









SUSTAINABILITY GUIDE

USEFUL TIPS TO MOVE TOWARDS A SUSTAINABLE FUTURE

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PLANET EARTH'S RESOURCES ARE LIMITED!

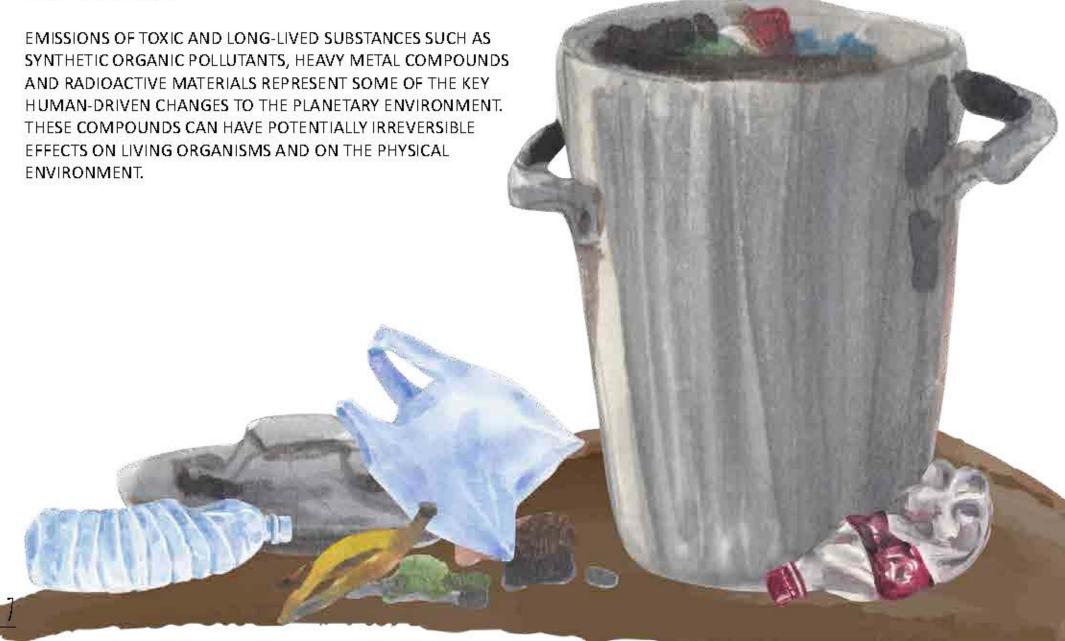
HUMANITY HAS BEEN CONSUMING NATURAL RESOURCES MUCH FASTER THAN OUR PLANET'S CAPACITY CAN GENERATE. WE WOULD NEED AT LEAST 2.6 PLANET EARTH IF EVERYONE LIVED AND CONSUMED LIKE THE AVERAGE TURKISH CITIZEN TODAY. WE WOULD NEED 4.3 EARTH IF EVERYONE LIVED LIKE A BELGIAN, 3.8 EARTH IF EVERYONE LIVED LIKE AN AUSTRIAN, AND 2.3 EARTH IF EVERYONE LIVED LIKE AN AVERAGE BULGARIAN. AFTER ALL, WE ARE CONSUMING MORE THAN OUR PLANET IS CAPABLE OF PROVIDING FOR US.

IT'S IMPORTANT TO KEEP IN MIND THAT WE'RE ALL ON THIS PLANET TOGETHER, AND IT'S UP TO US TO MAKE SURE THAT WE LEAVE IT IN A BETTER PLACE THAN WE FOUND IT.

LET'S START BY LOOKING AT HOW FAR WE'VE COME:







CLIMATE CHANGE

SINCE THE 1800S, HUMAN ACTIVITIES HAVE BEEN THE MAIN DRIVER OF CLIMATE CHANGE, PRIMARILY DUE TO BURNING FOSSIL FUELS LIKE COAL, OIL AND GAS. BURNING FOSSIL FUELS GENERATES GREENHOUSE GAS EMISSIONS THAT ACT LIKE A



OCEAN ACIDIFICATION

AROUND A QUARTER OF THE CO2 THAT HUMANITY EMITS
INTO THE ATMOSPHERE IS ULTIMATELY DISSOLVED IN THE
OCEANS. HERE IT FORMS CARBONIC ACID, ALTERING OCEAN
CHEMISTRY AND DECREASING THE PH OF THE SURFACE WATER. THIS
INCREASED ACIDITY REDUCES THE AMOUNT OF AVAILABLE CARBONATE
IONS, AN ESSENTIAL 'BUILDING BLOCK' USED BY MANY MARINE SPECIES FOR
SHELL AND SKELETON FORMATION.



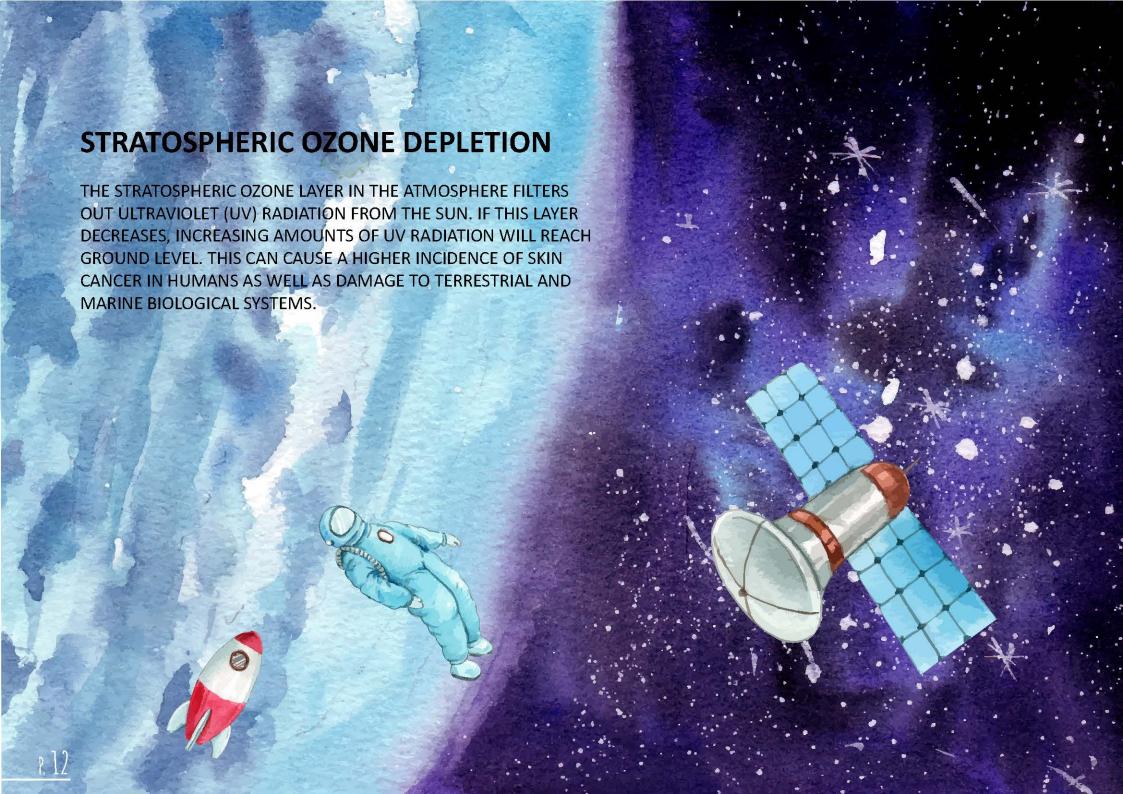
FRESHWATER CONSUMPTION AND THE GLOBAL HYDROLOGICAL CYCLE

THE CONSEQUENCES OF HUMAN MODIFICATION OF WATER BODIES INCLUDE BOTH GLOBAL-SCALE RIVER FLOW CHANGES AND SHIFTS IN VAPOUR FLOWS ARISING FROM LAND USE CHANGE. THESE SHIFTS IN THE HYDROLOGICAL SYSTEM CAN BE ABRUPT AND IRREVERSIBLE. WATER IS BECOMING INCREASINGLY SCARCE - BY 2050 ABOUT HALF A BILLION PEOPLE ARE LIKELY TO BE SUBJECT TO WATER-STRESS, INCREASING THE PRESSURE TO INTERVENE IN WATER SYSTEMS.



BIODIVERSITY LOSS AND EXTINCTIONS

THE MILLENNIUM ECOSYSTEM ASSESSMENT OF 2005 CONCLUDED THAT CHANGES TO ECOSYSTEMS DUE TO HUMAN ACTIVITIES WERE MORE RAPID IN THE PAST 50 YEARS THAN AT ANY TIME IN HUMAN HISTORY, INCREASING THE RISKS OF ABRUPT AND IRREVERSIBLE CHANGES.



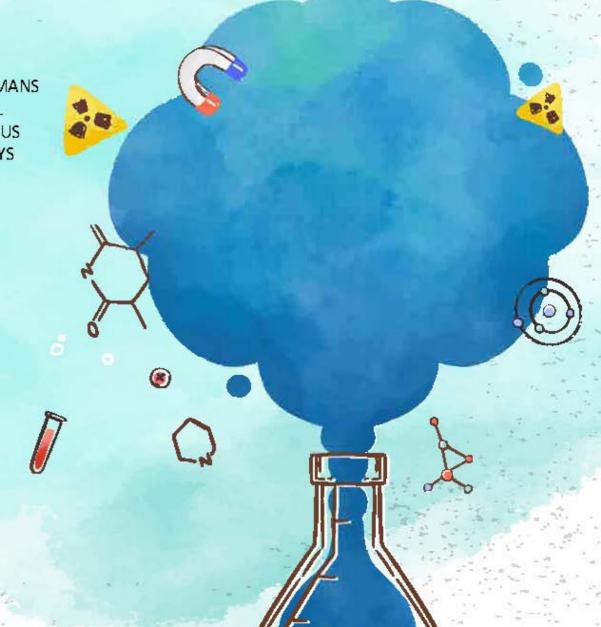
LAND SYSTEM CHANGE

LAND IS CONVERTED TO HUMAN USE ALL OVER THE PLANET. FORESTS, GRASSLANDS, WETLANDS AND OTHER VEGETATION TYPES HAVE PRIMARILY BEEN CONVERTED TO AGRICULTURAL LAND. THIS LAND-USE CHANGE IS ONE DRIVING FORCE BEHIND THE SERIOUS REDUCTIONS IN BIODIVERSITY, AND IT HAS IMPACTS ON WATER FLOWS AND ON THE BIOGEOCHEMICAL CYCLING OF CARBON, NITROGEN AND PHOSPHORUS AND OTHER IMPORTANT ELEMENTS.





THE BIOGEOCHEMICAL CYCLES OF NITROGEN AND PHOSPHORUS HAVE BEEN RADICALLY CHANGED BY HUMANS AS A RESULT OF MANY INDUSTRIAL AND AGRICULTURAL PROCESSES. MUCH OF THIS NITROGEN AND PHOSPHORUS ENDS UP IN AQUATIC SYSTEMS. IT POLLUTES WATERWAYS AND COASTAL ZONES OR ACCUMULATES IN THE TERRESTRIAL BIOSPHERE.







PART 2

THE POLLUTION









"WE" PRODUCE POLLUTION

MANY THINGS THAT WE USE PRODUCE POLLUTION. WHEN WE DRINK WATER FROM PLASTIC BOTTLES, WE PRODUCE PLASTIC WASTE. BURNING COAL OR FUEL TO CREATE ELECTRICITY POLLUTES THE AIR. INDUSTRIES AND HOMES GENERATE GARBAGE AND SEWAGE THAT CAN POLLUTE THE LAND AND WATER. PESTICIDES SEEP INTO LANDS, RIVERS, LAKES, AND SEAS AND HARM WILDLIFE.

ALL LIVING CREATURES—FROM MICROBES TO WHALES—DEPEND ON OUR PLANET'S SUPPLY OF AIR AND WATER. WHEN THESE RESOURCES ARE POLLUTED, ALL FORMS OF LIFE ARE THREATENED.

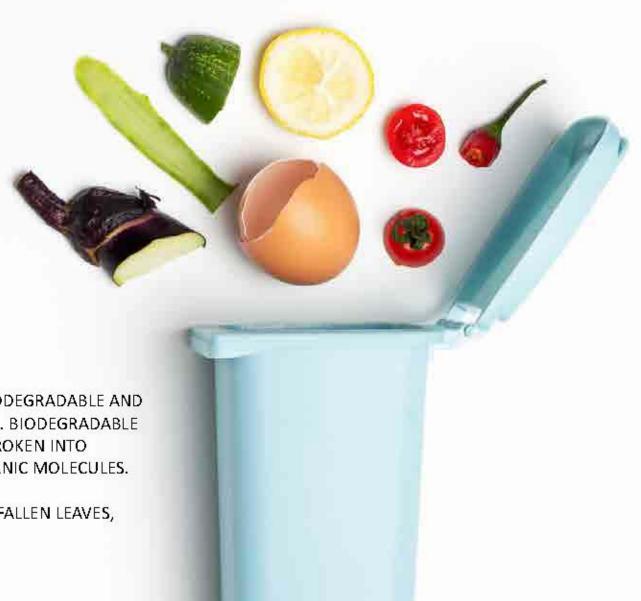
POLLUTION IS A GLOBAL PROBLEM NOW. IN SPITE OF THE FACT THAT URBAN AREAS ARE USUALLY MORE POLLUTED THAN THE COUNTRYSIDE, POLLUTION CAN SPREAD TO REMOTE PLACES WHERE NO PEOPLE LIVE.

LET'S CHECK OUT THE POLLUTANTS THAT HARM OUR PLANET:









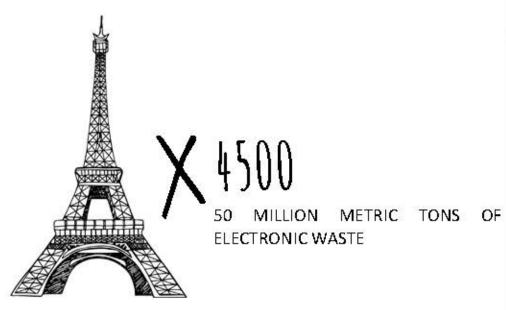
ORGANIC POLLUTANTS

ORGANIC WASTE IS ANY MATERIAL THAT IS BIODEGRADABLE AND COMES FROM EITHER A PLANT OR AN ANIMAL. BIODEGRADABLE WASTE IS ORGANIC MATERIAL THAT CAN BE BROKEN INTO CARBON DIOXIDE, METHANE OR SIMPLE ORGANIC MOLECULES.

COFFEE GROUNDS, APPLE CORE, EGG SHELLS, FALLEN LEAVES, LEFTOVER FOOD, DROPPINGS ETC.

ELECTRONIC POLLUTANTS

ELECTRONIC POLLUTANT (E-WASTE) IS A POPULAR, INFORMAL NAME FOR ELECTRONIC PRODUCTS NEARING THE END OF THEIR "USEFUL LIFE." COMPUTERS, TELEVISIONS, PHONES, COPIERS, FAX MACHINES, LAMPS ETC.



AND ONLY 20 PERCENT OF IT IS RECYCLED.

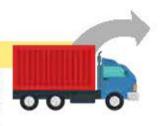


METAL POLLUTANTS

METALS ARE RESOURCES THAT ARE LIMITED. THE DEPLETION OF METALS CAN BE A BIG ISSUE IN THE FUTURE SINCE THE WORLD POPULATION GROWS RAPIDLY AND THUS ALSO THE DEMAND FOR GOODS MADE OUT OF METAL WILL INCREASE. THROUGH THE RECYCLING PROCESS, WE CAN USE RESOURCES MORE EFFICIENTLY AND THEREFORE SLOW DOWN THE DEPLETION PROCESS.

6. MANUFACTURING

Once the solidified metal has been made to order, it can be packaged and transported to a manufacturer, where it will be turned into new products.





1. COLLECTION

Collect recyclable material at your home or work and then deliver it to the bin.

5. SOLIDIFYING

Metal is moved by conveyor belts to be cooled, hardened and solidified. Different shapes and sizes are created and designed for the metal so it can take new forms.

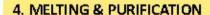


METAL RECYCLING PROCESS



2. SEPARATION

Items are sorted by material and metal type often with a magnet.



Prepared metal is sold to facilities such as smelters, foundries and mills which will melt down the material in large furnaces to remove impurities and ensure high quality.



3. PREPARATION

Items are broken down, shredded, sheared and assembled into a form that can be packed and shipped.



PLASTIC POLLUTANTS

PLASTIC POLLUTION HAS BECOME ONE OF THE MOST PRESSING ENVIRONMENTAL ISSUES, AS RAPIDLY INCREASING PRODUCTION OF DISPOSABLE PLASTIC PRODUCTS OVERWHELMS THE WORLD'S ABILITY TO DEAL WITH THEM.

PRODUCTION INCREASED EXPONENTIALLY, FROM 2.3 MILLION TONS IN 1950 TO 448 MILLION TONS BY 2015. PRODUCTION IS EXPECTED TO DOUBLE BY 2050.

EVERY YEAR, ABOUT 8 MILLION TONS OF PLASTIC WASTE ESCAPES INTO THE OCEANS FROM COASTAL NATIONS. THAT'S THE EQUIVALENT OF SETTING FIVE GARBAGE BAGS FULL OF TRASH ON EVERY FOOT OF COASTLINE AROUND THE WORLD.





GLASS POLLUTANTS

WASTE GLASS IS ANOTHER WASTE MATERIAL THAT IS PRODUCED IN LARGE QUANTITIES AND IS DIFFICULT TO ELIMINATE. IT IS KNOWN THAT MOST OF THE WASTE GLASS IS COLLECTED, ESPECIALLY CONTAINER GLASSES, REMELTED, AND USED TO PRODUCE NEW GLASS. HOWEVER, NOT ALL OF THE WASTE GLASS IS SUITABLE FOR THE PRODUCTION OF NEW GLASS.



 $\frac{1}{3}$ OF ALL GARBAGE IS PAPER IN THE WORLD.



PAPER POLLUTANTS

PAPER WASTE IS A SEVERE PROBLEM IN MANY INDUSTRIES AND OFFICES. BECAUSE OF PRINTING MISTAKES, JUNK MAILS, BILLINGS, AND PACKAGING, THE PAPER MAY COMPRISE UP TO 70% OF A COMPANY'S TOTAL WASTE. AN AVERAGE OFFICE EMPLOYEE WOULD BE USING ABOUT 10,000 SHEETS OF PAPER IN A YEAR. IN ADDITION TO PAPER USED FOR PRINTING, COMPANIES ALSO CONSUME OTHER PAPER PRODUCTS, SUCH AS CARDBOARD, ENVELOPES, AND WRAPPERS, TO NAME A FEW.

WITH MUCH OF THE ATTENTION FOCUSED ON PLASTIC DISPOSAL, THE IMPACT OF PAPER WASTE IS OFTEN OVERLOOKED. YET, IMPROPER PAPER WASTE DISPOSAL AND RECYCLING CAN IMPACT THE ECONOMY AND THE ENVIRONMENT AS THE OTHER WASTE PRODUCTS.

5,000 tons of recycled paper saves 60,000 trees





DIGITAL WASTE

IN THE DIGITAL WORLD, SIMILAR TO THE ENVIRONMENT, THERE IS A HUGE AMOUNT OF TRASH. UNNECESSARY EMAILS, FILES, APPS, DUPLICATES OF PHOTOS AND VIDEOS ARE ALL DIGITAL WASTE.

THIS DIGITAL WASTE CREATES DIGITAL POLLUTION THAT CONTINUES TO CONSUME ENERGY EVEN WHEN WE HAVE FORGOTTEN IT. DIGITAL TRASH SITS IN THE BACKUPS ON SERVERS THAT PROVIDE US WITH CLOUD SERVICE AND CONTINUE CONSUMING ELECTRICITY.



IF WE DELETE ALL UNNECESSARY FILES, EMAILS, APPS, PHOTOS AND VIDEOS, WE ARE NOT JUST SAVING A HUGE AMOUNT OF CO2 BUT WE ARE ALSO EXTENDING THE LIFE OF OUR GADGETS, FEEL MORE BALANCED, AND WE TAKE CONTROL OVER OUR LIVES, FORGE NEW DIGITAL HABITS, AND WE WILL BE MORE EFFICIENT AND SATISFIED.

EACH YEAR THE INTERNET AND ITS SUPPORTING

SYSTEMS PRODUCE <u>900 million tons</u> of CO2

PART 3

WHAT WE CAN DO?









FOR A SUSTAINABLE FUTURE

THE WORLD WE LIVE IN IS CHANGING. WE'RE SEEING MORE AND MORE EVIDENCE OF THE IMPACT THAT UNSUSTAINABLE PRACTICES ARE HAVING ON OUR ENVIRONMENT, AND IT'S CLEAR THAT IF WE DON'T CHANGE THE WAY WE LIVE, THINGS ARE GOING TO GET WORSE.

WE KNOW THAT SUSTAINABILITY IS IMPORTANT, BUT WHY? AND WHAT DOES IT MEAN FOR US?

SUSTAINABILITY MEANS "THE ABILITY TO BE MAINTAINED AT A CERTAIN RATE OR LEVEL OVER TIME." IT'S BASICALLY ABOUT MAINTAINING BALANCE IN NATURE SO THINGS DON'T GET OUT OF WHACK AND START HURTING EACH OTHER (OR US!). WHEN WE TALK ABOUT SUSTAINABILITY IT MEANS WE NEED TO CHANGE HOW WE LIVE OUR LIVES RIGHT NOW SO THAT OUR ACTIONS DON'T CAUSE TOO MUCH HARM IN THE FUTURE!

HERE ARE SOME TIPS FOR HOW YOU CAN HELP PROTECT YOUR ENVIRONMENT BY MAKING SIMPLE CHANGES IN YOUR DAILY LIFE:



FOR A GREENER HOME

- 1 HAVE SHOWER DON'T TAKE A BATH
- 2 DON'T KEEP THE TAP OPEN WHILE YOU ARE BRUSHING YOUR TEETH
- BUY TOOTHPASTE OR TOOTH TABLETS IN GLASS
 JARS
- 4 USE A BAMBOO TOOTHBRUSH
- 5 SUPPORT LOCAL PRODUCTION BY BUYING VEGETABLES AND FRUITS FROM LOCAL MARKETS
- 6 COMPOST
- 7 GET A CLOTH BAG FOR SHOPPING. DON'T USE PLASTIC BAGS
- 8 DON'T KEEP THE FRIDGE DOOR OPEN

INSTEAD OF PAPER TISSUES, USE TOWELS 9

COOK AT HOME 10

TURN OFF THE HEATING WHEN IT IS NOT 11
NECESSARY

DON'T CHARGE YOUR PHONE ALL NIGHT LONG 12

CHECK OUT SECOND-HAND STORES FOR 13
FURNITURE, CLOTHES ETC.

TURN OFF THE TV IF YOU ARE NOT WATCHING IT 14

CLEAN YOUR PC, SMARTPHONE, 15

AND MAILBOX UP

FOR A GREENER WORKPLACE

- 1 USE YOUR OWN CUP/MUG
- 2 BRING YOUR OWN UTENSILS
- 3 PREPARE YOUR FOOD AT HOME AND TAKE IT TO WORK
- 4 USE PUBLIC TRANSPORTATION
- 5 WALK OR RIDE A BICYCLE
- 6 SHARE CAR WITH YOUR COLLEAGUES

- DON'T TAKE NOTES ON PAPER, YOUR CAN USE YOUR PHONE FOR IT
 - SHARE DOCUMENTS VIA THE CLOUD

 DRIVE INSTEAD OF PRINTING
 - WORK FROM HOME IF POSSIBLE 9
- DON'T LEAVE THE LIGHTS ON IF IT IS NOT 10
- IF YOU HAVE THE NEED TO USE PLASTIC, 11
 MAKE SURE YOU RECYCLE THEM AFTER
 YOU ARE DONE

TRAVELLING/OUTING MINDFULLY

- 1 DON'T PRINT YOUR BOARDING PASS, USE DIGITAL ONES
- 2 WE CAN DRINK WITHOUT A STRAW.
 REFUSE IT!
- 3 USE YOUR OWN REUSABLE CUTLERY
 SET, TRAVEL MUG AND BOTTLE ETC.
 WHILE YOU ARE CAMPING OR HAVING
 A PICNIC
- 4 IF POSSIBLE, INSTEAD OF PLANES
 TRAVEL BY TRAIN
- 5 WALK FOR SHORT DISTANCES, DON'T DRIVE

- INSTEAD OF AN ELEVATOR USE STAIRS 6
- PREFER VEGAN OR VEGETARIAN OPTIONS 7
 - CHOOSE PUBLIC TRANSPORTATION 8
 - KEEP YOUR THERMOS WITH YOU WHEN 9
 - PARTICIPATE IN PLOGGING OR 10
 ENVIRONMENTAL CLEAN-UP ACTIVITIES