

BRITA's Greening Good Guide



Keep an eye on your electricity usage

According to the Energy Saving Trust, lighting accounts for 20% of a typical electricity bill in the UK. But by switching to LED bulbs, it says you can slash your home's CO₂ output by a massive 65kg a year - that's the equivalent of 11,700 plastic bags.

Break that single-use plastic habit

Most UK households throw away at least 40kg of plastic each year, enough to make 10 recycling bins. From bottled water to packaged fruit and veg, it's an issue that we can all do our part to help fix.



Slash water and food waste

The UK throws away 6.6 million tonnes of perfectly edible food each year. According to the UN, people in Europe and North America waste between 95kg and 115kg per person every 12 months. But, by making some simple changes, you can save money and eat better too. Start by planning your meals each week, taking time to batch cook and freeze portions.



Remember your reusable shopping bag

37% of Brits feel guilty about not remembering a reusable bag when they head to the shops - we've all done it. It's incredible to think that a whopping 160,000 bags are used every second, so it's on all of us to remember to use our nifty reusable bags.

Recycle smarter

Recycling is more than simply putting all of your plastic, cardboard and glass in a separate bin. Getting it right can be tricky, with 33% of Brits saying they feel bad about not doing it properly!



The power of community action

Living up to the expectations of green campaigners like Greta Thunberg and Sir David Attenborough can be tough. But small actions can make a big difference, both individually and as a group. Social media can work wonders.



Switch to a collapsible coffee cup

Brits bin an astonishing 2.5 billion non-reusable coffee cups every year. That's the equivalent of four times the weight of the Eiffel Tower. And what's more, 24% of us feel guilty about it!

End that bottled water habit

Bottled water, whether grabbed on-the-go or bought in bulk to satisfy the urge for sparkling rather than still, is a waste we can ill afford. Those who drink two litres of bottled water per day can reduce their CO₂ emissions by 134.7kg of CO₂ each year and save a massive 15kg of plastic a year by switching to a BRITA jug and drinking filtered water from the tap.



Cutdown on meat and dairy

Oxford University researchers have found that plant-based diets can slash food-based emissions by 73%. But rather than feel guilty, as veganism isn't for everyone, we should see it as a chance to eat well and try new recipes. Try going meat free one day a week, perhaps.

Cut back on fast fashion

It's hard to resist snapping up a new shirt or dress at a bargain price, but the global textile industry is responsible for a colossal 1.2 billion tonnes of CO₂ a year according to Greenpeace. That's more than international aviation and shipping combined. It's easy to see why 19% of us Brits feel bad about it.

