

We're Transforming Global Warming with Zero Waste Week!

Zero Waste Week challenges climate change head on

Contact: **Rachelle Strauss** zerowasteweek@gmail.com

Press Release

(for immediate release)

Tackling climate change starts today - in your home and business

From 2nd-6th September, people across the UK are being challenged to reduce the amount of stuff they throw away. Zero Waste Week will ask people to think twice before throwing anything in the bin, to help save money, protect the environment and address the threat of climate change.

Celebrating its twelfth anniversary, Zero Waste Week is asking people to rise to the challenge of Transforming Global Warming!

With UN scientists telling us we have 12 years to limit a climate change catastrophe [1], the World Health Organisation listing air pollution and climate change as the biggest threats to global health [2] and cases of 'ecoanxiety' on the increase [3], it's time to take action.

Rachelle Strauss, founder of Zero Waste Week said: "It's clear that the Great British Public has a growing concern about the effects of climate change. That's why I'm delighted to announce that the aim of this year's campaign is to illustrate how a Zero Waste lifestyle is one of the easiest ways to tackle climate change within your home and business.

"It's vital that businesses, governments and citizens come together in a bid to call time on the ticking time bomb of climate change. By making Zero Waste Week accessible to all, we can make a huge difference and I look forward to building on the success of previous campaigns."

Author and comedian, Helen Lederer said "Most of us know what we should be doing to reduce our waste and our use of resources, but it's not hard to relapse now and again. Zero Waste Week is great for getting back on track with how we want to be living. We need this big time."

-Ends -

We're Transforming Global Warming with Zero Waste Week!

Zero Waste Week challenges climate change head on

Contact: **Rachelle Strauss** zerowasteweek@gmail.com

Notes to Editors

For further information contact Rachelle Strauss on zerowasteweek@gmail.com. 07971 509 997

- Zero Waste Week is an award-winning annual campaign to encourage householders, businesses and community groups to increase recycling, reduce non-recyclable landfill waste and participate in the circular economy – in alignment with the Sustainable Development Goals. Zero Waste Week was founded in 2008. As well as the annual awareness campaign, we help householders, businesses, organisations, schools, universities and community groups throughout the year to waste less with products and services such as guides, talks, workshops and consulting.
- It's free to participate. Daily emails will be sent out during the week and interested parties can sign up here: <https://www.zerowasteweek.co.uk/>
- Zero Waste Week was recognised by Rt Hon Theresa May as a 'Point of Light' <https://www.pointsoflight.gov.uk/zero-waste-week/>
- References: [1] <https://www.ipcc.ch/2018/10/08/summary-for-policymakers-of-ipcc-special-report-on-global-warming-of-1-5c-approved-by-governments/> [2] <https://www.who.int/emergencies/ten-threats-to-global-health-in-2019> [3] <https://onehome.org.uk/what-s-new/press-releases/219-exclusive-new-poll-reveals-over-half-55-of-brits-think-climate-change-poses-a-threat-to-people-living-in-the-uk-and-over-a-third-are-prepared-to-pay-higher-taxes-to-decrease-carbon-emissions>

10 ideas your readers can try today

1. Only buy food you need – take an inventory before shopping
2. Find a piece of clothing you've not worn for ages and find a way to incorporate it into an outfit you love
3. Replace a disposable product with a reusable option, such as batteries or kitchen cloths
4. Search for ultra-concentrated products to reduce packaging
5. Sign up to a gifting economy such as Freecycle, Freegle or Olio
6. Learn some basic repair skills such as sewing or soldering
7. Choose recycled products to close the loop and increase demand for recycled items
8. Sign up for a vegetable box scheme or use a local farmers market
9. Find your nearest refill station and ditch the bottled water habit
10. Support local businesses who sell products with minimal packaging