

THE KEY IS IN SMALL CHANGES

How everyday choices shape a **sustainable**
future?

EU Stats on Climate Change



85%

of EU citizens consider climate change a serious problem

80%

of EU citizens believe it is urgent to take action to prepare for the consequences of climate at every level of government

40%

of EU citizens say they are personally exposed to environmental and climate related risks and threat

67%

of EU citizens think that their national government is not doing enough to tackle climate change

66%

of EU citizens consider national governments to be the best entities to tackle climate change

Around 6 in 10 EU citizens say they have taken action to fight climate change over the past six months

Actions taken



64%

Reduce waste and regularly separate it for recycling

49%

Try to cut down on their consumption of disposable items whenever possible

34%

Consider lower energy consumption as an important factor in their choice of new household appliances

26%

Regularly use environmentally-friendly alternatives to their private car

25%

Buy and eat less meat

Good practice: **Count us in**

What is **Count us in**?

Count Us In develops and delivers ground breaking campaigns that harness the power of popular culture. Their campaigns inspire mainstream action on climate and nature, driving political and business leaders toward policy and systemic change.

They developed **16 steps (climate actions)** using 3 simple criteria - carbon impact, systems influence and public involvement

Good practice: **Count us in**

STEP 1: FLY LESS

Reduce air travel, since flights have a huge CO₂ footprint.

EXAMPLE OF AN ACTION:

Take the train instead of flying Zagreb–Vienna.



Good practice: Count us in

STEP 2: DRIVE ELECTRIC

Electric cars pollute less, especially with renewable electricity.

EXAMPLE OF AN ACTION:

Use EV car-sharing or plan to switch to an EV.



Good practice: **Count us in**

STEP 3: WALK & CYCLE MORE

Walking and cycling reduce emissions and improve health.

EXAMPLE OF AN ACTION:

Cycle to work or school twice a week.



Good practice: Count us in

STEP 4: INSULATE YOUR HOME

Good insulation lowers heating/cooling needs and bills

EXAMPLE OF AN ACTION:

Add window seals or carpets to keep warmth.



Good practice: **Count us in**

STEP 5: WEAR CLOTHES TO LAST

Choose long-lasting clothes instead of fast fashion.

EXAMPLE OF AN ACTION:

Donate or resell clothes you don't wear anymore, so they keep being used.



Good practice: Count us in

STEP 6: REPAIR & RE-USE

Fix and reuse items instead of throwing them away.

EXAMPLE OF AN ACTION:

Repair your old coffee machine instead of buying new.



Good practice: Count us in

STEP 7: DIAL IT DOWN

Lower heating/cooling by 1 °C.

EXAMPLE OF AN ACTION:

Wear a sweater instead of raising the thermostat.



Good practice: Count us in

STEP 8: EAT MORE PLANTS

Plant-based food has a smaller ecological footprint.

EXAMPLE OF AN ACTION:

Try “Meat-Free Monday”.



Good practice: **Count us in**

STEP 9: EAT SEASONAL

Seasonal, local food uses fewer resources.

EXAMPLE OF AN ACTION:

Eat apples in winter instead of imported strawberries or enjoy pumpkin soup in autumn instead of imported avocados.



Good practice: **Count us in**

STEP 10: CUT FOOD WASTE

Reduce the amount of food you throw away.

EXAMPLE OF AN ACTION:

Plan meals and use leftovers for soup or salad.



Good practice: Count us in

STEP 11: SWITCH YOUR ENERGY

Choose a renewable energy provider.

EXAMPLE OF AN ACTION:

Change your contract to a green energy supplier.



Good practice: Count us in

STEP 12: GET SOME SOLAR

Install solar panels (individually or in community projects).

EXAMPLE OF AN ACTION:

Place solar panels on the roof for hot water.



Good practice: Count us in

STEP 13: TELL YOUR POLITICIANS

Push leaders to adopt ambitious climate policies.

EXAMPLE OF AN ACTION:

Contact your mayor about planting more trees in urban areas.



Good practice: **Count us in**

STEP 14: SPEAK UP AT WORK

Encourage your workplace to act sustainably.

EXAMPLE OF AN ACTION:

Encourage your team to use reusable mugs and bottles instead of disposables.



Good practice: Count us in

STEP 15: TALK TO FRIENDS

Talk about climate to inspire others

EXAMPLE OF AN ACTION:

Share your experience of reducing plastic use.



Good practice: Count us in

STEP 16: GREEN YOUR MONEY

Put your money in sustainable banks/funds.

EXAMPLE OF AN ACTION:

Switch savings to a fund that invests in renewables.



How I contribute as an individual?

Fly less	Drive electric	Walk & cycle more	Insulate your home
Wear clothes to last	Repair & re-use	Dial it down	Eat more plants
Eat seasonal	Cut food waste	Switch your energy	Get some solar
Tell your politicians	Speak up at work	Talk to friends	Green your money

Conclusion

What I do in my daily life may look insignificant, but when combined with the choices of others, it becomes a force for change. This is not about perfection, but about consistency: choosing a step I can maintain and passing that mindset on to others.

More on **Count us in:**

<https://count-us-in.com/>

THANK YOU FOR YOUR ATTENTION!

“The ultimate test of a man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.”

— Gaylord Nelson