



Video: <https://www.youtube.com/watch?v=rByHiqc0K9k>

1. What are the “big 4” actions that impact most highly?
  - ✚ Eat a plant-based diet
  - ✚ Avoid air travel
  - ✚ Live car free
  - ✚ Have smaller families
2. What is the title of this video by Green Mountain Energy
  - ✚ How to Lower Your Carbon Footprint
3. How do they define your carbon footprint?
  - ✚ everything we do from driving cars to buying groceries comes with some amount of carbon emissions and when you add those up you get your carbon footprint
4. What are the little things we can do? And do they reflect the Climate mitigation research findings?
  - ✚ replacing our light bulbs with energy efficient LEDs, or hang drying our clothes, or recycling
  - ✚ Yes
5. What are the bigger things we can do? And do they reflect the Climate mitigation research findings?
  - ✚ cutting down on red meat or eating a plant-based diet
  - ✚ Yes
6. What other things do they say we can do?
  - ✚ Go car free, switch to an electric vehicle, skip just one transatlantic flight, use green energy
7. What is Green Mountain?
  - ✚ It’s a green energy supply company
8. Why did they produce this video?
  - ✚ To advertise their products
9. How accurately does the information they provide reflect that of the climate mitigation research findings?
 

Very accurately. They don’t mention having smaller families, nor do they put high impact actions in order but their list differentiates the low, moderate, and high impact actions.
10. What’s your view?
  - ? Although this is an advert for green energy, they accurately categorise the impact actions have, and focus our attention on the high impact, especially green energy.
  - ? What they don’t do is show how critical it is that we make lifestyle choices and changes which enable us to fall below 2 tonnes per person per year by 2050

Write your summary and opinions (in note form)

- ✚ video by Green Mountain Energy, a green energy supply company
  - ✚ called how to Lower Your Carbon Footprint
  - ✚ they define your carbon footprint as everything you do from driving cars to buying groceries and when you add up those carbon emissions you get your carbon footprint
  - ✚ They list the low and moderate impact actions as the little things we can do: replacing our light bulbs with energy efficient LEDs, or hang drying our clothes, or recycling
  - ✚ They list the high impact actions we can take like cut down on red meat or eat a plant-based diet, go car free, switch to an electric vehicle, skip just one transatlantic flight, and of course use green energy. The only high impact action they don't mention is the really big one: have fewer children
- ? Although this is an advert for green energy, they accurately categorise the impact actions have, and focus our attention on the high impact, especially green energy.
- ? What they don't do is show how critical it is that we make lifestyle choices and changes which enable us to fall below 2 tonnes per person per year by 2050