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Contributions in Education and Outreach

No. 4a



Sustainable Living Handbook: A Citizen's Guide to Thoughtful Action

College of Forestry
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Corvallis, Oregon

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UNIVERSITY

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This guide is a National Network for Sustainable Living Education project. NNSLE improves quality of life and reduces environmental degradation by fostering new consumption patterns and sustainable lifestyles through Cooperative Extension Service programs at land-grant institutions.

ABSTRACT

Mark Apel, Catherine Elliott, Erik Glenn, Jon Prichard, Diana Rashash, Darien Simon, and Viviane Simon-Brown. November 2011. Sustainable Living Handbook: A Citizen's Guide to Thoughtful Action. Contributions in Education and Outreach, 4a, Oregon State University, Corvallis.

Sustainable living is a lifestyle that is deeply satisfying, fulfilling, and appealing because it is socially, environmentally, and economically responsible. Focusing on making choices to improve quality of life and reduce negative impact on the environment, the authors introduce the concept of sustainable living. They identify three barriers to living sustainably in the United States: the time crunch, consumerism, and a disconnect from the spiritual and natural world. They present activities to help the reader identify personal values, and incorporate sustainable behaviors into everyday decision-making. Books and websites are offered as additional resources.

Keywords: Sustainable living, intelligent consumption, lifestyle changes, voluntary simplicity

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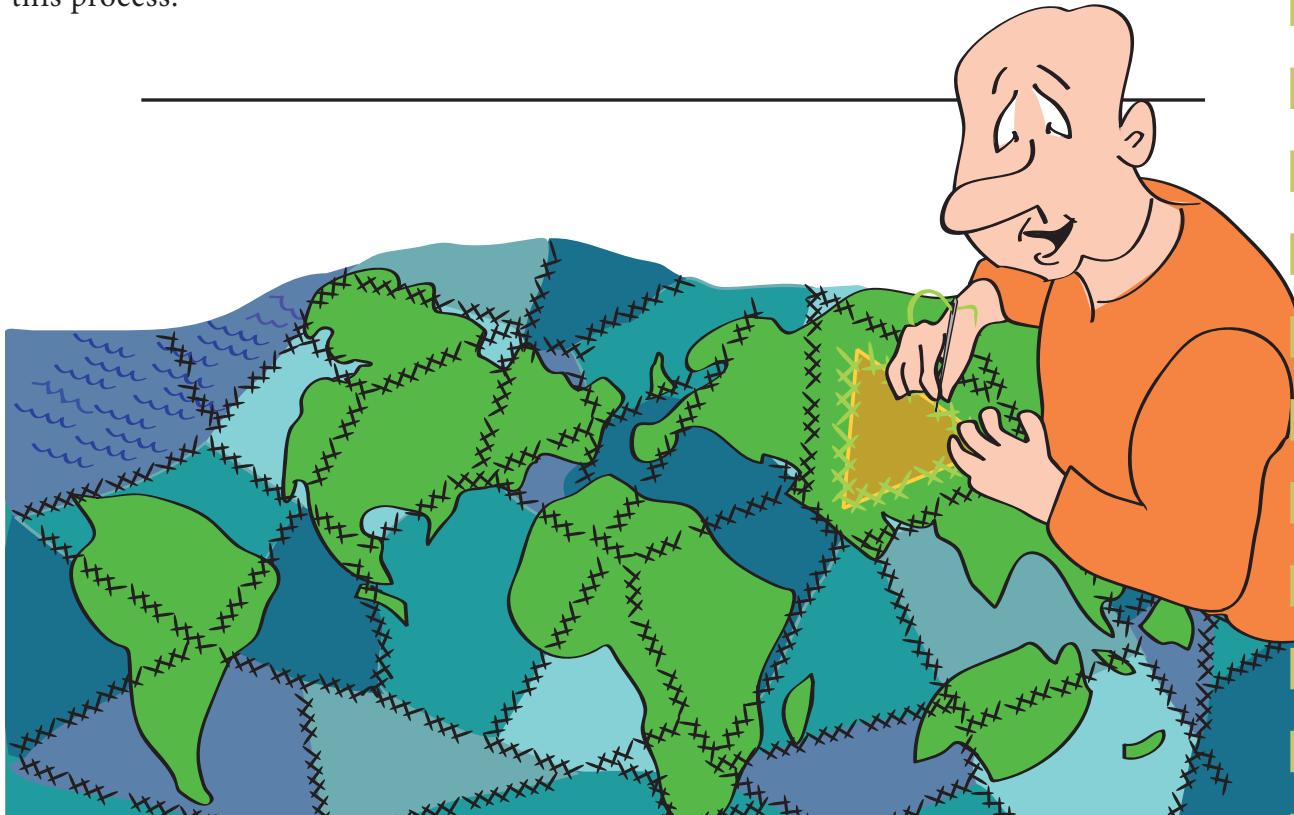
1 Sustainable Living

1.1 What is sustainable living?

Personally speaking... “Sustainable living is a lifestyle that is deeply satisfying, fulfilling, and appealing because it is socially, environmentally, and economically responsible.”

The decision to live sustainably is intensely personal. Some people make changes to save money; others make changes to allow more time to pursue other things in life. Climate change is one of the most compelling reasons to live more sustainably on our one and only planet. If we think of climate change as a large, sharp needle, then sustainability is the thread on that needle that must be woven into the fabric of our lives.

Whatever your reasons, the end result—a more sustainable life, community, and planet—is the same. Each and every reason is valid and contributes to the individuality of this process.



Sustainable living is about making informed choices, even small ones, that improve both the quality of our lives and that of the planet for future generations. However, there can be misconceptions about what a sustainable lifestyle looks like.

- *Can I have credit cards, shop at a mall, or go to the movies?*
- *Can I drive the kind of vehicle I want and still be living sustainably?*

Can I, Can I, Can I? **YES, you can!**

Sustainable living is an ongoing learning process based on our individual definitions of quality of life. It's about making decisions that make sense to us, given our needs and values. It's about living with intention. It's about being fully aware of the consequences of our decisions, both positive and negative. What's important to you may not be important to the person next to you. And that's okay. That is the beauty of sustainable living.

Are you thinking that to live sustainably, you'll have to give up the things you love most? It's not that at all. It does, however, require being more deliberate in making choices. Too often we operate on autopilot. We don't take the time to really think about our strongest values, our deepest beliefs, and the consequences of our actions, and to act accordingly. Instead, we buy things, and then wonder why we are in debt. We cram more and more obligations into our schedules, and wonder why we're stressed. We go about our daily lives and are startled that the community park has become a parking lot.

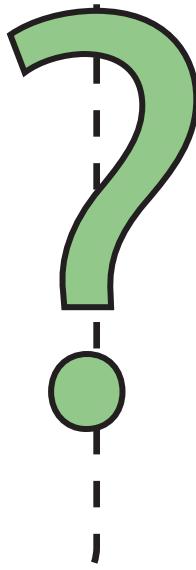
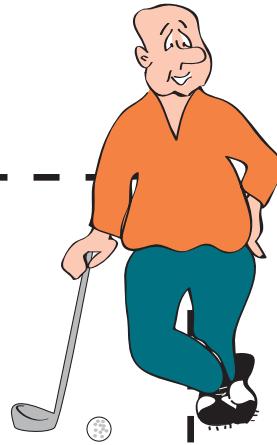
According to lifestyles coach Steve Pavlina, "The main benefit of knowing your values is that you will gain tremendous clarity and focus, but ultimately you must use that newfound clarity to make consistent decisions and take committed action."

"We can earn more money, improve our physical bodies, and repair broken relationships, but we cannot redo yesterday." Steve Pavlina

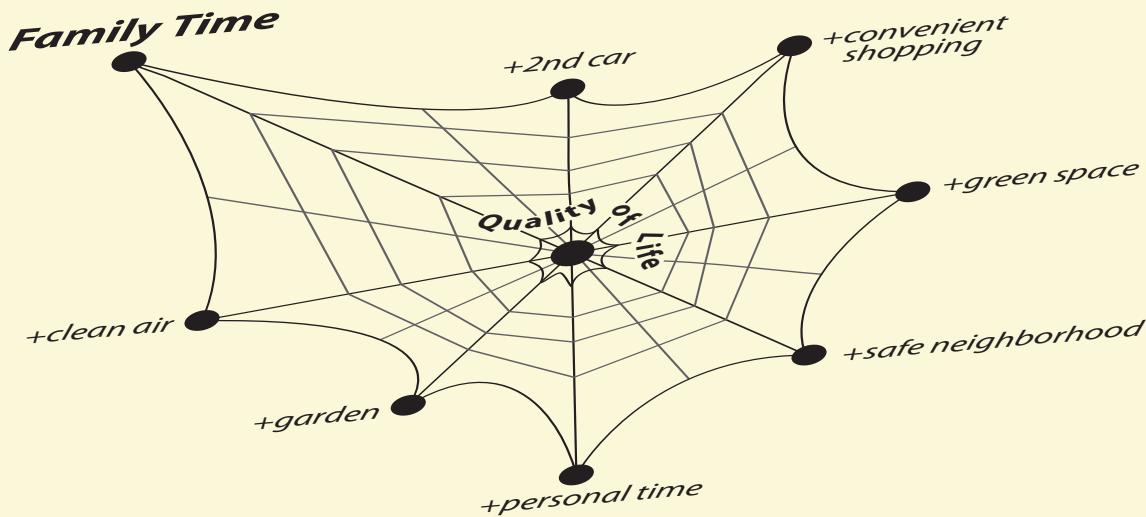
1.2 What really matters to you?

Take a moment to answer these questions:

- 1.** Name three things you love to do.
 - 2.** Name three things you used to do.
 - 3.** Name three things you have never done but would like to try.
 - 4.** Name three reasons you don't do the nine things just named.
 - 5.** What does this exercise tell you about your values? And why is that important?



For most people, values are unconscious lifestyle priorities, achieved through trial and error. However, if we are at our happiest, least stressed, most effective and most motivated when we are living our personal values to the fullest, then it seems like a good idea to know what those values are.



Example

If you live in the city near your job but have a chance to move to the suburbs, should you move? If you consider the time involved in commuting, the environmental impact of adding another car to the traffic, and the likely increase in stress, you'd probably say no. Alternatively, you might say yes, if the suburban area was cleaner, offered garden space and room for your children to play safely, and had nearby shopping malls. Declining the opportunity would agree with values such as time with family, avoiding air pollution, and keeping stress low. Accepting it would agree with values like access to green space, family safety, and shopping convenience.

The reason to prioritize your values becomes clear when two values might give conflicting answers. If you value the garden space but don't want the commute by car, which one should you follow? The priorities you've established should help. If you've always wanted a garden and don't mind the commute because it gives you a chance to think or listen to music, then the garden is a higher priority. On the other hand, if you have no young children but want more time to spend with your family and friends, then time is likely to be a higher priority for you.

2 Barriers

When you did the “What Really Matters to You” exercise, what were the three reasons you identified as barriers to doing what you love?

The most **common barriers** for Americans are

- *The time crunch*
- *Too much “stuff”*
- *Our disconnection from nature and spirituality*

2.1 The time crunch

There's not enough time! is our universal cry. What we really mean is, “I'm trying to jam too many things into the time I have!” The consequences of “time poverty” are serious: loss of family time, obesity, anxiety, stress, and even depression.



No matter who we are, how much money we make, or where we live, we have the same amount of time as everyone else on this planet: 60 minutes in each hour, 24 hours in each day, 365 days in each year, with a bonus day for leap year! It's how we **choose** to spend that time that makes the difference, because our choices contribute to—or take away from—our quality of life.

Consider this

- **Americans work an average of 47.5 hours per week at their paying jobs.** That's approximately 163 hours more per year than in 1969.
- **Vacations in the U.S. are vanishing.** In 2006, 25 percent of American workers had no paid vacation at all, while 43 percent didn't take a full week off.
- **Forty percent of American workers report that their jobs are very or extremely stressful.**
- **Americans spend an average of 7 hours per week in their cars,** primarily commuting and doing errands.

2.11 How do you spend your time?

Do you often feel that time is slipping away? Did you list “not enough time” as a reason you don’t do the things you love? Let’s start by taking a look at how you spend your time, by charting your “typical” week. Make sure you chart no more than 168 hours! In addition to the activities listed, include things like chores, volunteer work, hobbies, TV, and exercise.

	<i>Hours</i>												
	5	10	15	20	25	30	35	40	45	50	55	60	
<i>sleep</i>													
<i>work</i>													
<i>travel</i>													
<i>meals</i>													

2.12 How would you prefer to spend your time?

Now think about how you would prefer to spend your time. Remember that you can add more columns, but there are still only 168 hours in a week!

	<i>Hours</i>												
	5	10	15	20	25	30	35	40	45	50	55	60	
<i>sleep</i>													
<i>work</i>													
<i>travel</i>													
<i>meals</i>													

In 1985, 61 percent of Americans said they were satisfied with their jobs. Now fewer than half say they are satisfied.

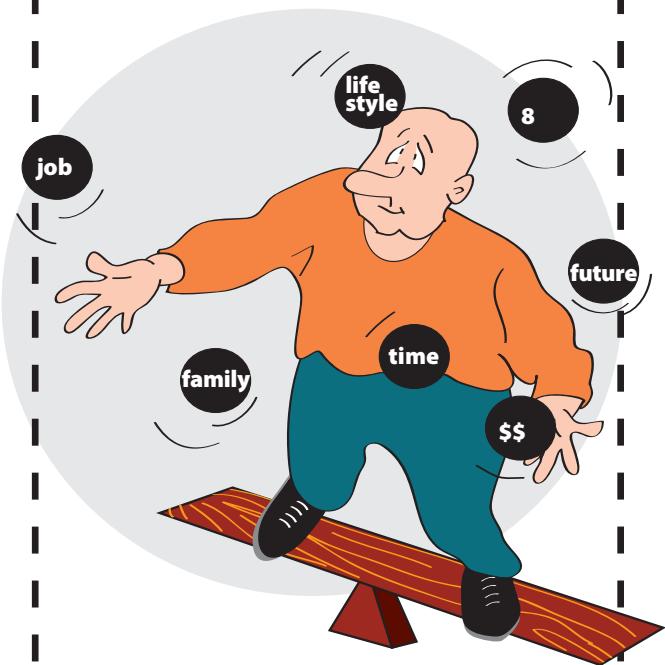
Last, but most importantly, what is the first thing you'll do, starting today, to move closer to living your perfect week? It doesn't have to be big. Baby steps are just fine.

Write down your ideas— even if they seem silly or unrealistic right now. Then set those priorities. And remember to start with something that you can do right now!

Ideas	Priority

Example

If getting a little exercise each day is important to you, but you work fulltime, can you leave home 15 minutes earlier, then walk the last 15 minutes of the trip to your workplace? That's 30 minutes of walking, five days a week!



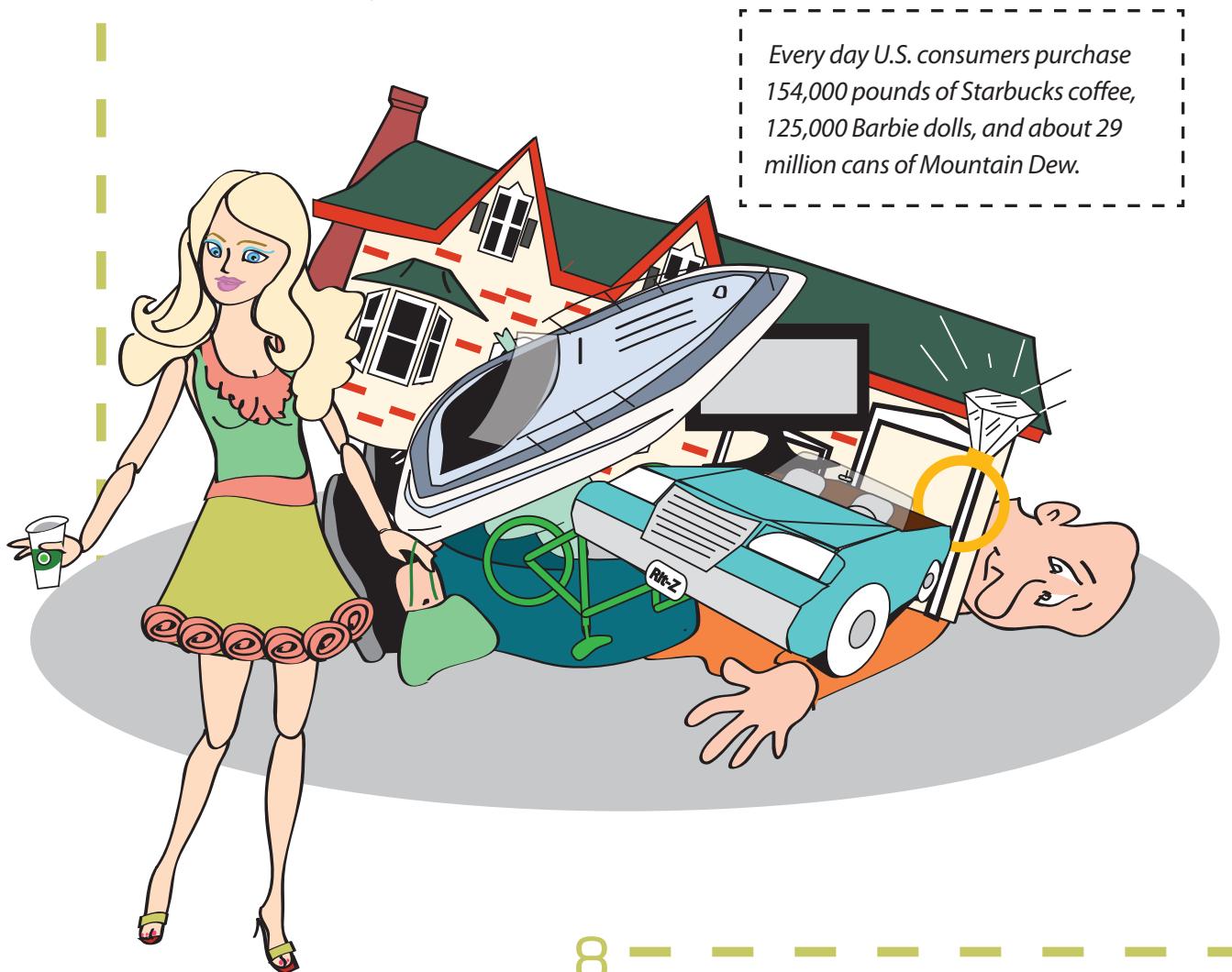
There are certainly bigger steps you can consider too. Can you move closer to your workplace to reduce commuting time? Or can you change jobs to a workplace closer to home? Can you work from home part of the time?

“Normal is getting dressed in clothes that you buy for work, driving through traffic in a car that you are still paying for in order to get to the job that you need so you can pay for the clothes, car, and the house that you leave empty all day in order to afford to live in it.” Ellen Goodman

2.2 Too much “stuff”

When we feel the time crunch, we tend to compensate in other ways. We purchase items to make us feel better or buy gifts for loved ones to make up for the lack of time spent together. Marketers have figured this out and use it to their advantage! We also buy things because we are encouraged to do so by commercials. (The average American is bombarded by approximately 3,000 per day, in one form or another, all urging us to buy.) We receive the strong message that to be happy, respected among our friends, and considered successful, we must acquire certain things or live a certain way.

American consumption far exceeds consumption in any other country. *In fact, if everyone in the world lived an American lifestyle, it would require four Earths to sustain that level of consumption.* Harvard economist Juliet Schor has written that it's difficult to make an ethical argument that people in the world's richest country need "more" when the disparity of the world's resource use is so vast and when strong evidence exists that we are already consuming beyond the capacity of the earth to provide. Yet, it seems as if there is always some new "status" product and pressure to acquire it, often on credit, whether we truly need it or not. The associated stress, pressure on resources, and absence of real satisfaction make such behavior unsustainable, but it is considered "normal" in our society.



2.21 What belongings are important to you?

Picture your favorite room in your home:

- If there was a fire, what items would you want to save?
- What items would be most helpful in an emergency?
- What items bring you great pleasure or truly make your life easier?
- What about all the other items in the room? Why do you have them?

Consider this

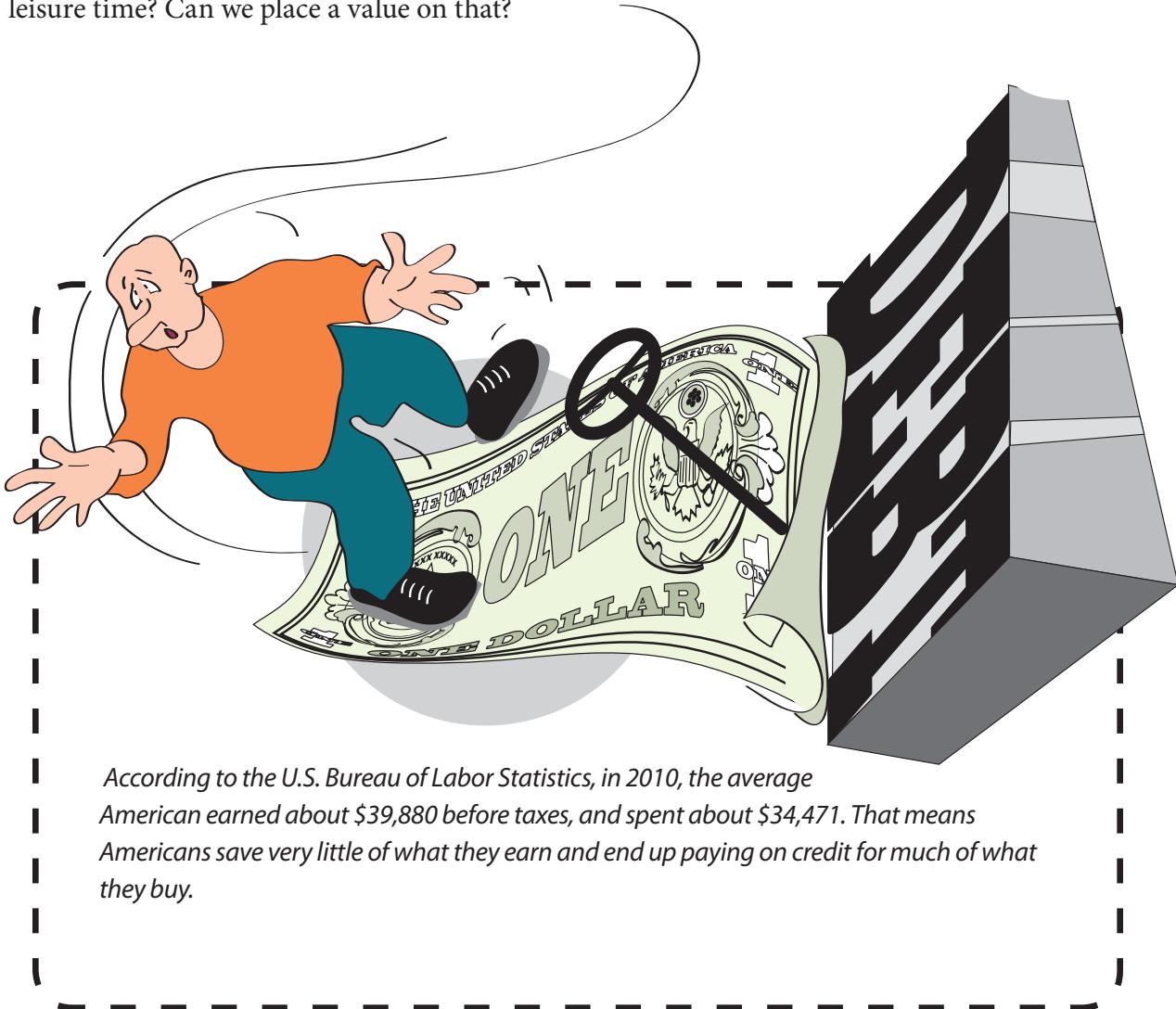
- **The average American family has 9,918 pounds of belongings, according to the American Moving and Storage Association.**
- **The self storage industry is one of the fastest growing new business sectors. One in 10 American households rents a storage locker.**
- **In 1950, the average American house size was 983 square feet. In 2005, it was 2,414 square feet.**
- **Everyone knows the three R's: Reduce, reuse, and recycle. Try adding two more: Repair. Can you fix it? And finally, the most important: Refuse! Refuse to take something you don't need or want. Then you won't have to reduce, reuse, repair, or recycle it!**
- **About 43 percent of American families spend more than they earn each year.**

2.22 How many hours of my life is it worth?

We rarely examine the relationship between the number of hours we work, the amount of leisure time we have, and the amount of money—and time—we spend on various activities.

Let's start with money itself and what it means to us. Do we think of it as security? As a burden or responsibility? Does it make us happy or stressed? Do we think we never have enough? Is it a necessary evil, or does it provide us with freedom or joy? The answer is that it's sometimes all of these things; our perceptions vary over time.

Although we wish for jobs that are fulfilling and enjoyable, in large part, all of us work to earn money to support ourselves and our families. However, how often do we truly think about the ways we're spending our incomes now, and the ways we'd like to spend our savings in the future? Are we making and saving money so that we can free up our time down the road? What about our current leisure time? Can we place a value on that?



According to the U.S. Bureau of Labor Statistics, in 2010, the average American earned about \$39,880 before taxes, and spent about \$34,471. That means Americans save very little of what they earn and end up paying on credit for much of what they buy.

Let's take a closer look at some of these questions about money and time...

Have you ever determined your “real” hourly wage? That is, your wage after you factor in taxes and all other work-related expenses. Here’s an example, with space for you to do your own calculation.

Example	Your turn
Actual hourly wage	\$15.00/hr (\$31,200/yr)
- Taxes	-\$3.50/hr (\$7,280/yr)
- Child care	-\$2.50/hr (\$5,200/yr)
- Food for work	-\$0.50/hr (\$1,040/yr)
- Work-related clothing	-\$0.25/hr (\$520/yr)
- Vehicle or commuting	-\$1.25/hr (\$2,600/yr)
- Other?	
= Real hourly wage or “life hours”	= \$7.00/hr (\$14,560/yr)

So, what does the real hourly wage tell us? In a nutshell, it allows us to better understand the net benefits we receive from our job or jobs. How much time do we truly spend working? What’s the monetary value of all our work-related benefits, and how much of our own money are we spending to work at this particular job?

The next time you make a purchase, think of the number of “life hours” you need to exchange to buy that item. Ask yourself:

Is it worth it? *Do I really need it?*

And remember... if you purchase something on credit, you have purchased that item with life hours you haven’t yet lived! On the flip side... it’s important to keep in mind that when we save money for the future, we’re also saving life hours: that’s time we won’t have to work to use that money!

2.3 Reconnecting with nature & spirituality

Because of the time crunch and our consumerism, most of us have only limited contact with the natural world around us. Many adults spend the equivalent of one day a week either commuting or watching TV, plus another 40 or more hours at paid work. Americans spend almost 90 percent of our time indoors.

2.31 Why is contact with nature important?

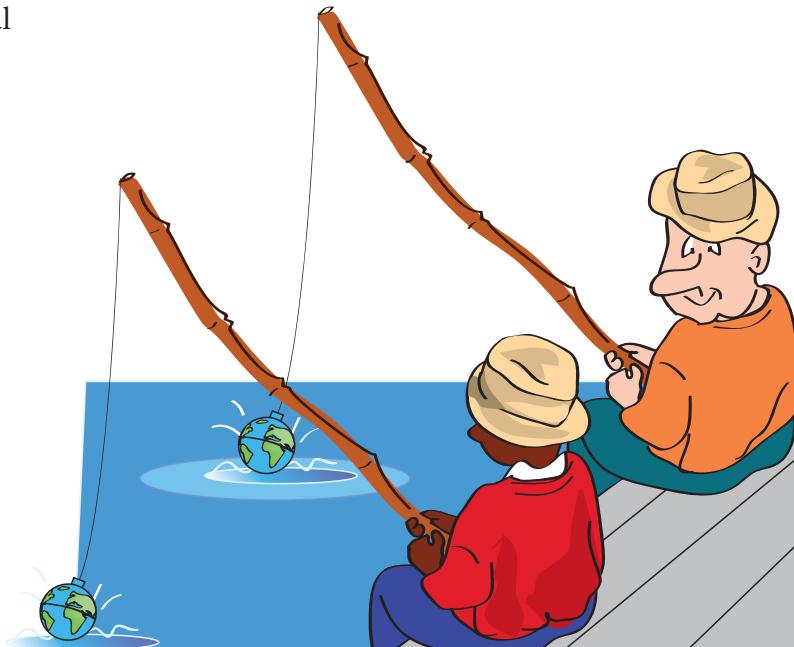
We all depend on products and services from the natural world. Our society demands more and more of these products and services from an ever-shrinking natural land base.

We all consume resources, but most of us have no direct role in producing or protecting our food, water, air, and other natural resources. In fact, few of us connect our resource consumption—from pumping gas to eating carrots—to what must be done somewhere on the land to make it possible. And, it's difficult to care about something if we know little about it and don't see the role it plays in our everyday life.

We must reconnect with the natural world if we expect it to continue to provide the benefits and services on which we depend.

2.311 Nature and Kids

Lack of connection with nature is a particular problem with our children. Electronic devices and games, coupled with a dramatic increase in parental concern over safety, mean that children rarely come in contact with nature. There is increasing evidence that for our children, lack of time in the outdoors can have a significant effect on their health, self-esteem, and academic success.

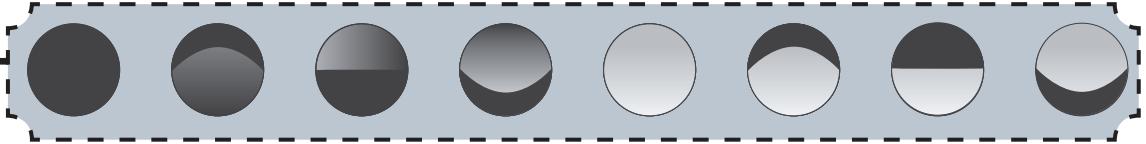


In his 2005 book “Last Child in the Woods” author Richard Louv coined the term “Nature Deficit Disorder,” referring to the consequences of a life that lacks time in nature. According to Louv, in a typical week, only six percent of children age nine to thirteen play outside on their own. (He differentiates between unstructured playtime and sports, saying it is the unstructured playtime that has seen such a significant decline and that is so important for children.)

2.312 Spirituality

For many people, spirituality and contact with the natural world are tightly interwoven. More conscious, direct encounters with nature can develop our sense of the sacred and deeply affect our lifestyle choices. Sustainable living is compatible with spirituality and many cultural and religious traditions.

- What do you do that connects you with your spirituality?
- What does your spiritual belief system say about how the planet is to be treated?



- What do you do that brings you in contact with the earth?
- When was the last time you were deeply moved by something you observed in nature?
- When was the last time you touched a tree?
- Do you know what phase the moon is in now?

2.32 Imagine a world holiday

One fun way to look at how we value nature and spirituality is to create a World Holiday for *everyone* on this planet. Think about this imaginary celebration.

- Who and what would it honor?
- Where would you go?
- When would it be held?
- What would you do?
- What sounds, smells, tastes, and feelings would it include?



Describe your holiday, including as many details as possible. Highlight words and phrases that are most important to you – these are your personal values.

3 Striking a balance

3.1 There is a different way

Stress results when we act in ways that are contrary to our values—when the time crunch, too much “stuff,” and a disconnection from nature and spirituality take the place of what’s really important to us.

Americans have a set of values that characterize who we are as a society. These values delineate our perception of good and bad, right and wrong, desirable and undesirable. They underlie our beliefs about what is true and what is not. In sustainability issues, these values fall into three basic categories: societal, economic, and environmental.

3.11 Describing terms

“*Social sustainability*” has to do with developing a sense of equity and fairness and the creation of vibrant community life. Social sustainability means paying attention to actions and systems in your community that:

- Support individuals, families, and groups
- Build community connections
- Encourage individuals and families to make healthy choices about food and exercise

“*Economic sustainability*” entails maintaining or increasing our standard of living without decreasing that of others. Economic sustainability is supported by systems and structures that:

- Support local businesses, farms, organizations
- Reduce transportation and packaging costs
- Reduce waste ... of materials, of time, of money

“*Environmental sustainability*” involves conserving and managing our ecosystems for future generations. Environmental sustainability is necessary to our continued existence on this planet. A healthy environment allows us to benefit from the many “ecosystem services” provided by the natural world, now and into the future. The goal is to be able to meet our needs for natural resources and ecosystem services without jeopardizing the ability of future generations to meet their needs. Environmental sustainability means we will have:

- Clean air and water
- Healthy soil that provides healthy food
- Natural resources for our homes, businesses, and industries

3.12 What do you value?

1. Think of the three most important things you would like to accomplish in your life.
Consider these your life goals.

2. Now let's say you have only 6 months to live. How would you choose to spend this remaining time?

3. Do your lists match? Of all the activities you thought about, which two or three are the most important? Do they align with your life goals? Do they align with your responses to earlier questions about things you love to do?

Daily Times Want Ad

Lost, No Reward Lost, yesterday, somewhere between sunrise and sunset, two golden hours, each set with sixty diamond minutes. No reward is offered for they are gone forever.

—Unknown

4 How to get there

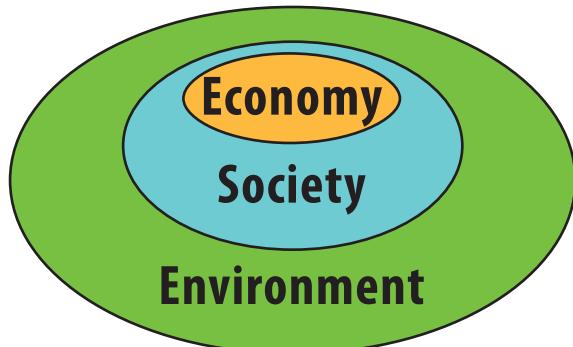
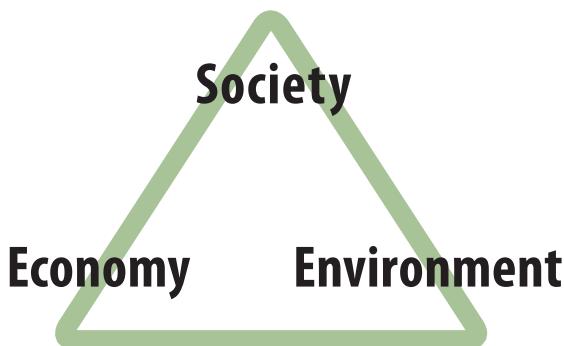
After you've identified what's most important to you—what you value—you can make your decisions based on these values. If you do this, you will be living intentionally, fully aware of the impacts of your decisions. For example, if spending more time with your family is extremely important to you, then your major decisions, such as the type of job you have or what you choose to spend money on, can be evaluated against that value.

Sustainability is achieved when there's a relatively equal balance among our social, environmental, and economic values. This is the "triple win." It's simple, yet marvelously complex.

4.1 Sustainability triangle & nested model

The sustainability triangle conveniently reminds us of the three factors – environmental, economic, and social. For our personal decision-making, it works the best.

Keep in mind another image, one that is more accurate from a biological perspective. In this "nested model" scenario, our economy is a small part of our society, and our society is a small part of our environment.



Example

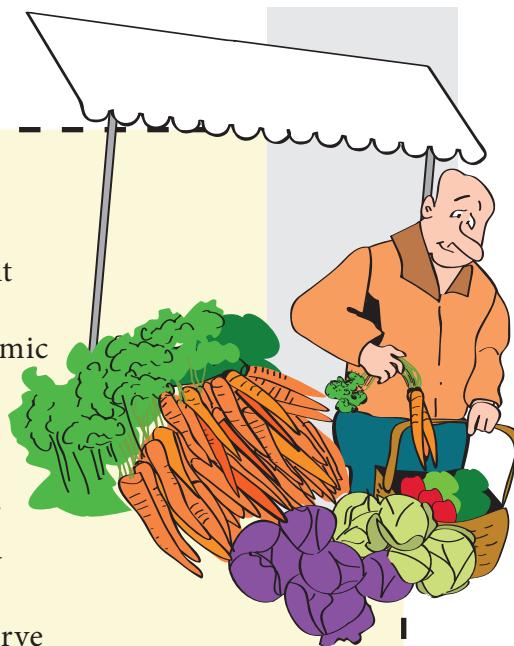
Locally produced food, harvested at the right time, has a longer shelf life, can be more nutritious, and tastes great. These are economic and social values.

Purchasing food at a farmers' market provides the opportunity to meet local farmers. You can provide input on how your food is produced, thus addressing social and environmental values.

Appropriate farming practices can conserve soils, protect watersheds, and improve wildlife habitat, all of which address environmental values.

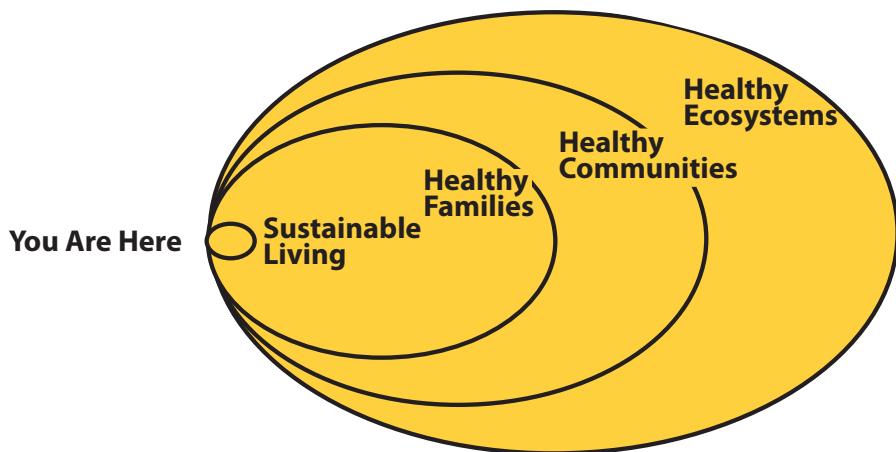
Buying food that is produced locally reduces the amount of transportation needed. This can mean lower food costs and fewer greenhouse gases, addressing both economic and environmental values.

Rural areas provide access to open space and recreational areas for both residents and tourists, addressing economic, environmental, and social values.



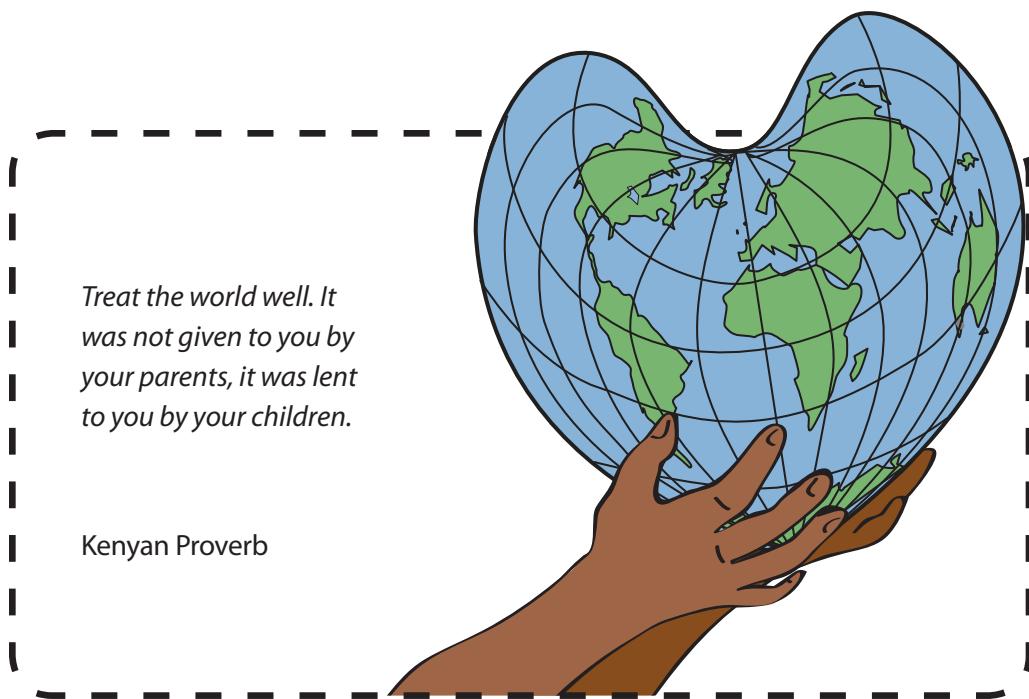
This is one example of the “triple win.” Other potential benefits of living sustainably include:

- Spending less money
- Saving more money
- Experiencing a better quality of life
- Having improved health
- Strengthening communities
- Building a more just world
- Creating deeper connections among individuals, communities, and nature
- Minimizing climate change impacts



4.2 Individual action

Sometimes we think we are too small to make a difference in this big world. Our actions seem insignificant in comparison to global issues such as climate change and population growth. However, the reality is that action on an individual level is *exactly* how big changes are made. Without individual and family sustainability, there's no community sustainability. And without community sustainability, there's no global sustainability. In fact, earth-wide change is absolutely impossible without individual change.



It really does come down to you and me.

What's your first step? Create an action plan!

4.3 Personal action plan

My Personal Action Plan

To enhance the quality of my life and to benefit the environment, I pledge that

- In the next week **I will:**

- In the next month **I will:**

- In the next year **I will:**

Signature: _____ Date: _____

5 Resources

Local libraries and the Internet have many excellent resources. Here are a few to get you started.

Books

Affluenza: The All-Consuming Epidemic, by John de Graaf, David Wann, Thomas Naylor, Vicki Robin (2005). ISBN 1-5767-199-6

Animal, Vegetable, Miracle, by Barbara Kingsolver, Steven L. Hopp, and Camille Kingsolver (2007). ISBN 978-0-06-085255-9

Choosing Simplicity: Real People Finding Peace and Fulfillment in a Complex World, by Linda Breen-Pierce (2000). ISBN 0-9672-0671-5

Last Child in the Woods: Saving our Children from Nature-deficit Disorder, by Richard Louv (2005). ISBN 10:1-56512-391-3

Material World: A Global Family Portrait, by Peter Menzel, Charles Mann, and Paul Kennedy (1994). ISBN 0-871-564-300

Not Buying It: My Year Without Shopping, by Judith Levine (2006). ISBN 0-7432-6935-7

The Omnivore's Dilemma: The Natural History of Four Meals, by Michael Pollan (2006). ISBN 1-59420-082-3

The Overspent American: Why We Want What We Don't Need, by Juliet Schor (1998). ISBN 0-06-097758-2

Stuff: The Secret Lives of Everyday Things, by John Ryan and Alan Durning (1997). ISBN 1-886093-04-0

Your Money or Your Life, by Joe Dominguez and Vicki Robin (1999). ISBN 0-670-84331-8

This handbook is a project of the National Network for Sustainable Living Education (NNSLE), an initiative of the Association of Natural Resource Extension Professionals (ANREP) <http://www.anrep.org/>. NNSLE improves quality of life and reduces environmental degradation by fostering new consumption patterns and sustainable lifestyles through Cooperative Extension Service programs at land-grant institutions.

To order booklets, contact viviane.simon-brown@oregonstate.edu at Oregon State University, or call 541-737-3197. Free downloadable PDFs are available in ScholarsArchive@OSU, <http://hdl.handle.net/1957/25843>.

Websites

The Center for the New American Dream
<http://newdream.org>

Living Green
<http://livinggreen.ifas.ufl.edu/>

Personal Development for Smart People
www.stevepavlina.com/articles/list-of-values.htm

The Story of Stuff
<http://www.storyofstuff.com>

The Sustainable Living Project at OSU
<http://www.cof.orst.edu/cof/extended/sustain/>

Take a look at our sustainable living online course at:

<http://campus.extension.org/course/view.php?id=286>



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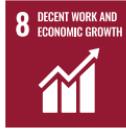
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170 ACTIONS TO EMBRACE A SUSTAINABLE LIFESTYLE



MAKE THE WORLD SUSTAINABLE NOW





INTRODUCTION



The way we live, eat, drink, shop, consume and produce indirectly impacts several of the Sustainable Development Goals. As a matter of fact, Sustainable Consumption and Production (SCP) is closely interlinked with nearly all other goals and, therefore, the achievement of SDG 12 will also have a positive impact and be a significant step to reach other goals. To put it simply, if we act and lean towards more sustainable lifestyles by simply making little changes in our daily life, not only will we be more sustainable consumers and producers, but we will indirectly contribute to the mitigation of climate change (SDG13), the reduction of inequalities (SDG10), poverty (SDG1) and hunger (SDG2).

By 2050, if current consumption and production patterns remain unchanged, the planet will need 183 billion tons of material every year which, in addition to representing three times today's amount, will be impossible to sustain. These 170 Actions may appear as little impactful for you as an individual, but keep in mind that 7.9 billion people making a little effort goes a long way.

BEFORE YOU START, KEEP IN MIND THAT...

This booklet is part of the “170 Series” launched by the Perception Change Project of the UN. It gives you 10 suggestions for each of the 17 SDG goals about what you can do daily to adopt a sustainable lifestyle by changing patterns of consumption and production.



- The human activity of production and consumption is extremely intertwined and has complex value chains - this is why we stress the word "sustainable" in the sense that the actions you take should possibly contribute to alleviate a problem at its roots and not just getting rid of "symptoms".
- We all live in different surroundings, climates, social and economic spheres and landscapes, health conditions and carry different responsibilities. So not all ideas may be applicable to every single person.
- The ideas in this booklet are basic - adapt the ideas to your personal environment, such that they make sense being put into practice where you are.
- In general, it's about aspiring the balance. It would be wrong to say that the whole world population must reduce its consumption, as a significant part of the world's population has hardly any access to basic living requirements. Still, try to keep in mind that it is generally about asking yourself if you need something and if yes, how much you need it, or if there would be a more environmentally friendly alternative to it.
- While greatly inspired by the UN's 17 Sustainable Development Goals, some of the ideas provided may seem to go beyond this scope. Sometimes, the ideas complement the SDGs well, and sometimes certain ideas align with more than one goal. This further portrays the intersectionality of climate change, and how there are endless opportunities to tackle it, if we all work together.

GOAL 1 NO POVERTY

1 NO
POVERTY



ACTIONS 1 TO 10 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 1** | Support businesses which help reduce post-harvest food loss and waste in developing countries.
- ACTION 2** | Purchase products of fair-trade origin to make sure workers are fairly treated and rewarded for their work.
- ACTION 3** | Volunteer with associations which are providing universal access to basic social services.
- ACTION 4** | If you have the means donate some money, as little as 5\$ can grant access to necessities for those in need.
- ACTION 5** | Promote access and transfer of knowledge, skills and technology.





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- ACTION 6** | Respect human and social rights!
- ACTION 7** | Learn about the impact that a sustainable lifestyle can have on reducing poverty.
- ACTION 8** | Try to avoid overconsuming, buy only what is necessary.
- ACTION 9** | Instead of throwing away, donate what you don't use anymore.
- ACTION 10** | Donate clothes and products to local and international charities.



GOAL 2

ZERO HUNGER

2 ZERO
HUNGER



ACTIONS 11 TO 20 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 11 | Enhance knowledge and introduce structures to reduce unnecessary food waste.

ACTION 12 | Become a more conscious food consumer. Eat less meat.

ACTION 13 | If you can, compost or grow your own vegetables.

ACTION 14 | As a company, join the Zero Hunger Challenge which aims, through a collective drive of stakeholders and businesses to end malnutrition and build sustainable food systems.

ACTION 15 | If you are in charge of a company in the alimentary sector, sell imperfectly produced goods at a reduced price or donate them to charities.





**ACTION
16**

Buy locally!

**ACTION
17**

Get informed about world hunger, this will increase your knowledge and prepare you to act.

**ACTION
18**

Purchase food (at a great price!) from no-food-waste platforms.

**ACTION
19**

Don't waste food! Consume what you purchase or freeze products before they go bad.

**ACTION
20**

Support food aid programs to fight hunger in the world.



GOAL 3 GOOD HEALTH AND WELL BEING

3 GOOD HEALTH
AND WELL-BEING



ACTIONS 21 TO 30 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 21 | Keep in mind that reducing consumption, especially in developed countries, does not constitute a threat to our quality of life but increases our ability to live better while, at the same time, reducing our environmental footprint.

ACTION 22 | Invest in workplace health and well-being as many non-communicable diseases, mental illnesses and stress negatively affect the employee's lifestyle and consumption.

ACTION 23 | Encourage the production and consumption of organic goods.





ACTION 24

Mostly in developing countries, workers put their health at risk when working in mining or handling dangerous chemicals. Therefore, if you can, support associations that strive to reduce those risks.

ACTION 25

Reduce the amount of meat and dairy as well as highly processed food in your diet, it can make a big difference for the planet and your health.

ACTION 26

Just walk if you can, instead of taking transport.

ACTION 27

Push for the institutionalization of programs promoting basic hygiene practices in schools, especially in developing countries. This can have a major impact in reducing diseases.



GOAL 3 GOOD HEALTH AND WELL BEING

3 GOOD HEALTH
AND WELL-BEING



ACTION 28

Beware of the fruits and vegetables you buy, whose production might involve the use of pesticides and be harmful to your health.

ACTION 29

Eat healthy, get your 5 fruits and vegetables intake a day!

ACTION 30

The consumption of processed foods is especially high in developing countries because of their lower prices, advocate for worldwide and affordable access to nutritious foods.







GOAL 4 QUALITY EDUCATION

ACTIONS 31 TO 40 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 31** Push for an increase of public awareness for consumers via informative instruments and campaigns.
- ACTION 32** Support local organizations which provide relevant information, knowledge, and necessary skills to act with regards to responsible consumption and production.
- ACTION 33** Encourage your government to include education for sustainable development in the education system.
- ACTION 34** If you are a student, ask your teachers to talk about sustainable practices.
- ACTION 35** Create a blog to share your sustainable lifestyle!





**ACTION
36**

Subscribe to reliable newsletters about sustainable consumption and production and watch out for fake news!

**ACTION
37**

Find the time to follow online courses about Sustainable Consumption and Production.

**ACTION
38**

Read books and show videos to your kids. Educating the next generation from the youngest age is of crucial importance!

**ACTION
39**

Learn new sustainable practices from the younger generations.

**ACTION
40**

Donate your old schoolbooks and supplies instead of throwing them away, not everyone can afford new ones.



GOAL 5 GENDER EQUALITY

5 GENDER EQUALITY



ACTIONS 41 TO 50 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 41 | Support organizations engaging in the right of women to vote as women are still not able to vote in some countries.

ACTION 42 | Invest in public transportation as it benefits women. According to UN Women, women rely on public transportation more than men do.

ACTION 43 | Be aware that the production industry across several sectors take advantage of women with unfair work agreements and exploitation, thus, encourage companies to offer adequate, transparent and fair working conditions for both, men and women.





**ACTION
44**

Support campaigns and initiatives fighting for the rights of women in the production industry as most women are employed in low-skill, lower wage and labour-intensive jobs in the production industry, especially in developing countries.

**ACTION
45**

Don't choose the color of your clothes according to stereotypes.

**ACTION
46**

Encourage initiatives to bring down legal barriers restricting economic opportunities for women to have equal opportunities as consumers than men.

**ACTION
47**

Learn how businesses can accelerate achieving gender equality.



GOAL 5

GENDER EQUALITY

5 GENDER EQUALITY



ACTION
48

Engage in conversations about the role of women and men in the consumption and production arena.

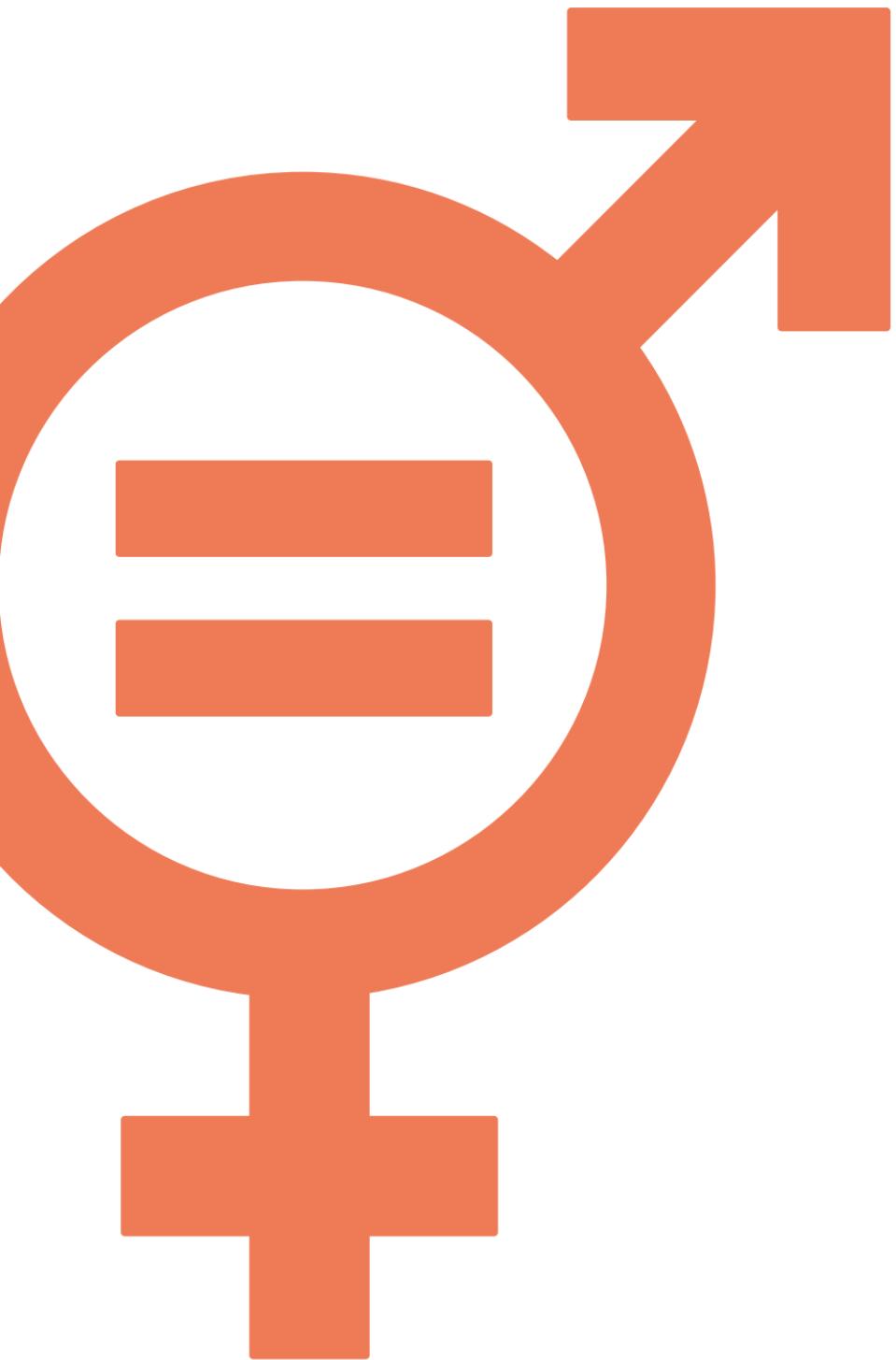
ACTION
49

Know your consumption rights and don't be scared to speak up!

ACTION
50

Support sustainable development projects taking gender parity into consideration.





GOAL 6

CLEAN WATER AND SANITATION

6 CLEAN WATER
AND SANITATION



ACTIONS 51 TO 60 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 51 Be aware of water scarcity and therefore try to control your consumption by saving water in your daily life.

ACTION 52 Educate children about water waste to ensure water-conserving habits from a young age.

ACTION 53 To avoid water shortage, start timing your showers. You can also get a shower timer; less than five minutes is ideal.

ACTION 54 Advocate for governments and partners to increase access to clean cooking.





**ACTION
55**

Donate to organizations which are investing in infrastructures needed to deliver clean water, especially in developing countries.

**ACTION
56**

The consumption of non-drinkable water remains one of the main causes facilitating the spread of diseases in developing countries. Support NGOs working to offer access to clean water for all.

**ACTION
57**

Avoid buying products from companies pouring chemicals in water resources.

**ACTION
58**

Drink tap water if you can!



GOAL 6

CLEAN WATER AND SANITATION

6 CLEAN WATER
AND SANITATION



ACTION
59

When hiking drink spring water that can be purified with an outdoor water filter tablet.

ACTION
60

Make your own cleaning products to avoid pollution of the groundwater. It only takes three basic ingredients: for example, white vinegar, water and lemon rind.





GOAL 7 AFFORDABLE AND CLEAN ENERGY

7 AFFORDABLE AND
CLEAN ENERGY



ACTIONS 61 TO 70 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 61** | Consume from businesses that introduce projects towards the transition from fossil fuel to zero carbon use and production.
- ACTION 62** | Hang your wet clothes on a drying rack instead of using a powered dryer.
- ACTION 63** | Switch to energy efficient LED or CFL light bulbs. They are environment-friendly and last much longer.
- ACTION 64** | Turn off the lights when you go out! It only takes a minute.
- ACTION 65** | If you can, use solar energy sources and if you can afford it, install solar panels on your roof.





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- ACTION 66** | Buy rechargeable electronics if you can.
- ACTION 67** | Purchase secondhand electronics to avoid wasting clean energy in the production process.
- ACTION 68** | Turn off the heating during the summer months if the weather allows and put on an extra layer of clothing instead of turning on the heating.
- ACTION 69** | Do a thermal analysis of your house to find out where energy is escaping and improve insulation.
- ACTION 70** | Ask your energy provider for a greener option that uses clean energy.



GOAL 8

DECENT WORK AND ECONOMIC GROWTH

8 DECENT WORK AND ECONOMIC GROWTH



ACTIONS 71 TO 80 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 71** | Talk to your employer about sustainable practices of production.
- ACTION 72** | Encourage companies to adopt sustainable practices and produce transparent sustainability reports on their progress.
- ACTION 73** | Support companies that promote sustainable tourism by developing and implementing monitoring tools.
- ACTION 74** | Share through social media campaigns promoting local culture and products.
- ACTION 75** | Support green businesses and startups.
- ACTION 76** | As an employer or a worker, be aware of your rights and responsibilities!





**ACTION
77**

Buy from companies with sustainable strategies of production.

**ACTION
78**

To help developing countries, purchase fair trade goods which ensure more rights for workers as well as guarantee ethical production norms.

**ACTION
79**

Be a conscious consumer! Cheaper options are not always the most sustainable.

**ACTION
80**

Appeal to your government to set up funds for sustainable entrepreneurs.



GOAL 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ACTIONS 81 TO 90 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 81 As an employee, introduce new business models and innovative products to promote sustainability in the value chain.

ACTION 82 Be curious about innovative solutions in the industry and infrastructure sectors.

ACTION 83 Fund projects which are providing infrastructure fit for sustainable production.

ACTION 84 Sustainable consumption and production highly depend on the development of sustainable industries. Advocate and vote in favour of initiatives for the development of sustainable industries and infrastructure.





**ACTION
85**

Inform yourself about the origin of goods you buy as certain conditions of production and work are unethical and deeply affecting the development of sustainable framework of consumption and production.

**ACTION
86**

Invest in research about the development of technology in developing countries, to give them the opportunity to strive towards sustainable ways of production.

**ACTION
87**

Support micro, small and medium-sized enterprises as they face greater challenges to enhance resource and energy efficiency.



GOAL 9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ACTION
88

Support fiscal policy reforms which seek to be better aligned with inclusive green economies.

ACTION
89

Volunteer in developing countries to build safe, effective and sustainable infrastructure.

ACTION
90

Use excess energy from industrial production to power nearby houses.



GOAL 10 REDUCED INEQUALITIES



ACTIONS 91 TO 100 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 91** Try to purchase and consume fair trade products to avoid the exploitation of child labour, especially in developing countries.
- ACTION 92** As an employer, ensure fair income, security in the workplace and social protection for all your workers.
- ACTION 93** Volunteer abroad to contribute to an equal distribution of knowledge between developing and developed countries.
- ACTION 94** Raise awareness about how unsustainable behaviors in production and consumption widen inequalities around the globe.



**ACTION
95**

Support policies that encourage development assistance in developing countries.

**ACTION
96**

Avoid falling into the trap of excessive consumerism.

**ACTION
97**

Organize inclusive community activities accessible for disabled people.

**ACTION
98**

Try to buy second-hand whenever you can.

**ACTION
99**

Favour companies that are inclusive through the production of their goods and the employment of diverse people, including minorities and women.

**ACTION
100**

As an employer, ensure decent working conditions such as fair wages, reasonable working hours, as well as safe and adequate safety measures for your workers.



GOAL 11 SUSTAINABLE CITIES AND COMMUNITIES

11 SUSTAINABLE CITIES
AND COMMUNITIES



ACTIONS 101 TO 110 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 101** | Rethink day-to-day transportation by car and explore other means of mobility such as the bicycle, public transport or car sharing to reduce greenhouse gas emissions, urban smog and ground-level ozone.
- ACTION 102** | Support decision makers and politicians who are committed to an effective, sustainable climate and environmental protection and who introduce innovative ideas to sustainably develop your city.
- ACTION 103** | Grow plants in the streets and inside your building.
- ACTION 104** | Take time to sort your waste and separate the recyclables.





**ACTION
105**

If you live in a developing country, volunteer in organizations working to offer safe and affordable housing, basic services and upgrade slums in underdeveloped parts of the city.

**ACTION
106**

Reduce your energy consumption!

**ACTION
107**

Encourage and support local food production.

**ACTION
108**

Promote renewable energy production!

**ACTION
109**

Collect signatures as part of a petition to make public transportation free.

**ACTION
110**

Encourage Youth councils on using the space more efficiently and creating communal spaces.



GOAL 12

RESPONSIBLE CONSUMPTION AND PRODUCTION



ACTIONS 111 TO 120 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 111 | Get informed on how to exercise sustainable choices and about the production methods of the products you choose to consume.

ACTION 112 | As a producer, engage in practices such as food redistribution which can be done at different stages of the food supply chain such as production, manufacturing and distribution.

ACTION 113 | Minimize the use of natural resources and toxic materials.

ACTION 114 | As a consumer, raise your awareness of the importance of sustainable consumption and introduce practical steps to live more sustainably.





**ACTION
115**

Buy directly from the producer if you can.

**ACTION
116**

Try to avoid buying anything wrapped in single-use plastic and write to your nearby supermarkets asking them to stop unnecessary packaging.

**ACTION
117**

Stop using plastic bags. Find more sustainable solutions for your shopping.

**ACTION
118**

Drink tap water when you can

**ACTION
119**

Give a second life to objects: fix things, don't simply throw them away!

**ACTION
120**

Reduce, Re-use and Recycle!



GOAL 13

CLIMATE ACTION

13 CLIMATE ACTION



ACTIONS 121 TO 130 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 121 | Support sustainable natural resource management.

ACTION 122 | Eat, drink and shop locally!

ACTION 123 | Make sure that most of the waste you do produce can be recycled. Understand recycling symbols.

ACTION 124 | Avoid purchasing plastic bottles and buy reusable water bottles instead.

ACTION 125 | Before booking a plane ticket, check if there are other more sustainable means of transportation to get where you need to go.

ACTION 126 | Advocate for better building codes and energy efficiency.





**ACTION
127** | Support Dark Sky Initiatives who fight for the reduction of light pollution.

**ACTION
128** | Be aware that transforming to more sustainable patterns of consumption and production is a necessity for the environment.

**ACTION
129** | The negative impact of unsustainable consumption and production on the environment and natural resources can force people to flee their place of residence. Donate to organizations helping these people who were forced to flee.

**ACTION
130** | Buy eco-friendly products.



GOAL 14

LIFE BELOW WATER



ACTIONS 131 TO 140 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 131 | Don't throw your rubbish in the sea or ocean as it can be deadly to many underwater species which mistakenly eat it. We are producing and throwing away more plastic than ever before. Single-use plastic can take thousands of years to break down and ends up accumulating in landfills, entering the ocean and killing marine wildlife.

ACTION 132 | Donate to organizations fighting for ocean conservation.

ACTION 133 | Support organizations actively condemning overfishing and illegal fishing, practices which could lead to fishless oceans in the near future.

ACTION 134 | Avoid buying from companies dumping waste into the ocean.





**ACTION
135**

To help the conservation of marine species, adopt responsible habits of consumption such as demanding labeling, checking the fishing method, opting for local consumption and seasonal fish.

**ACTION
136**

About 80% of pollution in the sea comes from land. In order to avoid some 8 million tons of plastic waste ending up in the sea each year, promote a lifecycle management approach, which prevents waste by ensuring plastics are collectable, reusable, recyclable and subject to an end-of-life management.

**ACTION
137**

Buy your fish in local markets!



GOAL 14

LIFE BELOW WATER



ACTION **138**

Buy reusable straws. It is good for the environment and to save marine wildlife.

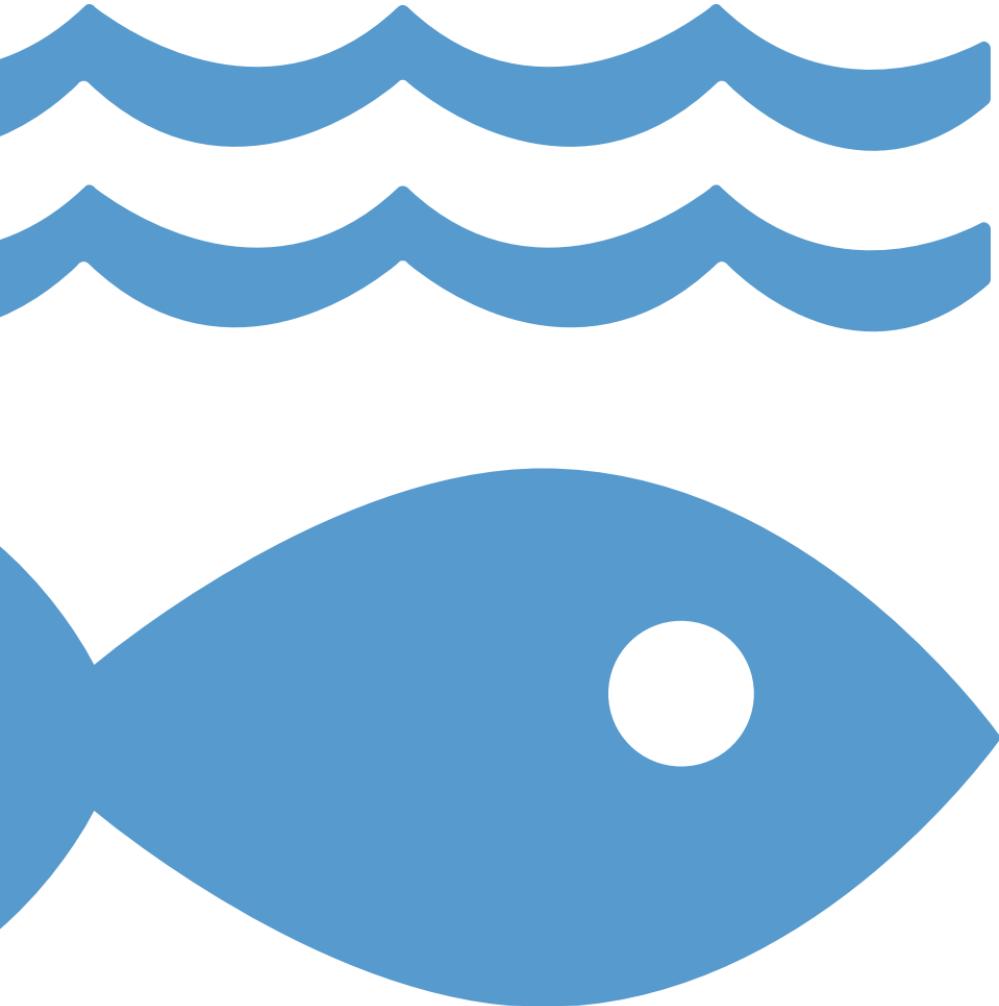
ACTION **139**

Buy products that support the cleanup of the ocean.

ACTION **140**

Be a responsible diver! Do not touch corals or animals as this could affect their life expectancy.





GOAL 15

LIFE ON LAND

15
LIFE
ON LAND



ACTIONS 141 TO 150 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 141 | Avoid printing when possible as it contributes to deforestation around the globe.

ACTION 142 | Don't litter and participate in local clean-ups.

ACTION 143 | Support organizations working on the restoration of ecosystems whose engagement may help avoid 60% of expected biodiversity extinctions.

ACTION 144 | Avoid, if you can, buying products containing palm oil. Industry is a major driver of deforestation and responsible for destroying the habitat of endangered species.





**ACTION
145**

Inform yourself about the production ethics of products you buy. A lot of cheap products often use methods which threaten life on land as well as the environment.

**ACTION
146**

Arrange insect or bird hotels.

**ACTION
147**

Encourage sustainable land and water management which will reduce the risk of desertification.

**ACTION
148**

Do not use pesticides.

**ACTION
149**

Purchase from brands turning plastic pollution into fashion items.

**ACTION
150**

Adopt pets from shelters instead of breeding new ones.



GOAL 16

PEACE, JUSTICE AND INSTITUTIONS



ACTIONS 151 TO 160 TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 151** | Support and respect international labour standards.
- ACTION 152** | Know your rights at work and speak up against violence and practice your freedom of speech to promote justice.
- ACTION 153** | Report if you know about cases of domestic or gender-based violence.
- ACTION 154** | Support tech companies that make digital products safer for children to avoid cyber-crimes and prevent predators from communicating with children.
- ACTION 155** | Be well informed about human trafficking and get your information from serious sources, if you see indicating signs, step in and help.





**ACTION
156**

Talk to your co-workers about effective tips and practices to prevent cyber-criminality.

**ACTION
157**

Only buy rare commodities, from serious sources to avoid fueling the illegal trade of weapons and the unjust treatment of workers.

**ACTION
158**

Encourage institutions to release reliable information to avoid fake news.

**ACTION
159**

Vote for candidates fighting against corruption in the justice system.

**ACTION
160**

Promote and encourage equal access and conditions to vote for everyone.



GOAL 17 PARTNERSHIPS FOR THE GOALS

17 PARTNERSHIPS
FOR THE GOALS



ACTIONS 161 TO 170 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 161 | Involve marginalized actors in the discussion about consumption and production.

ACTION 162 | Intensify cooperation for a sustainable lifestyle.

ACTION 163 | Strengthen partnerships on SCP by involving the private sector with multistakeholder actors as the former holds the capital, an array of technologies, the knowledge and software necessary to endorse SCP patterns.

ACTION 164 | Support developing countries by buying exported fair-trade goods from local producers in these countries.





**ACTION
165**

Encourage your government to meet its commitments and obligations in the international agreements on hazardous waste and other chemicals that they have ratified.

**ACTION
166**

Support the inclusion of unskilled workers.

**ACTION
167**

Engage and include youth in the decision-making processes.

**ACTION
168**

Encourage partnerships between developed countries and the developing world.



GOAL 17

PARTNERSHIPS FOR THE GOALS

17 PARTNERSHIPS FOR THE GOALS



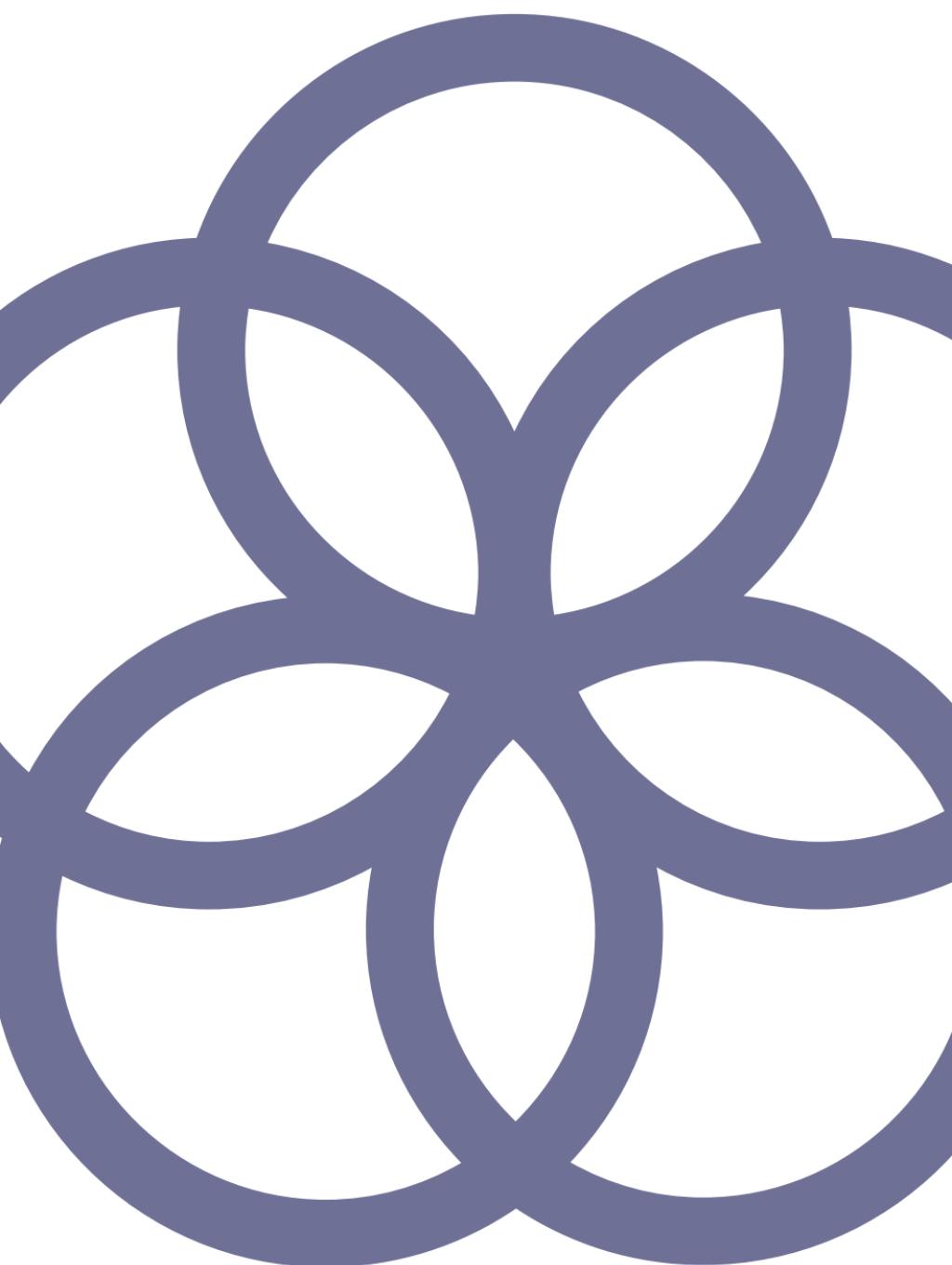
ACTION 169

Encourage countries to work together to find compelling solutions to many urgent threats facing the global community (e.g. The Great Green Wall, The Great Barrier Reef).

ACTION 170

Remember the 17 SDGs are the roadmap to embrace sustainable lifestyles. Promote them!





ABOUT THE SUSTAINABLE DEVELOPMENT GOALS

Our planet is a beautiful place. We can easily forget how much it has to offer because we are constantly being reminded of the challenges we face daily, from inequalities to poverty to climate change. If nothing changes to stop, prevent or reverse these challenges, it will only get worse. That is why the United Nations exists. Everything we stand for is to create a brighter future for every individual, where everyone can thrive and reach their potential. We want to preserve the good that exists in people, places and the planet and put an end to issues that take hope away from us. That is why world leaders came together in 2015 and mobilized the 2030 Agenda: a set of 17 goals for sustainable development. This matters to each of us, because we are all responsible for being a part of the change. Our actions today affect our children tomorrow. Everyone deserves a fair and equal chance in life. Through the goals, we can reach far and wide because the goals are universal, they leave no one behind. It's also important to understand that these goals are interconnected. We cannot separate poverty from hunger, or education from women's empowerment and so on. If we can grasp that, we are closer to understanding the needs that must be met, and in turn we are closer to achieving the 17 goals. It's time to reduce inequalities across our societies to achieve a more just and peaceful world.



Produced by the Perception Change Project (PCP) within the Office of the Director-General of the United Nations Office at Geneva.

