

## **A. Carrotmobbing**

*Don't boycott! Carrotmob!*

Carrotmobbing involves approaching businesses directly to try and encourage them to donate some of their earnings to environmental organisations. People do this by getting the community to buy goods from a company in a small time period to reward a business for making socially responsible changes. The first Carrotmob campaign happened in San Francisco in March 2008 when Brent Schulkin, the founder of Carrotmob went to 23 convenience stores with a plan to transform one of the stores into the most environmentally friendly store in the neighbourhood. He promised to bring a “mob” of customers to these stores to spend money. A store called K & D market had hundreds of new customers in one day and they spent over \$9200. In return the store took 20% of its earnings and spent these on environmentally friendly changes to the store like new eco-friendly lighting.

## **B. Ecotarianism**

*Don't count calories, count Eco points!*

The goal of ecotarianism is to change your diet to food that has the lowest carbon footprint and foods that are less likely to pollute the planet. This means looking to eat food that doesn't take a great deal of energy to produce. This means cutting out meat like beef and swapping to chicken and pork which have a lower environmental impact. Sugar refining also takes up a lot of energy so you should try to cut your sugar intake and eat dark chocolate rather than milk chocolate. Also, many fruits and vegetables are grown on the other side of the world and then flown by plane to be sold in supermarkets. You should aim to eat local seasonal produce wherever possible.

### **C. The Slow Wardrobe**

*Say no to fast fashion!*

How big is your fashion footprint? Every year we throw away about 2 million tonnes of unwanted clothes that go directly into landfill. The demand for the latest trends means that we often buy cheap but poor-quality clothes that we wear only once or twice before throwing away. The “slow wardrobe” idea encourages people to “buy less but buy better” by buying clothes from sustainable, independent brands who pay the people who make their clothes fairly. The aim of a slow wardrobe is to have less clothes that you can wear in different seasons rather than lots of clothes you don’t really need. Buying clothes in charity shops and organising clothes swaps with friends is another way to help.

## **D. Dumpster Diving**

*Looking through bins to help the planet?*

Dumpster diving is when individuals seek out items thrown away or recycled. The reasons for looking through massive bins of garbage is either to use, resell or even consume tossed out items. One of the most Famous dumpster divers, Matt Malone from Texas, makes up to \$250,000 a year by hitting dumpsters behind local shopping centres. However, in many countries dumpster diving is illegal especially if the bin is on private property and some dumpster divers have gotten in trouble with the law. However, dumpster diving can also be an interesting solution to reducing the amount of waste we throw away each year.