

Small Actions, Big Impact: P&G's Tips and Tricks for Being Sustainable at Home

Most of us want to do more to protect the planet, but we're not always sure how to make a difference. In a recent P&G study, we found that fewer than four out of 10 people make environmentally conscious choices at home as often as they would like – and "not knowing how" is the biggest barrier.

But the opportunity is closer to us than we might think. Among 28 sectors of global GHG emissions, homes are in the top three – so the small changes we make at home while doing laundry, taking a shower or brushing our teeth can make a big impact.

As part of #ItsOurHome, a call to action for us to come together to do more and do better for our planet, we're sharing a list of the simple everyday actions we can all take to make a world of difference for our environment. This list includes top tips from P&G Brands such as Tide, Cascade, Crest, Oral-B, and Herbal Essences, whose superior products make it easy to make environmentally friendly choices with no trade-offs in performance.

Throughout the home...

- **Wash your laundry with Tide Cold Water.** Washing in cold with Tide provides a better clean than the bargain brand on hot*, uses up to 90% less energy and saves up to \$130 a year while extending the life of your clothes. *Tide Hygienic Clean Heavy Duty Pods or Tide Ultra Oxi Pods in cold vs. leading baking soda 2-in-1 Pak in hot.
- **Reduce energy consumption at home.** Electricity usage is the second biggest contributor to carbon emissions in Canada, accounting for 1/5 of total Canadian emissions. Turning off lights and appliances when not in use, installing power strips and adjusting the thermostat a few degrees to match the season reduces unnecessary energy consumption.
- **Switch to energy efficient products.** Using LED and CFL lightbulbs is one of the simplest, most effective changes you can make. These bulbs save 80% of energy used compared to incandescent bulbs.
- **Power your home with renewable energy.** Switching to green energy through a renewable supplier or solar panels can save eight metric tons of carbon emissions per year, which is equivalent to recycling 5,600 pounds of trash.

In the kitchen...

- **Wash your dishes in the dishwasher and take a half load off.** Cascade knows that even a half-filled dishwasher load can save water compared to washing by hand. A running sink can use up to 15 litres every two minutes, while an ENERGY STAR certified dishwasher uses less than 15 litres per cycle. Using your dishwasher daily can save up to 378 litres a week.
- **Save on soaking.** Dawn Powerwash Dish Spray, designed with a reusable sprayer to help reduce waste, creates cleaning suds without water and gets dishes clean without soaking. Your faucet doesn't even need to be turned on until the final rinse, which uses up to 50% less water!
- **Invest in reusable items,** such as mugs, water bottles, utensils and straws, to reduce plastic production and waste. While ordering take-out, drop a note to **skip plastic utensils.**
- **Recycle and dispose of your waste properly.** Every year, Canadians throw away 3 million tons of plastic waste. Take the time to learn proper recycling practices and how they vary based on where you live.
- **Reduce meat and fish consumption** and introduce more vegetarian options to your meals to drop your carbon footprint and limit the impact on our ecosystem. Reducing meat consumption can cut your carbon emissions by up to 50%.

In the bathroom....

- **Conserve water** by taking shorter showers and installing a water-efficient shower head. When you **turn off the tap while brushing your teeth**, you can save over 11,000 litres of water every year.
- **Tackle oral care waste** with the help of Crest & Oral-B. Send in your used dental care products (yes, even your old toothbrush) and Crest & Oral-B will organize, sanitize, and recycle it all for you—giving recycled plastics entirely new life. As well as making recycling effortless, our Clic Toothbrush uses 60% less plastic than other manual brushes, while still delivering a reliable clean with the latest bristle technology all through a sleek and sophisticated design. That's something to smile about!

Outside the home...

- **Use energy- (and cost-) efficient transportation** options such as bikes or walking. GHG emissions from passenger vehicles increased from 82 megatons in 2000 to 99 megatons in 2018.
- **Go paperless.** Opt-out of paper bills from your banks, credit cards and utilities by managing them online. This saves trees and makes it easier to pay your bills.
- **Turn everyday actions into acts of good** with P&G Good Everyday. The P&G Good Everyday rewards program offers various ways for consumers to earn points and to donate to their favourite cause. For example, as part of our ongoing partnership with World Wildlife Fund Canada (WWF-Canada), simple actions through the website like uploading receipts and taking quizzes will help schools and campuses across Canada plant native gardens that will attract pollinators, renew wildlife habitats in Canada and build healthy, biodiverse landscapes that are more resilient to climate change.
- **Support causes that you care about through your purchases.** Throughout April, for every two Bio:renew bottles purchased, Herbal Essences will donate a plant in partnership with WWF-Canada.

This decade represents a critical window of opportunity to accelerate progress on sustainability. As part of our commitment to #LeadwithLove at P&G, we believe that every action we take – as companies, Brands and individuals – can make the world a better place. Together we can protect our planet, our common home, for generations to come.

Join the It's Our Home movement today. Go to <https://www.pggoodeveryday.ca/good-news/its-our-home/>