

100 SMART EVERYDAY CHOICES

There are at least one hundred ways to reduce a personal carbon footprint while making everyday life easier, healthier and more comfortable. Here is the ultimate list.

REQUIRED ROLES

Project manager, content owner, copy writer, specialist to carbon emission calculations

PREREQUISITES

The average calculations of an Individual carbon footprint



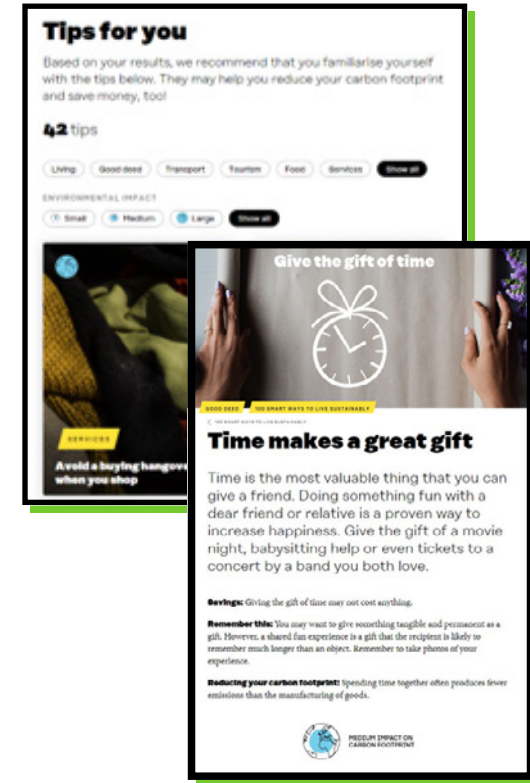
OVERVIEW

100 Smart everyday choices is a tailored tip list of brilliant everyday choices that can save us time and money or improve quality of life while reducing carbon footprints.

We have calculated the environmental impact of each smart choice. After taking the lifestyle test visitors can use it to explore the suggested measures or the site can be revisited any time when in need of inspiration for how to live a more sustainable life.

The tips can be sorted depending on their environmental impact size and/or topic area (living, transport, food, other goods).

We have also calculated the potential impact should one million Finns make the same choices – because there is strength in numbers. Duplicate the list to provide an easy list of the different kinds of ways to reduce one’s carbon footprint. Many of the tips are applicable in any cultural context, but make sure to include more regionally suitable ones and exclude the ones that do not apply to you. ●



PAYOFFS

1 In one hundred there is something for everyone. With this list you can emphasise that there is no one single way to live sustainably.

2 Identifying which choices get the most site visits helps you to determine what the most interesting or controversial smart choices in your region are.

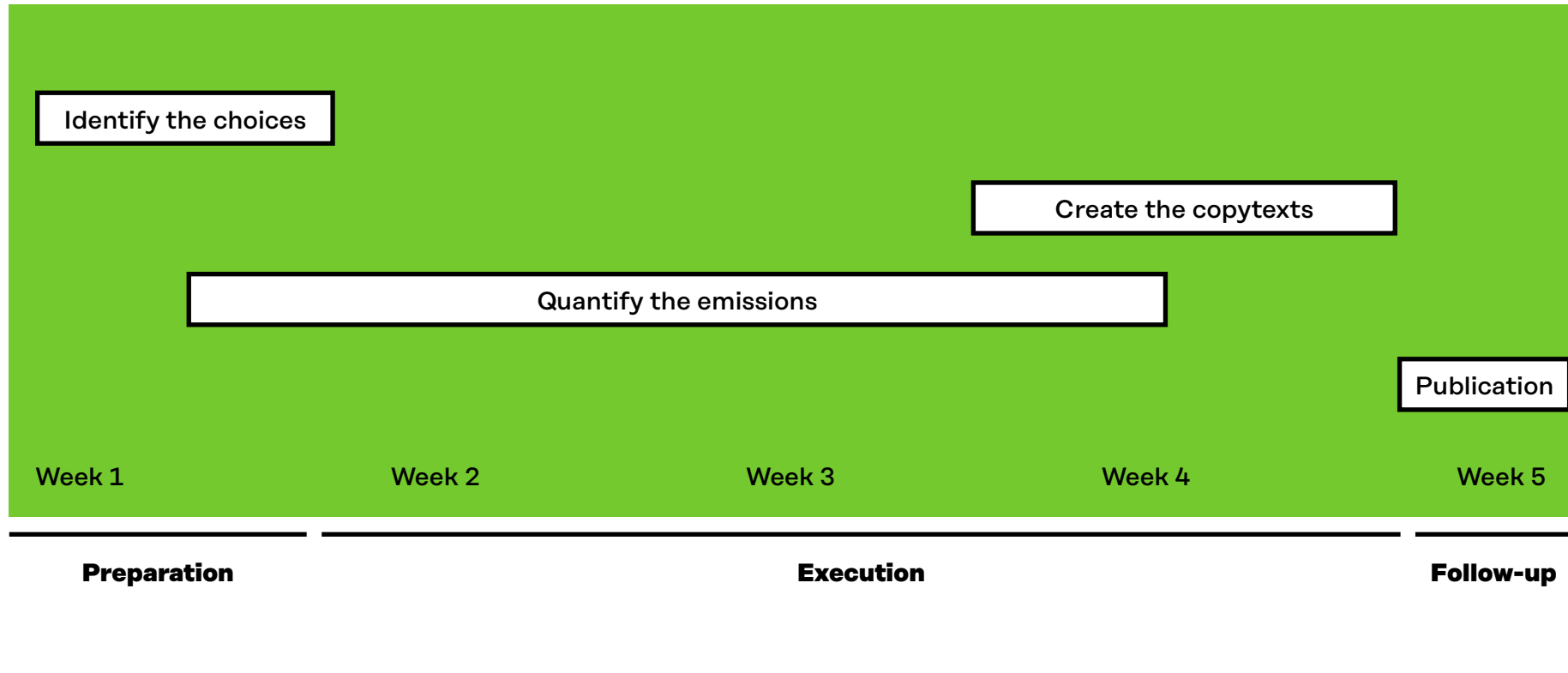
3 The list can be easily modulated to different needs and target groups. This keeps the content newsworthy in the long run. ●

Results — Finland

- ✔ The Finnish version of 100 smart everyday choices has attracted over 100,000 site visits in Finland.
- ✔ The choices have been featured in dozens of magazine articles in Finland.



BLUEPRINT



PREPARATION

IDENTIFY THE CHOICES

You should understand the local context and culture to properly localise the option list. Gather a team from different backgrounds to evaluate what options are regionally relevant. Having an individual carbon footprint calculated will help you to assess what options are the easiest and what are the most effective ways to reduce the average footprint.

Do not needlessly complicate the process. Take advantage of the ready-made questionnaires and lists of sustainable daily habits. ●

TEAM AND RESOURCES REQUIRED

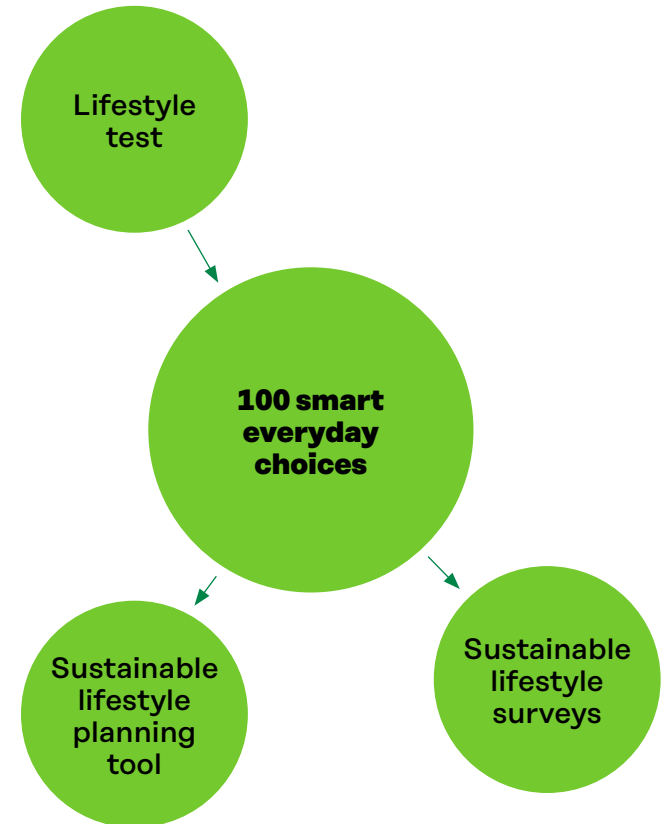
In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Copytexts
- ➔ Carbon emission calculation



EXECUTION

QUANTIFY THE EMISSIONS

If you do not have anyone in your team with expertise in carbon-emission calculating, team up with a reliable consultancy office. You will need a localised version of our carbon footprint calculations file.

CREATE THE COPY TEXTS

Besides the accurate calculations, you will want to have catchy copy texts that appeal to the common audience. Learn from our example set of texts: short but informatic, witty yet scientific. Highlight the other benefits these choices will bring, such as monetary savings and improved health. In fact, make these your headlines and with those lure your audience into improving their quality of life. ●

Checklist for quantifying

- ✔ Average carbon emissions
- ✔ Source list for calculations and databases
- ✔ Emission reductions scaled up
- ✔ Material footprint factors (elective)

Checklist for creating the copytexts

- ✔ Illustrations
- ✔ A headline
- ✔ A catchy lead-in
- ✔ Savings – either time or money, or both
- ✔ Health benefits
- ✔ Carbon footprint emission reductions

PRO TIP: USE FILTERS

Use filters to make the user experience smoother and easier. Allow visitors to filter the choices by domain or by how big the emission-reduction potential is. Or how about using the motivation profile findings to filter the choices by motivation factor? That would be an easy route to identifying the best choices with which to start a healthier lifestyle.



PUBLICATION

Once the teamwork is done share your work publicly. It will be useful to have all the choices gathered on one page from where users can filter the choices by category.

Keep an eye on what choices attract the most site views. What are the most appealing ones in your country?

Schedule your outcomes. Promote a selection of choices around the relevant seasons and theme days – for example, smarter travelling options when the summer holidays approach and healthier vegetarian food when New Year's resolutions are being made.

Contact your local stakeholders and media to share the service and even become involved in with their own solutions or content. ●

The image shows a screenshot of the '100 SMART WAYS' website. The main heading is '100 SMART WAYS' with the subtitle 'That's plenty to choose from.' Below this are navigation tabs for 'Transport', 'Travelling', 'Living', 'Food', 'Services', 'Good deal', and 'Show all'. Under 'ENVIRONMENTAL IMPACT', there are filters for 'Large', 'Medium', and 'Small', with 'Show all' next to them. A grid of six food-related tips is displayed, each with a 'TIP' label and a small blue circular icon:

- Tip 1:** Fall in love with vegetarian food.
- Tip 2:** Try food in new ways.
- Tip 3:** A refreshing change with vegetables.
- Tip 4:** How many cups do you want?
- Tip 5:** Appearances can be deceptive.
- Tip 6:** Take the vegan challenge!

To the right of the grid is a detailed article titled 'My car runs on bioethanol'. The article features a green background with a white fuel can icon labeled 'FUEL'. The main heading is 'Food for fuel, literally'. The text discusses bioethanol as a low-emission alternative to petrol, made from biowaste. It includes sections for 'Remember this:', 'Savings:', and 'Reducing your carbon footprint:'. At the bottom of the article is a small globe icon and the text 'LARGE IMPACT ON CARBON FOOTPRINT'.



ADDITIONAL RESOURCES AND CONTACTS



ILLUSTRATIONS OF 100 SMART EVERYDAY CHOICES

➔ Set of illustrations, such as profiles and icons are available at [Gredi](#).



COPY TEXTS OF 100 SMART EVERYDAY CHOICES

➔ Request a Word-document of example copy texts for 100 Smart everyday choices from one of the team members.



CALCULATIONS OF THE FINNISH 100 SMART EVERYDAY CHOICES

➔ Request the original calculation Excel sheet from one of the team members who will help you to get started with your own calculations.

CONTACTS

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