,
The Footprint Challenge



**Also follow us on social
media for the latest news,
challenges and inspiration!**

[LinkedIn](#) [Facebook](#) [Instagram](#) [Twitter](#)



Part 1

The footprint

What is the footprint?

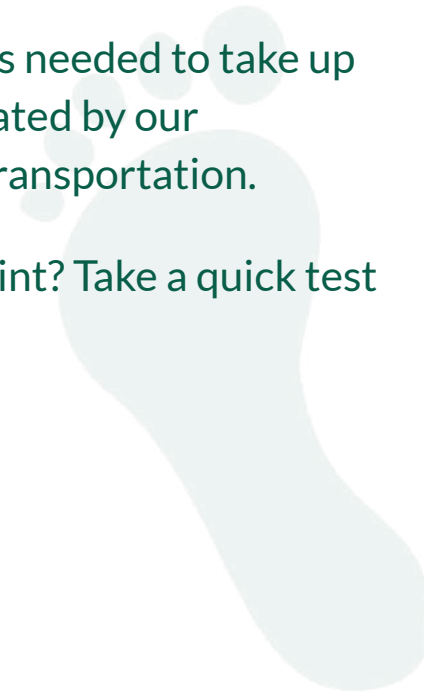
The **ecological footprint** measures the human demand on nature, and indicates the amount of land it takes to support our lifestyle.

Everything we consume takes up land.

Food, for example, takes up space because of cultivation and transportation.

And space for forests is needed to take up **CO₂-emissions** generated by our electricity usage and transportation.

How big is your footprint? Take a quick test on page 9 and find out.



Our planet



Our lifestyle

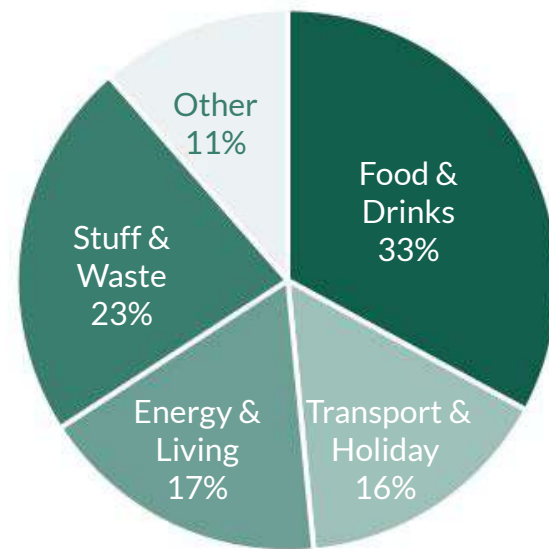


Average footprint

Globally we use an average of 2.7 ha of living space per person, but in many countries the average footprint is much bigger. Our current lifestyle requires 1.7 Earths, but we only have 1.

Food accounts for the biggest part of the footprint, followed by **stuff** and **energy**.

Your personal footprint depends on your lifestyle.



A quick test: How big is yours?

A	B	C	D
<input type="checkbox"/> I eat meat every day	<input type="checkbox"/> I eat vegetarian at least once a week	<input type="checkbox"/> I eat completely vegetarian	<input type="checkbox"/> I eat 100% plant-based
<input type="checkbox"/> I use a car every day, even for short distances	<input type="checkbox"/> I use a car a few times a week, short distances I usually bike	<input type="checkbox"/> I usually bike or take public transport and sometimes I take a (shared) car	<input type="checkbox"/> I travel by public transport, bike or foot and sometimes I join someone in a car
<input type="checkbox"/> I set the heating higher than 21 degrees	<input type="checkbox"/> I set the heating to 20 or 21 degrees	<input type="checkbox"/> I set the heating to 18 or 19 degrees	<input type="checkbox"/> I set the heating lower than 18 degrees
<input type="checkbox"/> I buy new stuff or clothes almost every week	<input type="checkbox"/> I buy something new practically every month	<input type="checkbox"/> I only buy something new when it is broken or no longer fits	<input type="checkbox"/> I mostly buy second-hand stuff and clothes

Add up your points

A = 2 points

C = 6 points

B = 4 points

D = 8 points

The result

8 - 10 points: Large Footprint

When making choices, the impact on your footprint is not the first thing you think about. Fortunately, without compromising on comfort, you can take the first steps to lower your footprint.

12 - 20 points: Medium Footprint

Great, you're on the right track to lowering your footprint! You are open to making other choices for your footprint, but preferably not at the expense of comfort.

22 - 28 points: Small Footprint

Amazing, you already live very footprint-friendly! You often make a conscious choice to do something or not to do something because it is better for your footprint.

30 - 32 points: Extra Small Footprint

Wow, you are a true guru in footprint-friendly lifestyle! You make it a sport to keep your footprint as small as possible.

Now you have an indication of how big your Footprint is, you can start to reduce your footprint.



Part 2

Inspiration



Food & Drinks

Food is about 1/3 of your footprint

A big part of your footprint is defined by what you eat. For example, meat leaves a big footprint in your food, whereas eating plant-based food reduces it considerably.

Recipes

- [Veganuary](#)
- [ProVeg Recipes](#)
- Google your favorite recipe, plus "plant-based". Each dish also has a plant-based and therefore footprint-friendly version.

Cookbooks

- [The Plant-based Cookbook - Deliciously Ella](#)
- [Veg - Jamie Oliver](#)

Products in the supermarket

- Meat substitutes: Beyond Meat, Viverra, private label
- Dairy substitutes: Alpro, Oatly, Provamel, private label

Food



Did you know that worldwide around $\frac{1}{3}$ the food produced is thrown away? Think of all the energy that was needed to produce this food, what a waste!

Tips for preventing food waste:

- Plan your meal with these [10 easy tips](#)
- [Store food](#) in the proper way
- Have weekly [leftover nights](#)
- The best before date is just an indication. Most products are storable for much longer. So before you throw anything out **check, smell or taste** it before you waste it.

Food Waste





Find vegan and vegetarian restaurants around the world with the [HappyCow](#) app.

SAVETHEFOOD.COM

Stop food waste with [Save The Food!](#) The website provides you with delicious recipes, based on the food you have in your fridge.



Eating seasonal foods reduces your footprint considerably. Visit [seasonalfoodguide.org](#) for USA or [eatseasonably.co.uk](#) for Europe.



Too Good To Go

The [Too Good To Go](#) app enables you to get leftovers of shops and restaurants which would otherwise be thrown away (available in Europe).



[Ecolabel Index](#) helps you find the available certification logos and their meaning.



Useful Tools

Energy & Living

*About 17% of the footprint consists
of energy consumption at home*



Energy



With small actions you can already save energy without making big investments. This way you save money and it's good for your footprint!

- **Smart heating or cooling:** turn your thermostat down by one degree in case of heating or one degree up in case of air conditioning.
- **Replace incandescent or halogen light bulbs** with LED lights, even if they are still working. LED lights are 90% more economical.
- **Watch your standby consumption** and switch TVs, computers, and modems etc completely off after use.
- **Cook pasta, rice and eggs for 2 minutes**, switch off the stove, put lid on the pan and leave to cook.
- **Shower for max. 5 minutes** or kick-start your day by having a fresh, cold shower.

Living



There are also big steps you can take at home. They take a bit more planning and investment, but have a big impact:

- Go green with **green electricity** or generate your own electricity through solar panels.
- **Remove energy monsters** or replace them with energy efficient ones (in case of for example an 10-year old refrigerator).
- **Insulate your home**, check on [wikihow.com/Insulate-Your-Home](https://www.wikihow.com/Insulate-Your-Home) which energy-saving measures can be taken in your home.



Transport & Holiday

About 16% of the footprint
consists of daily transport and
holidays

How you get from A to B every day impacts your footprint. Driving the car has the biggest impact of all modes of transport. Here you will find tips for footprint-friendly travelling.

- Short distance? **Hop on the bike or walk** and have that exercise you have been craving. A healthier, cheaper and often quicker way to get to your destination.
- For longer distances, the **electric bicycle** is a good alternative to the car. It's 30x better for the environment!
- Not using your car on a regular basis? Consider **car sharing**. Share your car with neighbours or sell it, and borrow one when you really need it.
- Restyle your driving style with **eco-driving**: drive at a constant speed with low rpm, check tyre pressure regularly and change to higher gear as soon as possible. This way you save up to 10% of fuel. You're not only saving money, it's good for the environment and better for your car too.

Daily Commute



Want to enjoy your holiday in a footprint friendly way? You can! The choice of your holiday destination and how you get there makes a big difference. Here you will find tips for a sustainable and green holiday.

- **Stay closer to home** and travel by public transport or take the bike. What about discovering Europe by [Interrail](#)?
- Be adventurous and get a ride with someone or offer your own available seats in the car via [BlaBlaCar](#).
- Can't reach your holiday destination without taking the plane? Choose a **direct flight**, better for your own stress levels and less CO2 emission.
- **Compensate the CO2 emission** of your trip via for example [Greenseat](#) or [Fair Climate Fund](#).
- **Stay with the locals** via [Fairbnb](#) or [Couchsurfing](#) or choose a hotel with a small footprint on [Bookdifferent.com](#)

Holiday





Discover Europe by train. Plan your trip via [Interrail Eurail](#).

[bookdifferent.com](#) 

[Bookdifferent](#) helps you to find sustainable hotels in green locations.



Via [BlaBlaCar](#) you can fill empty seats in your car or drive along with someone else.



Via [fairbnb](#) you can rent your vacation homes fairly for both the host and guests, and contribute to local community projects.



Handige Tools

Lifestyle & Waste

About 23% of the footprint comes
from stuff and waste



Stuff



Stuff has a big impact on your footprint. You often don't think about that, but producing stuff takes a lot of energy; from raw materials to waste processing. Did you know that the production of one pair of jeans involves 8,000 litres / 2,115 gallons of water?

- **Sharing is caring!** We use much of our stuff only a couple of times a year. So you don't need to own all those things, do you? Borrow or lend tools and gear from or to neighbours via [NextDoor](#) or [Streetbank](#).
- Hunt for hidden treasures in **second-hand shops** or hand in non-used items at a thrift store to give your stuff a second life.
- Are you a fashion victim? With **Slow Fashion** you have a footprint-friendly and fashionable look. Find more tips on [Loveyourclothes](#).

Waste



On average we generate 0.74 kilograms (1.6 pounds) of waste each day. With the following tips you can reduce your waste:

- **Prevent waste:** bring your own shopping bag, reusable bottle or cup, avoid buying products with unnecessary packaging, read newspapers online etc.
- Broken appliances or torn clothes? **Fix it**, for example in a [Repair Café](#)!
- **Separate waste** so it can be reused or serve as raw material for something new. A good example is the recycling of plastic waste which is used to make flower pots or toys.
- Not sure which **recycle** bin to use? Check with [Earth911](#).
- **Prevent littering:** did you know that cigarette butts are littered the most, and that they take up to 12 years to decompose?



Useful Tools

streetbank

You can borrow items from your neighbors through [Streetbank](#).

 Nextdoor

[Nextdoor](#) keeps you in touch with the neighborhood. For example, you can rent, give away and buy or sell things.

REPAIR CAFE

Have your broken items repaired at a [Repair Café](#) near you. This way you extend the life of your products and prevent waste.

THRIFTED.

Looking for a cool second-hand item? Via [Thriftd](#) you can buy vintage clothes and give them a second life.



Part 3

Time for action

What does sustainability mean to you?

Why is sustainability important to you and what are you already doing to live a footprint-friendly life? Write it down below and discuss it with family, friends or colleagues.

Sustainability is important to me, because:

Footprint Actions that I am proud of:

Making choices

There are many actions you can do to reduce your footprint. How do you decide which actions to take? Here are a few tips:

Start small

Some actions have a big positive impact on your footprint, but can also take a lot of effort. For example, if you want to eat more vegetarian such as eating plant-based if you are an avid meat eater. Start with small steps and introduce for example Meat Free Monday.

Keep it manageable

You can start doing all kinds of actions like crazy, but you can't keep that up. Choose a maximum of 3 actions, otherwise it will be too much. As soon as they become a habit, you choose new actions.

Create new habits

Some actions are one-off, such as replacing light bulbs with LED lights. Others ask for new habits and cost more time and effort. Challenge yourself and see where you can create new footprint-friendly habits

Together we can make the difference by making conscious choices to do things a certain way, or to not do them at all.

Think about it: if every American replaced one incandescent light bulb with a LED, the energy savings could light an estimated 2.5 million homes. That's the equivalent to the greenhouse gas emissions of 800,000 cars.

Replacing a lightbulb only takes a few minutes! **Now that is the power of small actions!**

Which 3 Footprint Actions will you take?

My Footprint Action Plan:

1.

2.

3.

Check per theme: Food & Drink, Energy & Living, Transport & Vacation, Stuff & Waste, which actions you can take.

Choose 3 actions to start with.

Make your actions concrete, think about why these actions are important to you and try to link them to an existing habit. For example: "When I go shopping, I bring a shopping bag because I don't want to buy a plastic bag." Or: "When I take a shower, I put on a song that lasts 5 minutes and I get out of the shower before the song is finished, because I want to save gas and water."

Important: celebrate successes, to keep motivating yourself. For example, compliment yourself every time you shower a minute shorter.

Have your actions become a habit? Then it is time to add new actions to your Footprint Action Plan.

Which actions will you take?

Share your actions & experiences with us!

Tag us on Facebook or Instagram.

About The Footprint Challenge


The Footprint Challenge challenges you to take small actions in daily life to reduce your footprint and increase your handprint. In this way, everyone can contribute to a sustainable future.

Footprint Challenge

The Footprint Challenge engages employees in the green ambitions of your organization. During a 40-day competition, we challenge employees in an inspiring and interactive way to reduce their footprint and increase their handprint, at home and at work.

Footprint Workshop

Via the Footprint Quiz and the Footprint Game, participants are introduced to the footprint and get started with their own Footprint Action Plan.



Join us on Social Media!

Follow us to learn more, share your experiences
and ask questions or email us at
info@footprintchallenge.nl.

www.footprintchallenge.org

Follow us

[Linkedin.com/company/the-footprint-challenge/](https://www.linkedin.com/company/the-footprint-challenge/)

[Facebook.com/footprintchallenge](https://www.facebook.com/footprintchallenge)

[Instagram.com/footprintchallenge](https://www.instagram.com/footprintchallenge)

[Twitter.com/teamfootprint](https://twitter.com/teamfootprint)



A group of four people are shown in a lush green environment, high-fiving their hands in the center. The background is filled with large, dark green leaves. The people are smiling and looking towards each other. The text 'Together towards a smaller footprint' is overlaid in white, bold, sans-serif font across the center of the image.

**Together towards a
smaller footprint**