

GREEN IS THE NEW BLACK

OCT
17

YOUR GUIDE TO CONSCIOUS LIVING



LITTLE GREEN STEPS
YOU CAN TAKE TODAY

FROM FASHION TO CLIMATE
CHANGE TO WELLNESS - WE'VE
GOT YOU COVERED

WWW.GREENISTHENEWBLACK.ASIA

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BRINGING BACK PAUSE
NEW CONVERSATIONS ON SEXUAL WELLNESS &
LOVE

EDITOR'S LETTER

HI TRIBE,

GREEN IS THE NEW BLACK IS ASIA'S FIRST CONSCIOUS FESTIVAL AND PLATFORM. IT'S FOR PEOPLE WHO WANT TO IMPROVE THE WAY THEY THINK, WORK AND CONSUME WHILE DOING MORE GOOD IN THE WORLD. THIS IS A PLACE WHERE FUN AND SOCIAL ENVIRONMENTAL RESPONSIBILITY GOES HAND IN HAND.

WE'RE ON A MISSION TO WAKE PEOPLE UP AND EMPOWERING THEM TO TAKE POSITIVE ACTION SO THAT WE CAN LEAVE THE WORLD IN A BETTER PLACE THAN HOW WE'VE FOUND IT. WE LIKE TO THINK OF OURSELVES AS THE MORPHEUS FOR ALL YOU NEOS IN THE WORLD (ANY MATRIX FANS?).

WE'RE HELPING TO CARVE THE PATH LESS TRAVELLED FOR THE GREATER GOOD, A GUIDING PATH TO HELP PEOPLE CHANGE THE WORLD ONE [#LITTLEGREENSTEPS](#) AT A TIME.

WE WANT TO MAKE CONSCIOUS LIVING THE NEW NORM AND TO BECOME THE NUMBER ONE PLACE FOR SUSTAINABLE BRANDS IN ASIA. IT'S ALL ABOUT CONNECTING WITH OURSELVES, OTHERS AND MOTHER NATURE. CONSCIOUS LIVING IS ABOUT UNDERSTANDING HOW OUR CHOICES NOT ONLY IMPACT US, BUT OUR SURROUNDINGS AND THE ENVIRONMENT.

THIS DIGITAL ACTION GUIDE IS FOCUSING ON [#LITTLEGREENSTEPS](#) THAT ALL OF US CAN TAKE EACH DAY SO THAT WE CAN [#LIVEMORECONSCIOUSLY](#). WE WANT TO LEAVE YOU WITH TANGIBLE ACTIONS YOU CAN DO ON A DAILY BASIS, AND SHOW THAT SUSTAINABILITY AND GOING GREEN CAN BE FUN AND EASY.

I HOPE YOU CAN LEARN SOMETHING HERE SO THAT YOU TOO CAN LIVE WIDE AWAKE!

STEPHANIE DICKSON

FOUNDER
GREEN IS THE NEW BLACK





OUR VALUES



PROTECT THE PLANET

AWARENESS OF OUR FOOTPRINT LEADS TO GREATER UNDERSTANDING OF THE IMPACT WE HAVE ON OUR PLANET, INSPIRING US TO OPERATE MORE CONSCIOUSLY AND POSITIVELY.



INNOVATION FOR GOOD

WE ARE IDEA JUNKIES AND MAN DO WE LOVE SOME OF THE AWESOME CREATIVE THINGS PEOPLE ARE DOING.



CRYSTAL CLEAR

WE LIKE LOOKING AT LIFE WITH BOTH EYES WIDE OPEN – YOU KNOW, KNOWING WHERE STUFF COMES FROM, WHO MADE IT AND HOW IT GOT TO US.



WELL-FOR YOUR-BEING

"LOVE YOURSELF AND SERVE THE OTHERS". OUR CONSCIOUS JOURNEY STARTS WITH US – THE CHOICES WE MAKE, HOW WE SHOW UP IN THE WORLD AND TAKE CARE OF OURSELVES.



POWER TO THE PEOPLE

ETHICAL / FAIR-TRADE / FEMALE EMPOWERMENT – IF YOU VALUE THE PEOPLE BEHIND YOUR PRODUCTS THIS VALUE IS FOR YOU. PEOPLE ARE THE NEW PROFIT.



PRO ANIMAL LIFE

THIS ONE'S FOR THE ANIMAL LOVERS, VEGETARIANS AND VEGANS. ANIMALS ALSO HAVE A CONSCIOUS, FAMILY AND FRIENDS. LIKE US, THEY DESERVE TO BE TREATED WITH RESPECT.



HERE IS YOUR
LITTLE DOSE OF
INSPIRATION,
KNOWLEDGE AND ACTION
TO HELP YOU
LIVE MORE
CONSCIOUSLY.



EARTH

CLIMATE CHANGE IN A NUT SHELL

“CLIMATE CHANGE IS REAL, IT IS HAPPENING RIGHT NOW. IT IS THE MOST URGENT THREAT FACING OUR ENTIRE SPECIES, AND WE NEED TO WORK COLLECTIVELY TOGETHER AND STOP PROCRASTINATING... LET US NOT TAKE THIS PLANET FOR GRANTED.”

THE ONE AND ONLY LEONARD DI CAPRIO AT HIS OSCARS ACCEPTANCE SPEECH #DDITFORLEO

OUR PLANET IS HEATING UP FAST, WHICH IS SCIENTIFICALLY PROVEN TO BE FROM POLLUTION AND NOT SOME NATURAL PHENOMENA. APPROXIMATELY 2/3 OF THE POLLUTION THAT IS DRIVING CLIMATE CHANGE IS FROM THE BURNING OF FOSSIL FUELS – COAL, OIL, AND NATURAL GAS – WITH ANOTHER BIG PART COMING FROM DEFORESTATION AND AGRICULTURE.

BY BURNING FOSSIL FUELS WE ARE HEATING UP THE PLANET AND MELTING THE ARCTIC - WHICH IS 'THE AIRCON' OF THE WORLD. BY CUTTING DOWN OUR FORESTS, WE ARE EFFECTIVELY KILLING 'THE LUNGS' OF THE PLANET, AS THEY PRODUCE MUCH OF THE OXYGEN WE BREATHE. COMBINED - THIS MEANS MORE EXTREME WEATHER GLOBALLY, MORE FLOODS, MORE DROUGHTS.

THE PROBLEM

(IN STATS)

- APPROXIMATELY 2/3 OF THE POLLUTION THAT IS DRIVING CLIMATE CHANGE IS FROM THE BURNING OF FOSSIL FUELS: COAL, OIL, AND NATURAL GAS, WITH ANOTHER QUARTER OF THE POLLUTION COMING FROM DEFORESTATION AND AGRICULTURE.

- BEFORE THE FLOOD, KARL BURKART - DIRECTOR OF INNOVATION AND TECHNOLOGY, LEONARDO DICAPRIO FOUNDATION

- 1-2 ACRES OF RAINFOREST ARE CLEARED EVERY SECOND. (RAINFOREST RELIEF) WHICH IS BASICALLY LIKE ONE OF THE PLANETS LUNGS.

- CLIMATE CHANGE COULD CAUSE THE DISPLACEMENT OF 250 MILLION PEOPLE ACROSS THE WORLD BY 2050 DUE TO AN INCREASE IN NATURAL DISASTERS. IN 2012 ALONE OVER 32M WERE DISPLACED.

- THE UN REFUGEE AGENCY

-  1/2 OF THE WORLD'S FORESTS HAVE ALREADY DISAPPEARED, AND ONLY 20% OF WHAT REMAINS IS INTACT.

- LINDSEY ALLEN - EXECUTIVE DIRECTOR, RAINFOREST ACTION NETWORK

LITTLE GREEN STEPS

[TAKE ACTION]

- LEARN HOW TO CALCULATE YOUR CARBON FOOTPRINT WITH ANIMAL ALLIES [HERE](#) AND SEE HOW YOU COMPARE TO NATIONAL AND WORLD AVERAGE.

 9 TONNES OF CO² PER YEAR

 4 TONNES OF CO² PER YEAR

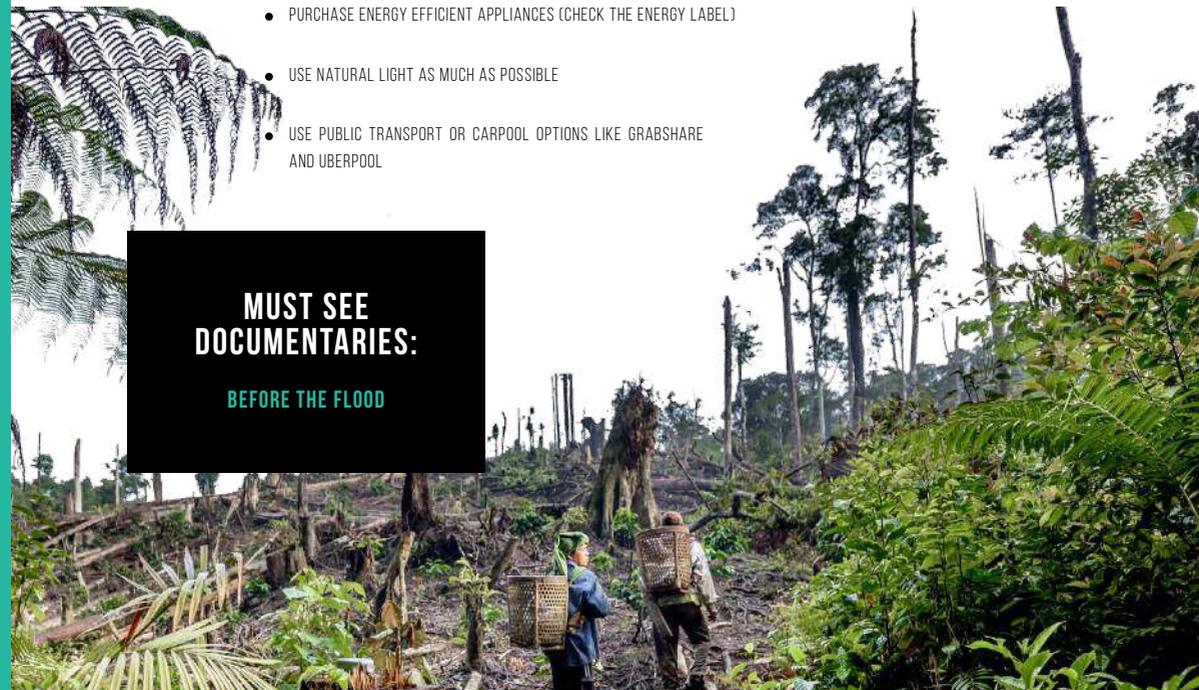
- TAX YOURSELF: TO SOLVE CLIMATE CHANGE, GOVERNMENTS NEED TO GET SERIOUS ABOUT MAKING POLLUTERS PAY FOR THEIR CARBON EMISSIONS. YOU CAN MAKE A POWERFUL STATEMENT BY PAYING A VOLUNTARY "CARBON TAX" WHICH GOES TO PROTECTING CRITICALLY IMPORTANT FORESTS AND COASTAL ECOSYSTEMS.

• KNOW YOUR FACTS

- CONSERVE ENERGY AND SAVE ON YOUR BILLS
- START LOOKING INTO SWITCHING TO SOLAR ENERGY
- CHANGE YOUR LIGHTBULBS
- UNPLUG YOUR GADGETS AND SWITCH OFF THE POWER SOCKETS
- USE A FAN INSTEAD OF AN AIR CONDITIONER
- IF YOU DO USE AN AIR CONDITIONER, TRY TO KEEP IT ABOVE 25°C
- PURCHASE ENERGY EFFICIENT APPLIANCES (CHECK THE ENERGY LABEL)
- USE NATURAL LIGHT AS MUCH AS POSSIBLE
- USE PUBLIC TRANSPORT OR CARPOOL OPTIONS LIKE GRABSHARE AND UBERPOOL

MUST SEE DOCUMENTARIES:

[BEFORE THE FLOOD](#)



HOST A CLIMATE CONVERSATION

“WE STILL HAVE TIME TO AVOID THE WORST, UNACCEPTABLE CONSEQUENCES OF CLIMATE CHANGE, BUT WE NEED TO GET BUSY RIGHT AWAY”.

- FORMER VICE PRESIDENT AL GORE -

YOU ARE READING THIS, SO YOU PROBABLY GET THAT THERE IS NO PLANET B AND ALL OF US ARE PLAYING A PART. BUT WHAT ABOUT ALL THOSE FRIENDS WHO STILL DON'T SEE TO GET IT OR CALL YOU A PEACHY HIPPIE WHEN YOU TRY TO BRING IT UP? OUR FRIENDS AT CLIMATE CONVERSATIONS HAVE YOUR BACK. READ ON TO FIND OUT MORE.

WE KNOW THAT MANY PEOPLE ARE CONCERNED ABOUT CLIMATE CHANGE BUT DON'T FEEL LIKE THEY CAN ACT OR KNOW WHAT TO DO. WITHOUT A DEEP UNDERSTANDING THROUGHOUT SOCIETY OF HOW CLIMATE CHANGE AFFECTS US AND WHY WE MUST ACT, WE CANNOT HOPE TO EFFECTIVELY ADDRESS IT.

SOCIAL RESEARCH TELLS US THAT FRIENDS ARE ONE OF THE MOST TRUSTED SOURCES FOR THIS INFORMATION. WHY NOT ORGANISE A CONVERSATION WITH UP TO 10 FRIENDS? WE KEEP THE GROUPS SMALL SO THAT EVERYONE HAS A CHANCE TO SPEAK AND TO HAVE THE DEEP DISCUSSION THAT'S NEEDED.

GO TO [CLIMATECONVERSATIONS.SG](https://climateconversations.sg) AND
CLICK ON HOST TO ORGANISE YOUR CONVERSATION.

THESE CONVERSATIONS ARE MOVING AND FULFILLING AS YOU AND YOUR FRIENDS REACH A DEEPER UNDERSTANDING OF WHAT YOU CARE ABOUT IN THIS WORLD, AND WHAT YOU CAN DO TO CARE FOR OUR ENVIRONMENT, OUR FAMILIES AND OUR FUTURE.

WE'LL SEND A TRAINED VOLUNTEER FACILITATOR TO JOIN YOU AND YOUR FRIENDS AND GUIDE THE DISCUSSION. OUR FACILITATOR WILL HELP EVERYONE TO UNDERSTAND HOW CLIMATE CHANGE CONNECTS TO THE THINGS THAT WE CHERISH, AND HOW WE CAN ALL BE A PART OF PROTECTING THOSE THINGS.

A PLASTIC WAVE, IT'S COMING FOR US

“WE NEED TO PROTECT THE OCEAN LIKE WE WOULD PROTECT OUR OWN CHILDREN. OUR VERY SURVIVAL DEPENDS ON IT.”

CRAIG LEESON, DIRECTOR OF A PLASTIC OCEAN

TO SAY THAT PLASTIC IS 'DISPOSABLE' IS ONE OF THE BIGGEST DECEPTIONS OF OUR TIME. EVERY PIECE OF PLASTIC THAT WAS EVER MADE IS STILL ON OUR PLANET TODAY IN SOME FORM OR ANOTHER. IT IS TIME TO TURN THE TIDES IN THE WAR AGAINST PLASTIC. AND THIS IS WHY.



THE PROBLEM

(IN STATS)

- BY 2050 THERE WILL BE MORE PLASTIC IN THE OCEAN THAN FISH BY WEIGHT.
- ELLEN MACARTHUR FOUNDATION -
- MORE THAN 8 MILLION TONS OF PLASTIC ARE DUMPED IN OUR OCEANS EVERY YEAR.
- NATIONAL CENTER FOR ECOLOGICAL ANALYSIS AND SYNTHESIS (NCEAS) -
- ANNUALLY APPROXIMATELY 500 BILLION PLASTIC BAGS ARE USED WORLDWIDE. MORE THAN ONE MILLION BAGS ARE USED EVERY MINUTE.
- PLASTIC OCEAN FOUNDATION -
- PACKAGING IS THE LARGEST END USE MARKET SEGMENT ACCOUNTING FOR JUST OVER 40% OF TOTAL PLASTIC USAGE.
- PLASTIC OCEAN FOUNDATION -
- ONE MILLION SEA BIRDS AND 100,000 MARINE MAMMALS ARE KILLED ANNUALLY FROM PLASTIC IN OUR OCEANS.
- ECO WATCH -

LITTLE GREEN STEPS

[TAKE ACTION]

- ADOPT A TOTE BAG TO DO YOUR GROCERY SHOPPING.
- GET YOURSELF A PRETTY REFILLABLE WATER BOTTLE
- AVOID USING STRAWS AS MUCH AS POSSIBLE.
- BUY YOUR FRUITS AND VEGGIES LOOSE INSTEAD OF PACKED
- YOU CAN ALSO MAKE YOUR OWN JUICES INSTEAD OF STORE BOUGHT BOTTLES USING REFILLABLE BOTTLES
- AVOID SKIN CARE PRODUCTS WITH MICROPLASTICS
- [CHECK OUT AVANI ECO'S LARGE RANGE OF SUSTAINABLE ALTERNATIVE PRODUCTS TO PLASTIC](#)

MUST SEE DOCUMENTARIES:

[A PLASTIC OCEAN](#)

TIPS FOR BEING A MORE SUSTAINABLE ECO-TOURIST

"AS SOMEONE WHOM THE BEACH IS NOT ONLY A HOLIDAY DESTINATION, BUT A HOME, I CAN TELL YOU THAT IF WE DO NOT CHANGE THE WAY WE LIVE, THE FUTURE GENERATION WILL NO LONGER HAVE A GLIMPSE OF WHAT IT IS LIKE TO PLAY IN THE SAND WITHOUT FINDING BROKEN PIECES OF PLASTIC IN IT, OR SWIM IN AN OCEAN WITHOUT SEEING TRASH FLOATING RIGHT NEXT TO THEM."

- JAMIE MONMANEERAT, PROJECT LEAD THAILAND, MANTA TRUST -

WHO DOESN'T LOVE THE IDEA OF A BEAUTIFUL HOLIDAY ON A DREAMY ISLAND WITH WHITE SANDY BEACHES? NEWS FLASH - PLASTIC AND TRASH IS SLOWLY RUINING THAT DREAM. LUCKILY, LIKE A LOT OF THE PROBLEMS FACING THE PLANET, WE CAN DO SOMETHING ABOUT IT. TO TELL US MORE, WE HAVE JAMINE MONMANEERAT, THE PROJECT LEAD THAILAND OF MANTA TRUST TO TELL US MORE.

FROM A PERSPECTIVE OF A PROFESSIONAL WHO WORKS CLOSELY WITH ECO- TOURISM, THERE ARE ACTUALLY MANY MORE THINGS YOU CAN DO TO BE MORE ENVIRONMENTALLY CONSCIOUS DURING YOUR NEXT TROPICAL VACATION. HERE ARE 5 TIPS TO GET YOU ON YOUR WAY TO BECOME A MORE SUSTAINABLE ECO- TOURIST:



1 “R-E-S-P-E-C-T”

AND I AM NOT ONLY TALKING ABOUT THE PEOPLE HERE. I AM TALKING ABOUT THE MARINE LIVES THAT YOU SEE (OR MAYBE DON'T SEE).

MARINE ECOSYSTEM IS VERY DIVERSE AND COMPLEX. IF YOU PAY ENOUGH ATTENTION YOU WILL NOTICE THAT ALMOST EVERYTHING IS ALIVE IN THE OCEANS! EVEN THOSE ROCKS YOU SEE LYING ON THE BEACH MIGHT HAVE SOME AMAZING ORGANISMS LIVING IN THEM.

SO RESPECT THE HOST AND KEEP YOUR HANDS TO YOURSELF! NOT ONLY WILL YOU NOT HARM THE ANIMALS, BUT YOU CAN ALSO SAVE YOURSELF FROM HARM AS WELL (THERE ARE SOME ORGANISMS OUT THERE WITH VENOMOUS STING WHICH CAUSE PARALYSIS AND EVEN RESPIRATORY ARREST, SO KEEP THAT IN MIND BEFORE YOU REACH THOSE HANDS OUT TO TOUCH SOMETHING ON THE BEACH OR IN THE SEA!)

3 YOU ARE WHAT YOU EAT

IT IS IMPORTANT TO KNOW WHAT IT TAKES BEFORE THEY GET TO YOUR TABLE.

OVERFISHING IS ANOTHER MAJOR PROBLEM AFFECTING OUR OCEANS WITH FISH POPULATION AND SPECIES DECLINING RAPIDLY EACH YEAR. TO MAKE THE MATTERS WORSE, DESTRUCTIVE AND UNSUSTAINABLE FISHING METHODS ARE BEING USED TO SERVE OUR SEAFOOD DEMAND NOT ONLY AFFECTING FISH POPULATION BUT ITS HABITAT AS WELL. SO NEXT TIME YOU GET A CRAVING FOR SEAFOOD, CHOOSE A SUSTAINABLE SPECIES FOR THE AREA YOU ARE IN. THANKS TO MODERN TECHNOLOGY YOU NO LONGER NEED TO MEMORIZE THE NAMES OF THE SPECIES ANYMORE. THERE ARE NOW MANY APPS YOU CAN DOWNLOAD THAT WILL SHOW YOU THE 'GREEN LIST' (SUSTAINABLE SPECIES TO BE CONSUMED) AND 'RED LIST' (SPECIES TO BE AVOIDED) ACCORDING TO THE LOCATION YOU ARE IN.

2 JUST TAKE PICTURES, LEAVE ONLY A FOOTPRINT

YOU MIGHT HAVE HEARD IT BEFORE, YET WE STILL SEE PEOPLE WALKING ON THE BEACH COLLECTING SEA SHELLS.

IT IS HARD TO RESIST THE BEAUTY OF THOSE SEA SHELLS LYING ON THE BEACH LOOKING PURPOSELESS, OR THOSE ALREADY MADE INTO ACCESSORIES OR CONTEMPORARY HOME DÉCOR. BUT THE BEAUTIFUL THING ABOUT NATURE IS EVERYTHING WAS DESIGNED AND HAS ITS PURPOSE EVEN WHEN THEY ARE DEAD. SEA SHELLS ARE VERY IMPORTANT TO COASTAL ECOSYSTEM: THEY PROVIDE A SAFE HIDING FROM PREDATORS FOR FISH, THEY ARE HOME FOR ALGAE AND OTHER MICROORGANISMS, BIRDS USE THEM AS PART OF THE MATERIAL TO BUILD THEIR NEST, AND THEY ARE VITAL TO PROTECT THE BEAUTIFUL SHORELINE FROM EROSION. SO LEAVE THOSE SHELLS WHERE YOU SEE THEM SO WE CAN ALL SHARE THE BEST BENEFITS OF THESE BEAUTIES TOGETHER.



4 “NOT YOUR ENTERTAINER”

IT IS HARD TO SAY NO TO A CHANCE TO CUDDLE A BABY MONKEY, KISS A REAL LIFE FLIPPER, OR HAVE PICTURE TAKEN WITH SUCH A WELL BEHAVED TIGER!

PEOPLE FORGET THE FACT THAT THESE ANIMALS ARE BEING TAKEN AWAY FROM THEIR FAMILY AND HOME TO BE IN THE PHOTO WITH YOU AND/OR GIVE YOU A SHOW. THE PROCESS OF ANIMAL “TRAINING” OFTEN INVOLVES TORTURING, STARVING AND EVEN SEDATING THE ANIMAL, SO THEY ARE ABLE TO DO WHAT THE TRAINER WANTS. THIS KIND OF BUSINESS MAKES MONEY FROM EXPLOITING PEOPLE’S GOOD INTENTION AND LOVE TO START WITH. DO NOT FALL VICTIM TO THESE BUSINESSES, SAY NO TO ANIMAL SHOWS AND ANIMALS IN CAPTIVITY.

5 “THERE IS ALWAYS A PERFECT TIME FOR A LITTLE R&R”

WHEN YOU ARE ENJOYING SOME R&R, REMEMBER TO REDUCE-REUSE-RECYCLE ALONG THE WAY. IT IS NEVER TOO LATE TO REFUSE AND REDUCE SINGLE USE PLASTIC.

PEOPLE FORGET THE FACT THAT THESE ANIMALS ARE BEING TAKEN AWAY FROM THEIR FAMILY AND HOME TO BE IN THE PHOTO WITH YOU AND/OR GIVE YOU A SHOW. THE PROCESS OF ANIMAL “TRAINING” OFTEN INVOLVES TORTURING, STARVING AND EVEN SEDATING THE ANIMAL, SO THEY ARE ABLE TO DO WHAT THE TRAINER WANTS. THIS KIND OF BUSINESS MAKES MONEY FROM EXPLOITING PEOPLE’S GOOD INTENTION AND LOVE TO START WITH. DO NOT FALL VICTIM TO THESE BUSINESSES, SAY NO TO ANIMAL SHOWS AND ANIMALS IN CAPTIVITY.

UNDERSTANDING THE HAZE

IN SINGAPORE WE HAVE A BIG ISSUE WITH THE HAZE EACH YEAR. THIS IS CAUSED LARGELY BY THE STATE OF SUMATRA IN INDONESIA WHERE THEY BURN FORESTS TO CLEAR THE LAND, FOR THE PRODUCTION OF PALM OIL. MANY OF THESE FIRES ARE ILLEGAL AND DONE WITH ABSOLUTELY NO REGARD FOR NATURE OR WILD LIFE.

ONCE THE HAZE IS OVER, MOST PEOPLE DO A CLEAN AIRED SIGH OF RELIEF AND GO BACK TO THEIR LIVES. BUT WE ARE ALL RESPONSIBLE FOR PROTECTING THE CLEAR AIR WE BREATHE. WE NEED TO CHANGE WHAT WE BUY. WE NEED TO EDUCATE OURSELVES ON WHAT THIS IS ALL ABOUT. WE NEED TO VOTE WITH OUR WALLETS AND DEMAND FOR SUSTAINABLE PALM OIL.

HERE ARE SOME STATS AND SOME LITTLE GREEN STEPS YOU CAN TAKE FROM OUR FRIENDS AT PM HAZE.

WHAT CAUSES HAZE?

IN INDONESIA AND MALAYSIA LARGE AREAS OF RAINFOREST ARE BURNED TO MAKE ROOM FOR THE PRODUCTION OF PALM OIL. PALM OIL IS THE MOST COMMON OIL USED IN RESTAURANTS AND FOOD CHAINS IN SINGAPORE BUT ALSO IN MANY BREADS, MARGARINES, CEREALS, CHOCOLATES, GUM, WASHING POWDER, FABRIC SOFTENERS AND SOAP PRODUCTS.

THE PROBLEM

[IN STATS]

- MORE THAN 2.6 MILLION HECTARES OF FOREST, PEAT, AND OTHER LAND HAVE BURNED IN 2015, AN AREA 4.5 TIMES THE SIZE OF BALI.

- WORLD BANK -

- DAILY EMISSIONS FROM INDONESIA'S FIRES IN OCTOBER 2015 EXCEEDED THE EMISSIONS FROM THE ENTIRE US ECONOMY, THAT IS MORE THAN 15.95 MILLION TONS OF CO2 EMISSIONS PER DAY.

- WORLD BANK -

- IF INDONESIA COULD STOP THE FIRES IT WOULD MEET ITS STATED TARGET TO REDUCE GHG EMISSIONS BY 29% BY THE YEAR 2030.

- WORLD BANK -

- \$5700 MILLION IS THE ESTIMATED COST OF 2015 HAZE TO SINGAPORE. THE ESTIMATED COST TO INDONESIA WAS US \$16BILLION, ABOUT 1.8% OF ITS GROSS DOMESTIC PRODUCT.

- PM HAZE -

LITTLE GREEN STEPS

[TAKE ACTION]

- LOOK OUT FOR HAZE-FREE PRODUCTS.
 - ... ROUNDTABLE ON SUSTAINABLE PALM OIL (RSPO) IS A NOT-FOR-PROFIT ORGANISATION WHICH HELPS IDENTIFY PRODUCTS WITH CERTIFIED SUSTAINABLE PALM OIL (CSPO), WHICH GUARANTEES A CULTIVATION WITH REDUCED NEGATIVE IMPACT ON THE ENVIRONMENT AND THE COMMUNITIES.
 - ... CAN'T FIND THE RSPO LABEL? LOOK FOR **THE GREEN PALM LABEL** TO PURCHASE PRODUCTS THAT SUPPORT THE TRANSITION TO CERTIFIED PALM OIL. PROCEEDS FROM GREEN PALM CERTIFICATES HELP GROWERS FUND THE TRANSITION TO SUSTAINABLE PALM OIL.
- INFORM YOURSELF AND PEOPLE AROUND YOU.
 - ... HAZE-FREE PRODUCTS ARE STILL LIMITED ON THE MARKET BUT YOU CAN **HELP INCREASE AWARENESS** ON THE MATTER AND THEREFORE THE DEMAND FOR THOSE ON THE MARKET.





CONSUMPTION

JOURNEY TO ZERO WASTE

“THERE IS NO SUCH THING AS “AWAY”. WHEN WE THROW ANYTHING AWAY IT MUST GO SOMEWHERE”

- ANNIE LEONARD, EXECUTIVE DIRECTOR, GREENPEACE USA -

IF YOU ARE CONSCIOUS ABOUT YOUR CONSUMPTION THEN YOU NEED TO THINK ABOUT WHERE IT GOES AFTERWARDS. OUR FRIENDS AT ZEROWASTE SINGAPORE HAVE A FANTASTIC NEW CAMPAIGN TO BYO (BRING YOUR OWN) TO REDUCE WASTE AND PARTICULARLY PLASTIC DISPOSABLES. HERE IS THEIR GUIDE ON WHAT TO REMEMBER AND WHAT TO LOOK OUT FOR SO THAT YOU ARE WELL ON YOUR JOURNEY TO ZERO WASTE.

THE PROBLEM

[IN STATS]

- IN SINGAPORE, THE AMOUNT OF WASTE DISPOSED HAS INCREASED ABOUT 7 TIMES OVER THE PAST 45 YEARS, FROM 1,200 TONNES/DAY IN 1970 TO 8,284 TONNES/DAY IN 2015.
- EACH PERSON DISPOSED ABOUT 0.86 KG OF DOMESTIC WASTE PER DAY IN 2015.
- IF THIS CONTINUES, THE PROJECTED LIFESPAN OF OUR SEMAKAU LANDFILL WOULD BE ABOUT 35 YEARS, AND ADDITIONAL INCINERATION PLANTS WOULD HAVE TO BE BUILT EVERY 7 TO 10 YEARS.

LITTLE GREEN STEPS

[TAKE ACTION]

IT IS TIME FOR US TO BE MORE SERIOUS IN REDUCING OUR CONSUMPTION OF SINGLE-USE PLASTIC DISPOSABLES. YOU CAN MAKE A DIFFERENCE BY JOINING THE ZERO WASTE SINGAPORE CAMPAIGN AND START TO BYO (BRING YOUR OWN) REUSABLE BOTTLES, CUPS, TAKEAWAY CONTAINERS AND BAGS!

WHAT TO REMEMBER WHEN YOU BYO

BEFORE

- IF POSSIBLE, TRY TO BRING A REUSABLE CONTAINER/BOTTLE/CUP/BAG THAT IS SIMILAR IN SIZE TO THE DISPOSABLE ONES THE RETAIL OUTLET IS USING.
- IF YOU HAVE A BAG WHICH YOU ALWAYS CARRY, YOU CAN CONSIDER PLACING FOLDED REUSABLE BAGS AND UTENSILS INSIDE ALL THE TIME. IF YOUR BAG IS BIG ENOUGH, YOU CAN PLACE A CUP/TUMBLER/BOTTLE AND A CONTAINER TOO!

DURING

- BE NICE AND POLITE WHILE REQUESTING TO USE YOUR OWN CONTAINER/BOTTLE/BAG.
- SMILE MORE.
- YOU CAN TELL THE STAFF THAT THIS IS FOR THE ENVIRONMENT AS DISPOSABLES ARE NOT ECO-FRIENDLY.
- TRY NOT TO TAKE UP TOO MUCH TIME ESPECIALLY DURING PEAK HOURS.

AFTER

- IF THE RETAIL STAFF ACCEPTS YOUR REQUEST, THANK THEM SINCERELY. IF THE REQUEST IS DECLINED, TAKE IT EASY AND BE UNDERSTANDING.

BOTTLES, TUMBLERS AND CUPS

- YOU CAN CONSIDER USING A METAL CUP, TUMBLER OR BOTTLE MADE OF STAINLESS STEEL OR ALUMINUM SO THAT YOU CAN USE IT FOR BOTH COLD AND HOT DRINKS.
- A GLASS MASON JAR IS FINE TOO BUT QUITE HEAVY. AVOID PLASTIC MATERIAL ESPECIALLY FOR HOT DRINKS.
- RECOMMENDED SIZE IS ABOUT 500ML.
- WHEN WE ORDER TAKEAWAY DRINKS IN OUR OWN CONTAINER, SOMETIMES THE STAFF WOULD DO THE MEASUREMENT USING A DISPOSABLE CUP AND THEN THROW IT AWAY. WE CAN REMIND THEM TO USE A REUSABLE MEASUREMENT CUP OR TO REUSE THE DISPOSABLE CUP.
- FOR COLD DRINKS, CONSIDER GETTING A REUSABLE STRAW MADE OF BAMBOO, STAINLESS STEEL OR GLASS.

TAKEAWAY CONTAINERS AND LUNCHBOXES

- A PLASTIC LUNCHBOX IS LIGHTER TO CARRY AROUND, BUT HARDER TO WASH WHEN IT'S OILY AND COULD RETAIN SOME SMELL.
- STAINLESS STEEL LUNCHBOX IS GREAT BUT IS HEAVIER AND IS NOT MICROWAVEABLE.
- GLASS LUNCHBOX IS GOOD BUT HEAVY TO BRING OUT AND MAY BREAK.
- IF YOU WORK IN OFFICES WHERE FOOD IS SERVED WITH DISPOSABLES FOR DINE-IN, YOU CAN CONSIDER BRINGING YOUR OWN REUSABLE LUNCHBOX AND UTENSILS.

REUSABLE BAGS

- IN THE BACKPACK OR HANDBAG THAT YOU BRING OUT FREQUENTLY, PLACE 1-2 REUSABLE BAGS IN THERE. THEY ARE LIGHT AND TAKE VERY LITTLE SPACE WHEN FOLDED.
- TRY TO REUSE PLASTIC BAGS AS MUCH AS POSSIBLE INSTEAD OF TAKING NEW ONES.
- OFFER YOUR EXCESS REUSABLE BAGS WITH OTHERS WHO DO NOT HAVE THEM. REMIND THEM TO REUSE.

CUTLERY, UTENSILS AND STRAWS

- REUSABLE STRAWS ARE AVAILABLE IN SEVERAL MATERIALS SUCH AS BAMBOO, STAINLESS STEEL AND GLASS.
- IF YOU LOVE BUBBLE TEA, GET A JUMBO STRAW.
- BRING A POUCH WITH THE STRAW AND UTENSIL SET WITH YOU ALL THE TIME.
- WASH AND DRY THEM IMMEDIATELY AFTER USE.

THE 411 ON FOOD

“TIMES ARE CHANGING, AND WE ALL HAVE THE POWER TO RETHINK, REDEFINE, AND REBUILD A BETTER WORLD. IN YOUR HANDS IS THE RECIPE TO STAND UP FOR FAIRNESS, KINDNESS AND COMPASSION EVERY DAY. IT'S TIME WE FEEL GOOD ABOUT WHO WE ARE, HOW WE LIVE, AND WHAT WE EAT.”

- ANIMAL ALLIES -

AHH.. OUR FAVOURITE F WORD.. NO, NOT THAT F WORD, FOOD! HAVE YOU EVER THOUGHT ABOUT THE JOURNEY YOUR FOOD HAS BEEN ON BEFORE IT LANDS ON YOUR PLATE? THE THINGS IT'S SEEN, THE PLACES IT'S BEEN? YOUR FOOD HAS ITS OWN FOOTPRINT THAT IT'S LEFT BEHIND AND THERE ARE CERTAIN FOODS THAT CAUSE A LOT MORE HAVOC THAN OTHERS.

AS OUR GLOBAL POPULATION GROWS YEARLY AT A RATE OF 75 MILLION PEOPLE, OUR OCEANS AND LANDS ARE UNDER TREMENDOUS STRAIN TO KEEP UP WITH THE FOOD DEMANDS. FARMING ANIMALS IS MAKING OUR PLANET A HOT MESS (PUN INTENDED). ON TOP OF THAT, ACCORDING TO OUR FRIENDS AT WWF, OUR OCEANS ARE NOW IN A STATE OF GLOBAL CRISIS, BROUGHT ABOUT BY OVERFISHING - THE SINGLE BIGGEST THREAT TO OCEAN LIFE. THE BEST WAY TO REVERSE THIS IS SUSTAINABLE CONSUMPTION OF SEAFOOD.



THE PROBLEM

[IN STATS]

- GLOBALLY, LIVESTOCK FARMING ACCOUNTS FOR APPROXIMATELY 10-15% OF TOTAL GREENHOUSE GAS EMISSIONS.

- BEFORE THE FLOOD -

- 3 OUT OF 4 POPULAR SEAFOOD SPECIES ARE CONSUMED UNSUSTAINABLY

WWF

- BEEF CATTLE ACCOUNT FOR ABOUT 70 PERCENT AND DAIRY CATTLE FOR ABOUT 25 PERCENT OF METHANE EMISSIONS.

- 90% OF FISHING GROUNDS IN THE WORLD ARE ALREADY OVER-FISHED OR FULLY EXPLOITED.

WWF

- ANIMAL AGRICULTURE IS RESPONSIBLE FOR 18 PERCENT OF GREENHOUSE GAS EMISSIONS, MORE THAN THE COMBINED EXHAUST FROM ALL TRANSPORTATION (13%).

- FOOD AND AGRICULTURE ORGANISATION OF THE UNITED NATIONS -



LITTLE GREEN STEPS

[TAKE ACTION]

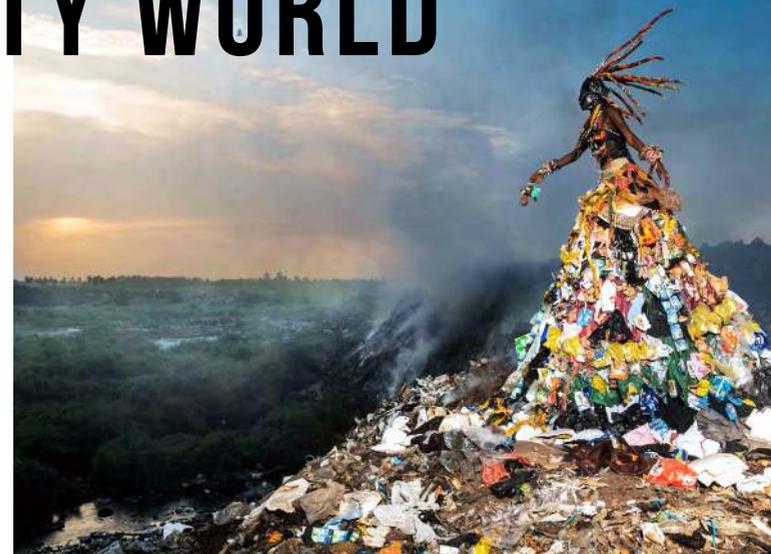
- **BE A CLIMATARIAN, SKIP THAT BURGER.** YES, THIS IS A THING! [HEAD TO LESS MEAT LESS HEAT AND TAKE THE 30 DAY CLIMATRAIAN CHALLENGE.](#)
- IDENTIFY WHICH TYPE OF DIET YOU ASPIRE TO AND WHICH GOALS YOU WANT TO REACH AND FIND IDEAS TO ACHIEVE THOSE. DOWNLOAD YOUR FREE VEGAN STARTER KIT FROM ANIMAL ALLIES [HERE](#)
- **GROW YOUR OWN PRODUCE WITH THE SEEDS MASTERS SEEDS**
- CHAMPION LOCALLY SOURCED FOOD
- **DOWNLOAD THE SEAFOOD GUIDE FROM WWF OR SUBSCRIBE TO THEIR YOUTUBE CHANNEL TO KNOW RECOMMENDED SPECIES TO EAT AND AVOID.**
- **FIND RECIPES AND INSPIRATIONS FOR NUTRITIONAL AND SUSTAINABLE MEALS WHICH CAN BE TAILORED TO DIVERSE DIETARY REQUIREMENTS WITH ANIMAL ALLIES.**



MUST SEE DOCUMENTARIES:

[COWSPIRACY](#)
[WHAT THE HEALTH](#)

FASHION, A DIRTY WORLD



“EVERYTIME YOU SPEND MONEY, YOU ARE CASTING A VOTE FOR THE KIND OF WORLD YOU WANT.”

- ANNE LAPPE -

FASHION IS A DIRTY INDUSTRY. HAVE YOU EVER THOUGHT ABOUT WHERE YOUR CLOTHES CAME FROM, WHO WAS EFFECT ALONG THE WAY AND HOW MANY HANDS TOUCHED THEM? WELL THIS IS WHAT WE CALL PROVENANCE. IF YOU THINK ABOUT HOW THAT ITEM OF CLOTHING WHICH HAD INGREDIENTS WHICH WERE GROWN, PICKED, TRANSPORTED, TRANSFORMED, DE-DESIGNED, STITCHED, TRANSPORTED, HUNG, PURCHASED.. HOW COULD IT POSSIBLY COST \$5?

WHEN WE OPEN OUR EYES TO WHAT GOES ON BEHIND THE FASHION VEIL IT CAN BE A PRETTY UGLY PICTURE. AND WE'RE FACED WITH A CHOICE WHERE WE CAN CONTINUE TO LIVE BLINDFOLDED OR REALLY OPEN OUR EYES. BUT NOT TO FEAR, WE'VE GOT LITTLE GREEN STEPS FROM OUR FRIENDS AT FASHION REVOLUTION AND CONNECTED THREADS ASIA.

THE PROBLEM

[IN STATS]

DID YOU KNOW THAT FASHION IS ONE OF THE MOST POLLUTING INDUSTRIES IN THE WORLD? - ECO CULT

-  IT TAKES **2,720 LITERS** OF WATER TO MAKE A T-SHIRT. THAT'S HOW MUCH WE NORMALLY DRINK OVER **3 YEAR PERIOD**. JEANS USE A WHOPPING 10,850 LITERS OF WATER!
- WORLDWATCH, ECO-BUSINESS FASHION REVOLUTION -

- SINGAPOREANS THREW MORE THAN **139,000 TONNES OF TEXTILE AND LEATHER WASTE** AWAY LAST YEAR, WITH ONLY 7% OF SUCH WASTE IS RECYCLED.
- NATIONAL ENVIRONMENT AGENCY -

- CHANNEL NEWSASIA SURVEYED 1,000 SINGAPOREANS AS PART OF A DOCUMENTARY, THE TRASH TRAIL TO FIND OUT HOW MUCH CLOTHING THEY DISCARD, AND WHY.

RESULTS SHOWED THAT SINGAPOREANS BUY ABOUT 34 PIECES OF BRAND NEW APPAREL PER YEAR, WITH ALMOST HALF OF THEM CITING DISCOUNTS AS THE MAIN DRIVER FOR DOING SO. AND ON AVERAGE, **THEY DISCARD**

27 ITEMS OF CLOTHING PER YEAR

CITING REASONS LIKE "MAKING SPACE FOR NEW CLOTHES", "NO LONGER FITS" AND "THERE ARE DEFECTS"

- CHANNEL NEWSASIA -

LITTLE GREEN STEPS

[TAKE ACTION]

1 WE DESERVE TO KNOW WHO MAKES OUR CLOTHES AND UNDER WHAT CONDITIONS.

ASK BRANDS AND RETAILERS **#WHOMADEMYCLOTHES?** SOME BRANDS WON'T ANSWER AT ALL. SOME MIGHT TELL YOU WHERE YOUR CLOTHES WERE MADE BUT NOT WHO MADE THEM. SOME WILL DIRECT YOU TO THEIR CORPORATE SOCIAL RESPONSIBILITY POLICY. ONLY A FEW PIONEERS WILL SHOW THAT THEY KNOW SOMETHING ABOUT THE PEOPLE WHO MAKE THEIR CLOTHES.

THE MORE PEOPLE WHO ASK **#WHOMADEMYCLOTHES**, THE MORE BRANDS WILL LISTEN. MORE BRANDS ARE LISTENING TO OUR COLLECTIVE VOICE AND RESPONDING, AND MORE PRODUCERS THAN EVER ARE USING SOCIAL MEDIA TO TELL THE WORLD **#IMADEYOURCLOTHES**. IF A BRAND DOESN'T RESPOND, KEEP ASKING. OUR POWER IS IN PERSISTENCE.

2 CREATE A FASHION REVOLUTION 'LOVE STORY'.

NO ONE CAN REPLACE THE BEAUTIFUL JACKET THAT YOUR GRANDMOTHER WORE AND GAVE TO YOU. OR THAT PERFECT LITTLE DRESS YOU FOUND WHILE TRAVELLING SOMEWHERE SPECIAL. RATHER THAN BUYING NEW, FALL BACK IN LOVE WITH YOUR CLOTHES, CARE FOR THEM FOR LONGER, AND TAKE A STAND AGAINST FAST FASHION THAT ENDS UP IN LANDFILL. [\(LINK TO OUR FASHION REVOLUTION LOVE STORY HOW TO GUIDE\)](#)

3 CLOTHING IS OUR CHOSEN SKIN, EMPOWER YOURSELF TO KNOW THE ENVIRONMENTAL IMPACT OF THE FABRIC YOU WEAR EVERY DAY.

KNOWING THE DIFFERENCE CAN SIGNIFICANTLY REDUCE THE IMPACT WE EACH HAVE ON THE PLANET. BE CURIOUS AND FIND OUR MORE ABOUT YOUR

FROM OUR FRIENDS AT



RE

-THINK

OUR DOLLAR IS OUR VOTE TO WHAT KIND OF FASHION INDUSTRY THAT WE WANT TO SEE IN THE FUTURE! THE FASHION INDUSTRY'S PRODUCT LIFE-CYCLE USES PROCESSES THAT ARE HAZARDOUS FOR THE ENVIRONMENT AS WELL AS GLOBAL COMMUNITIES. SUPPORT BRANDS THAT ARE ETHICALLY PRODUCE, CHOOSE ORGANIC VERSUS SYNTHETIC AND SUPPORT SLOW FASHION VS. FAST FASHION.

-DUCE

FAST FASHION PRODUCES 52 MICRO SEASONS IN A YEAR. THIS MEANS NEW FASHION ITEMS ARE PRODUCED IN BULK ALMOST EVERY WEEK! CONSUMERS MIGHT BUY, BUT WHO CAN POSSIBLY USE SO MUCH?

SWAPPING OPTIMISES THE EXCESS THAT EXISTS IN OUR CLOSET'S ALREADY, THUS CONTROLLING WASTEFUL PRODUCTION. BEFORE YOU DECIDE TO BUY THINK IF YOU REALLY NEED IT. IN SINGAPORE ALONE WE THROW 150,000 TONNES OF TEXTILE WASTE (APPROX 120 TEES PER PERSON). MAKE SURE THAT YOU MAXIMISE YOUR CLOSET BEFORE YOU BUY NEW CLOTHES.

-USE

SWAPPING, UPCYCLING, AND SECOND-HAND GIVES CONSUMERS AN ALTERNATE WAY TO CONSUMERISM. IT DOESN'T WANT TO TAKE AWAY FROM THE MATERIAL JOYS IN PEOPLE'S' LIFE BUT INSTEAD ENCOURAGE THEM TO CHANGE THEIR MINDSET IN HOW THEY CONSUME. HENCE, IT STOPS US TO ENGAGE OUR IMPULSIVE BUYING BEHAVIOR.

PRE-LOVED PROVES THAT SUSTAINABLE CONSUMPTION CAN BE JOYFUL! THINK BEFORE YOU BUY OR THROW A SHIRT, THAT TAKES 2700 LITERS OF WATER TO PRODUCE A SINGLE SHIRT (APPROX 2 YEARS DRINKING WATER OF AN AVERAGE PERSON).



FROM OUR FRIENDS AT



TOP 5 THINGS TO KEEP IN MIND WHEN TRYING TO BE MORE A SOCIALLY RESPONSIBLE SHOPPER

1 WHAT IS THE FACTOR THAT IS MOST IMPORTANT TO YOU?

THERE ARE MANY THINGS THAT COME UNDER THE ETHICAL UMBRELLA AND IT CAN BE VERY OVERWHELMING WHEN MAKING THE SWITCH.

2 SO THINK: WHAT DO YOU CARE ABOUT THE MOST?

DOES THE FACT THAT THE FASHION INDUSTRY IS THE SECOND BIGGEST POLLUTER (BEHIND OIL) REALLY BOTHER YOU? THEN YOU MIGHT CONSIDER BUYING FROM BRANDS THAT USE RECYCLED MATERIALS OR YOU MAY WANT TO BUY VINTAGE OR THRIFTED ITEMS. IF YOU ARE PASSIONATE ABOUT ANIMAL RIGHTS THEN CONSIDER BUYING VEGAN CLOTHING. SIMILARLY IF YOU INTERESTED IN AGRICULTURE, GO ORGANIC IN YOUR FASHION OPTIONS TOO.

PERSONALLY I AM A BIG SUPPORTER OF HOME-GROWN LABELS AND LIKE TO PURCHASE FROM SINGAPOREAN BRANDS. NOT ONLY DO I FEEL PROUD FOR SUPPORTING THE ARTS AND TALENTS OF CREATIVES IN SINGAPORE BUT IT ALSO REMINDS ME OF HOME WHEN I AM AWAY.



3 RESEARCH THE BRAND

THIS IS PROBABLY MY FAVOURITE AND LEAST FAVOURITE PART OF SHOPPING ETHICALLY. I LOVE SEARCHING FOR BRANDS THAT MAKE BEAUTIFUL CLOTHING PIECES AND READING ABOUT THE PROCESS BEHIND THEIR PRODUCTION INCLUDING WHAT AND WHO IS AFFECTED BY IT.

4 BE CAREFUL OF "GREEN WASHING".

FROM TIME TO TIME YOU WILL COME ACROSS BRANDS THAT CLAIM TO DO THIS AND DO THAT BUT THEY ACTUALLY DON'T. IT CAN BE HELPFUL TO LOOK OUT FOR CERTIFICATIONS BUT THESE DAYS THERE ARE SO MANY, IT CAN BE HARD TO KEEP TRACK AND FIND OUT WHAT EXACTLY IS THE PURPOSE OF THE CERTIFICATION. A RIGOROUS CERTIFICATION IS B CORP.

IT IS A RELATIVELY NEW CERTIFICATION THAT IS GAINING POPULARITY AND FOR GOOD REASON – IT NOT ONLY WANTS GOODS AND SERVICES TO NOT HARM SOCIETY AND PEOPLE BUT ALSO ACTUALLY WANTS THEM TO BE BENEFICIAL TO SOCIETY AND SHAREHOLDERS. YOU CAN FIND A LIST OF B CORPS ON THEIR [WEBSITE](#).

5 READ THE LABELS.

NOT MANY OF US READ THE LABELS ON OUR CLOTHING OTHER THAN TO SEE THE SIZE BUT CLOTHING LABELS CAN TELL US MANY PIECES OF VALUABLE INFORMATION. WE CAN SEE WHERE IT WAS MADE, WHAT IT WAS MADE WITH AND HOW TO CARE FOR IT. THESE THREE PIECES OF INFORMATION BY ITSELF CAN TELL US A LOT ABOUT WHO MADE OUR CLOTHES, WHAT FABRICS WERE USED AND HOW LONG WE CAN EXPECT OUR CLOTHING TO LAST.

6 BUY LESS.

MORE OFTEN THAN NOT WE END UP BUYING THINGS THAT WE REALLY DON'T NEED OUT OF IMPULSE. ONCE WE ARE OVER THE INITIAL JOY AND EXCITEMENT AND AFTER WEARING IT A COUPLE OF TIMES, WE THROW IT INTO THE DARK ABYSS OF OUR WARDROBES AND NEVER EVER TOUCH IT AGAIN ONLY TO ASK OURSELVES, "WHEN DID I GET THIS?" WHEN WE CLEAN OUR WARDROBES LATER.

I HAVE DONE IT, YOU HAVE DONE IT AND EVERYONE HAS DONE IT. OUR CURRENT SOCIETY TRIES VERY HARD AND QUITE SUCCESSFULLY TO SELL THE IDEA THAT IF YOU HAVE X, YOU WILL BE HAPPY AND IF YOU HAVE Y, YOU WILL BE HAPPIER. IT ENCOURAGES HAPPINESS THROUGH MATERIALISM BUT REALLY, YOU SHOULD BE BUYING MORE EXPERIENCES NOT THINGS.

EXPERIENCES CREATE MEMORIES AND ARE PROVEN TO PROVIDE MORE JOY IN THE LONG RUN. A HELPFUL GUIDELINE WHEN BUYING NEW PIECES OF CLOTHING IS ASKING YOURSELF, "CAN YOU WEAR IT AT LEAST 30 TIMES?" IF YOUR ANSWER IS POSITIVE, IT'S WORTH MAKING A PURCHASE. NOT ONLY IS THIS BETTER FOR THE WORKERS AND THE ENVIRONMENT BUT ALSO FOR YOU. IT HELPS YOU SAVE ALL THE PRECIOUS DOLLAR BILLS THAT YOU WORK SO HARD TO EARN.

FROM OUR FRIENDS AT **MATTER**



MIND

BRINGING BACK PAUSE

“WE HAVE BECOME A SOCIETY THAT FOCUSES ON THE ‘TO-DOS’ WHILE NEGLECTING WHAT IT MEANS TO JUST ‘BE’. A DAILY PAUSE BRINGS ONE BACK TO A PLACE WHERE THEY CAN FULLY ‘BE’ – AND THAT IS THE INTENTION THAT WE AT PAUSE WANT TO SHARE.”

- PAUSE MAGAZINE -



THE PROBLEM

[IN STATS]

- GLOBALLY, AN ESTIMATED 350 MILLION PEOPLE OF ALL AGES SUFFER FROM DEPRESSION

- WORLD HEALTH ORGANISATION -

CONSCIOUS LIVING STARTS FROM WITHIN AND WE AT PAUSE BELIEVE IT CAN ONLY BEGIN WHEN YOU MAKE AN EFFORT TO SLOW DOWN. HERE ARE SOME QUICK PAUSE-SIBLE AREAS TO CONSCIOUSLY BE AWARE IN YOUR DAY TO DAY.

1 SET AND PRIORITISE SELF-CARE DAILY

DEDICATE 15-30MINS OF NO-DISTRACTIONS-ME-TIME AND JUST ENJOY YOUR OWN COMPANY. YOU DON'T HAVE TO FORCE YOURSELF TO MEDITATE – YOU CAN JOURNAL, MAKE SCENTED SEA-SALT BATH, OR EVEN JUST SIT BY THE WINDOW AND WATCH THE WORLD GO BY. FIND SOMETHING THAT WORKS FOR YOU. THE KEY THING IS TO REVEL IN THE PAUSE. SAVOUR IT.

2 MAKE IT A PRACTICE TO SET AN INTENTION FOR YOUR DAY AHEAD.

INTENTIONS ARE NOT TASKS-IT'S PERFECTLY FINE TO JUST HAVE A SINGLE INTENTION FOR THE ENTIRE DAY. IT CAN BE ANYTHING FROM A SIGNIFICANT WORK TASK, TO A VIVID VISUALISATION OF THE CONVERSATION YOU HOPE TO HAVE WITH A LOVED ONE OR SOMEONE IMPORTANT. IT CAN EVEN BE A SIMPLE AS HAVING A PERSONAL GOAL LIKE, 'TODAY, I WILL PRACTICE PATIENCE.' THE KEY THING IS TO REVEL IN THE PAUSE. SAVOUR IT.

3 HOW MANY TIMES DID YOU READ YOUR EMAILS AND FORGET TO BREATHE WHILE YOU WERE DOING SO? HERE'S A CHALLENGE FOR YOU THIS WEEK: **START USING THE SMART GADGETS IN YOUR LIFE EVERYDAY TO REMIND YOURSELF TO TAKE CARE WHILE AT WORK.** IF YOU'RE TIRED OF LOOKING AT YOUR SMART DEVICE, HERE'S AN EASY GUIDE CALLED THE 4-7-8 BREATHING TECHNIQUE:

4 WHENEVER YOU FEEL OVERWHELMED OR FRUSTRATED BY HOW A CONVERSATION IS GOING, **TRY TO TAKE A QUICK MENTAL PAUSE TO EVALUATE THE BEST WAY TO RESPOND,** INSTEAD OF LASHING OUT IMMEDIATELY AT THE OTHER PARTY(S). IT WILL SAVE YOU FROM DEALING WITH ALL THE NEGATIVE STUFF THAT COMES WITH ANGER AND YOUR BODY AND MIND WILL EVENTUALLY THANK YOU FOR IT.

5 ONCE EVERY WEEK, TRY TO SET ASIDE AN HOUR TO LEARN SOMETHING NEW.

IT COULD BE A NEW LANGUAGE (WE HEARD THERE ARE GREAT APPS FOR THAT), SOMETHING INTENSE BUT FUN LIKE BEAT-BOXING. THAT SOMETHING NEW COULD ALSO BE LEARNING NEW TOOLS FOR YOUR OWN WELL-BEING. **JOIN US HERE (LINK TO SIGN UP PAGE) FOR YOUR #PAUSEFORWELLNESS SESSIONS.**

6 THE HUMAN BODY AND MIND WAS NOT BUILT OR DESIGNED TO WITHSTAND RELENTLESS ENGAGEMENT WITHOUT REST. **PAUSE SESSIONS ARE SPACES OF PAUSE WHERE YOU CAN SLOW DOWN TO REGAIN YOUR BALANCE AND CLARITY.** IF YOU ALLOW IT, IT HAS THE POTENTIAL TO BECOME A DEDICATED SPACE FOR YOU TO HALT-JUST FOR AN HOUR-AND DEEP-DIVE INTO THE MAGIC WITHIN YOURSELF.

FROM OUR FRIENDS AT PAUSE MAGAZINE

WE HOPE YOU MAKE THE CHOICE TO ELEVATE YOUR WELL-BEING WITH US AT PAUSE. VISIT WWW.THEPAUSEMAG.COM

CELEBRATING & EMPOWERING NEW CONVERSATIONS ON SEXUAL WELLNESS & LOVE

SEXUAL WELLNESS ISN'T JUST ABOUT THE ACT OF SEX. IT IS WELL-BEING THAT EXISTS AT THE INTERSECTION OF OUR PHYSICAL HEALTH, EMOTIONAL STATE, HOW WE FEEL IN OUR OWN SKIN, THE QUALITY OF OUR RELATIONSHIPS (NOT JUST ROMANTIC ONES), OUR CULTURE, AND MANY OTHER LIFE ASPECTS. YET, IT IS AN AREA OF WELLNESS THAT MOST PEOPLE GET REALLY WEIRD & HUSH HUSH ABOUT.

BUT HOW DO WE CHANGE SOMETHING FOR THE BETTER IF WE CAN'T EVEN HAVE A CONVERSATION ABOUT IT?

ONLY YOU CAN DEFINE HOW HEALTHY SEXUAL WELLNESS MIGHT LOOK LIKE IN YOUR DAILY LIFE AND HOW YOU WILL [#LOVEMORECONIOUSLY](#).

SO TO START, WE INVITE YOU TO PONDER ON THIS QUESTION:

WHAT DOES SEXUAL WELLNESS MEAN TO YOU?

AND FROM YOUR ANSWER, WHAT IS ONE ACTION YOU CAN TAKE IN THE NEXT 24 HOURS TO INCORPORATE SOME PART OF SEXUAL WELLNESS INTO YOUR LIFE?

EXAMPLES:

- TAKE 5 MINUTES LONGER WHEN PUTTING ON BODY LOTION TO GET PRESENT AND CONNECTED WITH YOUR BODY
- IF YOU LIKE CREATIVE WRITING, USE A FAVOURITE FANTASY AS INSPIRATION FOR A PIECE OF WRITING
- SHARE YOUR ANSWER WITH A PARTNER OR A FRIEND AND SEE WHERE THE CONVERSATION TAKES YOU

SOME MORE THOUGHTS + ACTIONS FROM A FEW OF OUR SPARK LOVE + PLAY MARKETPLACE BRANDS

ACTIONS FOR YOURSELF

FROM SMILE MAKERS:

BETTER AWARENESS OF WHAT FEELS PLEASURABLE TO YOU LEADS TO BETTER SEX, SO START DISCOVERING YOURSELF TODAY ON YOUR OWN OR WITH A MASSAGER!

ACTIONS FOR YOUR RELATIONSHIP(S)

FROM EMCC:

BE MINDFUL, NOT MINDLESS OF THE INTEREST OF YOUR PARTNER - WHAT IS ONE SIMPLE WAY YOU CAN SHOW YOUR PARTNER THAT YOU ARE MINDFUL OF THEM? TAKE THE ACTION BY THE END OF TOMORROW.

FROM MAISON MIKA:

COMMUNICATION OF YOUR SEXUAL DESIRES AND PLEASURES LEAD TO INCREASED CLOSENESS AS A COUPLE. THINK OF ONE THING YOU HAVE BEEN CURIOUS TO TRY AND SHARE IT WITH YOUR PARTNER.

ACTIONS FOR THE COMMUNITY

FROM AWARE:

GET EDUCATED ABOUT SEXUAL ASSAULT AND FIRST RESPONSE THROUGH THE **SEXUAL ASSAULT CARE** CENTRE AND BRING THEIR **WORKSHOPS** TO YOUR ORGANISATION / SCHOOL / COMMUNITY CLUBS

LASTLY, FROM SPARK TEAM:

IF YOU ARE PASSIONATE ABOUT SEXUAL WELLNESS (HEY THERE SEX GEEK!), COME JOIN THE **@SPARKFESTASIA** TEAM FOR THE NEXT SPARK FESTIVAL COMING IN SPRING 2018! **WE'D LOVE TO HAVE YOU.**

FROM OUR FRIENDS AT **SPARK**

