

# **PR** WIRE

E-zine designed and published by PR students as part of the experiential learning process at SCMC



## **EDITORIAL DESK**

The PR Wire is an initiative by the students of SCMC specialising in the field of Public Relations. The PR Wire is a platform for students to discuss various aspects of the industry, both local and global, backed by research along with opinion pieces and industry news. Public Relations is an ever-growing and dynamic industry, and with this first edition of the PR Wire we give you a glimpse into how PR education is shaping up at our institute.

## **SUSTAINABILITY & PR**

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# FASHION INDUSTRY AND ITS OFFER OF SUSTAINABILITY

- DRISHTI MODI

It is no secret that the fashion industry is one of world's largest polluters. It is responsible for 10% of all carbon emissions and according to UNEP 2018, the equivalent of one garbage truck full of clothes is dumped or burned in a landfill every second. The fashion industry is one of the top 5 biggest polluting industries in the world.

In the center of this is the contribution made by fast fashion, defined by the speed at which clothes and styles become replaceable. Fast fashion has gained so much attention and increased sales because of the opportunities it provides people with, especially the middle and lower classes. Durable clothing items at par with trends only come from luxury clothing brands but fast fashion companies (like H&M, Zara, Urban Outfitters, etc.) provide quickly updated catalogues at comparatively lesser prices. Even the clothes people buy from street vendors fall under fast fashion. The result of this is the growing rate of consumption and bulk-buying, and the subsequent harm to the environment in each step of the life cycle of these clothes.

A silver lining comes in the form of acknowledgement of these issues not only within consumer communities but also from large brands and the industry itself in recent years. H&M has taken multiple initiatives towards sustainable practices and been very vocal about issues and their solutions to it. The H&M Group website provides multiple blogs published by the brand with information regarding their approach to a sustainable future of fashion and uses its social media pages to spread the word further. Its Conscious Exclusive line in 2020 was promoted under the tagline "Let's wear the waste" where they communicated that they will be recycling garbage to produce their clothing items. Primark too, pledged to make all its clothes more sustainable by 2030.

The problem with the communication done by most brands is that it doesn't show the full picture and more often than not, does not provide real solutions. The information provided by these brands, despite the multiple published weblogs, social media announcements and CSR reports, lacks solid evidence for quantification of their efforts. Their approach and communication also does not remove a big hindrance: cost friendliness. And while many companies have tried to communicate their promise towards adopting more sustainable practices, it has not yet made any significant impact.

Moreover, brands like Shein have refused to acknowledge how harmful their business practices are and are nowhere close to making public statements and efforts regarding the same. Shein sells clothes for way cheaper than other fast fashion brands and uses synthetic materials that are fossil-fuel based like polyester. Despite all the unethical practices of Shein being fairly common knowledge, it has not harmed their business which raises the question, why are the more conscious customers too still buying from brands like these? The answer is simple- the lack of better economic options.

Sustainability in fashion away from bigger brands has come in the growing popularity of thrifting practices. According to Vogue Business, the fashion industry can only achieve its sustainability targets if brands focus their communications on making sustainable fashion a desirable concept for customers. This has been true in the case of thrifting, which reemerged as a trend and received its PR over social media platforms and now everyone wants to thrift. Although this hasn't meant that people drastically reduced purchasing newer clothes, it has undoubtedly opened a space where people want to buy used clothes and style them in newer ways instead.

There is no doubt that younger consumers, have become a lot more conscious about saving the environment and it is evident in the numerous practices households are adopting for the same. While the fashion industry has jumped on opportunities trying to be better, they still have a long way to go. As far as the communication and PR strategies they have adopted are concerned, they have served their short-term goals. But if the long-term goal is to achieve sustainability without trying to monopolise on the concept, the methods of communication will have to see drastic changes.



People nowadays are far more conscious of how much power and profit corporations have gotten and, sadly, how little they have given back to the community in return — data reveals that the difference between the two is a 55 percent disparity based on consumer views.

## ***Consumer Opinion on Brand's sustainability on Social Media***

However, it is not just customers who desire to learn more. Shareholders and investors are increasingly interested in sustainability-related concerns, as evidenced by a 66% rise in questions concerning organisational actions over the last year.



Already, two-thirds of worldwide customers (67%) say they are "interested in sharing their ideas, thoughts, and experiences with firms to help them develop better goods or build new solutions."

Given that 64 percent of consumers need to hear a corporate message three to five times before they trust it, social media gives the capabilities to convey that content across platforms at the same time to ensure it gets heard.

# GREEN COSMETICS: COMMUNICATING SUSTAINABILITY IN THE RIGHT DIRECTION

Back in the day, the only way for a beauty or makeup business to gain visibility was either through a feature in a glossy magazine or a celebrity endorsement. A lot has changed since then, but one thing that remains constant is the rising importance of public relations in the beauty industry. With the availability of a wide range of beauty and cosmetics goods in the market, the role of public relations has become even more significant for a brand to stand out from the crowd. Public relations campaigns for beauty goods and cosmetics should never be viewed as a one-time event, but rather as an integral element of a long-term, strategic plan.

Firstly, let's understand what green cosmetics are. Green cosmetics and makeup imply that they are cosmetics made with all-natural, non-toxic materials that are safer for human use and kinder on the environment. In general, "Green Cosmetics" refers to a segment of the cosmetic business that manufactures goods using ecologically friendly formulas, manufacturing procedures, and packaging approaches. With the rising popularity of the Green cosmetic industry, the PR for the same has been on the rise too.

The concept of sustainability has become significant in these recent years, and hence the consumers have become more conscious of what they buy and use. They look for cruelty-free and eco-friendly brands that undergo ethical production. This increasing need amongst consumers, has led the PR managers and communication managers to shift their focus to more conscious brands. Many brands like, The Goodkind co., Kaia naturals, Organic Harvest, etc. are some of the popular sustainable brands and are receiving ever-growing love from the audience. The sector of green cosmetics has been looking at the option of Oleochemicals, which are naturally generated substances from plant and animal fats and can be used as a superior option for petroleum-based products.

The publicity focus on the ingredients like:

- Natural oils such as palm oil, coconut oil, avocado oil, and castor oil are examples of fatty alcohols that are employed as chemical surfactants.
- Plant products such as soybeans, maize, chamomile, and others are utilized in the green cosmetic business to produce emulsifiers, surfactants, and biocatalysts.
- Deinococcus bacteria, which is presently being developed, can be utilized to produce aromatic compounds and pigments for the green cosmetic sector.

Green cosmetics are becoming more popular, which provides a chance for public awareness. Green cosmetics require their public relations efforts to first place these brands amongst the right set of audience and second to educate the audience about their ecologically friendly processing methods, as well as having plants that are maintained in line with organic systems. The businesses are motivated by the desire to become more sustainable in the beauty sector, which presents a significant PR opportunity for them. Green cosmetics have recently received attention and coverage in industry journals and media blogs about the main elements. To further the awareness about green cosmetics amongst the audience, PR techniques of influencer marketing could help in garnering exposure. Green cosmetics is a developing segment in the beauty industry, and firms have been focusing on generating and releasing fresh material on a regular basis to generate public relations buzz.



# A LEAP TOWARDS SUSTAINABILITY IN THE MAKEUP/SKINCARE INDUSTRY

Over the past decade, consumers of the beauty industry have become more aware and conscious about the products they purchase. A newly emerging major factor influencing the consumer decision making process is the level of sustainability practiced by the brand. The consumers have become more active in playing their part towards sustainability. However, the same cannot be said for the skincare and cosmetic industry.

Sustainability and performance are two conflicting qualities of cosmetic products. Environmentally harmful substances that are common in cosmetic products such as microbeads and triclosan made the cosmetic industry a large polluter and yet relatively unspoken of. The industry is not governed for sustainability by any regulatory body. Therefore, each company/brand has had the liberty to design their own definitions for sustainable cosmetics productions to favor their pre-existing procedures. However, the need for brands to collectively make an effort to reduce wastage and pollution from their end still stands.

In September 2021, the cosmetic industry made a notable effort towards adopting a sustainable approach in their operations. Some of the major heavyweights in the industry including L'Oréal, Henkel, LVMH, Unilever and Natura & Co announced their collaboration to co-develop an environmental impact assessment and scoring system for cosmetic products. This test will be brand-agnostic, and will provide the shoppers with an opportunity to compare and contrast different brands and their products in terms of their environmental impact and sustainability. Commenting on the same, Philippe Osset, an expert in the application of life cycle assessment to eco-design, a consultant providing expertise for the European Commission and AFNOR said, 'It is possible for the cosmetics sector to build a scientific environmental impact assessment of their products, based on a full life cycle assessment. It requires a cross-industry pooling of knowledge and expertise, particularly concerning the environmental impact data; this is exactly what the consortium founding members are backing on.'

A balance needs to be struck between the consumers and brands wherein each of the parties are carrying out their respective duties to maintain a sustainable approach. Although the industry has a long way to go in order to achieve their environment friendly and sustainability related goals, this seems like a promising step.

# The New Age of the Sustainable Music Industry

By - Jahnvi Chaghda

The music industry has been constantly evolving over the years and its product is something we consume every day. I don't think any of us can go through our days without listening to songs. When we think of music, we never really think about how the industry has been trying to get more sustainable, right? It is definitely not the first question that pops into the head. However, it is something that we do think about when we see or read about things happening around us. For example, when we see fashion brands attempting to make their manufacturing processes more sustainable, or when we notice that FMCG brands are attempting to make their packaging less harmful by using different materials.

Similarly, the music industry has been making attempts to be more environmentally conscious, i.e., be more sustainable and contribute less to environmental damage. Artists and music production companies have taken various approaches to hold concerts, sell merchandise, and run small campaigns, etc. through sustainable methods. Here are some examples of how the music industry is walking towards sustainability:

1) When Sufjan Stevens released a few songs for Pride, Pride T-shirts were designed and sold as merchandise. The proceeds benefited two organizations that assist LGBTQ+ homeless children in America. Furthermore, the production of the T-shirts was done in collaboration with a sustainable brand and the cloth/material was made of 70% organic cotton. This was an excellent way for him to demonstrate to his fans that he is also making a concerted effort to help the environment.

2) Bon Iver made certain that the merchandise they would sell after their album's release was made in an environmentally responsible manner. The line included items made locally with reusable energy and a variety of recycled, sustainable, and organic materials were utilised. Workers were fairly compensated and the packaging was environmentally friendly too. Moreover, they released impact reports on the merchandise that was sold. These reports provided estimates of how much water was saved, reduction in usage of crude oil and harmful chemicals, etc.

3) The 1975 chose to be environmentally friendly by repurposing old merchandise. They printed new logos on their old T-shirts (some as old as 5-6 years) to promote the release of their new album. Fans were encouraged to bring their old "The 1975" original band T-shirts in order to receive a free print update. They also pledged to plant a tree for every concert ticket sold.

3) Billie Eilish included an eco-village with climate education resources at all of her concert venues.

These are some excellent examples of transparency and commitment from well-known and respected music artists in the industry. All of this has only recently begun, but it has sparked numerous discussions within the music industry and among its fans. Thus, if artists are making efforts to communicate their sustainable practices to us, the least we can do is be aware of it and take the necessary steps to become more sustainable ourselves.

# PR and Corporate Sustainability



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## HINTS:

1. Antonym for DISLIKE

3. Synonym for LIABLE

5. Synonym for OVERRUN

2. Antonym for OPAQUE

4. Verb of REUSE

6. Synonym for SUSTAINABLE

7. Similar word for PLANS

# **SUSTAINABILITY IN PLACE OF FOOD WASTAGE**

In today's scenario, talking about topics related to the food industry and the several issues pertaining to it, it is difficult to leave out the problem of food wastage. Conversations regarding food management are increasing not only amongst local communities and the society at large but also have become the focus of voices from within the food industry

PR has played an important role in advocating the necessity of food management throughout the world. Multiple campaigns and challenges like Feeding the 5000, Food Recovery Challenge, I Love Leftovers, No Food Waste, The Pig Idea, Zero Hunger Challenge, etc. have been run globally for raising awareness about and towards reduction of food wastage levels.

UNEP launched an initiative called "Think. Eat. Save." This initiative was followed as such:

1. **Think-** plan and create a list of ingredients you will require to cook a meal before going out to buy.
2. **Eat-** be mindful about the food you eat & save time and money by prioritising eating the food out of the kitchen before making/buying more.
3. **Save-** food items should be refrigerated/frozen to make sure they remain fresh for longer and the leftovers should not be thrown away.

An organisation called Sustainable America launched the campaign "I value food" with the goal of creating awareness about the food wastage in the United States. The website has quizzes and challenges available alongside information to assist individuals in doing their part towards the process of ending food wastage. Its articles like "Innovative ways to make use of leftovers" or "Cooking meals with zero waste" help interested people find strategies and ways they can help manage food waste. Their social media accounts are focused on further spreading knowledge through faster modes and platforms by posting links about food waste management and guidelines for the same.



In the UK, a campaign called Love Food Hate Waste was launched by the Waste and Resources Action Programme (WRAP). The taglines for this campaign are usually very direct and impactful; for example, "saving you money, saving you food." The campaign has been a great success largely due to the app they launched to aid customers in the process of food planning, cooking, utilising leftovers, etc. It can also keep a record of the food already available in your kitchen and sends a notification or an alert if the user is about to order the same item.

Similarly, several other campaigns have been launched in different parts of the world with a common goal to reduce food wastage and create awareness about waste management programmes. The execution of these campaigns differs based on the target groups. For example, Love Food Hate Waste was able to make use of mobile apps and work on the assumption that grocery would be bought online as its target was a more tech savvy age demographic. The "I Value Food" campaign targeted housewives and professional chefs and so it emphasised on cooking with leftovers at one's disposal and proper utilisation of ingredients inside a restaurant. UNEP's initiative focused on people collectively with its campaign "Think. Eat. Save." which has a generic motto and can be followed by everyone.



# Green Trends You Need To Know About

By - Kashish Ahuja



Sustainability is the concept of striking the right balance between economy, equity and environment. As simple the definition sounds, understanding the concepts and trends around sustainability could be a bit intimidating. And with the sustainable movement gaining more and more traction, it is very significant to have a basic knowledge about it. So, here is all you need to know about this viral sustainable dining trend called Farm-to-Table dining.

In simple terms, Farm-to-table concept is about eating food that quite literally comes directly from the farm, i.e., organic food. This could be homegrown or fetched directly from farmers. While this concept can be used by people in their daily lives for a conscious living, it is being used by various restaurants to promote the idea of sustainable food habits. The food in such restaurants is either produced in their own farms or is directly sourced from the farmers.

This trend has recently gained a lot of momentum in India. The Table Farm restaurant in Mumbai, is one of the first restaurants to introduce this concept in India. This concept of using native produce, has led to a lot of innovation in the food industry. Another restaurant in Mumbai, Masque, recently dropped their new ice-cream made out of Mahua flowers. Not only this, the concept has been so much better in India that, these creative minds are brewing using kokam, jaggery and local rice. Restaurants have been trying to work with tribal forest farmers to introduce as many natural and authentic ingredients as they could to move towards a landscape where these nutritious dishes are accessible to everyone.

So, this concept of Farm-to-Table dining has brought an even deeper meaning to how people dine in. It is now, not only about having information about what one is consuming, rather it is even more about being conscious of where the food is coming from and if it is clean, not just for the human body, but for the environment at large as well.

# Rewiring the Automotive Industry for Sustainability

By - Satvik Pathak

For the past few years, the automotive industry has been a major contributor to the increase in global pollution levels. Automobiles are the primary source of air pollution in India's prime cities. It is the world's third largest emitter of greenhouse gases globally, after China and the US. With the industrial sector of India trying to be more sustainable in its practices, the industry and its stakeholders have come together to build an economy wherein the members of the economy are encouraged to share, lease, reuse, repair, refurbish or recycle existing materials for as long as they can and this is known as a circular economy system. One of the first and most important steps taken by India's automotive sector was the introduction of their vehicle scrappage policy.

The Vehicle Scrappage Policy is a government funded program that was launched on August 13, 2021. The goal of this policy is to reduce the automotive industry's contribution to pollution levels while also creating demand for newer, more environmentally friendly vehicles. According to the policy, commercial vehicles that are being used for over 15 years and passenger vehicles being used for more than 20 years will have to undergo a 'fitness and emission test' and will mandatorily be scrapped if they do not pass the test.

The benefits from this policy are reduced pollutions levels and improved road safety. The materials derived from scrapped vehicles will further be sustainably used to make new vehicles, which will reduce the price of vehicles produced and subsequently boost sales.

Some incentives for the scrappage of old vehicles and purchasing new ones for customers are as follows:

- A 5% discount given by manufacturers during the purchase of new vehicles.
- No registration fee charged while purchasing a new vehicle.
- States can give rebates up to 25% and 15% on road tax for personal and commercial vehicles, respectively.

A large number of brands in the country have reshaped and restructured their operations to adapt and improve sustainability and recycling as much as possible. MG Motor India, one of India's leading motorcycle brands, collaborated with Attero on their joint mission to create a circular and sustainable Electric Vehicle economy in India. The goal of this collaboration is to re-use and recycle lithium-ion batteries of their electric SUVs.

Another brand that joined the automotive industry's venture to become sustainable is Hyundai. Their campaign "Beyond Mobility" aims to reinforce its commitment to mankind for intelligent technology, sustainability, and innovation. Some of Hyundai's initiatives include a 100% rainwater harvesting facility of storage of up to 3.35 lakh kilo-litres of water. It also plans to self-dependent with respect to their water needs by 2025. 89% of their plant's energy needs are fulfilled via internal renewable energy resources.

The Society of Indian Automobile Manufacturers (SIAM) introduced their initiative called the Society for Automotive Fitness & Environment (SAFE), wherein the main focus for World Environment Day (5th June) is to organize various activities related to environmental safety, sustainability and eco conscious growth. By raising awareness through activities like free PUC checkups and certificates, they 'urge all drivers to work towards the cause of safeguarding the environment and help realize the goal of ensuring sustainable, environment-friendly growth in the coming years.' The participation in the initiative was massive. Several manufacturers including Ashok Leyland, Bajaj Auto, Ford India, Hero MotoCorp, Honda Motorcycle & Scooter India, Mahindra & Mahindra Ltd, Maruti Suzuki India Ltd, Nissan Motor India Pvt Ltd, Renault India Pvt Ltd, Skoda Auto India, Tata Motors, Toyota Kirloskar Motor and TVS Motor Co participated through their dealerships across the country.

The circular approach for sustainability in the automotive manufacturing industry and market gives manufacturers control over the entire design as well as manufacturing approach and create a new system that is sustainable and effective in terms of the results it provides to solve a problem in the market. It helps reduce design and production related costs make the processes more efficient. Vehicle companies can benefit from the supply chain and tap into the material scrapped. Not only this, the circular approach provides sustainability and environment conservation results while subsequently benefitting the economy of the country.

# WILL METAL STRAWS SAVE EARTH?



## ANSWER KEY TO WORD SEARCH

1. Reputation
2. Transparent
3. Accountable
4. Recycle
5. Outreach
6. Ecofriendly
7. Policy

# The Rising Tribe of Digital Eco-Warriors

## A take on the rising popularity of 'Sustainable Influencers'

By - Kashish Ahuja'



The landscape of influencer marketing has drastically changed over the last few years, and more-so in the wake of Covid. During the first wave of Covid-19, businesses were forced to shift all their operations online and influencer marketing became a major source of attaining their brand promotion goals. For a little while during the first wave, our Instagram feeds were filled with random brand endorsements done by different influencers. Rather than offering a sense credibility, the rampant promotion of brands was only creating confusion amongst their followers.

A study by WWF International, stated how around globally 74% people are keen on inculcating green practices in their daily lives but are not educated enough on how to start doing so. And hence, this behavior of rampantly spamming people with random brand endorsements got replaced with a better and conscious championing of brands by these influencers, called the sustainable influencers.

These Green Influencers harness the power of social media, to engage with the audience by creating content about their own lifestyle decisions, their favourite sustainable brands or the basic sustainable practices that they follow. But their role is not just limited to promoting a few conscious brands, as it has become bigger in the sense of now promoting a conscious lifestyle, a lifestyle of making eco-friendly choices. This puts them in a position where they have the power to have an influencing impact in changing people's lifestyle. And this very power that they hold, led to the rise of the popularity of these green influencers and the rise of their conscious influencing.

The sustainability influencers rose organically from promoting specific sustainable brands to making people realize the importance of incorporating the concept of sustainability in not only the consumer's purchasing decision, but also in their daily life activities. It started from encouraging them to follow these small every day activities as part of conscious living, and rose to encouraging them to encompassing sustainability as a lifestyle, by making every little decision around it. Be it, conscious fashion decisions, conscious travelling decisions, conscious food decisions or even zero waste life. These influencers are consciously influencing people to keep a check on their basic activities like zero-wastage in household settings.

The rising consciousness amongst Indians about their purchasing choices, has consequently led to a lot of Indian homegrown brands mushrooming in the recent times with many of them following a sustainable idea of lifestyle. With this rising number of conscious brands, more and more green influencers rose to promote the idea of conscious living. So, this collective need of incorporating a green lifestyle, gave rise to an eco-system of sustainable influencers in India.

India has a gamut of sustainability influencers, ranging from influencers who are actively posting information regarding living a low-waste and sustainable lifestyle, to influencers who are owners of sustainable brands, along with creating content around conscious living. Mehndi (Instagram handle - @consciouschokri) is one of the influencers who is actively disseminating information on how to put daily household wastage to use. For example, she recently posted on how she made use of orange peels to make an all-purpose cleaner. This is how she is influencing people to inculcate small activities in their daily routines, to lead a cleaner and a conscious lifestyle. Karuna Ezara Parikh (Instagram handle - @karunaezara), is one of those influencers who is actively collaborating with sustainable brands and has a brand of her own- Burlap People. It is a green brand, promoting conscious living.

Indian homegrown brands have fuelled this movement and paved the way for the rising tribe of digital eco-warriors. It is because of influencers and brands like these, that sustainability movement is no longer a mere concept, rather it is a lifestyle choice.

# FILM REVIEW ON WALL - E



Wall-E is loved by everybody; I have never heard of anyone who disliked Wall-E. The emotions, visuals, characters, along with the story, the message they were trying to convey through the movie captivated and touched the audience's hearts. The movie is about a robot that has been assigned the job of cleaning up the mess left behind after humans flee to another planet when pollution gets out of hand. Between all of this waste, the robot discovers a plant growing, which leads to a fun-filled adventure. The main aim of the movie was to criticize consumerism and capitalism-related issues that led to the destruction of the planet.

The film single-handedly showed the ever-increasing problems of pollution and waste, jobs and the modern economy, etc. It made people think about how they are wasting their life and resources and how we are all essentially doomed if we do not do something about it. This movie opened conversations and spread awareness about climate change and environmental collapse by throwing light onto the urgency of solving these matters. Showing the audience how Wall-E found potential to reform the planet despite the condition it was left behind in, gave people hope that there is still time and we can still make a difference. In fact, after the release of this movie, Robert Downey Jr. even announced a project called The Footprint Coalition, which aimed to help clean the planet by using advanced technology.

Thus, all I would like to say is that this movie is one of the best science fiction animated movies of all time which urged the audience to wake up and do something about the impending doom caused by the onslaught of environmental damage.

# IS YOUR CHOCOLATE GOOD FOR EARTH?

Despite how comforting and good most of us find chocolates to be, they come at huge social and environmental costs. Here are 5 ways you can make sure your chocolate is trying to be sustainable.

- 1) Look for the certification marks on your chocolate packs instead of believing baseless claims. Fairtrade, Rainforest Alliance or UTZ certifications are some that you can fall behind.
- 2) How much palm oil does the chocolate you love use? Palm oil is one of biggest drivers of deforestation and unfortunately, most chocolate is made using it. Brands like Tony's Chocoloney have taken conscious efforts towards reducing their use of palm oil. Better yet, try to buy chocolates (and other food items) with no palm oil at all.
- 3) Check where the cocoa in the chocolate comes from and avoid the ones sourced from West Africa. If your chocolate is from a Swiss company, check if it uses sustainable cocoa. 41 Swiss companies (including Lindt, Nestlé, Mars, etc.) have pledged to source at least 80% of their cocoa in sustainable ways.
- 4) Look for companies engaging in direct trade with cocoa farmers. This makes sure that farmers get a larger income and any cases of child labour, deforestation and other harms to the society and environment can be directly traced back to the company to hold them accountable.
- 5) While you might think Dark Chocolate is bitter, it provides more opportunities for oppressed and underpaid cocoa farmers to make money, especially if the chocolate is from certified brands. It would be even better if you could buy chocolates produced by cocoa farmers directly, to avoid a bunch of unethical practices in one go.



## HOW TO PRACTICE SUSTAINABILITY IN DAILY LIFE



### NO TO ALUMINIUM

Muslin cloth can be used to wrap rotis and parathas instead of aluminium foil because aluminium is not biodegradable and creates toxicity when reacted.

### Use of leftovers

Leftover papers can be used to make a book. As a single paper requires several trees to be cut down so this can save your money, paper and trees!!



### Metal straw

The non-corrosive metal straw should be used so as to avoid the use of plastic straws.



### walk more

Driving should be reduced and walking should become more common among everyone. It is a better way to improve the environment as well as your health. Public transport can be used for longer distances.



# MEET THE TEAM



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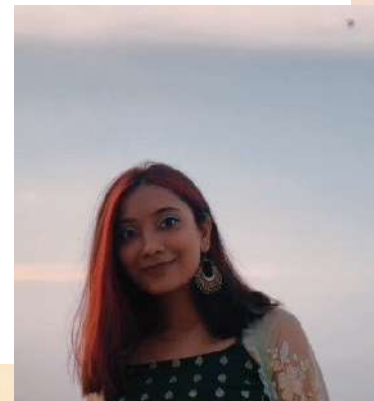
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