



REDUCE YOUR CARBON FOOTPRINT

A SIMPLE TOOL TO SAVE MONEY
BY GREENING YOUR HOME AND WORKPLACE

Jean Cannon

Reduce Your Carbon Footprint

First Published 2007

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National Library of Australia Cataloguing in publication Data:

Cannon, Jean (Jean A.) 1942-

Reduce Your Carbon Footprint: A Simple Tool for Your Home and Work

1st ed, ISBN 978-0-9804169-1-6

Project Managed by Enviro Action

Dedication

I dedicate this book to Sophia, Angus, Luka, Emily, Edwyn and Dante. My much loved grandchildren who will live in the world we leave them.



Foreword

The Foreword has been left blank so that businesses can purchase reprint rights to this book and print unlimited numbers with their own foreword, logo on the front and marketing or other messages on blank pages at the back and the back cover.

For info about this, please contact me on jean@enviroaction.com.au

This is a very good marketing tool to position you well in the “green” market and to reduce your business emissions, you will need to change your staff culture and this is the tool that helps



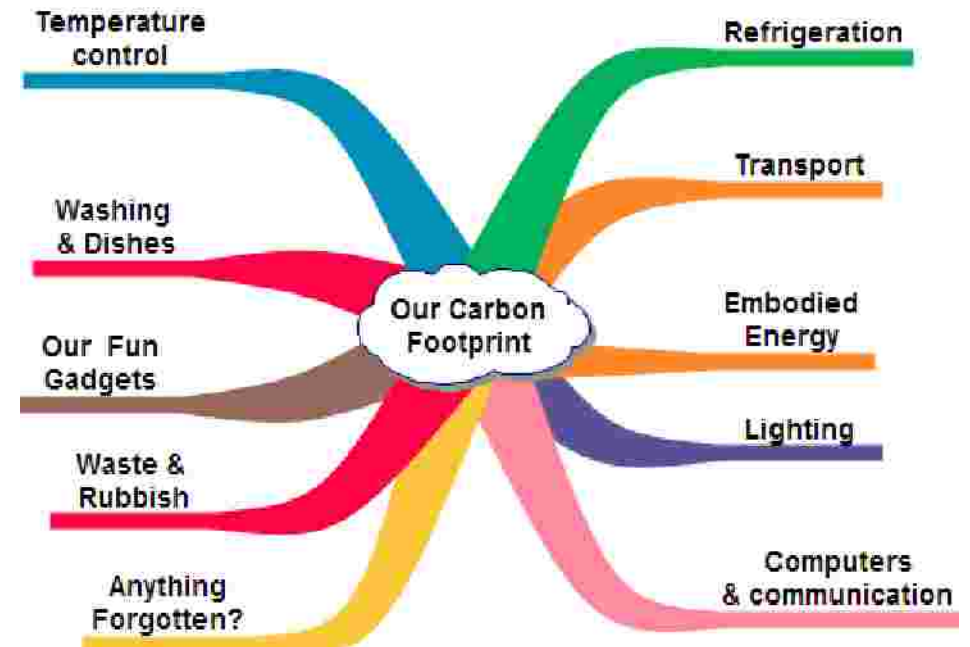
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Chapter 1

Fast Start Guide

The first step you need to take in your quest to reduce your carbon footprint is to check what you do in your home and work and one way to do that effectively is by making a diagram. Shown below is a diagram that centers on the idea of "our carbon footprint" which covers most households as well as businesses. I would personally extend each item in my own planning and I will discuss this in each chapter.



This book is designed as a simple introductory tool to help you to both reduce your carbon footprint and think more carefully about lifestyle consequences. Joining my regular group training sessions will provide you with a great deal more help to go beyond just your carbon footprint but also to green your business effectively and increase your profits at the same time.

At times I have given my personal opinions but these are just one of many suggestions of a suitable approach and not intended in any way to be prescriptive.

If you want more carbon reduction ideas for your home and work, you can visit my website at www.enviroaction.com.au

SUGGESTED THINGS YOU CAN DO TO SAVE THE ENVIRONMENT

- Make an inspection of your house and make your own diagram.
- Make plans in reducing your carbon footprint by consolidating your ideas on the diagram.
- Track your home efforts on reducing your carbon input.



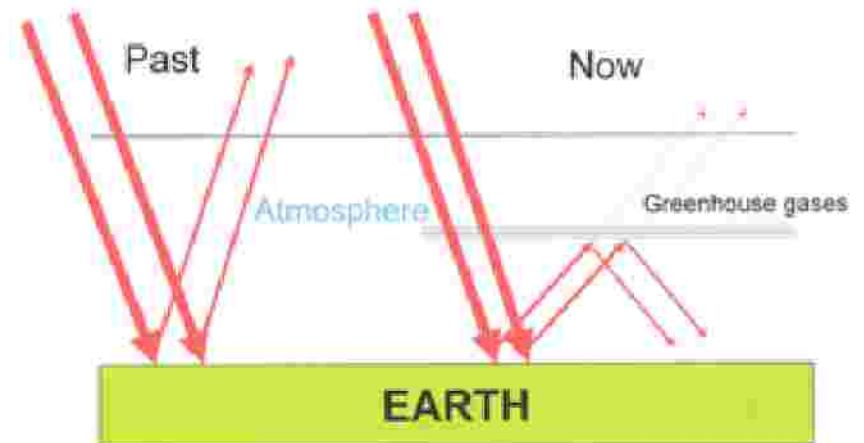
Chapter 2

Saving Our Future

The earth has warmed and cooled in the past due to variations in intensity of heat from the sun we know this from the fossil record.

Now we have added atmospheric pollution! We have changed the chemical composition of the earth's atmosphere. There is now an year of polluted atmosphere that lets the sun's rays in but lets out less than normal of the reflected rays and this is the cause of global warming.

We are putting our children's and grand children's future at risk and we ignore it at THEIR peril. The pouring of excess carbon dioxide, methane, nitrogen oxide and other gases into the air is pollution and we need to make some changes now. The changes we make will save us money once we decide that change is OK and it's time that we do it.



If we don't make significant change as urgently as possible, we risk major economic effects, political instability and increased unpredictable weather patterns. (Stern, 2006) "The Economics of Climate Change." October 30, 2006 <<http://www.hm-treasury.gov.uk>>

In the diagram, the arrows on the left indicate the situation before we started to seriously pollute our atmosphere and the right hand side shows the greenhouse effect.

We all need to be aware that this is arguably the most important issue facing mankind. The effects of climate change, resource security and the resulting implications for potential political instability put our future at risk. I deeply care about the future for my grandchildren and all their friends. I guess that this is a major motivation for my business.

SUGGESTED THINGS YOU CAN DO TO HELP THE ENVIRONMENT

- Be informed. Read on the latest reports about air pollution and be proactive. You can visit my website at www.enviroaction.com.au for more ideas on reducing your carbon footprint.
- Educate young children on the effects of pollution and be an example that they can follow.
- Think green. Make planting a part of your family's activities. Join organizations that have programs to plant trees. This is also a good way of involving and educating children.

