



HOW YOU CAN BE A **#NETZEROHERO**



The world's climate is in crisis as global warming and pollution continue to have devastating consequences on the planet and its people.

Nowhere is safe now from the impact of climate change. You've only got to look at the **most extreme weather events of 2021** - catastrophic floods in Germany, devastating wildfires in Australia, hurricane winds of 150mph in the U.S. and blistering heat across Europe, to know that it's real. The world needs to halve emissions over the next decade to reach net zero carbon emissions by 2050 if we are to limit global temperature rises to 1.5 degrees and avoid the worst effects of climate change.

That's why from the 1st November – and coinciding with the annual UN Climate Change Conference, COP26 – we are calling on you to take action against the climate emergency and become a #NetZeroHero.

Watch our #NetZeroHero video to understand more >

**THE CLIMATE
IS IN CRISIS**
BE A #NETZEROHERO

For the month of November, we are asking you to think about the ways you can make real environmental changes either on your own, in a team, or even as a business unit. We can all do something. Changes within your home and workplace, the way you travel, how you use energy and what you eat, can all contribute in the fight against climate change.

Feel free to approach the challenge in any way you choose, but we have collated some ideas on the following pages to help you become a #NetZeroHero.

As you take on the challenge, we invite you to send us your stories, photos and videos so we can celebrate and share your efforts with the Waterlogic family and through our social platforms.

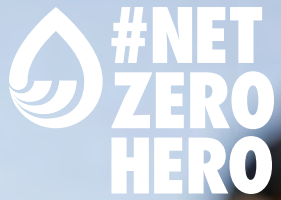
You can be as imaginative and impactful as you like; maybe set goals, compete with other teams, or even reach out further to other members of the community and collaborate on a bigger scale to make real, effective and long-lasting change.

Keep reading to find out how you can become a #NetZeroHero.

Check out how to share your stories with us on pages 13 and 14



**RISE TO THE
CHALLENGE**
BE A #NETZEROHERO



7 THINGS YOU CAN DO ABOUT CLIMATE CHANGE

BE A #NETZEROHERO



Idea: Go vegan

Challenge yourself, your colleagues or your family to go all-out vegan for a day a week, a week or the whole month! Total up how much meat and dairy products you've avoided to beat your team members in the vegan challenge.

You never know, you might just love it!

Avoiding meat (particularly beef and lamb) and dairy is one of the biggest ways you as an individual can limit your environmental impact. Around 26% of global greenhouse gas emissions come from the agriculture sector – if it were a country, it would be the second largest emitter in the world.

Try to choose fresh, seasonal plant-based produce that is grown locally to help reduce the carbon emissions from transportation, preservation and prolonged refrigeration, or grow your own. Studies suggest that a high-fibre, plant-based diet is also better for your health.

[Read about saving the planet one meal at a time >](#)

1. EAT LESS MEAT AND DAIRY



Idea: Leave your car at home

Swapping to walking or cycling for shorter journeys is an easy way to limit your contribution, or for long journeys, use public transport. Challenge yourself, your colleagues or your family to see who can save the most miles.

You'll enjoy the fresh air and freedom too!

Greenhouse gas emissions from cars and vans greatly contributes to air pollution, and whilst we cannot see the gases, they include CO₂ which not only traps heat within the earth's atmosphere, but poses a serious threat to human health such as an increased risk of dementia, asthma and serious lung conditions.

If a car journey cannot be avoided, consider the condition of your car and the way you drive such as switching off when you park up, making sure your tyres are fully pumped or even driving more smoothly. Investigate trading in your fuel-based car for an electric or hybrid model or hire one for long trips.

More ideas on how to reduce your contribution to air pollution >

2. REDUCE YOUR CAR JOURNEYS



Idea: Ground yourself

Challenge yourself, your colleagues or your family to fly less, whether it's for work or pleasure. Keep using video conferencing to connect with colleagues and enjoy local holiday destinations or alternate ways to travel. Record the air miles you save as a team to work out your total carbon saving.

You might be surprised just how much you save!

One thing the global pandemic has taught us is there are an increasing number of ways that can replace the need to fly for face-to-face interactions and holidays. And it is well known that plane travel is one of the largest contributors to CO₂ emissions. For example, a train journey from London to Amsterdam saves 55kg of CO₂ emissions compared to a flight.

Where flying is unavoidable, consider looking into ways to off-set your journey through a variety of **different schemes**.

3. CUT BACK ON FLYING



Idea: Don't bottle it up

Only 9% of plastic is recycled each year. Challenge yourself, your colleagues or your family to let yourselves loose in the green spaces and streets of your neighbourhood to clean up plastic waste. Maybe even put it to good use by making something handy.

Do something fantastic with plastic!

Everything we buy or use has a carbon footprint. Consider purchasing from responsible and sustainable businesses or buying second hand. Avoid single-use plastic items and fast fashion, repair and reuse instead, and try not to buy more than you need.

Think about the waste you generate to avoid as much as possible going to landfill. Consider recycling, refilling or reusing packaging, taking a reusable cup to the coffee shop or a bottle you can refill on the go, repairing clothes and machines rather than replacing them, and selling unwanted items or giving them to charity.

More information on carbon emissions in our everyday product and services >

4. CUT CONSUMPTION AND WASTE





Idea: Team re-green

Get a team together and volunteer with a conservation programme to preserve or re-establish your local green spaces. This will reap huge benefits for the environment and wildlife as well as contribute towards the well-being and enjoyment of the community.

Enjoy the great outdoors!

Green spaces are vital for absorbing CO₂ from the atmosphere and helping lower the level of air pollution. They also help regulate the temperature by cooling overheated urban areas and reducing flood risk by absorbing surface rainwater.

Explore ways you can help preserve and look after green spaces and consider creating new ones. If you own a garden, plant trees and keep as much natural green space as possible rather than replacing with paving or artificial turf. And if you don't have a garden, add pot plants to your windowsill or balcony.

[More on how green spaces can help >](#)

5. RESPECT, PROTECT AND CREATE GREEN SPACES



Idea: Project Energy Save

Identify how energy can be conserved in the office and organise a task force to educate colleagues to think about how they use energy and to celebrate the changes people consciously make as a result.

You'll soon save energy without thinking!

You can make big differences to your carbon footprint by making small changes at home or in the workplace in your day-to-day life.

Simple and easy changes like turning off appliances and lights when they are not needed, replacing light bulbs with LED alternatives or changes to the way you use hot water, can all positively contribute to your environmental impact.

Other changes could include switching energy suppliers or changing to a green tariff, insulating your building and draught proofing windows and doors.

More tips on how to reduce your energy consumption at home >

6. REDUCE YOUR ENERGY CONSUMPTION





Idea: Hero net zero

Help your colleagues understand the positive contribution they can make towards climate action. Bring people together to support and encourage habitual and long-lasting change in their own lives and the people around them.

You'll be helping others to rise to the challenge!

Having conversations about the climate crisis and the reason we should make changes can have a real and positive impact on the actions of others.

You can also use your voice to push for change with big organisations on their use of plastic for example, or your local mayor, councillors and government over concerns about their decisions on the environment, green spaces, roads, waste collections, recycling and air quality.

7. MAKE YOUR VOICE HEARD

We hope you find these ideas helpful. But whatever you do, do something and make it count.

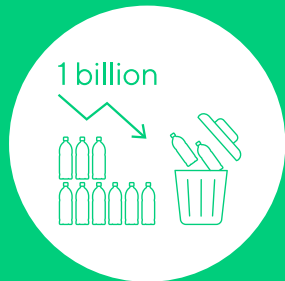
Our sustainability goals

We can only rise to the challenges of the climate crisis by working together. That starts with every one of us, and at Waterlogic, we're committed to doing our bit and helping others do the same. Every day we drive change through our own organisation and the communities we touch with the goal of acting in the best interests of people and the environment. Our commitment to sustainability aligns our business values, purpose and strategy with the needs of all our stakeholders, whilst embedding responsible and ethical principles into everything we do.

To help us achieve our contribution towards net zero, we have set ourselves two ambitious targets:



≥ 2.5% annual reduction of Scope 1 and 2 carbon emissions (on-site use of liquid fuel and gas, use of fuel in owned vehicles, use of grid and renewable energy)



1 billion annual reduction in the number of single-use plastic bottles consumed by championing consumer change and growing the net installation of mains-fed dispensers

WE'RE STRONGER TOGETHER

BE A #NETZEROHERO

You can help us achieve our goals and contribute to the planet's plight by participating in our month-long #NetZeroHero challenge in November.

Taking part is as easy as 1-2-3:

This fun and vitally important challenge has the potential to be exciting and impactful. We encourage you to take real and effective action during the month of November and to share photos and videos as you embark on your journey to become a #NetZeroHero.

1. Read through this guide for ideas and team up with colleagues to launch a challenge, or simply do it on your own.
2. Nominate a team captain and let us know you're taking part by [completing this form](#) so that we can keep each other informed with updates along the way.
3. During November, take part in your challenge - document your progress and share your stories, photos and videos with us at brand@waterlogic.com.

How we will use your content

We want to spread the good word, so the content you provide us with will be shared and celebrated company-wide through Pure Stream and publicly on our social media platforms, web sites, and other marketing and communication platforms. By accepting the challenge and providing us with content, you are opting into these conditions. In accordance with the Waterlogic group privacy standard, you have the right to withdraw your consent at any time. (Please contact group legal for a copy of the group privacy standard if required).



**IT'S NOW
OR NEVER**
BE A #NETZEROHERO

How to shoot your video

Whether you decide to share your #NetZeroHero journey with photos or videos, we've put together some helpful tips on getting the best results.



FORMAT

Shoot your photo or video landscape (horizontal) not portrait.



DEVICE

If taking a video, check that it can capture videos in 1080p in the device settings.



LIGHT

Make sure your location has good natural lighting, and you're not shooting into the sun or glare of a light.



EXPOSURE

Aim your device at the subject to check the exposure and adjust accordingly before shooting.



SOUND

For talking videos, make sure to keep the device close to the person speaking.



SHAKE

Avoid camera shake by using a tripod or selfie stick if possible.



MODE

For smartphone videos, set your phone to airplane mode to stop calls and texts coming through when filming.

TRANSFER FOOTAGE

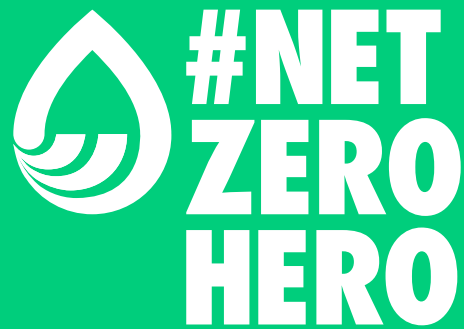
Transfer your photos or videos in their original size onto your computer directly from your phone via a USB cable. **Do not** email direct from your phone, otherwise you'll lose quality. For iPhones to PC, the video can be accessed from a DCIM folder appearing in 'My Computer'.

GET READY

BE A #NETZEROHERO

The most important thing to remember is that your images and videos should tell an engaging story and chronicle the journey you have taken to be a #NetZeroHero.

**Share your stories at
brand@waterlogic.com**



For more information and to share your stories,
contact brand@waterlogic.com