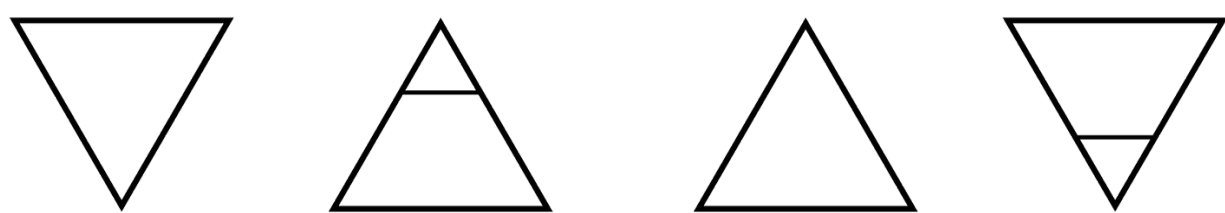


A
WAFERS
GUIDE TO A
SUSTAINABLE
FUTURE

5 Simple Steps



WAFE

"A day of hope for the future"



@WAFEbrands

5 EASY LIFESTYLE HACKS TO LIVE MORE SUSTAINABLY AND SAVE MONEY!

Why sustainability matters?

- 1 | Plastic NOT so fantastic!
- 2 | Let's talk dirty.... How long do you spend in the shower?
- 3 | It's time to pull the plug on standby
- 4 | Feeling cold? Don't touch the thermostat!
- 5 | Reduce Reuse Recycle.... repeat!



WHY SUSTAINABILITY MATTERS?

Defining Sustainability

Sustainability was very simply defined by the United Nations as "meeting the needs of the present without compromising the well-being of future generation". We have found this to be the best way to describe sustainability; however, one might ask how we can achieve this, and our answer to this would be, without giving up any of the three fundamental pillars: environmental protection, social development and economic growth.



WAFE and Sustainability

We created WAFE to be a symbol of sustainable living. Our vision is to inspire and encourage communities globally to live environmentally friendly lifestyles through the services and products we provide.

Our mission currently is to reduce environmental pollution caused by plastic through our eco-friendly household goods. Plastic is the most widely used material in the world due to its great variety of forms, making it one of the major causes of environmental pollution. We continually work towards our vision in which all our product materials have the same functionality as plastic but sourced from renewable and sustainable materials.



How can we, as individuals, become sustainable?

We find that there are a countless number of ways we can become more sustainable but we group these into three main categories;

- Our consumption habits
- Waste management
- Social awareness

The food we eat, the products we buy, the type and size of cars we drive, the amount of energy used to heat our homes, all form part of our consumption habits.

Turning our purchasing power, i.e. what we spend our money on towards ethical companies that operate with a focus on sustainability is what we try and adopt. Our efforts to reduce waste, go a long way to help reduce our carbon footprint as well as environmental pollution.



Lastly, change starts from becoming more aware of a problem that requires a solution. In this case, climate change and pollution is the problem while the answer lies with living more sustainable lifestyles.

So keep raising the awareness of the problem the planet is facing and making those little changes in how we live. Small positive changes, especially when they become good habits add up and make a huge difference when aggregated over thousands of people.



Plastic NOT So Fantastic!



Every year, billions of pounds of waste ends up in the oceans, forming city sized islands made entirely of trash. A vast majority of this trash is plastic, meaning it will take thousands of years to decompose.

Plastic bottles make up a large proportion of plastic waste, and only about one in five bottles are properly recycled. Reusable water bottles are a convenient and environmentally friendly solution. Every year, 17 million barrels of oil are used to create 50 billion disposable water bottles in the United States alone!

Switching to a reusable water bottle would surely decrease the oil used, greenhouse gasses emitted, and bottles thrown away, reducing pollution threefold.



Aside from environmental benefits, reusable water bottles have many other advantages over disposable ones. For example, using a reusable water bottle is cheaper than constantly buying water bottles. The person can save about £200 per year just by not buying disposable water bottles. That means you could reward yourself with 50 Big Mac's after every year of using a reusable bottle (not that you should).

The issue doesn't just stop with water bottles. To make a real impact, there are a whole host of everyday plastic products we should avoid. Plastic bags, plastic straws, plastic cling-film, plastic cutlery all have suitable alternatives such as, beeswax wraps, reusable bags, steel or bamboo straws and even compostable cutlery. Small changes really do make the big difference!



Let's Talk Dirty...
How long do you
spend in the shower?



According to a recent study, the length of the average shower is about eight minutes. By shortening that to five minutes, you can reduce the amount of water that you use by nearly one-third, or roughly 10 gallons per day! According to a study conducted by the European commission, approximately 15% of house energy consumption comes from water heating. This only shows that reducing the time we take to shower, has a direct impact on our gas or electric bill.



Even if you're not into a green lifestyle, most of us are always on the lookout for ways to help us save time and money. Saving 10 gallons of water a day would surely be noticeable on your water bill—it's like a coupon that you can use every day!

You'll also free up some time that can come in handy during hectic mornings. If your showers are usually around 15 minutes long, reducing that time to five minutes will leave you with an extra 10 minutes to spend planning your goals for the day frothing your soy latte, or loading up your slow cooker with veggie goodies that will later be served up as dinner.

So, how to track these precious shower minutes? Try using a timer. Any old kitchen timer will do, but these days, timers are available in all sorts of shapes and sizes that range from Hello Kitty to those that are designed specifically for use in the shower.



It's Time to Pull the Plug on Standby!



Standby buttons on many appliances use up to 90% of their normal power in standby mode

Recent studies show that 8% of the total electricity used in our homes comes from appliances left on standby.

This is the equivalent of around two power stations' worth of electricity each year, and adds up to £740m a year of wasted electricity, according to the Energy Saving Trust (EST). Wasted energy from appliances left on standby is also responsible for 4m tonnes of excess carbon dioxide each year.



The biggest culprit is the speaker system, which wastes £290m worth of energy and 1.6m tonnes of CO2 a year when left on standby. Set up boxes such as sky and virgin waste the second biggest amount of energy, followed by TVs, games consoles, mobile phone chargers, computer monitors, DVD players (if you still use them)

Research from the EST found that 75% of us habitually waste high levels of energy on a daily basis by leaving appliances on permanent standby and leaving chargeable appliances plugged in, with up to 12 different gadgets left on standby or charging at home at any one time. And one in seven (16%) of us wrongly believes that turning appliances off uses more energy than leaving them on standby.



**F e e l i n g C o l d . . .
D o n ' t T o u c h T h e
T h e r m o s t a t !**



The clocks have gone back, the temperatures are dropping and everyone's feeling the need to curl up indoors with the heating and telly on.

But do you really need the heat that high? We use over 60% of the energy in our homes for heating, so one of the top tips for saving CO2 is to turn your thermostat down by 1C. This would cut your heating bills by up to 10%, saving you around £40 a year, and the planet around 300kg of CO2.

It's a huge waste of money and energy to heat an empty house, so don't leave the heating on when you're out, instead if you have a timer, set it to come on just 30 minutes before you get home, so that you've got a lovely warm house to come home to.

Another thing you can do is to make sure that you're not losing heat from your house. Draw the curtains, close doors in between rooms, and invest in one of those snake-shaped **draught excluders**.



Effective heating requires good maintenance of walls, floors, windows and roofs, so think about these when making improvements to heating systems.

Cranking up the thermostat will cost you – and the planet: heating a room by an extra degree for a year equals 310-360kg of extra carbon dioxide released into the atmosphere



**R e d u c e , R e u s e ,
R e c y c l e**

Reduce

Reduce the amount of the
Earth's resources that you use

Reuse

Don't just bin it, could
someone else use it?

Recycle

Could the materials be made
into something new?

ReduceReuseRecycle.co.uk



There are many good reasons to reduce, reuse and recycle. Everything we use has to come from somewhere and must go somewhere once we're finished with it.

Each UK household generates more than a tonne of waste every year, but much of it could be reduced, reused or recycled to help create a cleaner and greener United Kingdom.

We can also make a huge difference (and save up to £470 a year) by taking steps to reduce food waste.

As waste breaks down in landfill it releases gases that play a part in climate change – and some waste, like certain kinds of plastic, never disappears.

By making smart decisions about what we buy and how we get the most out of our purchases, we can work together to reduce the amount of waste we produce.

Items that break or fall apart can often be fixed to prolong their life. We can also reuse items for the same or a different purpose, giving many of the things that would otherwise be thrown away a second life.

Reasons to reduce, reuse and recycle

- Energy and resources are wasted whenever an item goes to landfill
- Raw materials are a limited resource – we might not always be able to replace what we throw away
- Less landfill means less pollution – and a cleaner, greener UK
- Waste costs! The UK's avoidable food waste alone runs to more than £20 billion a year

So, there you have it. 5 easy and practical steps you can take to live more sustainably and reduce your carbon footprint.

