



Your friend buys strawberries in January....



The look of superiority when you are using your own metal straw instead of a disposable paper straw.



When you notice drastic weather changes and someone says it's just "a phase"



When you see a bee...



When you catch someone not separating the trash.



When you find a single wrinkly carrot at the back of the fridge



When your favourite take-away service does not use sustainable packaging...



That feeling when you upcycle something instead of throwing it away.



When you see perfectly good food going to waste at a buffet...

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When your friend does not turn off the water while brushing their teeth...



When you bike to work and feel like you're saving the world.



When you catch someone stepping off the trail in a nature reserve...



When you see someone littering...



When you turn off the lights and instantly feel like your eco-warrior mode is activated!



When you see your neighbour watering their lawn at noon in a sunny day...



Water management:
The only way to avoid feeling like you're swimming in problems



When you realise every sustainable action can turn into a habit that ultimately contributes to a better tomorrow.



When someone leaves the tap running while washing dishes...

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Nature
Conservation: "That
moment you recycle
more than you eat."



When your entire
wardrobe is thrifted.



When you find
recyclables in the
trash bin...



When you say it's
'organic' and
everyone suddenly
wants it.



That face when you
find a zero-waste
grocery store.



When someone
uses single-use
plastics at a picnic...



Bin there, dumped
that.



The satisfaction you
feel when you are
growing your own
veggies.



When someone
takes the car instead
of doing a 10-minute
walk...

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When the garbage bin goes out more than you.



That moment you convince your friends to carpool.



When you see someone leave the lights on in an empty room...



When your car is more high maintenance than your relationship...



Switching to LED bulbs like a boss.



When you see someone parked with the engine idling



Buy it Friday, Out of style Monday



When you DIY your own cleaning products and it feels like magic.



When you're enjoying a day at the beach and you notice a plastic bag floating in the sea...



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that face you make
when someone
wears the same
outfit as you from
last seasons
clearance



That victorious
feeling when your
friends start asking
for sustainable living
tips.



When you catch
someone feeding
wildlife at the park...



When you turn off
one light to save
energy but leave the
fridge open for 5
minutes



Turning off the tap
while brushing your
teeth, one drop at a
time.



When they claim
that they are eco-
responsible, but
shop at Shein



When nature
accepts everyone
but you can't even
get a text back



When your eco-
friendly habits
inspire others to join
the movement.



When you learned
that your jean had
gone seven times
around the world,
while you never left
your country



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If i had an Euro for every leaky faucet I've fixed, I'd pay the water bill.



When your wardrobe is a mix of sustainable fashion and hand-me-down treasures.



When your vegetarian friend takes fish to eat



That awkward moment when you realise your compost bin has a better diet than you



That moment when you realize reducing your carbon footprint is cooler than any trend.



When you save money and save the environment when you buy ugly or close to expired products



When you feel the sea breeze in the skin.



That sense of accomplishment when you successfully fix something instead of replacing it.



When Taylor Swift takes a private jet for a 30 minutes trip

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When you silent the haters at your barbeque by grilling veggies: "Who says you can't grill salad?"



When your friend throws his cigarettes on the beach...



When you see that colleague using a single use cup every day of the week



Your face when you see a green newcomer planting a tree in the backyard, but it's an artificial Christmas tree.



Feeling satisfied that you woke up early and took the train instead of the car



That one friend who talks about recycling every day but actually has a point



When you want a more sustainable world, but refuse to vote, or speak up.



When you repair something instead of buying it new...



When your partner refuses to use a keep cup



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When your sustainable products come in plastic packaging



Your face when you hear the latest environmental news....



Trying to embed sustainable practices in your children's lives



When the friend who preaches about responsible consumption, ends up with 3 full carts at the supermarket.



Millionaires using their private jets to go from New York to Mexico City to eat a burrito...me taking my car to the mechanic to improve my carbon footprint.



When you go to a supermarket and the banana is in peeled and in a plastic container for 'convenience'



When your newly vegan friend realizes what cheese is made of



Some years after global warming...



When your friend has to buy a new outfit for every occasion



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When you recycle
leftovers and
everyone praises
your cooking skills



The white rhinoceros
saved from
extinction



When you try to
excite your friends at
the thoughts of a
second-hand shop



The minute you
realise how much
you spent on
takeaway food this
week



When they tell you
that global warming
is just a natural
event...



That one colleague
who tries to make all
work events vegan



When you open the
fridge, and there is
only an onion there,
but at least it's
organic



Your avocado plant
growing in your
garden in Europe
and not in America...



When meat eaters
lecture you on the
negative aspects of
soy

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The faces of your friends when you attempt to order vegan wine



Reducing waste in the home...



When we travel across the world for a meeting on climate change



The moment you realise that fruit and vegetables are actually seasonal products and were never meant to be around throughout the year



Paper straws in plastic wrap...



When you go to a climate conference and there is single use water bottles for everyone in the audience



Fermented products are fun until you realise they are indeed "alive"



Me caring about the earth



When you go to the park for head space and you see an influencer vlogging their walk



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When you try locally sourced, seasonal products and suddenly tomatoes are a delicacy



When you join a local environmental sustainability group...



Trying to be an eco-friendly mam but can't hack reuse nappies



The thrill of opening electricity bills when you've been an energy saving consumer



The moment you realise that the rubbish you throw in the correct recycling container will have a new life and use...



When your Climate Action Officer but your desk is full of paper



Debating whether to walk or drive to work (or simply vanish in thin air)



Me trying to give my clothes to friends instead of throwing them away



When everyone drives to the Climate Conference

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Having 12 different travel mugs and arriving at the airport with none



Nature healing despite the human pollution



When you spot a dolphin jumping in the wild.



Having fun times with the office paper shredder



When you are waiting for your water bills but you know you have done all the water-saving techniques



When you forget your Keep Cup but badly need the coffee



The minute you hope that the spider in your bathroom is socially awkward and not likely to invite friends over



When I visit local nature reserves



Seeing Tik Tok videos of 'Shein hauls'



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That face you make
when someone
says, 'But what
difference can one
person make?'



when you finally see
the first fruit of the
plants in your
garden



When you head out
on your bike only to
realise there is no
safe bike lanes



When your friends
still buy plastic
bottles.



When you give up
meat to help the
environment...



Attending the family
Christmas dinner as
a vegetarian and
hearing the 'will you
be eating grass?'
joke on repeat



When you
remember to bring
your reusable bags
to the store.



When you spot solar
panels on a
neighbour's roof...



When you see
someone taking
home shells and
starfish on the beach



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