Green Actions Catalogue

EAC Coalition

People are the next frontier in greening the world. Most people would like to become part of the solution to climate change and biodiversity loss today, and do not want to wait until 2030 or 2050. This calls for innovation that supports people to make environmental responsible lifestyle choices away from contributing to biodiversity loss and climate change towards having a positive effect in key areas responsible for carbon emissions and biodiversity loss.

IPBES[1] performs "assessments of knowledge on biodiversity and ecosystem services, and their interlinkages at the global level." Its 2019 report classified five drivers of biodiversity loss including: land-use change, pollution, climate change, natural resource use and exploitation, and invasive species. Four of these drivers are directly linked to people's daily consumption: food waste accounts for 6% of global greenhouse gas emissions (Ritchie, 2020); household energy consumption accounts for 21% of carbon emissions (UN, 2020); the 8 million tons of plastic debris in the ocean each year accounts for 80% of ocean pollution, the majority being single-use plastic packages (IUCN, 2018); demand for meat is responsible for deforestation and drives more than two thirds of habitat loss in rainforests (WWF, 2018); and finally, daily transports account for 21% of global greenhouse gas emissions (Ritchie, 2020). These numbers show that people have the power to reverse biodiversity loss by making greener their daily consumption choices, and most of them would like companies to help them achieve this. A recent study showed that 78% of people are more likely to purchase a product that is clearly labelled as environmentally friendly, and 75% of millennials are willing to pay more for an environmentally sustainable product (GreenPrint's Business of Sustainability Index). People would like the product they buy to be more nature and climate sensitive or positive.
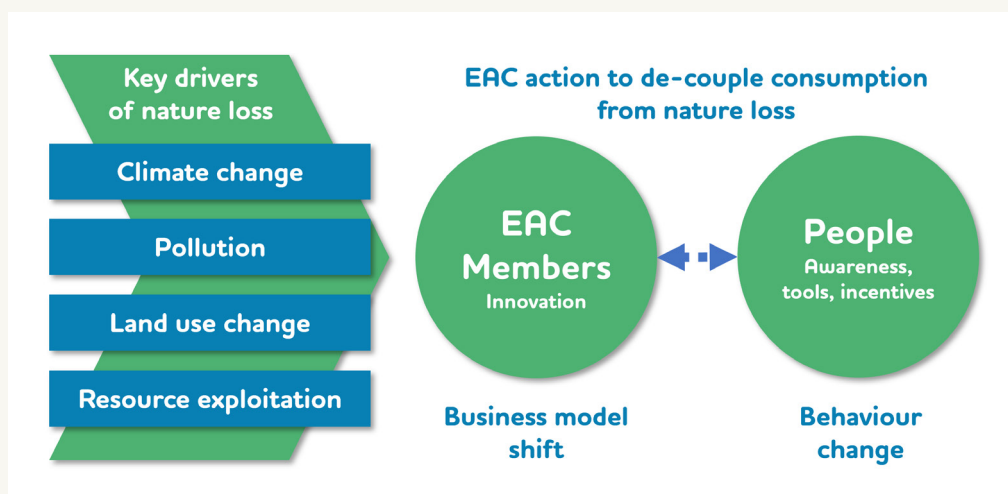
This is precisely the objective of the 'Every Action Counts' (EAC) coalition. It brings together a global network of digital, financial, e-commerce, and consumer goods and services companies to empower people by giving them insights about the greenness of their everyday choices, presenting them with new options to shift towards everyday choices that will help stop biodiversity loss and climate change. Collectively, the coalition aims to scale green individual actions across 1 billion people as a new norm, which is encouraged, recognized and rewarded.

To reach this target, the EAC coalition members, with the guidance and support of experts, will share best practices, knowledge and science-based approaches to inspire innovative green digital solutions that incentivise individuals to take positive action in daily life to create nature and climate-friendly outcomes. Each member will endeavour to pursue locally relevant approaches to find the incentives that will drive sustainable consumer actions by advancing people-centric, tech-enabled and innovation-oriented user engagement models.

The initial step is to collectively build a Green Actions Catalogue that captures the first set of action themes that the EAC coalition will focus on, with direct links and relevance to four of the key drivers of biodiversity loss.

[1] Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

Figure 1: Key drivers of nature loss and EAC action to de-couple consumption from nature loss.

We are launching this Green Actions Catalogue at the IUCN's World Conservation Congress in September 2021, which aims to bring the global community together to find ways to redirect the economy towards becoming supportive of biodiversity. The 'Every Action Counts' (EAC) coalition shares this mission, and our contribution is to leverage technology and innovation to empower people to adjust their choices in support of biodiversity. The EAC is supported and managed by the Green Digital Finance Alliance (GDFA), funded by the Finance for Biodiversity (F4B) initiative of the MAVA Foundation. The EAC members include: Ant Group, BBVA, BigPay, Dana, Delivery Hero, Easypaisa / Telenor Microfinance Bank, FNZ, GCash, Lazada Group, Mastercard, MTN Group, Paytm, Rabobank and Sanlam.

Themes

The Green Action Catalogue is articulated around three main themes: carbon emissions, plastic pollution, and waste management. In addition, the catalogue looks at nature loss connected with food choices, under each of the three overarching themes.

The Green Actions Catalogue captures the green topics that EAC members will tackle, and illustrates the agenda of the coalition and its members. These priorities will inform the course of action between 2021-2023, and will also feed into an upcoming experimentation stage. In this experimentation stage, selected EAC members will test how to translate climate change and nature loss linked to specific choices into meaningful and actionable information. Some will also test how to empower people to shift towards a carbon light lifestyle and/or a more nature positive lifestyle. Lessons from these experiments will be captured, documented and will feed into a best practice catalogue that will be shared back with the broader industry to catalyse more innovation. It is our hope that it will provide inspiration to many players around the world who are interested in empowering people to take green actions.

Carbon emissions

Plastic pollution

Waste management

The themes are briefly discussed below:

Carbon Emissions

Energy

Responsible for 35% of total emissions, the energy supply sector (electricity, heat, and other energy) is the largest contributor to global greenhouse gas emissions. Households energy consumption (heating and cooling) represents 29% of global energy and 21% of CO2 emissions (UN, 2020).

Transport

C02 emissions from the transport sector have doubled since 1970, 80% coming from road vehicles that are still completely dependent on fossil fuels. By walking, biking or taking public transport, people can have a high impact on reducing air pollution and greenhouse gas emissions (UN, 2020).

Food Consumption

Depending on an individual's diet, food production can have a strong environmental impact. Indeed, food waste and loss, unhealthy diets and food shipping all contribute to higher greenhouse gas emissions, land and water use (UN, 2020).

For instance, beef and oilseeds (soy and palm oil) account for nearly 60%[2] of deforestation, making them the global leading drivers of deforestation. While soy accounts for 18% of deforestation, its production is closely connected to the demand for beef and other animal proteins. Indeed, more than three quarters (77%) of soy produced is used for livestock feed, and only 6% is used for direct human food (Ritchie & Roser, 2021).

Thus, food consumption choices as part of carbon actions are a huge issue that EAC members will focus on, and will advance creative tech-enabled solutions to reduce individual daily carbon emissions and nature loss associated with food choices.

[2] Beef accounts for 41% and oilseeds for 18%.

Plastic Pollution

The UNEP classifies plastic marine debris as one of the most important environmental issues (IUCN, 2018). Over 300 million tons of plastic are produced every year[3], of which 8 million tons per year end up in the oceans. Eighty percent (80%) of marine debris consists of plastic and ends up as deep-sea sediments (IUCN, 2018).

Single-use plastics are the most common type of plastic waste. These include: plastic drinking bottles, plastic bottle caps, food wrappers, plastic grocery bags, plastic lids, straws and stirrers, cigarette butts, other types of plastic bags, and foam take-away containers. They are the waste products of a throwaway culture that treats plastic as a disposable material (UNEP, 2018) and has inadequate waste disposal and management (IUCN, 2018; UNEP, 2018). These waste products become a problem when they leak into the ocean environment (UNEP, 2018).

The consequences are huge for marine organisms and ecosystems. Marine species end up eating the plastic debris or getting severely hurt by it, which often results in death. Ecosystems also get disrupted by floating plastic that spreads invasive marine organisms and bacteria. The marine environment is not the only area hurt by plastic pollution. The food and health of humans and wildlife are also impacted. Indeed, microplastics make their way through tap water and other consumption goods. The chemicals present in these plastics can have adverse impacts on the endocrine system (IUCN, 2018).

Plastic-light actions could positively impact current marine plastic trends. A consumption regime is needed where every product consumed supports biodiversity and a healthy climate. Recycling and reusing plastic materials along with replacing single-use plastic products are the most effective actions available to reduce plastic pollution (IUCN, 2018). This shows the power that individuals hold in their hands to reduce plastic pollution, a power which the coalition is seeking to harness through greater awareness, science-based measurements of plastic content of choices, and incentives for plastic-light lifestyles.

[3] Around the world, one million plastic drinking bottles are purchased every minute, while up to 5 trillion single-use plastic bags are used worldwide every year. Half of all plastic produced is designed to be used only once — and then thrown away (UN, 2020).

EVERY ACTION COUNTS

Waste Management driving pollution

EVERY ACTION COUNTS

Food Waste

Globally, one third of all food produced for human consumption is lost or wasted every year. This amounts to an enormous waste of resources used in the production of food, such as land, water, energy and other inputs, and unnecessary greenhouse gas emissions. By reducing food waste, money can be saved, emissions reduced, and resources for future generations preserved (UN, 2020). As mentioned above, food production can also be closely connected to deforestation and carbon emissions, which exposes the importance of limiting food waste even more.

Electronic waste (E-Waste)

Annual global e-waste grew from 5.3 to 7.3 kg/capita between 2010 and 2019, while e-waste recycling grew only from 0.8 to 1.3. A study found that every ton of cathode ray tube (CRT) display product manufactured releases 2.9 tons of greenhouse gas emissions. When recycled, they release only 10% of that (Adams, 2018).

Food and electronic waste management is a key area of focus of many EAC members and is interlinked with the two prior themes.

Green Actions Catalogue

Theme	Sub theme	Actions	Description
Carbon emissions	Food systems transition	People engaged in farming activities and food production adopt deforestation-free and regenerative approaches People choose products that do not deploy single use plastics when they shop on e-commerce platforms	Engagement strategies and financial incentives for carbon sequestration, agroforestry, regenerative agriculture Embed labelling for specific products (e.g. vegan; plant-based etc.) on e-commerce app, and link to social media for people to easily share their choices and harvest social recognition
	Energy transition	People are aware of which of their choices drive up their energy bill and carbon emissions at home People lower their energy use at home People shift to consume renewable energy in their homes	Identify individuals with high electricity/gas expenses at home and help reduce their emissions/ save money through awareness, engagement, and financing of renewable energy transition (photovoltaic solar panels and heating systems based on renewables - biomass boilers, aerothermic, geothermal systems, green electric heating)
	Energy efficiency	People reduce their carbon footprint at home through more efficient use of high-efficiency home appliances (LED bulbs, efficient boilers etc.)	Play an educational role and share broad recommendations to help users reduce their emissions and save money. Finance necessary investments to perform the recommendations
	Mobility transition	People switch to electric vehicles (EV - or other low-carbon mobility options) People use carbon-light commuting (bus, subway, electric sharing vehicles etc.)	Make business case for EVs; partner with vehicle manufacturers; green bonds/financing; offer ways for compensation Help users access public subsidies (e.g. EU NextGen funds) to facilitate the transition

Theme	Sub theme	Actions	Description
Carbon emissions	**Carbon offsetting options, including regenerative impact opportunities**	**Consumers engage more in 'offsetting/compensating' their carbon footprint based on accurate feedback on the carbon content of their choices and credible offset avenues** **Savers allocate their money to more climate and nature positive investments**	**Match with credible project developers (e.g. nature-based climate solutions such as mangrove restoration)** **Convert customers transactions (within a set of parameters) into green budget to plant trees in Borneo partner with NGO(s)** **e-commerce app integration (e.g. check-out page; adverts etc.)** **Help investors understand the impact of their invested savings in terms of carbon emissions and biodiversity footprints, then offset these negative impacts through investing into nature-based solutions**
	Value chain focus	**People choose their restaurants based on their environmental/climate impacts**	**Provide carbon calculator for restaurants and show results to customers in app**
	Reconsumption	**People are more informed about the carbon content of consumption decisions**	**Use surveys to understand people's priorities and third party innovations to give people information on their carbon emissions linked to consumption decisions**
	Reforestation and biodiversity	**Users are encouraged and enabled through innovation and technology to directly contribute to reforestation and preserve wildlife diversity.** **Ecosystem players including environmental NGOs, experts, businesses and others work together through an innovative platform to protect the environment.**	**Users earn virtual points by low-carbon and sustainable lifestyle decisions through app. After accumulating enough points, users can convert their virtual trees into real ones, which are then planted through partners in areas that need reforesting. Users can also donate their green energy points to help preserve wildlife diversity.** **Establishment of green open partnership plan to promote the green and sustainable development of eco-partners**

Theme	Sub theme	Actions	Description
Pollution - Plastic	Sustainable packaging solutions	Consumers are more aware of sustainable packaging options Consumers switch to sustainable (compostable) packaging People have access to easier ways and incentives to recycle plastic packaging	Display sustainability certifications (e.g. FSC-certifications) on packaging materials Multi-stakeholder collaboration on designing new takeback models for packaging materials in line with Singapore's upcoming EPR for Packaging Make brand differentiation case for sustainable packaging; partner with packaging manufacturers and other sellers Establish plastic price for recycling; partner with other sellers and regional recycling schemes
Pollution - Waste management	Waste-management / circular economy	People recycle more because of the rewards they get for this positive action. Increased compliance on waste management fee	Multistakeholder, community-based, and technology-driven approaches to promoting 3R (reuse, reduce & recycle) in waste management. Example: all banking cards recycled, electronic devices reused instead of disposed of, recycle parts recrafted into something valuable Shift from traditional fee collection to digital collection supported by financial incentive to households for smooth digital shift

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