



Sustainable Living

and it's impact on our lives



🔍 sustainable living and|



🔍 sustainable living and - Google Search

🔍 sustainable living and **minimalism**

🔍 sustainable living and **climate change**

 **Sustainable Living and Mindful Eating**
Book by Lisa Schmidt and Maria Napoli

🔍 sustainable living and **development**

🔍 sustainable living and **design**

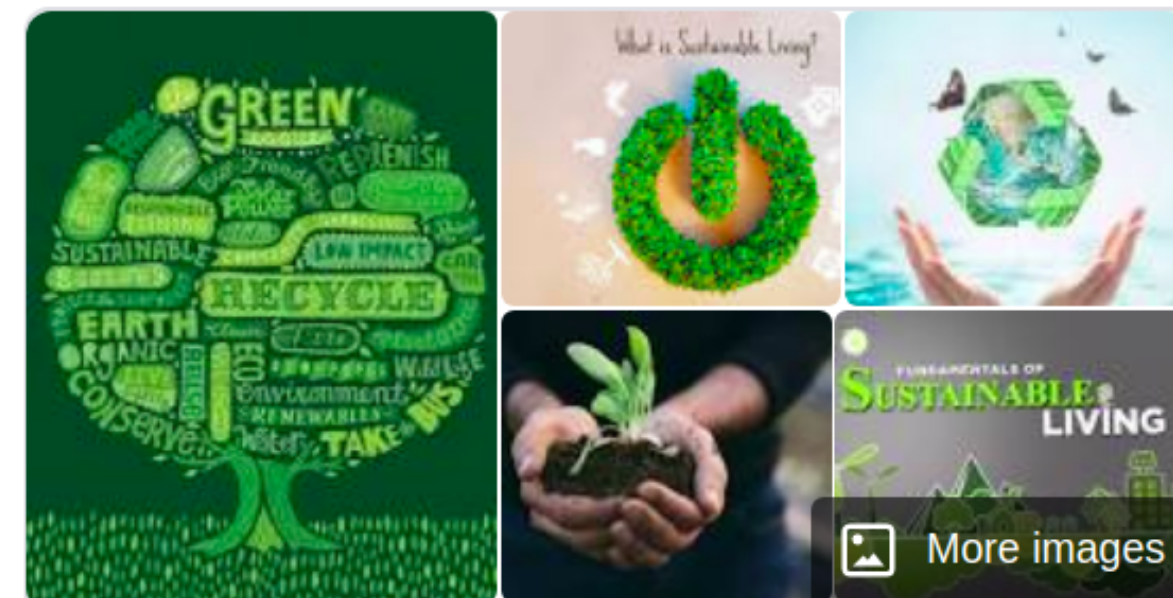
🔍 sustainable living **room**

🔍 sustainable living **room furniture**



Agenda

- *Sustainable Living & it's requirement today*
- *Sustainability across industries & it's impact on us*
- *Consumer Dynamic for sustainable products*



Sustainable living



Sustainable living describes a lifestyle that attempts to reduce an individual's or society's use of the Earth's natural resources, and one's personal resources. It is often called as "earth harmony living" or "net zero living". [Wikipedia](#)

Aims to be respectful of humanity's symbiotic relationship with the Earth's natural ecology



Eco friendly

Conscious Living

Wholesome!

Healthy

Gratifying Lifestyle

In tune with Nature



Donald J. Trump ✓

@realDonaldTrump

Following

The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.

RETWEETS
104,728

LIKES
67,204

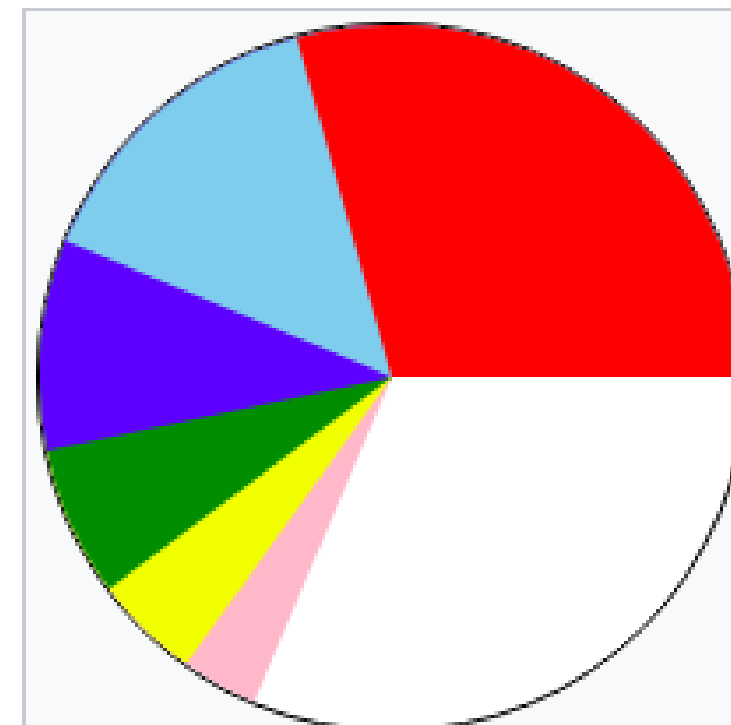


7:15 PM - 6 Nov 2012

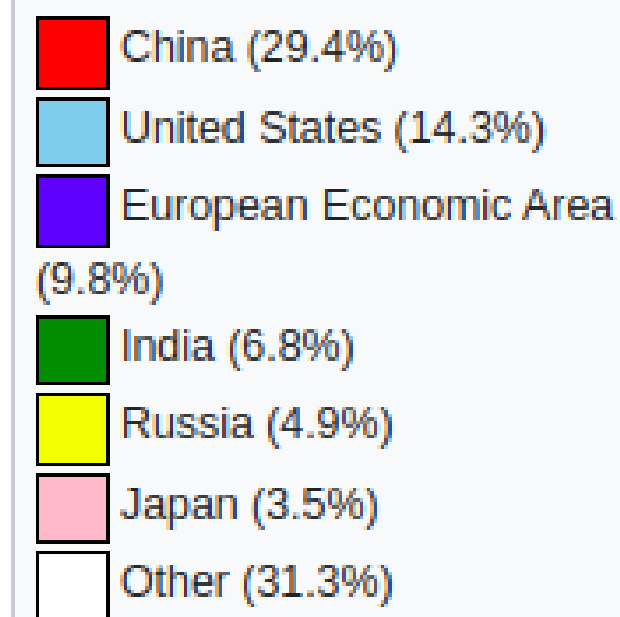
↩ 12K

↻ 105K

♥ 67K



Global carbon dioxide emissions by jurisdiction.



🕒 This article is more than 1 year old

We have 12 years to limit climate change catastrophe, warns UN

Urgent changes needed to cut risk of extreme heat, drought, floods and poverty, says IPCC

● **[Overwhelmed by climate change? Here's what you can do](#)**



▲ A firefighter battles a fire in California. The world is currently 1C warmer than preindustrial levels. Photograph: Ringo HW Chiu/AP

The world's leading climate scientists have warned there is only a dozen years for global warming to be kept to a maximum of 1.5C, beyond which even half a degree will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people.



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS


17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS



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Money = Vote

“As consumers, we have so much power to change the world by just being careful in what we buy.”

Emma Watson

#1 Stop paying for fast fashion

THE CLASSIC LIFE OF A JUMPER



WORN ON SPECIAL OCCASIONS



GENERAL KNOCKIN' ABOUT



DIRTY WORK
Like PAINTING

BUT **FAST FASHION** CHANGED THAT



Fast fashion is the idea of Low cost, Low quality but fashionable clothing



We own four Times the clothes - our parents did

10.5 million tons of clothes go to landfills each year



Secondhand stores are only able to sell 20% of the clothes they receive

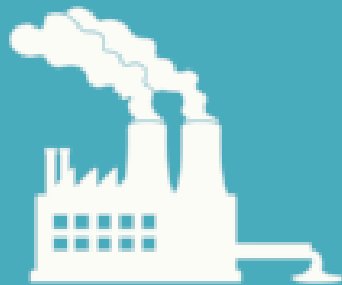


<https://www.hopetocope.com>

#1 Stop paying for fast fashion



20% OF INDUSTRIAL
WATER POLLUTION
comes from textiles
treatment and dyeing



#1 Stop paying for fast fashion

There are 50 micro-seasons in fast fashion



Traditional: 2
seasons per year



Fast fashion: 50
micro-seasons

Source: True Cost



- Cheap
- Fashionable
- low quality
- mass produced

#1 Stop paying for fast fashion

FRIDAY, APR 26, 2013, 2:50 PM

Factory Collapse in Bangladesh Exposes Cracks in the System

BY MICHELLE CHEN

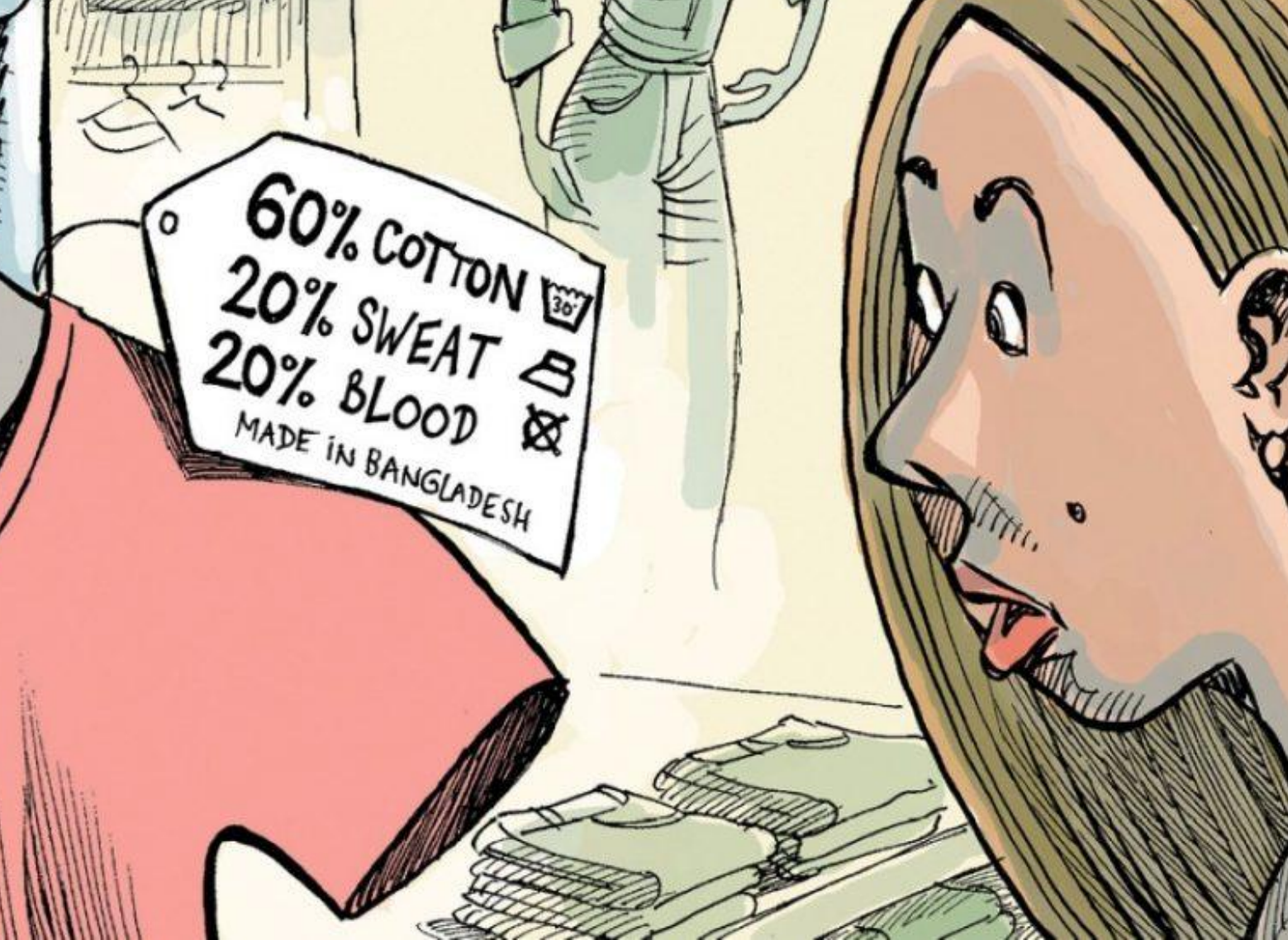
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A Bangladeshi volunteer carries an injured garment worker from the Rana factory near Dhaka, Bangladesh, after the 8-story building collapsed Wednesday. (Munir Uz Zaman/Getty)



ANTI
FAST
FASHION
100% UNSUSTAINABLE



#2 Pay for Sustainable Fashion



10 Ethical Indian Fashion Brands

Exchange room & thrift stores / Sewdleco - Bangalore based ethical start up

It is shown that the nutrient content of a veggies can reduce from anywhere between 30-50% within just 3 days of harvest!!



#3 Buy vegetables from local vendors, farms

2 Reasons -

1. Nutrition value of food drops as it is industrialized and preserved eg: imported fruit will be less nutritious than a locally grown fruit
2. Carbon Footprint will be larger
 - Food delivery increases carbon footprint
 - Delivery of groceries increases carbon footprint
 - Packaging increases carbon footprint



#4 Urban Gardening

Having any vegetables, greens or fruits within a few hours of harvest yields maximum health benefits

Should children be taught how to grow food as part of their schooling?



Micro greens and hydroponics are 100% chemical free

Home grown foods have minimal insecticides



If you eat a plant based diet

in ONE day you could save:

- 1100 gallons of water
- 45 lbs of grain
- 30 sq ft of Forest
- 10 lbs of CO²
- and 1 Animal

You have the choice every single day

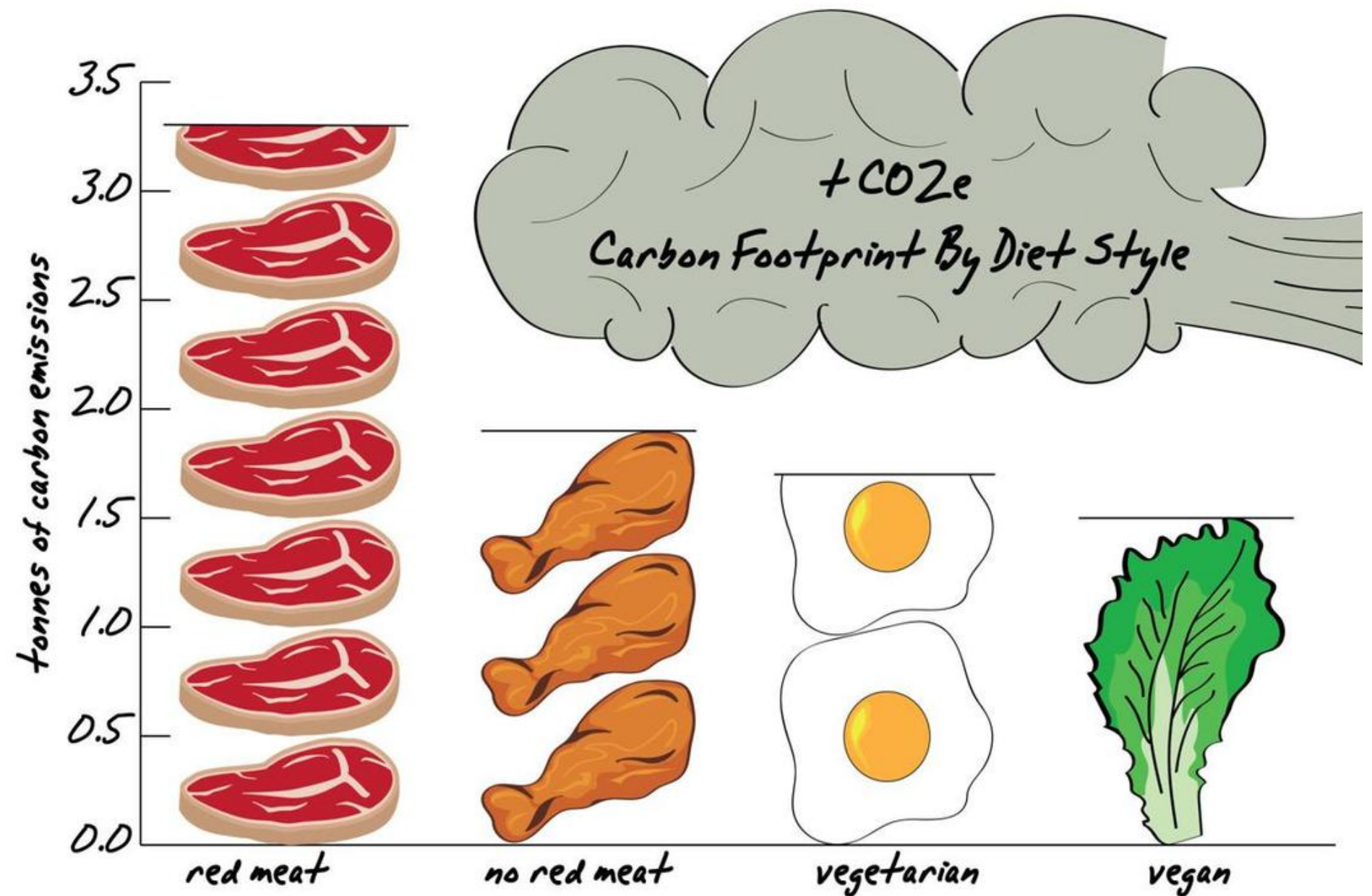
from 'Cowspiracy: The Sustainability Secret' 2015

primroseplaceart.co.uk

#5 Minimize carbon heavy foods

Meats, eggs and milk have a higher environmental impact than plant based foods

Additionally- plant based foods are a solution for world hunger



#5 Minimize carbon
heavy foods



Meatless
Monday



SAY "NO" TO MEAT

International Meatless Day
&
International Vegetarian Day
25 November



400,000
PEOPLE HAVE SIGNED UP FOR
#VEGANUARY2020

MEAT
LESS
DAY



Health Benefits of A Plant-Based Diet

- Lower BMI, body fat
- Lower overall mortality
- Lower mortality from ischemic heart disease
- Reduced medication requirements
- Sustainable weight management
- Reduced incidence of hypertension, hyperlipidemia, and hyperglycemia
- Reduced risk of certain cancers (especially colorectal cancer)
- Reduced obesity inflammatory markers
- Reversal of advanced coronary artery disease
- Reversal of type 2 diabetes



A plant-based diet supports living longer not just living longer

#6 Buy plant based alternatives



#7 Reduce paying for single use plastics as much as possible



water bottles

swiggy containers,

plastic cutlery

gift wrapping paper

product packaging

food packaging - Maggi, snacks

Million times more

plastic than we

thought!

#8 Use alternatives to raise demand of sustainable products

9 SIMPLE SWAPS FOR A PLASTIC-FREE HOME



1

shampoo and soap bars in recyclable packaging



2

organic cotton buds with biodegradable card sticks



3

biodegradable bamboo toothbrush



4

refillable water bottle



5

reusable travel coffee cup



6

homemade lunches in a reusable lunchbox



7

loose leaf tea



8

reusable beeswax wraps instead of cling film



9

metal or bamboo drinking straws

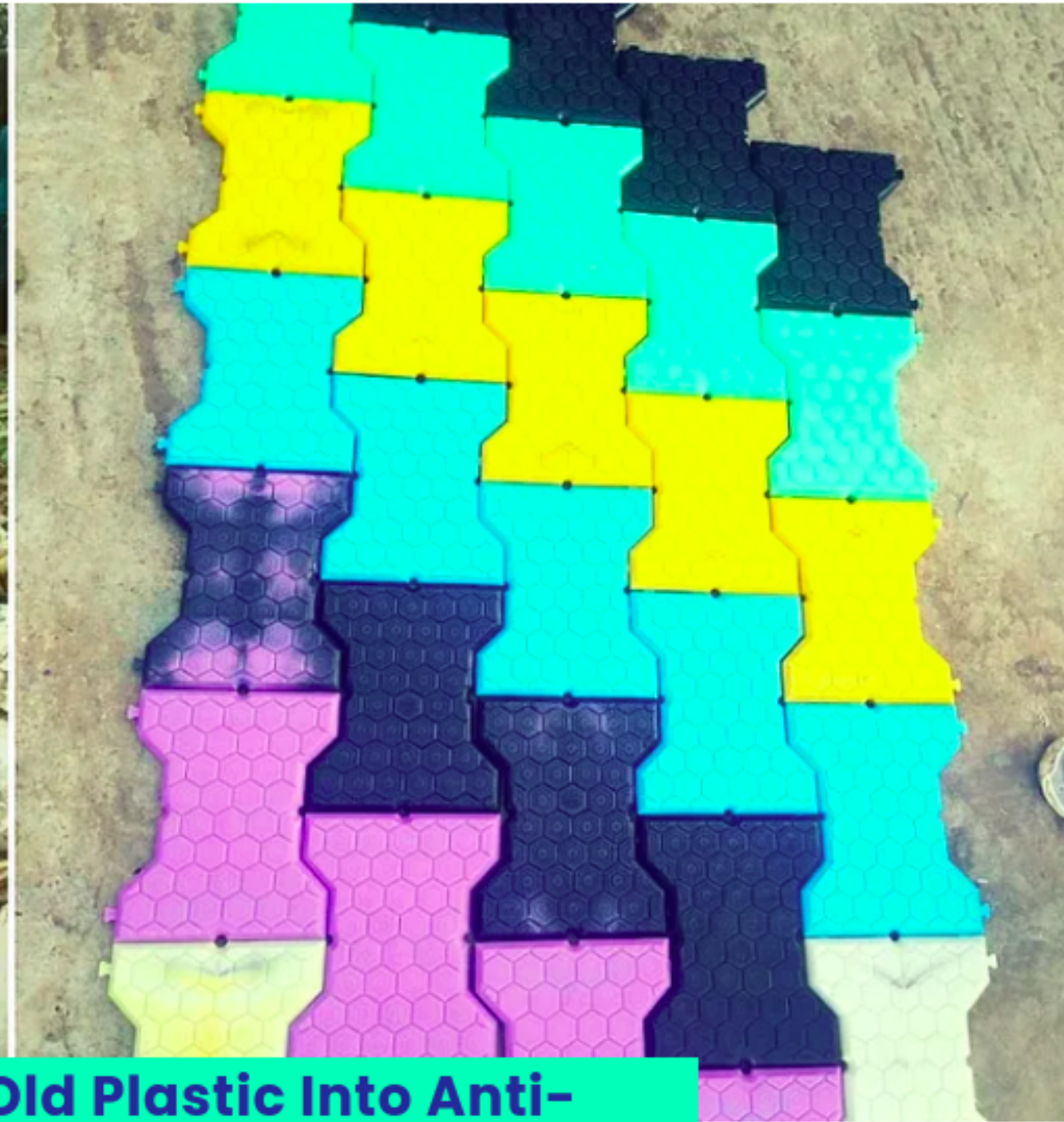
*Sauces/ Jams in glass jars
Low waste menstrual products
fruits/vegetables without packaging*

#9 Collect Plastic at home - milk packets, all packaging (maggi, biscuits),

shampoo bottles,

food packaging boxes

Call the NGO to find the
closest drop off point.



Bengaluru NGO Turns Old Plastic Into Anti-Slippery & Recyclable Tiles You Can Walk On!

Bengaluru generates 4,000 tonnes of waste every day. Don't let your shampoo bottles and milk covers add to that. Give them a new life!

Phone: +91 77955 71650

info@swachhaecosolutions.com

www.swachhaecosolutions.com

#10 - 25 Ultimate ideas to practice sustainable living!

*Skip Single
use items*



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Greenwashing

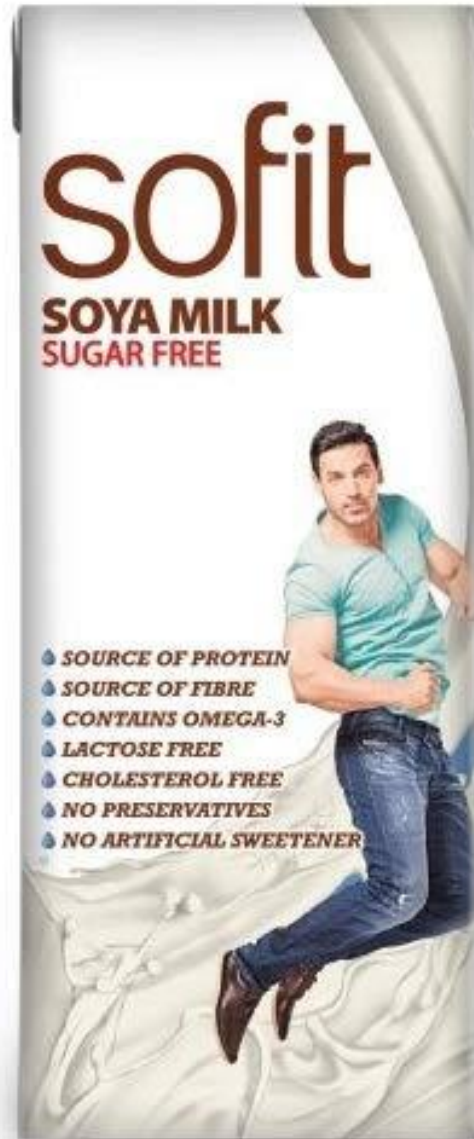
Greenwashing is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.



Greenwashing-
How it works



Branding



- ◆ SOURCE OF PROTEIN
- ◆ SOURCE OF FIBRE
- ◆ CONTAINS OMEGA-3
- ◆ LACTOSE FREE
- ◆ CHOLESTEROL FREE
- ◆ NO PRESERVATIVES
- ◆ NO ARTIFICIAL SWEETENER

WHY ARE KIDS OBESE?




Burger
\$0.99



Salad
\$4.99



Plant based consumerism



*Some fabulous vegans you
probably know*







Thanks Thanks!