



## ARE YOU A BIGFOOT?

Let's measure your Eco-foot print



### Have you examined your feet recently?

Scientists have invented a way to measure our impact on our planet. It's called your ecological footprint; so sit down, take off those shoes and socks and let's check out the size of your feet.



An ecological footprint measures the amount of energy, water, food and other resources, used up to maintain your lifestyle.

Everything you do; open the fridge, flush the toilet, take a holiday or turn on the light, uses up natural resources. That's fine if the amount you use up is replaced at the same rate - but unfortunately, most people are using up resources faster than they can be replaced.

The current human footprint is 20% more than the planet can replace or regenerate. That's bad because it means it will take over one year and two months, for the Earth to regenerate what is used up in a single year. It just doesn't add up.

Imagine a giant ice-cream which will last forever – if you all take only three licks a day. If even just a few of you decide you want more and take five licks a day, the ice-cream will soon be... **GONE!**

### Wanting more is a bore

Reducing waste is only half the story. The amount of resources used up also needs to be reduced.

Advertising encourages everyone to want more... and to buy things even when they are not needed. Look around. Why do people think they need a new bike, the latest mobile phone, new sneakers, a better computer or a bigger car?

Wanting more makes it easy to waste the things you already have. Next time you have a big chuck, make sure your stuff goes to a good home or gets recycled. Your trash could be someone else's treasure.

### What's the good news?

The good news is that whilst you can't make your walking feet smaller, you can reduce your eco-footprint. It's called living sustainably. Scientists say that a smaller footprint would help save the planet's resources, reduce waste and pollution and improve everyone's quality of life, both now and in the future. So how do you shrink your footprint?

*No... buying shoes that are too small won't help.*

### How much do you really need?

Have you noticed that the more people have, the more they want?

Around the world: 20% of people living in the highest-income countries use up 86% of all manufactured products and goods.



**The richest 20% of the world**  
Consume 45% of all meat and fish  
Consume 58% of total energy  
Have 74% of all telephone lines  
Consume 84% of all paper  
Own 87% of the world's vehicle fleet

**The poorest fifth of the world**  
Consume 5% of all meat and fish  
Consume less than 4% of total energy  
Have 1.5% of all telephone lines  
Consume 1.1% of all paper  
Own less than 1% of the world's vehicle fleet

Developed countries have 25% of the world's population, but consume 75% of all energy, 85% of all wood products and 72% of all the steel produced.



## Are you fuel-hardy? Shrink your eco-footprint - here's how...

Your feet ARE your ride... do you really need to get a lift everywhere?  
Hike or ride your bike... two great ways to cut fuel emissions.

**TAKE** a bus or a train. Using public transport reduces pollution by limiting the number of pollution-emitting cars on the road.

**What do you do in the loo?** Save a full flush for a Number Two.  
Reduce paper waste and don't use six sheets of toilet paper when one will do!

**WHO'S** a bright spark? Is your home's electricity bill the same amount as this time last year?  
Can you make it lower by using energy efficient light bulbs, shower heads and electrical equipment?  
Turn off lights and computers when not in use and shut the fridge door.

**Don't be a drip.** Save Water... are you recycling any of your water? Why not get a rain-water tank and collect those precious drops when it rains? In Thailand, a system that collects condensing dew from the rooftops is providing enough water to fill a small community swimming pool.

**HUG** a tree. Well plant one - they absorb CO<sub>2</sub> from the air and give off oxygen.

**MAKE** a fashion statement. Recycle plastic. Plastic can be recycled into pipes, floor coverings, back-packs and even thermal boxer shorts (for when it's chilly).

**Is home your castle?** Ask your family to install solar hot water and power systems.  
With some simple energy and water efficiency measures, these systems can reduce your home's contribution to greenhouse emissions and save money.

**Check out a new breed.** If your family is buying a car, help them choose a fuel efficient model. Hybrid cars are far more fuel efficient than a standard similar size car and can cut greenhouse gas emissions by 70 per cent.



Tell POO-looter he's an old fossil and that he should take a hike

Excerpt from World Wide Waste... it's not a load of Rubbish.

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