



## What is the carbon footprint?

The carbon footprint is an indicator that measures the amount of greenhouse gases (GHGs) in CO<sub>2</sub> equivalent, released into the atmosphere by an activity. It therefore assesses the impact of human activities on the environment.



## How are GHG emissions distributed in the UK?

In 2019, the average carbon footprint of a British person was 10 tonnes of CO<sub>2</sub>e per year. Our emissions include: our travel; our food; our housing; our purchases, our public services and even our digital activity.



## Why reduce our GHG emissions?

In order to limit global warming to 2 °C by 2100, the UK has committed to achieving carbon neutrality after 2050. Ideally this means reducing our personal carbon footprint to less than 2 tonnes of CO<sub>2</sub>e per year!

## HOW CAN WE REDUCE OUR GHG EMISSIONS?

### Act on your travel

#### 1. AVOID FLYING AND TAKE THE TRAIN INSTEAD

As far as possible, try to reduce your air travel and prefer the train to any other long-distance mode of transport. A London-Germany journey by plane emits 200 kg CO<sub>2</sub>e, i.e. 135 times more than a train journey.



#### 2. FAVOUR SOFT MODES OF TRANSPORT (WALKING, CYCLING, PUBLIC TRANSPORT AND CARPOOLING) TO THE CAR.

For your journeys (< 5km), walking or cycling rather than driving is both an ecological and economic advantage. For urban journeys of less than 5 km, travelling by bicycle or public transport is as quick as by car and avoids the emission of 1kg of CO<sub>2</sub>e.

For your journeys (> 5km), use public transport or carpooling. An average 10 km journey by car emits 2 kgCO<sub>2</sub>e, i.e. twice as much as a bus and 80 times more than a tram or metro.



#### 3. ADAPT YOUR VEHICLE TO YOUR NEEDS

If you drive more than 3,500 km per year, choose an electric car rather than a combustion engine car. This will halve your GHG emissions. If you drive less than 3,500 km per year, buy a second-hand car. The quantity of GHGs emitted while driving is still lower than those emitted during the production of a new car.

To reduce your impact, you can also choose a light, hybrid or entry-level vehicle rather than an SUV, which emits 20% more GHGs and uses 15% more fuel.



## Act on your diet

### 4. REDUCE YOUR MEAT CONSUMPTION

Red meat consumption is the most carbon intensive. Three meals of red meat per week represent about 20 kg CO<sub>2</sub>e. Replacing red meat consumption with white meat (poultry) allows you to reduce GHG emissions by 80%. It is difficult to change your eating habits, but taking the first step by adopting a flexitarian diet can already reduce the impact of your diet by more than 30%.



### 5. FAVOUR LOCAL AND SEASONAL FOOD

Transport accounts for almost 20% of the carbon footprint of our food. Eating locally can reduce the carbon footprint of food by about 20 MtCO<sub>2</sub>e on a national scale, which is equivalent to about 10,000 round trips between London and New York by plane. To act sustainably, we must also consume seasonal agricultural products, in order to avoid excessive energy consumption due to the production of greenhouses.



## Act on your purchases

### 6. BUY SECOND-HAND CLOTHES

Buying second-hand clothing avoids the emissions associated with the production and processing of new fabrics. This avoids the emission of 4 kgCO<sub>2</sub>e for a cotton t-shirt and up to 25 kg CO<sub>2</sub>e for a pair of jeans!



### 7. EXTEND THE LIFE OF YOUR HOUSEHOLD APPLIANCES/ELECTRONICS BY CHOOSING APPLIANCES WITH A HIGH REPAIRABILITY RATE AND/OR BUYING RECONDITIONED APPLIANCES

The production of electronic appliances requires the use of a lot of resources and materials. Favouring repairable or reconditioned appliances limits the GHG emissions linked to production, i.e. an impact of up to 80% of GHG emissions. [Selectra's Telecom service helps you select your refurbished electronic devices.](#)

#### Carbon footprint of different electronic devices:

Desktop computer: 169 kg CO<sub>2</sub> eq/device

Laptop: 156 kg CO<sub>2</sub> eq/unit

Smartphone - classic: 16.5 kg CO<sub>2</sub> eq/device



### 8. SHOP IN BULK OR BRING A CONTAINER TO THE SUPERMARKET

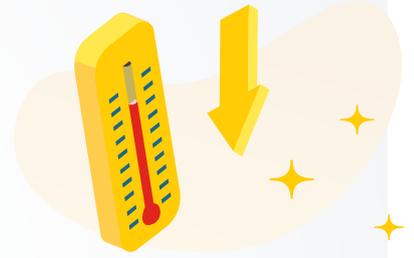
As a consumer, fighting against over-packaging can be done by buying dry products in bulk, or by using conservation boxes for certain fresh products. For every 1kg of plastic not consumed, 5kg of GHGs are released.



## Acting on energy consumption

### 9. LOWERING THE TEMPERATURE OF YOUR HOME SLIGHTLY

Lowering the temperature in your home by one degree will save you money and reduce emissions. Reducing your heating from 20°C to 19°C can save 7% on your electricity bill.



### 10. RENOVATE YOUR HOME AND CHANGE YOUR ENERGY SUPPLY

Minimising the emissions associated with energy consumption also means using low-carbon electricity. There are three ways to do this: improve the insulation of your home, install solar panels and take out a green energy contract.

Selectra can help you make the transition!



## Act on your digital usage

### 11. CONTROLLING YOUR DIGITAL USAGE

The time we spend on the Internet has an impact. This impact is significant when it comes to videos viewed online. For every 10 minutes of video watched, an average of 50 gCO<sub>2</sub>e is emitted on a global scale, or 250 m travelled by car.



### 12. EMPTY YOUR MAILBOX

Digital pollution also affects our mailboxes. Storing an email in a datacenter for a year emits about 10 gCO<sub>2</sub>e. Each French person keeps up to 50,000 emails in their inbox. Emptying one's mailbox avoids the emission of 500 kg CO<sub>2</sub>e, which is equivalent to 2,5 round trips between London and Edinburgh by car.



### 13. USE WIFI FOR YOUR MOBILE PHONE AT HOME

The mobile network is extremely energy intensive. Energy consumption is 10 times higher for a mobile network such as 4G than for a fixed network such as WiFi.

