



DECARBONIST MANIFESTO

(OF A HOMEWORKING COPYWRITER)

I WORK FROM HOME.

I WORK WITH WORDS (AND OCCASIONALLY NUMBERS).

MY FOOTPRINT IS SMALL, BUT IT'S THERE. SO I WILL:

- **DO WHAT I CAN TO UNDERSTAND, MEASURE AND REDUCE THE CARBON FOOTPRINT OF MY BUSINESS**
- **ACTIVELY SEEK TO MINIMISE EMISSIONS BY:**
 - **REDUCING MY ENERGY CONSUMPTION**
 - **USING RENEWABLE ENERGY**
 - **TRAVELLING LESS, AND CHOOSING ACTIVE TRAVEL / PUBLIC TRANSPORT WHEN I NEED TO BE SOMEWHERE**
 - **ADOPTING MORE CARBON-CONSCIOUS DESK HABITS**
 - **BUYING LESS, AND BUYING NEW STUFF ONLY WHEN I HAVE TO**
- **OFFSET THOSE EMISSIONS THAT I CAN'T ELIMINATE**
- **SEEK OUT SUPPLIERS WHO PRIORITISE CARBON REDUCTION**
- **RAISE AWARENESS OF AND ADVOCATE FOR ACTION ON CLIMATE CHANGE**
- **CHAMPION THOSE THAT ARE DOING THE RIGHT THING BY PEOPLE AND PLANET**

