

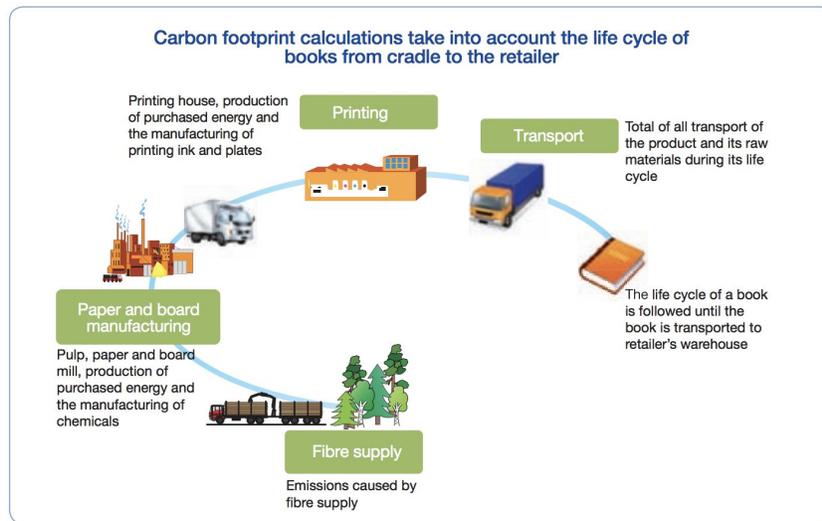
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Greener Day 21

These resources were very interesting to read and watch, even though I do not drink coffee very often. I know so many people, friends and family, who drink coffee and knowing these things made me more aware of the problem coffee is creating in terms of environmental effects. One thing that stood out to me in terms of natural capital was that climate change, along with the large demand for coffee could make coffee farmers move, which would add to the effects of climate change, because more trees would be cut down. Something I learned concerning intentional coffee purchases was how easy it is to live more sustainably in terms of coffee drinking. Most people don't think about using one use cups and capsules, but there are so many environmental problems attributed to the one-use cups and capsules. It isn't that hard to be more aware of one's impact on the environment and do something about it; Starbucks even gives people discounts if they bring in their own reusable container for drinks, which literally helps people for being more environmentally conscious (another impact on economics). If people were to make informed coffee purchases, they could make sure to buy from farmers that were not harming the environment in the process of producing the coffee, which also connects to the impact on natural capital, as many people opt for the cheapest coffee, which often comes from producers who do not make the environment a priority in their business. Finally, I learned how much of an impact purchasing such large amounts of coffee can really have on a person. Coffee is not a necessity and there are more environmentally sustainable options to get caffeine.

One product that I use almost every day, or every other day, is shampoo. I have relatively thick hair, so I go through shampoo bottles quickly. I try to opt for sustainable products, such as Love, Beauty, and Planet shampoo, in which the bottle is made from recycled materials. They state that "Our goal is a carbon footprint so small it's like we weren't even here. We started our journey by loading our beauty products with goodness. Every one of our bottles is made from 100% recycled materials and are recyclable. Our caps and pumps aren't made from recycled plastics yet, but we're working on it." So, they are already a step beyond many other hair product companies, but there is still room for improvement. Instead of this product, I could change to using shampoo bars. They are more sustainable and often do not even have packaging. Shampoo bars also usually last up to 80 washes, meaning they outlast two to three bottles of shampoo. The shampoo I buy costs \$7.00 for a 13.5 fl oz bottle, while the bars cost anywhere from \$5-\$10. For double the usage and about the same cost, I would say that this is a great change to make.

One product that always seems to slip people’s minds when considering environmental impact is books. Books are made from paper, which comes directly from trees. We use so much paper every day that we often forget that a large amount of it comes directly from deforestation. While some of the paper that we use is recycled, most of it is not and poses a great threat on so many environmental issues. A change could be switching to digital. There have been so many great innovative products made to make looking at a screen less like looking at a screen so people will not buy as many physical books. Digital books most often also cost less than a physically paper book, adding a financial incentive. According to a Finnish study on the carbon footprint of books, one book results in 2322 kg CO₂e/1,000 kg of books (www.vtt.fi). Switching to ebooks reduces this, but one must also take into consideration the manufacturing emissions of devices on which to read ebooks. However, a study by the Cleantech Group found that the Kindle (a popular tablet in which one can read ebooks) is able to “fully offset its carbon emissions in the first year of use, as long as the owner downloads more than 22 books in a year, and additional years of use result in net carbon savings equivalent to an average of 168 kilograms of carbon dioxide” (triplepundit.com). Images below from (www.vtt.fi).



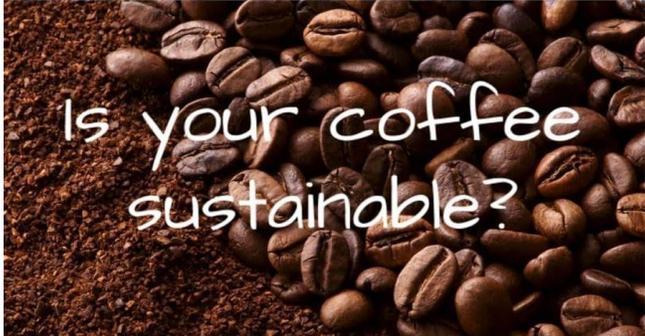
CARBON FOOTPRINT CALCULATIONS

Carbon footprint of a Finnish book (kg CO ₂ e/1,000 kg of books)					
Carbon footprint [kg CO ₂ e/1,000 kg of books]	70 kg 3.0 %	1093 kg 47.1 %	1084 kg 46.7 %	75 kg 3.2 %	2322 kg
LIFE CYCLE	FIBRE SUPPLY	PAPER AND PAPERBOARD PRODUCTION	PRINTING	TRANSPORT	TOTAL



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 **laraprojectgreen** [three dots menu]



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laraprojectgreen PGC Day 21: One thing that stood out to me in this challenge was that climate change, along with the large demand for coffee could make coffee farmers move, which would add to the effects of climate change, because more trees would be cut down. Something I learned concerning intentional coffee purchases was how easy it is to live more sustainably in terms of coffee drinking. Most people don't think about using one use cups and capsules, but there are so many environmental problems attributed to the one-use cups and capsules. It isn't that hard to be more aware of one's impact on the environment and do something about it; Starbucks even gives people discounts if they bring in their own reusable container for drinks, which littereally helps people for being more environmentally conscious!

Make a change in your life in the way you drink your coffee!

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