

Living different

TIPS 4 U!





www.cleaneuro.at

cleanEuro is a method to pay attention to the environment, humans and the climate while shopping.

More info is available on the center pages of this issue, you will find many suggestions on how to implement this on the following pages.

Buy nothing

...costs nothing and does not create emissions!

Things you buy become possessions, which you have to take care for (maintenance), not for nothing did our ancestors call purchases “errands”. If you will be able to withstand some of these teasers, you have not only spared the environment but also have less to worry about.

The Swap Party

Text: Dan Zakubowicz, Kate Deane
Illustration: David New School

A popular and expensive hobby is shopping.
On a Friday afternoon something else
is starting in this teen room...



Borrowing and lending

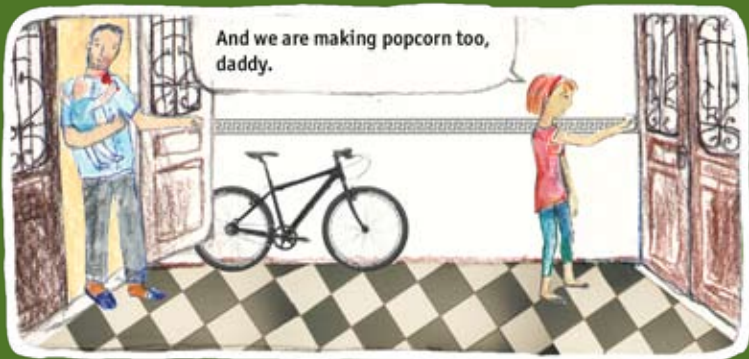
..of things, you hardly ever need.

Thousands of years of ownership have made belief, that we only have access to the things that we have acquired. There are alternatives, such as:

- Building centres have tools for rent
- Ski rentals make skis and boots available
- Car rental companies provide cars for rental or car-sharing
- and in the garages and storage rooms of our neighbors useful rental items is to be found...

**"To make use of instead possessing"
an alternative approach**

This not only preserves the resources
but can also strengthen our relationships.



Linda, will you lend me
your popcorn maker?

Hello
Kathy!

And do you want
to come along
to the swap party?



Meat and its consequences

Our greatgrandparents knew how to treasure the so-called “Sunday roast” and ate vegetarian, like “Krautfleckerln, Bröselnudeln or Eiernockerln” during the week.

Today meat consumption in the western world is “um ein Vielfaches” higher. This has consequences on the world food consumption (60% of world crops ends up in animals stomachs (Mägen) instead of feeding 1 billion people, that are severely malnourished) and 18% of all emissions is from agriculture – mainly methan from cow farts.

.....
• A sensible handling with less and/or
• better-quality organic meat is a step
• forward – as well a vegetarian day
• per week.
.....

Is there something to eat besides popcorn?

Good, that you remind me, everyone shall bring something to eat.

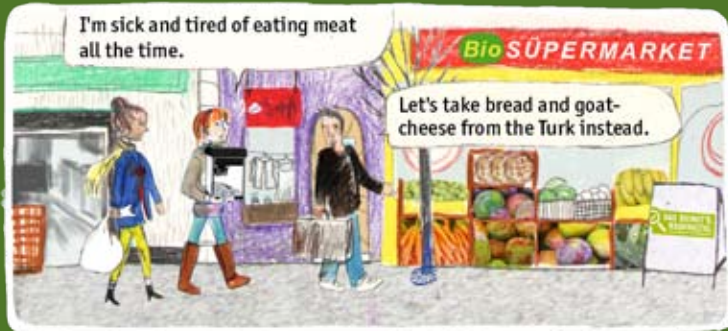


Then let us buy some 'boerewors' here.



I'm sick and tired of eating meat all the time.

Let's take bread and goat-cheese from the Turk instead.



Buying less

...the quantity makes the difference!

10% of our residual waste consists of unopened food packages, 17% is unused food. Intensive animal farming for meat consumption consumes more resources and is more harmful to the environment than organic animal products, and much, much more than plant-based alternatives. Lots of meat causes a lot of environmental damage, less meat less environmental damage, isn't that logical, right?

"Buy 5, pay for 4, throw away 3 and eat 2", is sometimes the motto of special offers; try to resist!

- Less clothing, but of higher quality, simplifies the "What shall I wear today?"-question.
- You buy a new phone only when the old one is broken and not, because you have enough bonus points.
- Eating meat more infrequently, but instead in better organic quality, can be your personal contribution to climate protection because quantity matters!

Look, there you can
get apples for free!

He is giving free hugs as well,
he has a lot to give away!

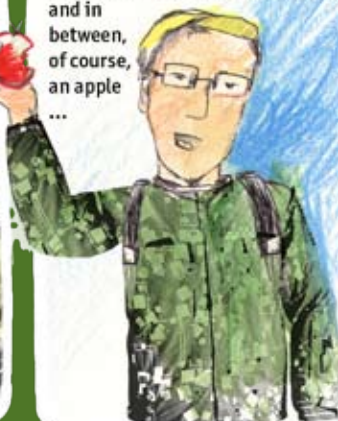


Do you want some apples?

Why are you giving
them away for free?



My mum has bought a
super-mega-multi-savings pack
in the supermarket. Since then,
we have had apple pie, apple juice,
apple strudel, apple goulash
and in
between,
of course,
an apple
...



Second Hand

...preserves resources and minimises the pile of rubbish.

Because of our affluent society you can sometimes even find pieces in original packaging on online market places, flea markets or thrift stores, in most cases products in good condition, that already have some sort of "character" and do not burden your tight budget.

Usable things you no longer need,
you can either give away for free or
you can take them to the flea market
or give-away shops.

A little later...



Look, what a great tele I have...



... our old one was broken. Since all people are being persuaded by commercials that they should only buy flatscreens, did I get this one for 25€ on ebay and collected it today with a taxi.



Preferring services

Services are in most cases resource-friendlier and more labour-intensive than products. Many purchases can also be replaced by services – such as bringing the torn jacket by foot or bike to the tailor, instead of buying a new one.

Another advantage is that you can invest the saved money the next time in clothing from fair trade.

Tap water is the best for the environment, your wallet, your health and your convenience.

You have got your sexy boots again!!!



Yeah, I found a
shoemaker, who
repaired my
broken zipper.



WHAT
THESE BOOTS
HAVE
ALREADY
SEEN...



Traveling differently

CouchSurfing

...is a free network of hospitality. Members use a website to either find free accommodation when traveling or even offer an accommodation. There is hardly a cheaper and more environmentally friendly way to see the world.

Home exchange

...is the possibility of a free holiday, while at the same time having a flower-watering service for the home. Through an internet platform people, which are willing to exchange, network together and exchange their home for the holiday season.

When WWOOFing

...you can get to know the world as a volunteer on organic farms. You are provided lodging and food from your respective employers. More than 8.000 organic farms in 88 countries are participating in this programme.

This is Maneka from India. I am on CouchSurfing, and she arrived yesterday.

What is Couchsurfing?

On the internet you can find people, where you can sleep on their couch for free. During the holidays I will go to Prague and I already know to whom.

Ah! During the holidays we have done a home exchange and lived really great for free ... overlooking the Eiffel Tower!

More ideas on sustainable consumption can be found on www.cleaneuro.at/comics and on the following page.



The society SOL is committed to promoting more sustainable lifestyles. On a quarterly basis the magazine SOL with the supplement “Sustainable Austria” is published. Gladly, we will send to you a sample issue of SOL.

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1 The 7 Alternatives – what you can reconsider *before* you buy something:

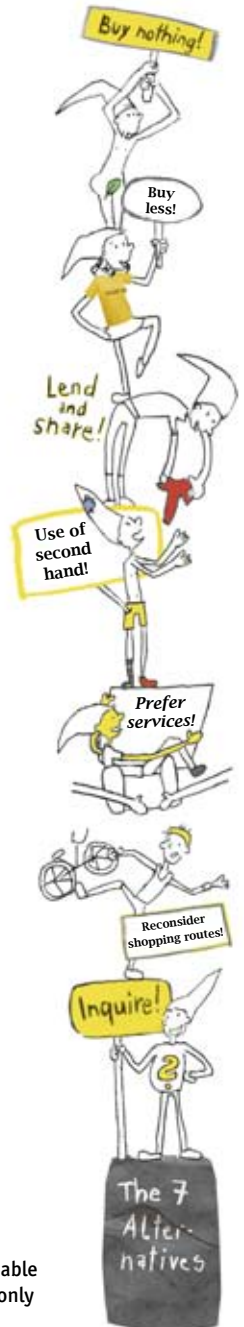
2 FAIR – ECO – REGIONAL – what you can reconsider *if* you buy something:

You ask the question for each product: “Is it FAIR – ECO – REGIONAL, yes or no? For each YES you rate one third of the purchase price as “clean”, hence safe for **humans**, **the environment** and **the climate**.

FAIR = humane living and working conditions for all

ECO = provident with resources, little pollution, little waste, natural diversity

REGIONAL = lower energy consumption, low greenhouse gases, short transport distances



You want to learn more about clean Euro? You can request a workshop on sustainable consumption Austria-wide, city tours on sustainable consumption are currently only available in Vienna: Information and registration at cleaneuro@nachhaltig.at.

Living different

with children

Tips for you!



Sustainable Austria 51



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.....
1 **Metal bottles** are a better choice because they last longer and they are not suspected to be discharging any harmful substances to the content.
.....

2 The **veggie/fruit box** includes organic fruit and/or vegetables, which is mostly likely harvested shortly before delivery and without major detours delivered to your home. This protects the environment, you will save time for shopping, and everything is fresh.

3 Not everyone knows when something is ripe, but seasonal fruit and vegetables is the most environmentally friendly. A **seasonal calendar** helps!

4 Even if you do not have a garden, you can still introduce a bit of nature into the city to your children with **flower pots or plant boxes** on the windowsill and balcony – and harvest your own vegetables.

On the playground

On a sunny summer afternoon...



Do you want something to eat? And take a sip of water!



Where did you get these lovely cherries from?

They were in our veggie-fruit box this week.

And I have early carrots from our patio box! Do you want some?



1 Children learn from your example. If you eat **fresh fruits and vegetables** on a daily basis, it is much easier than if you just try to let your children live healthy. And composure/calmness is one of them: sometimes children only eat selected food.

2 Worldwide **meat** has negative effects: hunger in the South, where instead of food for the people animal feed for export are grown, and greenhouse gases, which come to 18% from animal husbandry. 300-600 grams of meat and sausage should an adult consume per week, children less accordingly. But we eat an average of 1,200 grams!

Include some less-meat / meat-free dishes in the menu, your children will like this.

3 **Flea markets** – online and in real terms – exchange centers and thrift stores are treasure troves for kids stuff: clothes, toys, sports equipment. This protects/preserves the environment, waste collection and your wallet! Organize a swap party on your own, you enjoy a sociable afternoon, get rid of a lot of old things and get useful things.

My child eats hardly any fruits,
but she loves vegetables instead.

My Marvin loves
to eat meat
right now.



Nice, Amelie's tricycle
is so small for her
anyway. Maybe there
is wooden training
bike for her!



I believe we have one at home, that should fit.



- 1 Wash new clothes before wearing the first time. This is good for the baby's skin and can not hurt, even for small children. **Transferred clothing** has another advantage: by frequently washing are many chemicals already been solved.

- 2 25% of all insecticides and 10% of all pesticides used worldwide can be allotted to cotton, although it is grown on only 3% of the area. **Organic cotton** is free of these contaminants.

- 3 A single adult cotton T-shirt contains 20,000 liters of "**virtual water**", ie so much water is needed for the entire production process. Each T-shirt that has not been bought saves a lot of water for our planet.

And I will sell our yellow ...

Mummy,
my stomach aches!



You have a rash!

Maybe it is from the shirt.
I've heard in newly purchased
clothes there are many che-
micals, from dyeing and to
prevent it from wrinkling.



Can I borrow
this?

But this particular
shirt he really
wished for, because
it has Bob the
Builder on it...



1 Especially young children are **great teachers of happiness**, they can often enjoy themselves with little things for a long period. To guide them safely through the temptations of advertising - too often ourselves are consumed by it - is a great challenge. It is helpful to know for yourself that happiness is not for sale.

2 Together with your children give your clothes a **personal note**: fabric colours, buttons, patches or beads make the T-shirt and the pants more unique than any in-store bought clothes.

3 Have you ever wondered how it is possible that new jeans can be lying on the shelf for 3€? Maybe a child that is not much older than yours has worked for it ...
Fair Trade products guarantee good working conditions for producers and a good conscience for you.

4 If kids know each other, than even handed down things obtain a **high value**.

...how the media already influence the kids...

We only buy a few clothes new, the majority is second hand...



...In return we make sure that the clothes are fairtrade. This is indeed more expensive, but no child labour.



Leonie gets a lot from Katharina, who is 3 years older, and then the things are something special because she admires 'Catherine the Great'.



- 1 Also, even small children **learn from other children**. Give them, wherever possible, the chance to do so.

- 2 Using **services** is in most cases more resource-efficient than buying products.

- 3 Do not bombard your children with gifts, but with love! If you remember your childhood, do you first think about what was in your wrapped-up birthday presents, or do you remember an exciting trip?

Do spend a lot of **value time with your children**, so they can collect beautiful memories from that.

I have just invited Leonie to my birthday.
What are we going to do?

Hmmm ...

How do you go about the childrens' birthday parties?

We have a joint picnic in the park with great games.

At Leonie's party last winter we stayed at home and we had a lovely clown, who did handicrafts with the children.

Maybe we go to the open air pool, that should be fun:
swimming, playing ball and eating ice cream.

1 Also **used things** have its value.
Have the courage to even give away
already used stuff!

2 To give **services** as a present instead of products is
generally more sociable and amuses everyone. Give away
a concert, where you go to together, instead of a CD!

3 **Sharing of things** can be learned: Someone,
who has got to know and love the children's
section of the public library, will later also
borrow books from there.

4 Sharing of things has to be learned. Children need
the opportunity to learn **conflict culture** and thus to
explore the possibility that it may be more fun playing
together.

What shall we get Amelie as a present?

How do you think about, if your children bring a used toy as present?



She wanted to go to the technical museum for some time or to the castle Kreu...

Yes, or how about a gift coupon? We take her to the cinema, the museum or on a trip.



Give it to me!

I borrowed this one!

I want to play along!

This is mine!



- 1 Even for families with children there are **environmentally friendly holiday offers**. Breaks with the plane are the worst option, since most of the greenhouse gases are released here. In addition, the exotic destination with the young children can often not be savoured.

- 2 The **train journey** is an experience for children and offers more entertainment options than the backseat of the car in a traffic jam.

- 3 Holiday with children shall also be **recreation for the parents**. Consider, therefore, in addition to the eco friendliness local options and the children's needs. In an apartment near the beach you can actually spend lunch time at home, without always using the car.

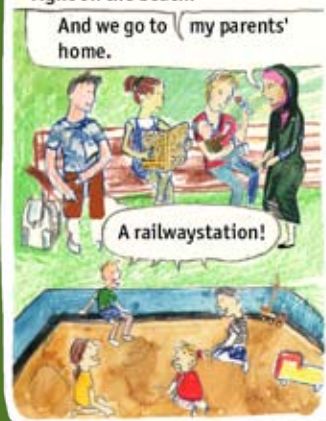
- 4 **Shared holidays:** If you go on vacation with a family you know, you have double the pleasure and half of the child care and also people who have similar needs like you.
By the way: a bigger car to share with another family, saves almost half of CO₂.



By the way we are going on a farm holiday this year! We found an offer: arriving by train and pick-up service...



Instead of all inclusive holidays with flying, we are going to Croatia this year. There they have a family-friendly apartment right on the beach.



- 1 The **CO₂ effect of the shopping trip** by car is often higher than the delivery by truck, even from far away countries.

Therefore: Shop wherever possible, on foot or by bicycle. Link the shopping trip with another one (for example driving home from work).

- 2 Encourage your child's imagination.
- Respond to their stories and play along!
 - Little moulded/shaped toys or **natural materials** such as fir cones, branches and leaves inspire to a diverse gameplay.

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