

Reducing Our Footprint Inc.

Creating Sustainable Solutions for Responsible Consumers
By teaching zero-waste and minimalism



ROF JOURNEY



DIY PRODUCTS



ZERO-WASTE SHOP
coming soon



LEARN ABOUT SUSTAINABLE LIVING

Take the 'TQH' journey to learn how to reduce your footprint.

We make sustainable living easy. We've designed a simplified path for individuals to follow on their journey to sustainable living

[ROF JOURNEY](#)

We are a NOT FOR PROFIT START UP WITH VERY BIG AMBITIONS

Our Vision



WORKSHOPS & COMMUNITY GROWTH

We are currently running workshops to bring value to the community. Learn everything from zero waste basics, to composting, to making all your own household products.

[Find your next workshop](#)

NOT FOR PROFIT ONLINE STORE

We aim to provide all the core products you need to incorporate a sustainable household through an online store.



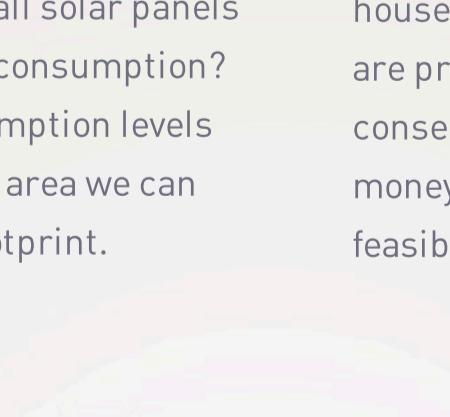
NOT FOR PROFIT RETAIL SHOP



After building a community we aim to run a crowd-funding campaign to help fund Melbourne's first not-for-profit, zero-waste retail store. Providing local and accessible means to sustainable shopping is a major step in reducing our footprint.

URBAN FARMING

The key to future sustainability is local production of food sources. We aim to use our profits to fund urban farming projects which can significantly reduce our footprint around food production.



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COMMUNITY EXPANSION

As with any great idea, if we can create this system on a small, local level, we aim to expand out and help other communities reduce their footprint.

LET'S GET INTO A LITTLE MORE DETAIL

The biggest issue with sustainability right now is knowing how we, as individual consumers, can make a positive difference.

There's plenty of information on sustainable living out there, but we are all restricted by practicality. Most of us can't afford to stop using fossil fuels or install solar panels on our homes, but what about our everyday consumption? Our everyday food habits and general consumption levels are incredibly important, because this is an area we can immediately improve upon to reduce our footprint.

Our consumption levels are heavily influenced by profit incentives and perceived convenience. Most of the food and household items we buy come in single-use packaging and are produced without considering health and environmental consequences. Considering the limitations of time and money, purchasing from alternate sources is not always feasible.

By all reports most people do want to make a positive difference, but most of us just don't know where to start. We're rarely presented with alternatives to current consumer culture, and most of us feel paralysed by the immense scope of existing environmental problems. In short, sustainability is not so much a moral issue of unethical human behaviour – it's a structural issue. Meaning, the way our market economy is structured organises (cyclical consumption, single use items etc) makes it difficult to achieve consistent, sustainable habits. The good thing is - we can help you take action.

Reducing Our Footprint Inc. (ROF) is a not-for-profit organisation that recognises the difficulty facing the average consumer who wants to live more sustainably. We aim to make sustainable living easier for the average person by running workshops, providing a step by step journey to sustainability, and providing an online store (coming soon).

[Learn More](#)

About

Reducing our Footprint inc. is a Registered Not-for-profit organisation that aims to make Sustainable living easy for the average person.

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ABN: 24332132586

Contact/Contribute

No project of this scale can exist without a strong team behind it and community support. The committee are responsible for carrying out ROF's mission. This involves everything from product sourcing to community promotion and outreach. All you need is enthusiasm to play a larger role in helping the ROF achieve its mission and improve sustainable habits in the community.

[Ask a Question](#)