

# Swap stop-and-go for reading flow

A good life is simple

**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

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

A good life is simple

**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

A good life is simple

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

**1** million plastic bags are used worldwide  
every minute

**8** million tonnes of plastic are dumped in the sea  
every year



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