



econcierge
live lighter

A green crash course for eco beginners



David and Anna knew the basics. Their recycling box filled quickly, and Anna went laden with donations to the charity shop whenever her wardrobe threatened to burst at the seams. But when a colleague admired David's new phone and another colleague asked what charity he'd donated his old phone to, he ended up feeling a little uncomfortable because he hadn't thought about doing that.

A web search directed him to Eco Concierge and when he chatted to them he liked the way they respected and understood his lifestyle and needs but could also point out loads of new ideas that he loved but would never have thought of. He went for a lifestyle overhaul because he liked getting headline numbers to show the difference but was too busy to get involved in the detail himself.



David and Anna's food changes, including discovering a zest for quality local organic food, home delivered and free of packaging, straight away cut their planetary impact by 0.25 and they began to feel they were getting somewhere. They learnt how to exchange stuff for zero cost and hassle online, how to save on their car trips, and found an electricity provider that meant their energy came solely from wind turbines for the same price as their regional tariff. Anna said: *"My friends and I just loved the clothes swapping party Eco Concierge organised. It felt just like the one in the Times Style supplement I saw the other month, and as David said, my credit card breathed a sigh of relief too!"*

All in all, they cut their ecological footprint from 3.57 planets to a below UK average 2.29 planets*. They decided to use the money and time they'd saved to take a romantic eco chic break in Cornwall, with clear consciences and a great news story to tell colleagues at work next week.

*That is, how many planets would be needed if everyone lived in the same way as them – measured using an ecological footprint, designed by the Stockholm Environment Institute.

