

Swap stop-and-go for reading flow

A good life is simple



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28 hours are spent stuck in traffic by the average European each year

25 percent of Europe's greenhouse gas emissions are traffic related

98 percent of the energy consumed in the transport sector comes from fossil fuels



Climate Alliance

Swap the energy of the past for the power of the future

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22

thousand premature deaths a year are caused by pollution from European coal-fired power stations

59

thousand people were forcibly displaced and more than 3,000 died in Colombia because of two coal mines

64

percent of Colombian coal is exported to Europe



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Swap coffee to go for moments of inspiration

A good life is simple



58 billion coffee cups are thrown away each year worldwide

13 minutes is the average lifespan of a disposable cup before it is binned

20 million trees are cut down each year to produce disposable coffee cups

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Swap plastic packaging for fresh produce

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68 thousand microplastic fibers are unwittingly ingested by the average person each year

1 million plastic bags are used worldwide every minute

8 million tons of plastic are dumped in the sea every year

