



BUY LESS STUFF



WHY BUY LESS?

When you decide to buy less, what you do buy and keep in your life takes on more importance because every item counts and, better still, you're helping the environment.



SHOP WITH INTENTION

Shop with specific purchases in mind, not to pass the time or as a social activity.

Do something else to relax instead, like reading a good book, walking in the countryside or seeing friends.



UPCYCLE!

Don't throw away old items and replace them instead. Give them a new life by upcycling them - it's enjoyable, creative and cheap.

You'll also end up with a unique item!



DON'T BUY NEW CLOTHES

The fashion industry is the second largest polluter in the world.

Buy second-hand clothes from charity shops or online shops like Depop or swap clothes with friends and family.



DON'T BE TEMPTED!

If you don't know about it, you won't buy it! Unsubscribe from newsletters from retailers.

Unfollow businesses on social media. Install ad blockers and use private browsers online, so you won't receive targeted marketing based on your browsing history.



SHOP SMARTER

Use active transport like walking or cycling to visit local shops and market stalls selling local produce.

Many allow you to bring your own container, fill it up and be charged by weight. Don't buy new containers for this!