

# Climate on Tap

## 'Shopping for Change'

*Facilitator:*  
Laura Tucker

*Sponsored by:*



# What comes to mind when you hear the term 'shopping for change'?



**Share your thoughts with those at your table or with the person next to you.**

**“Every dollar we spend is a  
vote for how we want the  
world to be.”**

Anne Lappe



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with those at your table  
or with the person next  
to you.**

Millennials are **18 to 33 years old**, born between **1981-1996**



**63%** of Millennials donate to charities

Who would pay more for sustainable products?

**9%**

**Generation Z**

**51%**

**Millennials**

**25%**

**Generation Xers**

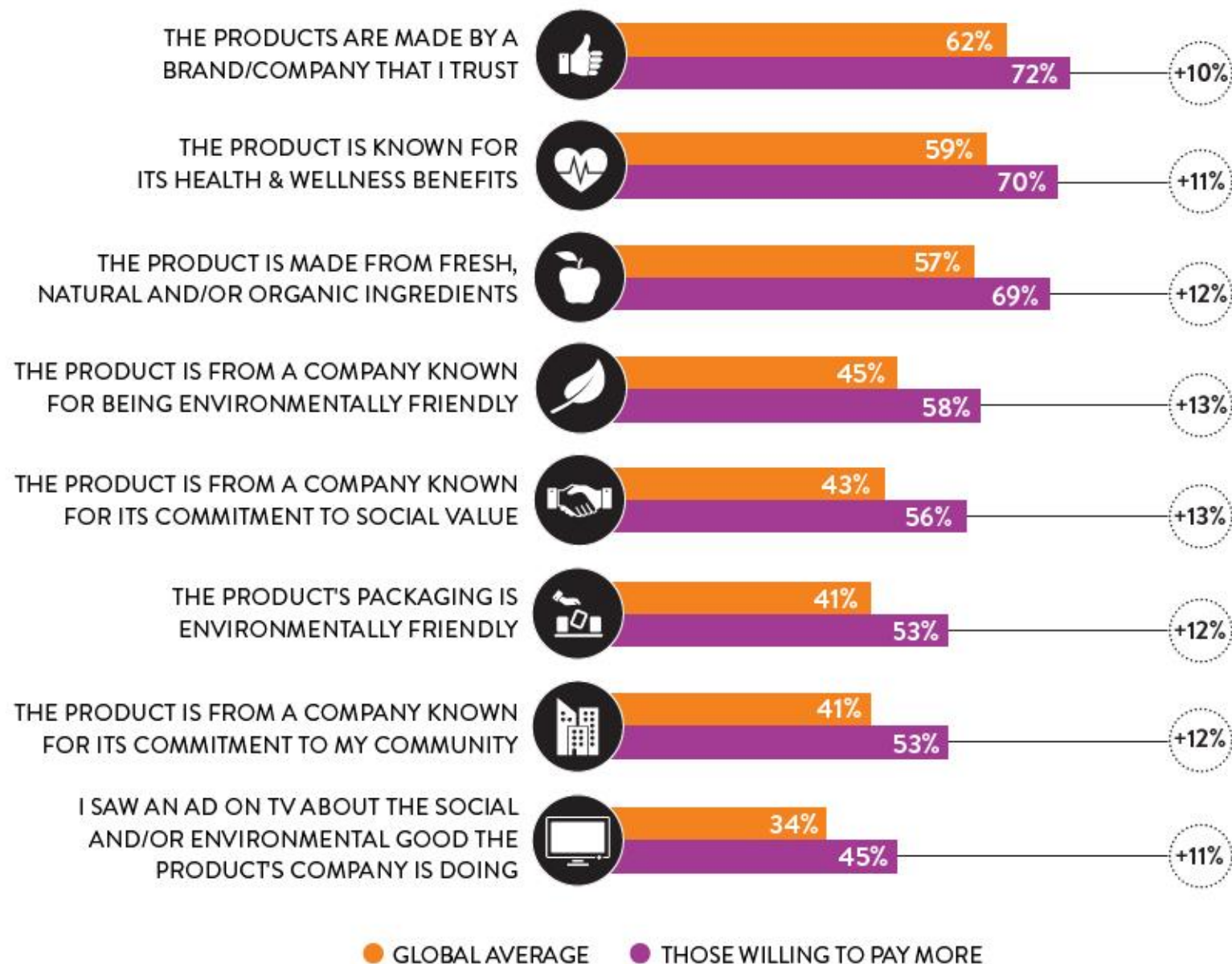
**12%**

**Baby Boomers**



# TOP SUSTAINABILITY PURCHASING DRIVERS


Global Respondents vs. Those Willing To Pay More\*




# Carbon Footprint Calculator

<https://coolclimate.berkeley.edu/calculators/household/ui.php>

  
Intro

  
Travel

  
Housing

  
Food

  
Shopping

  
Take Action

**Start with a quick carbon footprint estimate**


Next

Zipcode

City


County

State



How Many people live in your household?  
Average



What is your gross annual household income?  
Average  

**1 Raw material acquisition**  
Extraction  
Transformation



**2 Manufacturing**  
Assembling  
Packaging



**3 Distribution**  
Storage  
Handling  
Transport



**4 Product use**  
Maintenance  
Repairing  
Reuse



**5 End-of-life disposal**  
Collection  
Recycling  
Waste-to-energy  
Landfilling



IMPACT

IMPACT

IMPACT

IMPACT

IMPACT



An example of how much energy and resources goes in to making a simple t-shirt.



Several small, stylized cartoon faces are scattered in the top corners of the slide, some looking towards the center.

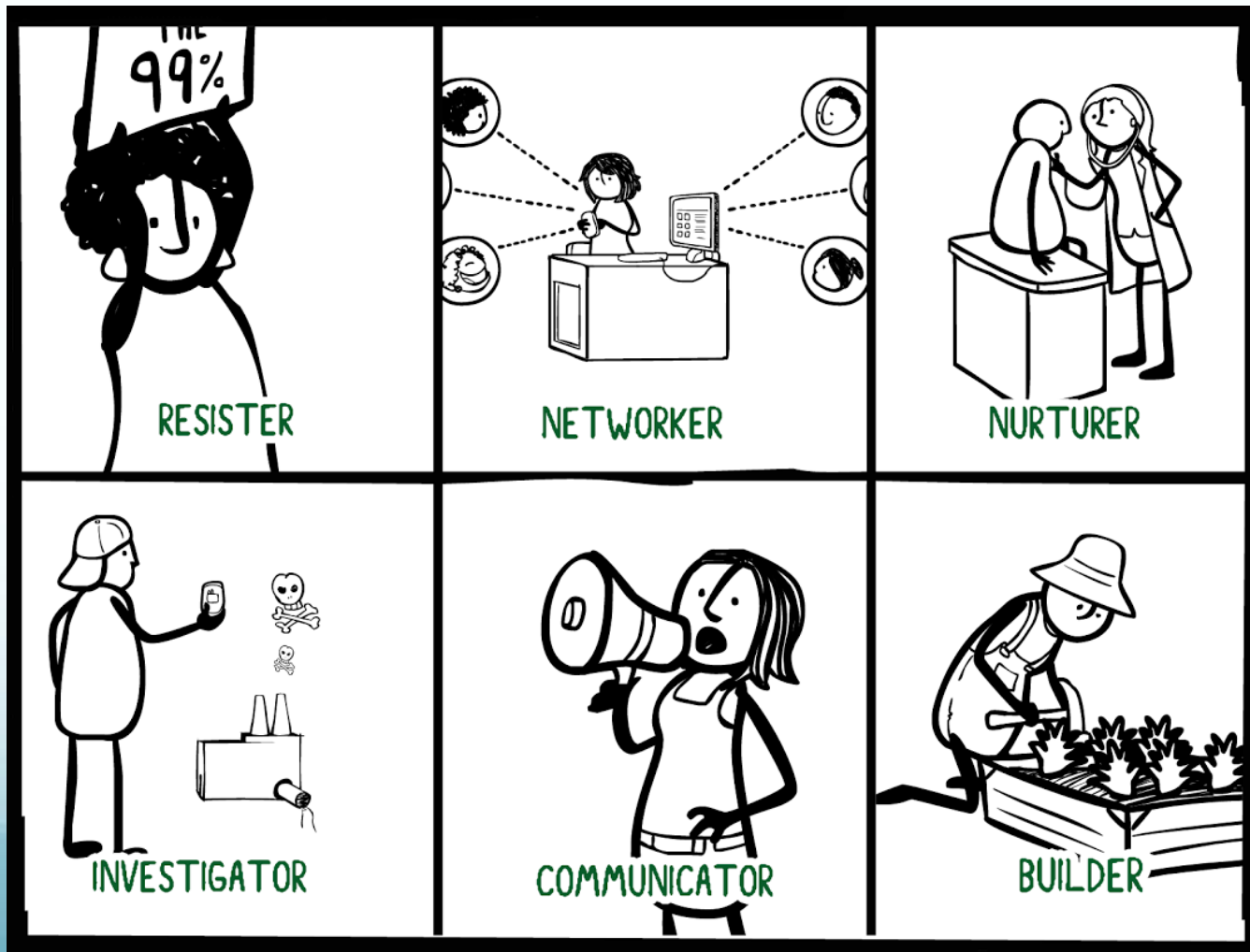
THE STORY OF

The word 'CHANGE' is written in large, bold, capital letters. Each letter is composed of a cluster of small, stylized cartoon faces, giving the impression that the word is made of people.Several small, stylized cartoon faces are scattered in the bottom corners of the slide, some looking towards the center.

WHY CITIZENS (NOT SHOPPERS)  
HOLD THE KEY TO A BETTER WORLD

<https://www.youtube.com/watch?v=olQdYXCKUv0>

# What kind of change maker are you?



# Story of Change

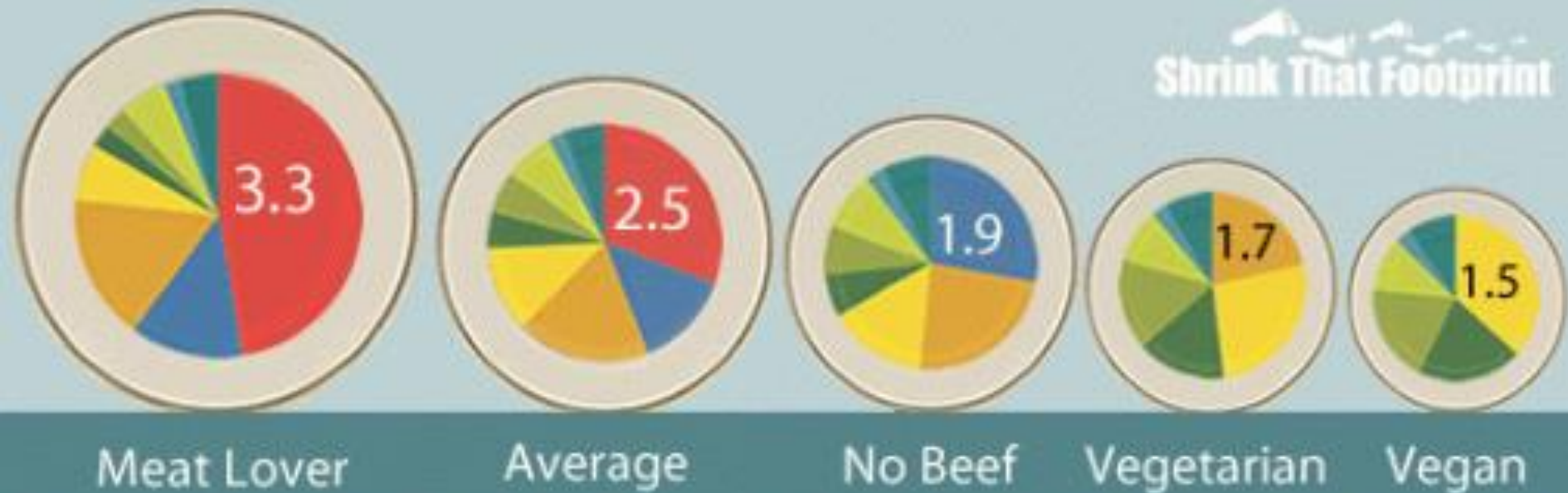
**Leonard explains how social movements that bring about real, lasting change need three things:**

- 1) a big idea for how things can be better,**
- 2) commitment to work together, and**
- 3) participation in action.**

# Carbon Footprint of Food

Foodprints by Diet Type: t CO<sub>2</sub>e/person

## Comparing Carbon Foodprints (t CO<sub>2</sub>e)



Note: All estimates based on average food production emissions for the US. Footprints include emissions from supply chain losses, consumer waste and consumption. Each of the four example diets is based on 2,600 kcal of food consumed per day, which in the US equates to around 3,900 kcal of supplied food.

Sources: ERS/USDA, various LCA and EIO-LCA data

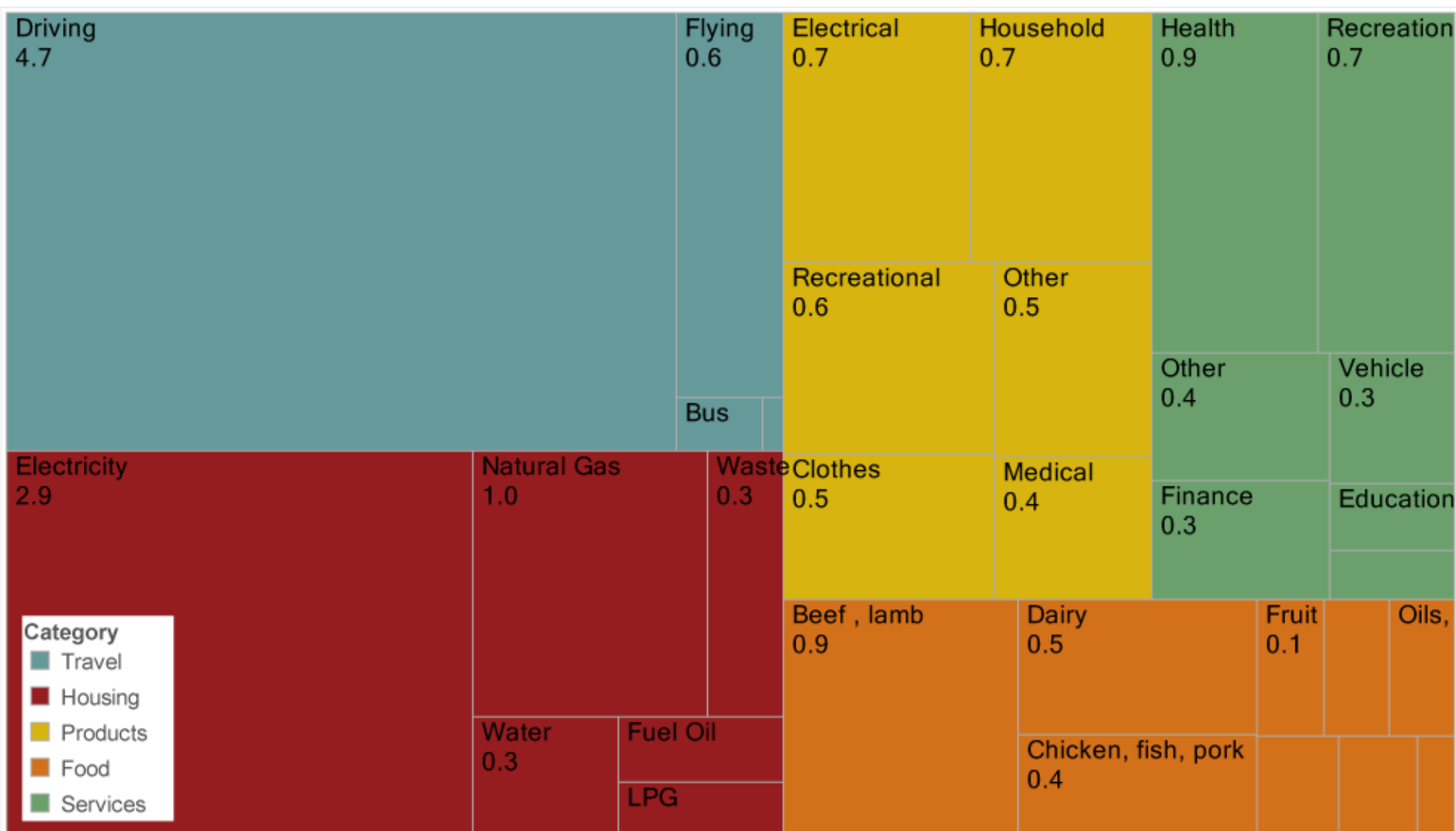
Shrink That Footprint



# Dealing with Stuff

- 1. Choose a used product**
- 2. Upcycle some stuff**
- 3. Choose a durable product**
- 4. Recycle some stuff**
- 5. Share things with friends and neighbors**

# The American Carbon Footprint: 19t CO<sub>2</sub>e (2010)

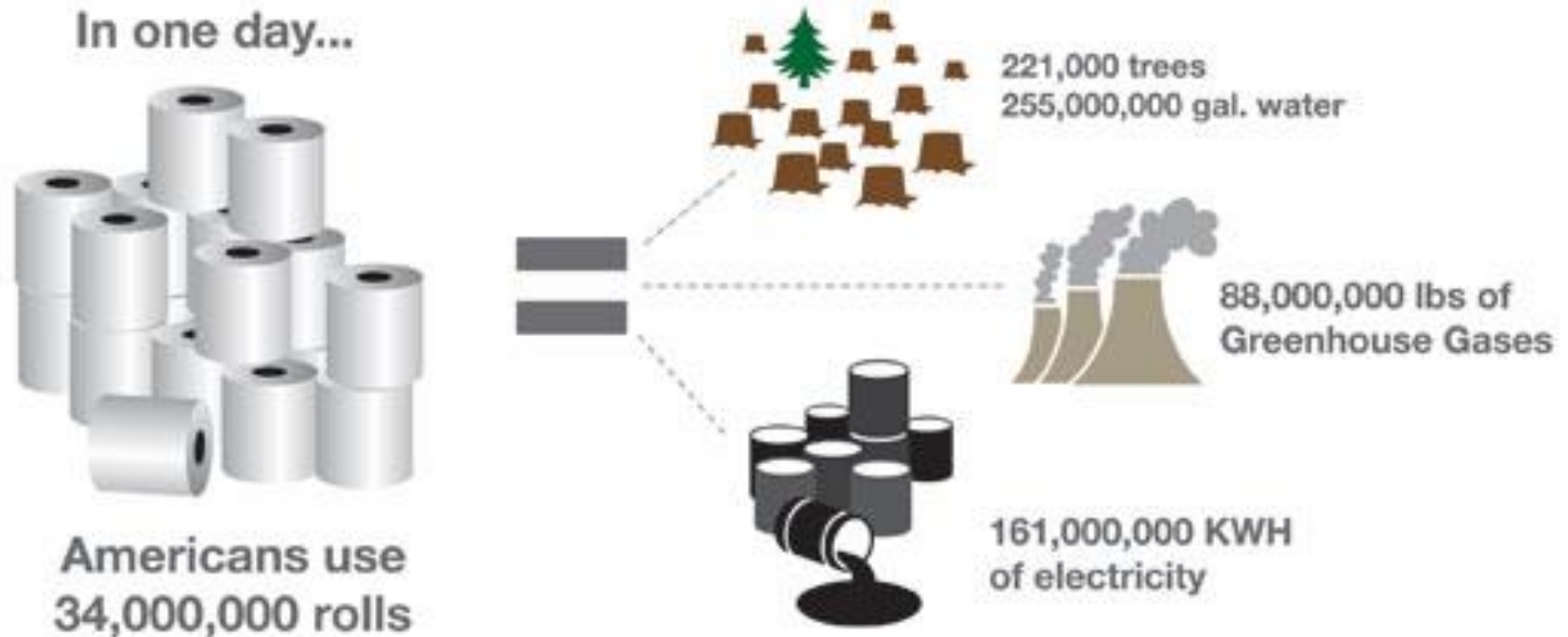


Note: these are emissions from personal consumption. Government and capital expenditure account for a further 5 t CO<sub>2</sub>e.

[shrinkthatfootprint.com](http://shrinkthatfootprint.com)

# Even the little things can count a lot!

What's all the fuss over a little toilet paper?



# The 35 Easiest Ways to Lower Your Carbon Footprint

<https://blogs.ei.columbia.edu/2018/12/27/35-ways-reduce-carbon-footprint/>





## A final thought ...

**“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has.” —[Margaret Mead](#)**

# Climate on Tap

*Thank you for coming!*  
*Questions?*

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