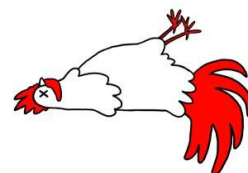


SIX SHOCKING TRUTHS...

advertisers will never tell you
about how **YOUR** money
is wrecking the world

Instead...
Slow down
Spend less
Enjoy 'now'



**DORKING
CLIMATE
EMERGENCY**

Web: dorking-climate-emergency.net
Join us.



Air travel is wrecking the world.

Tour operators seduce you with images of exotic places, crystal-clear waters, palm-fringed beaches, exciting ski-slopes and adventures. You're lured by the special offers; 50% off, extra days for free and so on.

But....

According to ETA, an award-winning ethical insurance company in the UK:

- One return flight from London to New York produces more CO₂ than a whole year's personal allowance of the stuff.
- Aviation creates c.15% of the UK's carbon impact.
- Heathrow regularly breaks air pollution limits and is the UK's biggest single polluter.
- Many package holidays give little or no benefit to the countries they take place in.

- Tourists use up huge amounts of, often precious, water and create sewage and rubbish disposal problems.
- Buffet meals are wasteful as excess food is thrown away and hotels generally ignore local dishes.
- Local people benefit little and work long hours for little money.
- C. 55% of people holidaying in a hotel complex seldom, if ever, leave it to explore.
- Package holidays & tourism cause huge problems locally.

How many vapour trails have you seen today? They're full of pollutants even worse than CO₂.

According to the Guardian, vapour trails are 'flash-frying the planet in an extra-hot wok'.

The solution? Check out pages 7&8

Cruises are damaging our oceans.

Imagine. The fantasy lifestyle of being waited on hand-and-foot while you cruise to idyllic locations. Glamorous couples drinking champagne on balconies as they watch the sun set. It's a truly wonderful life onboard. The 25.8 million people who went on cruises in 2017 obviously thought so.

But....

The reality, according to Tourism Concern*, is very worrying:

An average cruise ship generates 21,000 gallons of sewage, and emits the equivalent of 13 million cars worth of sulphur oxide per day, that's 40-50 gallons of wastewater per passenger.

Over 1 billion gallons of sewage – much raw or poorly treated – were discharged into the ocean in 2017, according to a Friends of the Earth estimation.

The only control is that ships have to be over three nautical miles from the coast.

In 2013, the Caribbean Princess operated by Princess Cruises discharged 4,227 gallons of contaminated bilge-water into the sea off the English coast.

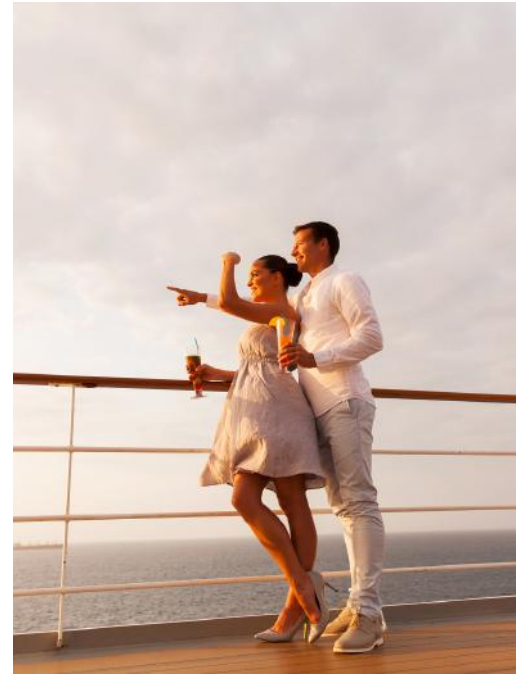
Most cruise ships burn low grade fuel with high sulphur content.

Many ships have to burn oil when in port which pollutes the area around them.

Many workers are locked into poorly-paid contracts with long hours and dreadful conditions below decks.

www.tourismconcern.org.uk/campaign/cruise-ships

See pages 7&8 for solutions.





“Fashion nirvana, jaw-dropping new looks, hot fashion for the trendy, buy this suit, get this look and success will be yours. Do it NOW and look amazing.”

THE FASHION INDUSTRY EMITS AS MUCH GREENHOUSE GAS AS ALL OF RUSSIA

That’s more greenhouse gases than all international flights and shipping combined.

46.1 million tonnes of polyester were produced in 2014, releasing 655 million tonnes of CO₂ into the atmosphere.

Producing 1kg of cotton in India consumes around 22,500 litres of water according to research done by the WaterFootprint Network.

India’s cotton industry consumes enough water to supply 85% of its 1.24 billion people with 100 litres of water daily.

Ratings by *Ethical Consumer* showed several large companies with excellent images lurking near the bottom of their table for ethical production. ASDA’s George brand came bottom with a score of zero. M&S, Gap and John Lewis also scored badly. <https://www.ethicalconsumer.org/fashion-clothing>

£12 billion in tax is lost annually to the public purse via corporate tax avoidance. Companies owning two big names, BooHoo and Missguided are incorporated in tax havens.

In Feb 2019 the House of Commons released a damning report about the fashion industry, ‘Fixing Fashion’, calling for more control.

Many garment workers in the UK and abroad work for low wages and in dreadful conditions although the clothes they make might cost small fortunes.

There’s a solution! Find it on pages 7&8

What happened to Christmas?

LET'S SPREAD THE LOVE

Christmas celebrates the birth of a homeless child born in a stable who went on to challenge materialism and push for a new world of love, caring and compassion.

And now?

The dream: An open, crackling fire, carol singers, snow-flakes drifting down on a frosty moonlit night, a scrumptious roast dinner with all the trimmings, happy family gatherings, magnificent Christmas tree, children's faces shining with joy as they open their presents...

The reality:

It's the major spending fiesta of the year: businesses fail and fortunes are made through skillful advertising and events such as Black Friday.

Expectations and pressures are sky-high, fuelled by expensive and seductive tv ad campaigns, which start in September and are often focused on children.

The average British household expects to spend £726 on presents, parties, food, gifts and decorations this Christmas. (Only £726!) Huge numbers of people fly away on short Christmas breaks. Overcrowded airports & flight delays add to the stress.

Credit card debt over Christmas soars; 46% of people are worried about the cost of Christmas.

39% will use credit cards to cover the cost of Christmas, taking months to pay it off, if at all: 18% said in a survey this time last year that they "dread" Christmas.

Adding to the sparkle: suicide rates peak during the Christmas period.

Mental Health charity, Mind, reports that Christmas is the worst time of the year for loneliness, especially for the bereaved.

And if your relationship with anyone is on thin ice, the raised expectations of Christmas can send you crashing through it.

**There HAS to be a solution!
Find it on pages 7&8.**





THE DEBT SPIRAL

Advertisers tempt you into a wonderful lifestyle. But it comes at a price.

The dream: Buy now, pay later. Buy now, impress the neighbours. Take out another credit card to consolidate your debts. Cashback every time you spend. Get rewards. Reached your limit? We'll increase it. Take out a short-term Payday Loan. Within minutes it's in your bank account. Problem solved.

The reality: you are being sucked into a never-ending debt spiral. Carefully crafted easy-access credit card ads show up to an eye-watering 34.9% interest. Payday Loans can have more than 300% interest. Borrow £1000 over 6 months for Christmas – repay £1150 by June. That's nearly £200 per month starting January. Can you really afford this when you couldn't in the first place?

According to Finder.com, in February 2019 the total credit card debt in the UK averaged £2,649 per household! Since 2012 we've increasingly failed to clear our credit bills at the end of the month. In 2018, for example, £222 billion was borrowed via credit cards, and only £160 billion paid back. And more than one million cars a year are bought with Personal Contract Plans.

One in four households now has a personal loan - a rise of 23% from 2018 – with an average outstanding balance of £2,080. Postcode area RH (that's us!!!) is the 7th highest area in the UK for personal loans with an average £723 per adult. And none of this includes student loans.

There's a solution! Find it opposite.



The world is overheating. So are our personal finances.

WHAT CAN I DO?

Avoid flying wherever possible. Pledge to reduce flying by 50% each year. If you have to fly, put £10 per hour of flying into a charity like Tree Aid. Look at Flightshame, the Swedish initiative.

Travel by train (book ahead for good prices). London – Paris takes only 2 1/4 hours by Eurostar.

Holiday in the UK. House swap. Stay in a youth hostel (they have family rooms).

Try a website like no-flyholidays.co.uk

Don't go on a cruise. If you have to, feel better by checking the ship's pollution rating and ask awkward questions.

Ignore fast fashion. Develop your own wonderful look. Go for long-lasting classics rather than ever-changing modes. Buy second-hand. Make your own. Swap. Up-cycle.

Go for a chilled-out Christmas. Switch off TV advertising NOW! Make presents, i.e. children's pictures of grandparents, framed. Involve the family. Make decorations. Buy a rooted Christmas tree.

Apart from 1 or 2 special pressies, have a limit of £5 but avoid cheap plastic gimmicks. Do Secret Santas rather than individual pressies. Relax and enjoy rather than rushing around. Invite someone round on Christmas Day (or Boxing Day) who's lonely.

Face up to your loans and pay them off. NEVER take out a Payday loan.

Sort out your debt problems with practical advice at one-stop site
www.moneysavingexpert.com/loans/debt-help-plan/

Above all:

Resist advertising. Buy what you need, not what adverts tell you that you want.

And (turn over...)



Be the NEW COOL and re-think your life.

Slow down
Spend less
Enjoy now.

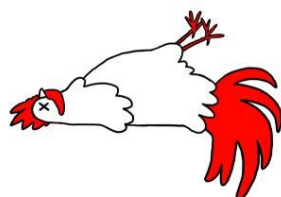
Put people first, not things.
Be yourself, not the ad-created image of yourself.
Help others to tread the same path.
Join a group of like-minded people like us.
Save the planet for children, grandchildren and those yet to be born.
THAT'S the New Cool.

Remember: the best things in life are **not** things.



Friends of the Earth have an excellent website, including a guide to eco-lazy living: 8 Lazy Ways to Save the Planet.

And join us.....



**DORKING
CLIMATE
EMERGENCY**

Web: dorking-climate-emergency.net
Join us.