

# HERE AND THERE

Tropical rainforests serve as our planet's air conditioning system

Our consumer behaviour greatly influences this development

And this is exactly why we can change something!

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# HOUSTON, WE HAVE A PROBLEM.

In Germany, we consume an incredible amount of paper and cardboard. The amount of paper and cardboard used in Germany is the equivalent of a 100m high stack of paper.

In 2014, the per capita consumption of paper amounted to 251 kg.

The EU alone consumed 104 million tons of paper in 2014, the highest levels in paper recycling.

Several million hectares of rainforest are already lost - irreversibly.

1950 2014

Every fifth cut-down tree is used to produce paper.

Save and recycle

Save the world's forests by saving a tree paper. Recycle paper and cardboard to produce the same amount of paper.

The less we consume a lot of empty and useless paper, the more we can protect our forests.

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# Make protecting the rainforests a daily routine.

When shopping, pay attention to the Rainforest Alliance logo. It means that the products are made without using any pesticides or insecticides that harm the environment.

Do you really have to print it?

When printing something, please use the back of the page. This saves paper and money.

Paper has seven lives!

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# THE INVISIBLE THREAT

Palm oil is pretty much invisible for us, but it is everywhere. In 2013, the average German citizen consumed 19 kg.

Since 1990, 31 million hectares of rainforest have been destroyed in Indonesia.

Palm oil is a main driver of deforestation.

Palm oil boom in Indonesia

0,4% natural gas  
5,2% electricity  
10,1% household gas  
10,5% natural gas  
24,8% household gas  
5,1% electricity  
44,2% household gas

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# Good palm oil, bad palm oil?

Good palm oil is produced in a sustainable way. It does not harm the environment and the people who work on the plantations. Bad palm oil is produced in a way that destroys the rainforest and the lives of the people who live there.

Reading tracks at the supermarket

Fresh is better

Cook with regional, fresh and organic ingredients!

Lead foot or sexy butt?

chicken: 1.089g soy  
pork: 508g soy  
beef: 456g soy

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# HOLY CHICKEN!

11kg of chicken  
9kg of beef  
38kg of pork  
That is 60kg of meat each year

2% of the soy for the German market originate in the EU ...

... 98% originate in the tropics.

chicken: 1.089g soy  
pork: 508g soy  
beef: 456g soy

Eco-labels protect animals and rainforests

In so doing, you ensure that the Sunday roast stays something special

Enjoy your meal!

Did you know?

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# WHO CARES ABOUT TOMORROW!

Too precious to be chucked

The rainforest as a supermarket

Rare earth metals will be used up one day.

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# Recycle your old technical devices!

We all have a little treasure trove at home

Let your technical devices live longer!

Fix rather than chuck it!

Chocolate is so valuable

No country worldwide has a higher per capita consumption of products containing cocoa than Germany.

11,6% GERMANY  
10,5% SWITZERLAND  
9,8% GREAT BRITAIN

Eco-labels and how they work

Faire trade guarantees exchange, transparency, respect and justice for cocoa farmers in international trade - good reasons to pay attention to these eco-labels!

Save the rainforest by buying "forest chocolate"

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# NOT EVERYTHING THAT IS GOLD GLITTERS.

Ultimately, the cocoa farmers pay the price for cheap chocolate.

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