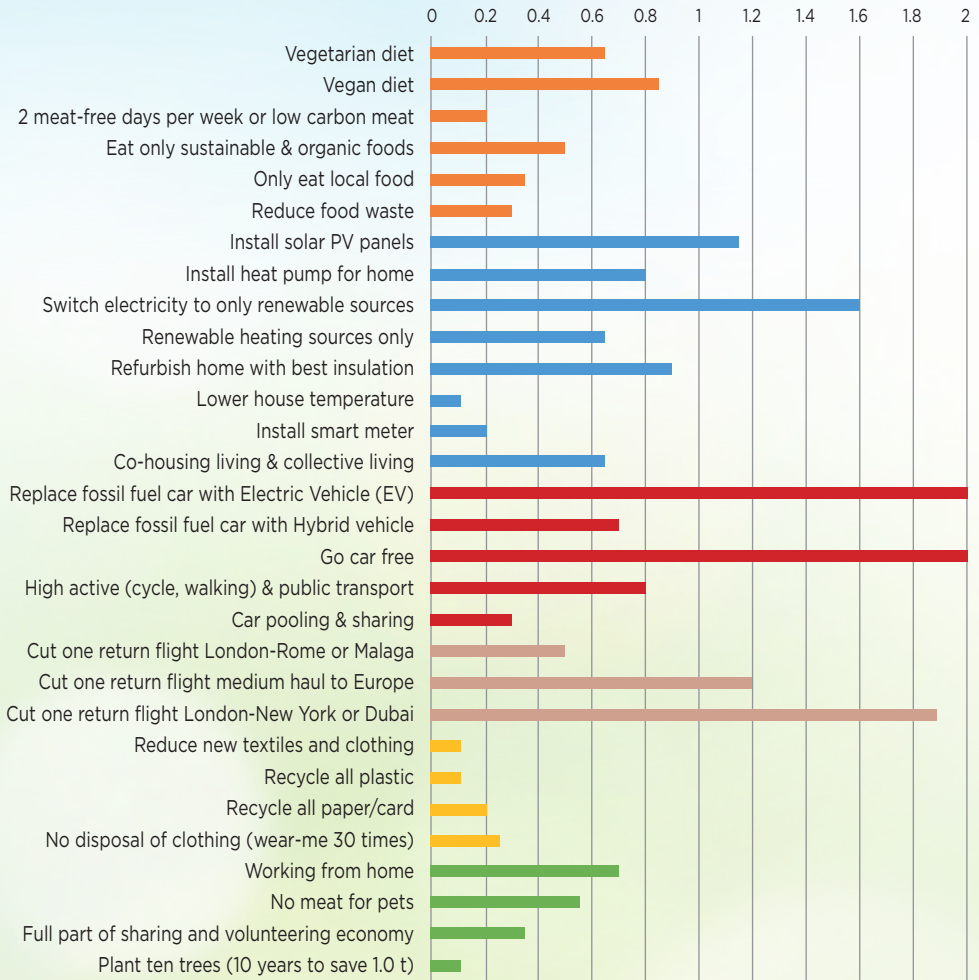


THIRTY FOR 30: CUTTING YOUR CARBON

Thirty for 30:

Thirty personal behaviours to reduce your annual carbon footprint for 2030 (tonnes C saved per person per year)



The data is adapted from key references on carbon by behaviours: Institute for Global Environmental Strategies, Aalto University and D-mat ltd. 2018. 1.5-Degree Lifestyles: Targets & options for reducing lifestyle carbon footprints; <https://www.iges.or.jp/en/pub/15-degrees-lifestyles-2019/en>; Ivanova D et al. 2017. Mapping the carbon footprint of EU regions. *Environ Res Letters*, 12(5), p.054013; Ivanova D et al. 2018. Carbon mitigation in domains of high consumer lock-in. *Global Environ Change*, 52, 117-130; Ivanova D & Wood R. 2020. The unequal distribution of household carbon footprints in Europe and its link to sustainability. *Global Sustainability*, 3; Ivanova D et al. 2020. Quantifying the potential for climate change mitigation of consumption options. *Environ Res Letters*, 15(9), p.093001; Project Drawdown. 2020. *The Drawdown Review*. <https://www.drawdown.org/drawdown-review>

CUT YOUR CARBON BY 2030

UK average 7.7 tonnes
CO₂e per person

TARGET: 1 TONNE PER PERSON

- Safe place for humanity • Stops climate crisis
- **Our challenge: cut carbon by 50% by 2030**

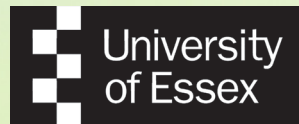
Choose one new behaviour per year | Start where you feel comfortable
After one year, select another | Tell someone else

THE GOOD LIFE IS 7 THINGS

Healthy food • Togetherness • Connected to nature
Physical activity/mobility • Personal growth & learning
Ethical/spiritual framework • Sustainable consumption

THE GOOD LIFE IS LOW-CARBON

- Local & national governments and businesses have key role to play



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