

# THIS IS A GOOD GUIDE



**for a sustainable lifestyle**

**Marieke Eyskoot**

**revised edition**

**fashion • beauty • food • home • work • leisure • tips • stores • brands • destinations**



## FOREWORD

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**Aja Barber is a writer and consultant. Her work centres around sustainability and intersectional feminism. She uses her expertise in fashion to get people thinking about the feelings that urge us to buy, the systems we are buying into and how those systems harm others. For me, she is one of the leading, most critical, independent and important voices in the movement for a better world of these times.**

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Right now humanity has a choice (particularly humans of the global North). We can continue the systems and cycles that have led us to this weird place where our overconsumption has brought the world to a state of panic... or we can step back, take a breather and think about how we can build better and more equitable systems which ultimately do less harm all round. The current fashion cycle which we are participating in is harming both people and planet. And if we continue to go down this particular path, ultimately we're just harming ourselves.

For so long none of us really knew what was at stake. We were brought up in a world which told us to consume happily and help build a strong economy. We were taught you need new clothes for certain occasions (when your old clothes may work perfectly fine). We were encouraged to shop when you felt happy, or when you felt sad, or when you wanted a new dress for a date or a new job. This behaviour was commonly seen as acceptable and subtly pushed in advertisement and film. The cycles sped up to the point where every time you entered a shop, there was new clothing to be bought.

But the tide turned, we began to learn that the horrors of the garment world (which we thought we abolished during the industrial revolution) were still being carried out in countries far away from us at the hands of the corporations who tell us to 'buy, buy, buy'. We began to understand that when you 'donate' your clothes and you buy new stuff often, the vast majority of it ends up being dumped in a country in the global South, thus making it an ecological disaster which ruins the market for local artisans and makers. We began to realise that the entire world was drowning... in clothes.

It's time for a new page in this book and what we do next is very important. Sadly we don't have the luxury of time to figure it out. But I believe in us. Do you?

– Aja Barber

**'It's time for a new page in this book and what we do next is very important.'**

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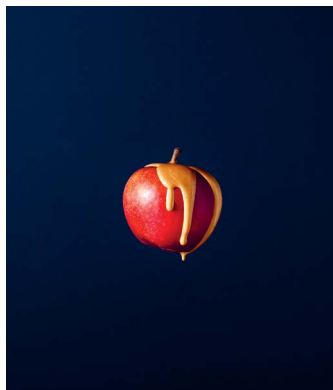
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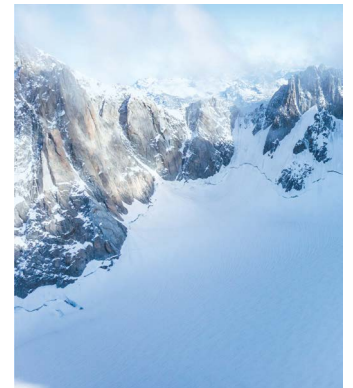
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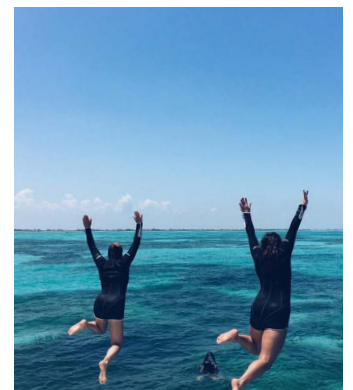


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# INTRODUCTION to the revised edition

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Wow, so much has happened since the first edition of this book was published 2.5 years ago. Greta Thunberg wasn't even included yet (and we'd never heard of Covid-19)! What a unique, groundbreaking time we're living in. Never has sustainability been so high on the agenda as it is now. Never has the climate crisis been such a topic in conversations, the media, elections and never has its urgency been so apparent as it is today. Hundreds of thousands are demonstrating around the globe, school kids are striking, the civil-disobedient events of climate activists Extinction Rebellion are spreading. All kinds of things are in motion, and there seems to be more space for permanent change.

This is not only the case for the environment, but also when it comes to social issues. Although the cause was horrible, Black Lives Matter is finally getting the attention and support it deserves. We must not allow this to ease off – for all people of colour. In public transport, the use of 'ladies and gentlemen' over the speakers is no longer a given, so that people who aren't comfortable in this binary system can also feel welcome. Legislative proposals are being made to close the pay gap between men and women (and by woman, I mean in this book: everyone who identifies as a woman). Every person deserves equal pay for equal work. Of course, none of this goes fast or far enough. But something is happening. And it has to.

No better time then, for this completely revised, third edition: 1,058 amendments to, amongst other things, the facts and figures, initiatives and brands/stores, a foreword by the fab Aja Barber, four additional interviews and extra pages with information about key developments such as mentioned above. And although there's already heaps of changes, if given the time I'd have liked to do a lot more differently (but then I should've maybe written a completely new book – and someday I will!). I'd for instance consider altering the identifiers (m/f) in the guides, and would want to name women first – but better still I might've preferred to take out the entire distinction. Because who cares about these confining pigeon-holes, right? Long live your own, free choice. I would've liked to write even more about for instance queer rights, racism, refugees, ableism and taboos. Since this book came out in 2018, I've started a movement called #SustainabilityAgainstShame (the photo of me you see on the right is part of it). I want to put the connection between shaming for profit and being able to be sustainable on the map. We are constantly overloaded with messages that we are not good enough. Which has two major effects: we collectively often feel bad about ourselves, and it's really difficult to make more conscious choices. After all, only if we keep buying do we belong. This is why I would've also wanted to give the floor to more people with different backgrounds, ages and gender identities, and featured more real images. Because *if you can't see it, you can't be it* – we must be able to recognise everything that's natural about us, and we should all be represented. That way, what's now being stigmatised or marginalised is normalised. White, cis-gender, able, thin, flawless and often male is still far too regularly the norm. I gave a TEDx talk about the limiting ideal image and our responsibility as a sustainable movement to break this open (and what happened when I aimed to collect more-inclusive images for this guide – you can watch it via the QR code).



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**[Click here to see my TEDx talk 'How the pressure to look good, prevents us from doing good'.](#)**

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PHOTO BY NINA OLSSON (UNRETOUCHED PICTURE TAKEN IN NATURAL LIGHT, ME WEARING LIPSTICK ONLY)

But I guess this is always the case when you revisit something you've made earlier. So much can change in a relatively short period: in the world, but in yourself too. This kind of enhanced understanding matters. I truly hope you'll might also get some through this guide, learn more and gain new insights. And does all this mean that I'm not happy with this book? By no means... I'm so pleased to get to share some of my experiences of the last twenty years and offer possibilities to make actual change. I'm still very proud of it, mostly of the impact it has.

I was able to make this new edition because of the heartening responses of so many readers: that finally they know how they can contribute, that they feel empowered and are taking all kinds of steps, that it has even changed their lives. Such a massive honour. And because so many people want to buy or read it. Like you. Thank you so much for being part of this revolution for good.

– Marieke

PS There's now also a children's version of this guide (because I received requests for one, so cool)! In Dutch for the moment, but hopefully an English version will be available soon (maybe by the time you're reading this? #fingerscrossed).

## JANINE ABBRING

**Janine Abbring (1976) is a Dutch television maker and presenter. She's editor-in-chief of the prize-winning current affairs show *Zondag met Lubach* and hosts a major interview programme.**

**How do you use your profession for a better world?**

'Before I take on an assignment, I always look at whether it actually fits with who I am. My agent has been known to roll her eyes when I refuse a well-paid job because the client isn't to my liking. Companies that pollute the world, have no respect for human rights or are involved in the bio-industry, I won't work with them. This does thin out what's on offer, but that's just how it is. I still remember stopping at Kentucky Fried Chicken, when recording in South Africa. I refused to go in, even turned down the coffee. So, there I was, sulking like a child on the steps outside, ha ha!'

**Do you approach clothes differently now to a few years ago?**

'Yes, completely. Up to few years ago I was buying an absurd amount of clothes, my wardrobes (yes, plural) filled to bursting. I'd unscrupulously spend hundreds of euros online, ordering a certain style of skirt or sneakers in several colours. Now it's very different. I have fewer clothes, I'm more selective. And the cliché is absolutely true: having less stuff really is liberating.'

**How do you buy or choose clothes?**

'I pay attention to animal, human and environmental friendliness. This means: stay as far away as possible from the major mass-production fashion chains, preferably shoes without leather, second-hand shopping. Fur, down and angora are no-goes. I have several Etsy webshops selling vintage clothes I like to browse. But then of course you sometimes face the fact that whatever you order

has to be flown from the other side of the world. It's damned difficult to be 100% sustainable.'

**What do you worry about?**

'Animal abuse really gets to me. This sounds rather nonsensical – after all, who's *for* animal abuse – but I do notice that I'm more sensitive to it than those around me. Most of my friends have no problem separating the steak on their plate from the cow it once was. They choose not to think about the suffering or the environmental impact. I can't. That rabbits are plucked alive, screaming, for their angora wool, is for me an appalling idea. I'm the irritating Facebook friend that keeps circulating all those petitions.'

**What are you most proud of?**

'In my television work, I try to make my "green voice" heard. As editor-in-chief of a satirical talk show, I'm very aware of this. Although it's a comedy programme, we do tackle important themes. We have the opportunity to get people thinking, an unbelievably valuable position. I'm most proud of the item we made about why we should be eating less meat. Many meat eaters have told me that because of this programme, they have altered their eating pattern. Isn't that fantastic? I'm really conscious however of trying not to preach. A wagging, green finger will achieve very little, in my experience. Hold on to your principles, but don't become bitter!'



**Janine's tips**

**Clothes** 'My shopping behaviour changed considerably after I got professional colour advice. It's a misconception that this is only done by middle-aged ladies who tell you what isn't allowed. I don't really have any shopping mishaps now, and all my clothes match.'

**Skincare** 'Don't let magazines or beauticians talk you into the feeling you need creams, lotions and masks for daytime, nighttime, winter, summer, wrinkles, a greasy or combination skin, the T-zone and, not to forget, around your eyes and cleavage, because "the skin is thinner there". All marketing bullshit. Since I've been cleansing my face with coconut oil and a warm washcloth, I've led a silky-smooth and spot-free existence. If you want to delve deeper into simple skincare (and making, for example, scrubs and masks yourself), then the book *Skin Cleanse* by Adina Grigore is a must. I also swear by Living Libations products, based on natural oils and herbs.'



**BEWARE OF GREENWASHING**

Sustainable fashion is big business. More and more people are looking for it, so an increasing number of companies are seeing an opportunity to make money. Which means you can't take what everyone claims at face value. Of course, you're a critical consumer who pays attention and thinks, but just to be sure, a few questions to help you recognise greenwashing:

- Are vague words such as natural, fair, green or environmentally friendly, being used?
- Is the brand itself claiming all kinds of things, or is there independent verification, such as certification?
- Does the brand window-dress, meaning it sells one good product (a shirt made of organic cotton, for example) to distract attention from the rest?
- Is there something about sustainable policy on the website – and are these concrete actions or just woolly ideas?
- Does the brand consistently behave sustainably, so also addressing, for instance, packaging or transport?
- Does the website mention a sustainable policy – and are these concrete actions or just woolly ideas? Do they talk about the people who make their products, and their environmental impact, in a meaningful way?
- Do they provide (credible) answers to your questions, are they easy to get in touch with, or do the store assistants know their stuff?
- Do others (online) say anything about their sustainable achievements?
- What does your gut feeling tell you? Is this real? (Actually, this should be at the top).

choose what you want, return it once you're done with it, and still do good for the environment? That's a fashion library. It works the same as with books, but then with clothes and accessories. At most you can not only borrow, but also buy – which means you can try an item first, and see if you really wear that bomber jacket, tailored suit or woollen jumper before you purchase it. That can save quite a few bad buys. Ideal. Also great for a special occasion such as a wedding (how often will you re-wear that 'special' outfit?), but for variety in your day-to-day wardrobe too. There are already libraries in, for example, Amsterdam (LENA), Paris (Une Robe Un Soir), Gothenburg (Klädoteket), Stockholm (Sabina & Friends), Copenhagen (KALO) and Cologne (Kleiderlei), and hopefully more will come soon (or start one yourself if there are none near you?). I can highly recommend it.

#### **Borrow from a brand**

Brands are slowly beginning to realise that it's a good idea to give clothes a second life. Sustainable, but also a way for them to earn money twice. That's allowed, of course! The Swedish Filippa K has a second-hand store in Stockholm, and in an

increasing number of their stores you can borrow a part of the collection. The Dutch MUD Jeans is a trailblazer in leasing. As one of the first they not only let you buy, but also borrow jeans from them, recycling them afterwards into new pairs. The Finnish Anniina Nurmi is developing a new model for the fashion industry: 'clothing as a service', based entirely on borrowing (from a brand, store or other consumer).

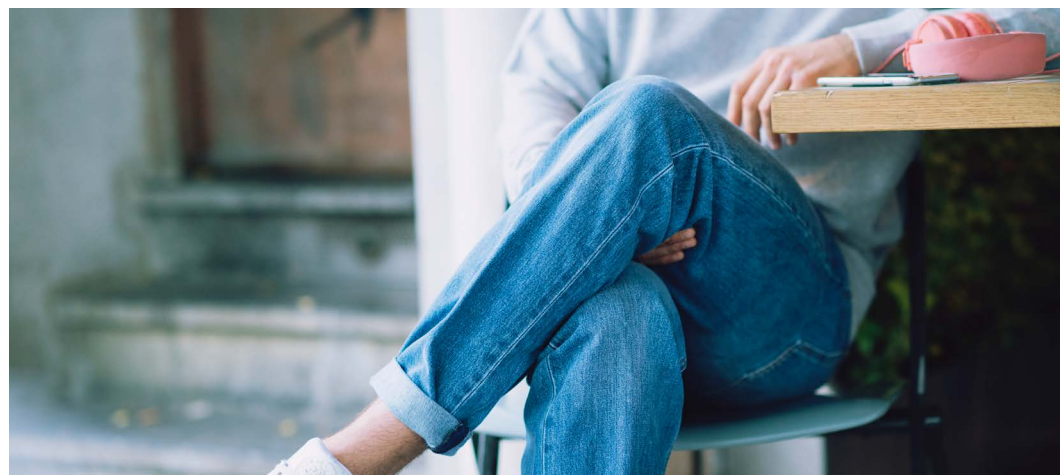
#### **Rent your outfit online**

This is becoming increasingly common. Celebrities are walking the red carpet in second-hand dresses. Special websites, such as Bag, Borrow or Steal for designer bags are growing (this site was even mentioned in *Sex and the City*). Rent the Runway is for designer items (Beyoncé hired-out the contents of her wardrobe on it); and you can turn to Le Tote (where you can select five items at a time to try/return) or The Black Tux (for tuxedos and other suits). Wardrobe rental platform HURR from the UK lets you share your garments and accessories with others – it's growing bigger and bigger. On Endless Wardrobe you can buy a fashion item new, slightly used or you can rent it. A joint closet really is the future.

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**In the US, resale is growing 25 times faster than regular retail (and is expected to be bigger than fast fashion in 2029). The second-hand market was worth over 16 billion euros in 2017, estimations for 2024: 55 billion.**

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MUD JEANS

#### INTERVIEW

#### **LENA THE FASHION LIBRARY**

### **Suzanne Smulders (1985) is co-founder of Amsterdam-based LENA the fashion library.**

#### **Why do you do what you do?**

'After my studies in fashion I'd had enough of the industry. It's a commercial and fleeting world, and on top of that, very damaging for the planet. It didn't feel right to be working this way, so I went looking for added value to make fashion fun again. I hope that not just LENA, but above all borrowing clothing itself, is a household term in ten years' time. The most normal thing in the world. We want to be driving forces behind a massive change in the chain.'

#### **What bothers you?**

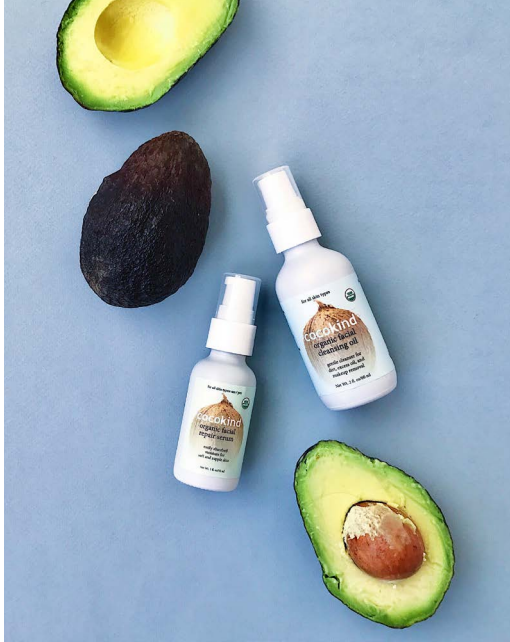
'I can get really annoyed by people that hide behind the crowds. I can understand that not everyone makes responsible choices on all fronts, and there's nothing wrong with that. But nothing is more frustrating than someone shouting: "Yes, but it doesn't make a difference anyway!". I'm convinced that every little bit helps.'



#### **Suzanne's motto**

**'My mum always says: "You're better off regretting the things you have done, than the ones you haven't." This is so true – and you also learn from your mistakes. Don't walk around with ideas for too long, make them happen and pursue your dreams.'**

- 
- > In the Netherlands, more than a third of all clothes leave stores with reductions of up to 75%.
  - > This happens because shop owners have wrongly predicted trends or the weather, or the size, fit or colour isn't right.
  - > 1.23 million new clothes are destroyed annually (the Netherlands has 17 million inhabitants). Approximately half are recycled into felt, the other half is incinerated: fashion brands want to protect their image, and not distort their own market.
  - > Of course not just in the Netherlands, but worldwide the growing pile of unused clothes is a problem. In 2017 alone, H&M for instance had 3.5 billion euros worth of unsold stock left (7% more than the year before).
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## What the Certifications Say

Choose certified organic and natural as much as possible. But, there are also very good brands or products without certification – because they can't afford it, for instance. Keep using your common sense and read the ingredient list to see what you're applying (the ingredient it contains most is mentioned first). Here are a few of the certifications you can look out for.

### Ecocert

French certification organisation, specialised in natural products. For cosmetics with the strictest 'organic cosmetic label', 95% of all plant-based ingredients and a minimum of 10% of all ingredients must be sourced from organic farming (this also includes water, which can't be certified and is the main ingredient of most products – up to 60%). This doesn't automatically mean that the product is also made ethically.

### Soil Association

British certification with the strictest demands for personal-care products. The ingredients must be 100% organic, or 95% or 70% (represented by different labels). The rest then can't be toxic or genetically modified and must be vegetable based and harmless. If an ingredient's available organically, then it must be used. Doesn't necessarily say anything about ethical trade.

### NATRUE

German certification for natural cosmetics, with brands such as Weleda, Dr. Hauschka and Lavera as members. Has three phases: a product can be certified natural, partly organic and completely organic.

### BDIH, Cosmebio and ICEA

German, French and Italian certifications for natural products, also partly organic.

### COSMOS

Collaboration between the major certification bodies for organic and natural cosmetics, to achieve more standardisation. Founded by BDIH, Cosmebio, Ecocert, ICEA and the Soil Association. Organic is the standard, and no animal testing, nanoparticles or genetically modified ingredients.

### USDA Organic/Canada Organic

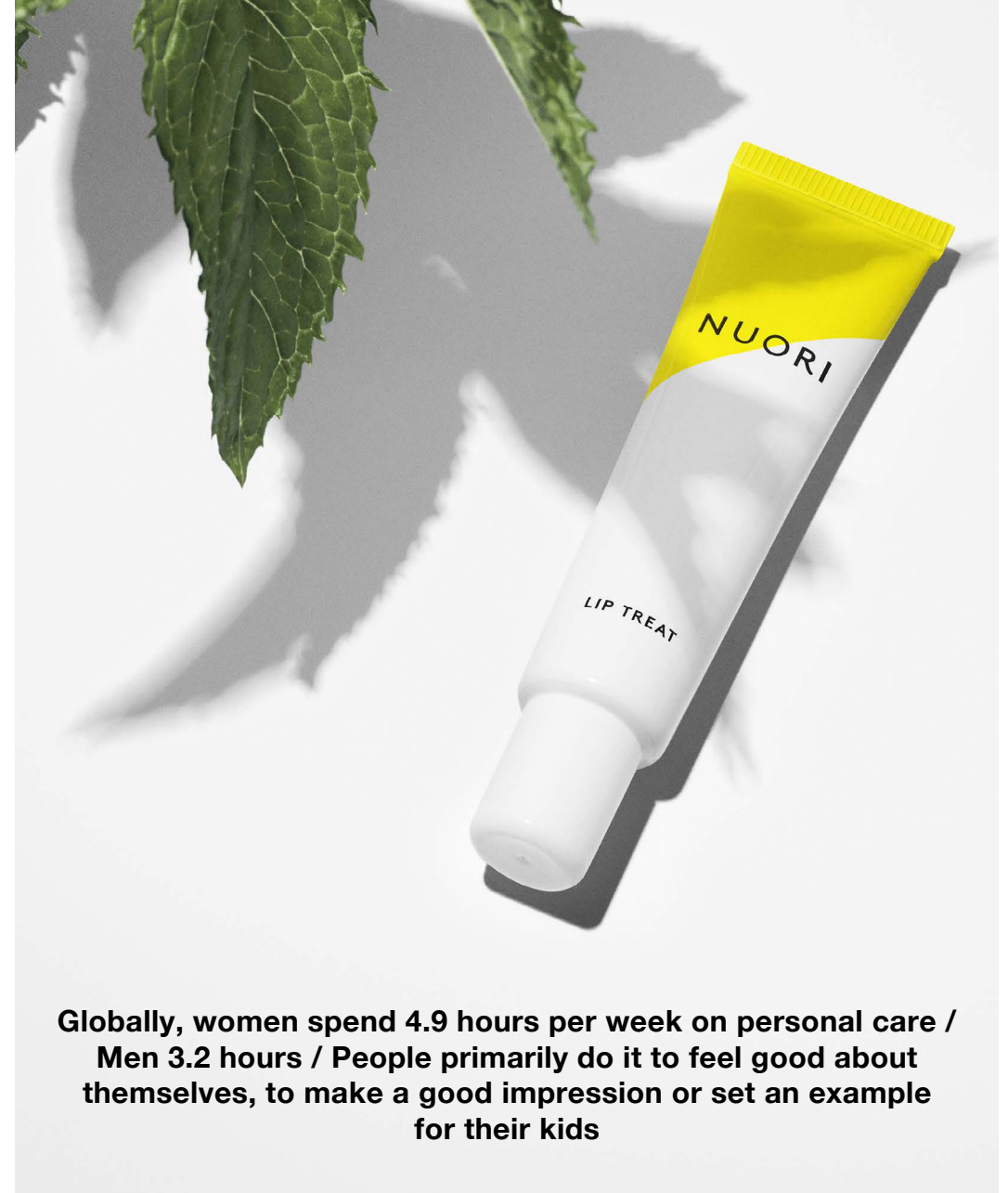
Certification of the United States Department of Agriculture. If a product has this label, at least 95% of the ingredients are organic. If at least 70% are organic, the product may be labelled 'Made with Organic' (no genetically-modified ingredients). Canada has a similar label: Canada Organic. Australia has many different organic certifications, including NASAA and Australian Certified Organic.

>> You'll also sometimes see the EU Ecolabel, read about this on p. 056.

>> More information about many certifications (including Nordic Ecolabel or BioGro New Zealand) can be found on the Eco Label Index website.

## A Fresh Start

If you feel you're dependent on products or addicted to make-up, try using less for a while, or even nothing at all. In a month your skin will be completely renewed, so the substances you've rubbed into it have disappeared. Start afresh. What do you actually need? Only cleansing, and if you really have a dry skin, perhaps hydrating using a little moisturiser, this may be enough. Admire and preserve your natural beauty. You can also care for your skin from the inside out. Rich omega 3 fats contribute to a smooth skin, glossy hair and strong nails, and drinking enough water ensures less



**Globally, women spend 4.9 hours per week on personal care / Men 3.2 hours / People primarily do it to feel good about themselves, to make a good impression or set an example for their kids**

dehydration. Prevention is better than a cure, so try to figure out why you have that spot (stress, unhealthy eating, lack of sleep?). We've the tendency to plaster it with all sorts of things. Your skin loses overview and balance from all those lotions, serums, creams, masks, gels and tonics. Intervene less, radiate more – you can always give it a go.

## It Costs More, Yet Less

Sustainable personal-care products cost more than standard brands. No doubt about it. But at the same time, they don't. This is why:

> Some experts say synthetic ingredients really don't do very much for your skin – or even dry it



## INTERVIEW

## KARMA COLA

### Plum Savill (1973) was the first marketing and communication manager at ethical soft drink brand Karma Cola.

#### What is Karma Cola, and why was it started?

'Karma Cola is a Fairtrade and organic soft drink company that is good for farmers, for nature and as good as possible for you. Nobody actually needs a soft drink but at some point you'll want one, so we want to make sure that fizzy drinks are available that taste great, look great and are made from the best, ethically sourced ingredients.'

#### What makes it different?

'Two billion cola-branded drinks are consumed every day: over a million per minute. It's the world's most popular soft drink. But the people in West Africa who discovered cola earn nothing from it. We thought it was time someone did something about that, and so we launched Karma Cola, and the Karma Cola Foundation. The sale of every bottle or can of cola, orange or other soft drink

contributes to the foundation. The foundation carries out conservation projects and ensures that farming communities can become independent through trade and can work with other activists towards change. We support eight villages in Sierra Leone, provided 75 girls with a scholarship to go to school, we pay for five teachers and have invested in 18 entrepreneurs.'

#### How do you view offering a product that contains lots of sugar, in combination with making the world a better place?

'We see Karma Cola as a great-tasting fizzy drink, to be enjoyed as a treat. It's not something to drink with every meal – rather, it can complement a balanced diet. Sugar isn't bad for you, too much sugar is. We choose organic and Fairtrade ingredients, instead of artificial flavours, sweeteners and colouring agents.'

#### What does the brand want to achieve?

'We want to become the world's favourite sustainable soft drink brand, because the more we sell, the more positively we can contribute. I love the fact that you can do something good just by doing something as easy as buying a can of fizzy drink. By making that choice you help others: an action that goes way beyond simply quenching your thirst.'

so I don't crave snacks so quickly (which is my real weakness). Other people prefer not to really have breakfast, and each to their own. But I've never understood why we learn to eat the most in the evening. Aren't we nearly finished then? No, I need energy in the morning and afternoon, and I

rather dine slightly less. I wouldn't mind trying to eat hot or more extensively in the afternoon, work a little longer, and then eat a faster, lighter meal in the evening. Breakfast as a king, lunch as a prince and dine as a pauper, is a popular saying about healthy eating. Maybe worth a try?

## INTERVIEW

## CAROLINE LUBBERS

### Caroline Lubbers (1979) is chocolate and cocoa expert, and the first chocolate sommelier of the Netherlands.

#### Why chocolate?

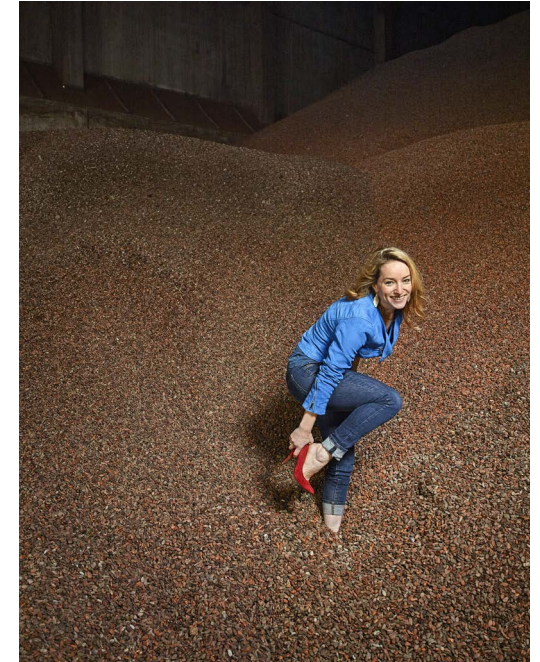
'It's one of the least well-known and developed products in the area of quality and tasting. Although in the West we eat lots of chocolate, we don't know much about it. The potential and quality have barely been discovered! That's why it's extra fun to work with chocolate, everyone loves it. It's also very political. All the choices and steps in the chain, from farmer to consumer, have political consequences. Chocolate's a good messenger, it's attractive and concrete. Through chocolate, I want to step-by-step bring the world market more into balance.'

#### What can we do to improve the industry?

'All kinds of things. Once we choose better quality and are also prepared to pay more for it, more money comes back into the chain and the farmer also gets paid better. You can develop your taste, become more demanding, with the ultimate goal of a fair price for a fair bar. More of a low quality should become: less of a high quality.'

#### What should we watch for when buying it?

'If you want something easy from the supermarket: look at certifications and quality. So don't choose the cheapest bar. If you want something more: go to a specialist shop or look online for which chocolate makers excel and for instance win awards, such as the International Chocolate Awards. If it's not specified where the cocoa comes from, then it's not important and therefore not a special cocoa. Don't



be seduced by beautiful packaging – discover that ultimately, it comes down to the flavour.'

#### How can you best taste and experience chocolate?

'Quietly and with a small piece! Tasting chocolate is not something to be done hastily, but with loving attention and complete concentration. Look at the chocolate, pay attention to the shine and colour. Break the chocolate while listening to the snap. Rub the chocolate and feel the texture. Smell the chocolate and try to recognise the different aromas. Then put a small piece of chocolate on your tongue. You can bite it, but you don't have to. What now takes place on your tongue is real magic: the cocoa butter, that the flavour is trapped in, starts to melt. Slowly, the flavour is released, and the experience starts...'



## Insulation

Less drafts and damp in your home is great and saves money. Don't forget to ventilate if you're going to improve insulation. Tackling an average family home thoroughly can save hundreds of euros per year.

> Insulate everything you can. Cavity wall, roof and floor insulation are extremely worthwhile, as is double glazing. Don't forget ceilings and pipe-work.

> Track down drafts through holes and cracks with a candle. Get those draft strips and excluders for your letterbox and under your door.

> See if you're entitled to subsidies if you're going to insulate or save energy.

>> *Any idea how much energy you actually use? Try checking your bill, compare it with others and look at when you use the most electricity and gas. You may end up with some pretty useful insights into where you can save.*

>> *The websites The Energy Saving Trust (UK, but lots of general information), Energy.Gov (US), Your Energy Savings and Your Home (Aus) are full of tips.*

## Generate Yourself

Generating your own energy doesn't just sound cool, it's possible too.

### Sun

Every hour, enough sunlight falls on the earth to provide the world with energy for an entire year. The sun is a massive energy supplier. Even when it's cloudy, solar panels still supply electricity, so that's stellar. The price of good panels is continuing to fall.

> You can place panels on your roof, wall, garage or shed. You often don't need a permit if it's your own home, but check to be sure.

> Panels are becoming increasingly thin and flexible – they can be mounted on your caravan, for example, or a good piece of wall.

> A solar boiler heats your water and home on solar energy.

> If you have a shared roof, you can have panels placed with the other owners. Get maximum yield from the panels by using a power distributor.

> Sites such as Home Power, Renewable Energy Hub and Solar Calculator have useful information.

> No flat roof, own roof or simply don't feel like panels? There are all kinds of collective initiatives you can join, cooperatives for instance, that place solar panels on sport hall or office roofs.

> On the move? Try a portable solar charger. From WakaWaka for instance, who fuel your phone using sunlight. They also sell larger cells, for bigger devices. Thanks to your purchase, a family without electricity in a disaster area or crisis situation will receive a WakaWaka lamp.

### Wind

I feel like in recent years it has become windier. Really, it's always blowing and there consistently seems to be a headwind when I'm cycling. Sound familiar? In any case, there's enough potential for wind energy (and not for my hair). If you have the space, then you could have a windmill. How amazing would that be! But probably not. Then in an increasing number of places you can become co-owner of a windmill, or purchase wind energy collectively through wind cooperatives. This can be pretty beneficial, so maybe worth checking out your local possibilities.

## Renew your Energy

One of the easiest things you can do. Make sure your energy comes from sun, wind, water or – slightly less green – biomass, instead of coal or nuclear power stations. Best of all, is when your green electricity really originates from your own country and contributes to sustainability there. The demand for renewable energy now exceeds the supply, and as result, electricity certificates are often purchased from countries where there's excess power, such as Scandinavia. It seems like we're buying green energy, but it's only on paper – in your immediate surroundings nothing changes.

So, choose green energy from your own country, or from real investments in green sources. The electricity you buy is added to the rest and channelled to us. So you don't get your own, personal green power, but you do make the mix greener.

>> *Search on 'local' or 'national' green electricity for credible suppliers.*

>> *Sites like Renewable Energy World provide information about green electricity, and for example the Green Electricity Guide for Australia and Ethical Consumer for the UK.*

>> *You can also get green gas, which is purified biogas. And some suppliers compensate the emissions of regular gas. Since it's often a large part of your energy consumption, this might be worthwhile.*

## Power to the Devices

– Where would we be without our phone, toothbrush, chargers, laptop, kettle, oven, fridge, washing machine, microwave, TV, food processor or activity tracker? Many devices still use electricity even though they're not on. Turn them off completely, not on stand-by, and pull out the plugs if you don't need them for a while. You've also got handy stand-by killers (even with remote control) and sockets with on/off buttons, to switch everything off at once.

– Don't leave chargers plugged in, this is one of the largest sources of standby power consumption (although the newest chargers leak increasingly less). I'm sometimes too lazy to do this, so I've inserted a timer, allowing my plug to only work for two hours a day – enough to charge my phone.

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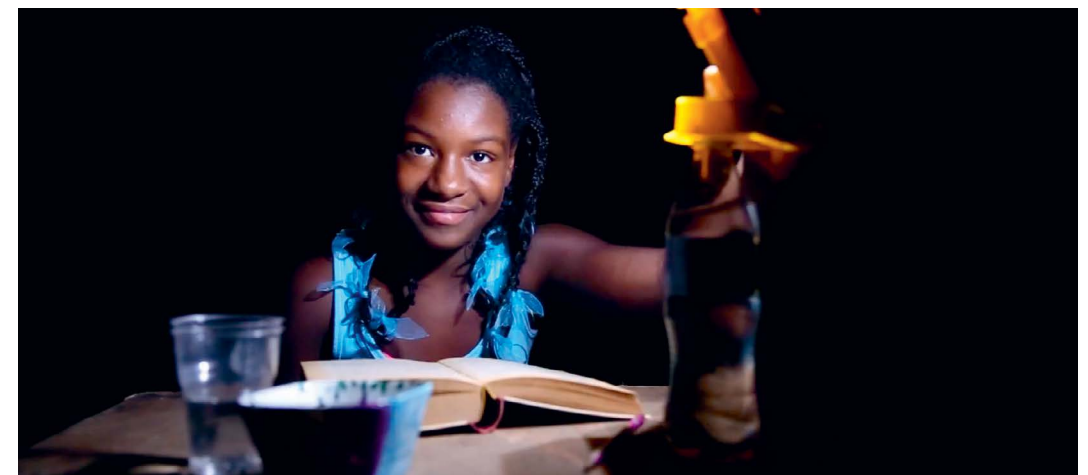
**On the Topten website you can find the most efficient European products: household appliances, cars, lighting, office equipment and much more. Also provides links to the best appliances of 15 European countries.**

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– Feel the back of your television, laptop, chargers or lamp. Very hot? Then they're not particularly efficient and use lots of energy: maybe time to replace them.

– Buy devices with a good energy label, such as A+++ from the EU Energy Label. More expensive but will really pay itself back. In Australia there's the Energy Rating label, and you've also got the Energy Star label from the US.

– The biggest energy guzzlers are the fridge, lighting, computer and accessories, TV and stereo, central heating boiler, air conditioning, dryer, dishwasher and washing machine. Replacing an old version with a more economical one may make



WAKAWAKA

Travelling by (not too old) coaches is also a good idea, and can be cheaper than by train.

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**It's said that campers and caravans stand still an average of 48 weeks per year. So why don't we share them? On Goboony, private owners offer their vehicle, so you can hit the road more sustainably.**

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#### Car

I may not have a driving licence, but a road trip is still the ultimate in romance in my book. I'd love to tour America, or for example Scotland, Ireland or all around Iceland. Should anyone fancy taking the wheel – I'm a great planner, reasonable map reader, bake tasty cakes and sing my heart out. Fortunately, fitting as many people into a car as possible is one of the ways to make driving a bit more sustainable. Not travelling too far helps too.

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INTERVIEW

#### RECONSIDERED

**Jessica Marati Radparvar (1986) is social impact strategist and avid traveller. With her consultancy Reconsidered, she helps organisations build social-responsibility strategies and communications. She's worked for amongst others EILEEN FISHER, West Elm and Fashion for Good. These are her international recommendations.**

#### New York

**Maiyet Collective** – 'Ethical luxury brand Maiyet has gathered brands like VOZ, Raven + Lily and ARTICLE 22 under one roof.'

**ABC Carpet & Home** – 'A grand bazaar of delightful furniture, homeware and gifts, with a delicious farm-to-table restaurant.'

Renting bicycles instead of taking them with you saves fuel. Just like packing as little as you can and keeping the car as light and aerodynamic as possible (so preferably without a box on top). Renting a car once you're there? Then go for small and electric. And check the sharing websites from the previous chapter to see if you can catch a ride – saves money and emissions.

#### Flying

It's very simple, and oh so annoying. Flying is extremely bad for the planet. Someone, somewhere really needs to think of something. More and more people are doing it, while we should actually be doing it less... By burning kerosene, aeroplanes emit CO<sub>2</sub> and contribute to the greenhouse effect. A trip by air harms the environment seven to eleven times more than the same journey by train. The difference is largest with short distances, of less than 700 kilometres. Ouch! There are things you can do to make it better, but not a lot. Travel on as full a plane as possible, then the damage per person is lowest. So these are often charter flights and budget airlines. Do choose an airline with an environmental policy (and modern machines), like for example Air France-KLM or

**Warby Parker SoHo** – 'Wonderful spot to browse glasses and sunglasses with a one-for-one model.'

**Elsa & Me** – 'Made-to-measure women's fashion, born in Sweden, designed in New York and made in Nairobi.'

**Peet Rivko** – 'A line of all-natural plant-based skincare products.'

#### Nicaragua & Cambodia

**Buena Vista Surf Club** – 'Gorgeous, sustainably-designed eco-lodge that offers surf, yoga and meditation retreats.'

**Roots & Soul** – 'A Dutch-designed brand of handbags, shoes and lifestyle items made by Nicaraguan artisans.'

**Romdeng** – 'Inventive Cambodian fusion restaurant with farm-to-table food and skills-training programmes for vulnerable child populations.'

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## Planes carry at least 4 billion passengers each year (but this was pre-Covid-19).

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easyJet. Try and book direct flights, as taking off and landing cost extra energy. And compensate your CO<sub>2</sub> emissions – through for instance Atmosfair, ClimateCare, Greenfleet, GreenSeat or Native Energy (more in the guide, and see p. 274 for the dos and don'ts of offsetting).

#### Ace Accommodation

Getting away from it all, including your own bed (so you start missing it terribly as a result). How do you make your stay away from home more sustainable? To start with, by pulling out all the plugs at home, switching off the heating and cancelling the newspaper. Look forward to your holiday by eating your way through your fridge, so it can also be turned off. But what else?

In the tourism industry too, there are certifications you can look out for. Green Key is an international, independent certification for hotels, holiday

villages, campsites and B&Bs, but also restaurants, spas and beach pavilions. It has three levels: bronze, silver or gold. The more environmental measures (around water, waste, recycling, food or energy) implemented, the higher the level. The European Commission's EU Ecolabel also covers tourist attractions. Green Tourism is the International Centre for Responsible Tourism's certification in the UK (distinguishing gold, silver and bronze). Green Globe is an international certification (American, environmental and social aspects, particularly the business market), just like Travelife (Dutch, also environmental and social aspects, and distinguishes gold, silver and bronze), Ecotourism Australia (certification and information, including a green travel-guide) and Earth Check (Australian, certification and consultancy). Website BookDifferent provides a clear overview. Great of course that more attention's being paid to sustainability, but always keep a critical eye on what the accommodations actually do.



KARTENT

## THEKLA REUTEN

**Thekla Reuten (1975) is one of the Netherlands' most acclaimed actresses. She's starred in films and television programmes including *Red Sparrow*, *The American*, Netflix's *Warrior Nun* and *Stan Lee's Lucky Man* and is ambassador for children's rights NGO Terre des Hommes. An ELLE Style Award nominee, she aims to support making sustainable fashion and lifestyle mainstream.**

**Why do you use your fame for a better planet?**

'Because I want to contribute to the change I'd like to see in the world. My portrait is part of a Terre des Hommes campaign against child labour, and it's the first time I've put my face where my mouth is. It's quite scary, but also a natural step. I'm very reserved in the media and avoided social media for a long time. It can be so crude, whilst I always look for purity – also in my roles. I make very conscious choices, and really want to stand behind them. It can sometimes prove difficult to take the right steps. I'm glad you convey it doesn't have to be perfect, because that can really get in your way. You can earn lots of money for a regular shampoo advert, but I can't do it any longer. I only want to support brands that ring true or are consciously working to change direction.'

**What brands and initiatives do you support?**

'Esse Probiotic Skincare, because the effects are scientifically supported and go deeper than the surface. And Stella McCartney, because she's the only one doing it at high-fashion level. Although I do sometimes question with her why it must be so expensive. But that also goes for leather bags. Guys, don't splurge 4,000 euros on a Chanel

handbag, do something else with that money. Terre des Hommes is committed to tackling child exploitation in all areas, from child trafficking, prostitution, webcam sex, household slavery, everything. On my birth announcement, it said: "Thekla has enough clothes and toys, if you want to give something anyway, then please donate to Terre des Hommes." When they asked me, it felt right immediately. I realised how much I admired what my parents had done.'

**What else do you do in your life to make a difference? And what don't you do?**

'Particularly in the world I work in, you can get carried away by all the gorgeous clothes and bags you're offered, fake hair, beauty clinics – everything. I want to look good too of course, and I understand that turning such things down isn't easy. But for me, change in the world matters far more than a free bag or coat. I think it's important people realise that all those beautiful magazines are sponsored by the brands they feature. That we're being directed by the brands with the most budget. If a label wants to give me something, I'll always ask questions about sustainability. Fortunately, there are now plenty of ethical brands you can feel just as happy with. I also try to do as much as possible at home. We have solar panels on our new house, I compensate for long flights. Sometimes I don't do things right either. I'll all of a sudden toss glass in the bin and think: why?'

**Who's your style icon?**

'Charlotte Rampling is so avant-garde cool. And Katharine Hepburn was literally wearing the trousers, of course. So feisty.'

**Do you have a life motto?**

'There's a crack in everything, that's how the light comes in. I'm quite a perfectionist, but the moment you let go, things nearly always improve. This is from a beautiful song by Leonard Cohen.'

**What are your best sustainable tips?**

'Watch the film *Tomorrow* (Demain), because it's so positive and gets you in the right mood. Check out those amazing sustainable brands, try everything on and explore, for sure there'll a few that could be your new go-to labels. And we don't have to keep looking like we did when we were twenty. Wrinkles are chic and part of life, they're there

CARMEN KEMMINK @ CAKE FILM AND PHOTOGRAPHY VOOR LINDA.



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## 'If you'd like to live better, buy this book.'

### Katharine Hamnett

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**Would you like to live a bit more consciously, and know what you can actually do to help stop climate change and make equal rights happen? Would you like to feel empowered, and make your choices matter? Then this is the book for you.**

It's filled with practical and positive tips regarding fair fashion, clean beauty, real food, eco travel and a low-impact home, and shows that stylish and sustainable go very well together. And that it's about good, not perfect: about being smart, doing what you can and what suits you. With this modern, definitive handbook, sustainable lifestyle expert Marieke Eyskoot makes green and ethical living doable and cool. Solid solutions, inspiring insights, surprising facts, innovative brands and the right addresses – exactly what you need. After all, doing good and feeling good at the same time: does it get any better than that?

- » **Fully revised edition of this global bestseller, with 8 extra pages and a new foreword by gamechanger Aja Barber**
- » **Updated information about major movements (environmental action, anti-racism, body liberation), groundbreaking initiatives, hands-on dos and don'ts, zero waste suggestions, worldwide brands, (online) stores and much more**
- » **Interviews with leading frontrunners such as Livia Firth, Green Kitchen Stories and *The True Cost* director Andrew Morgan ('I love everything about this book. A must-read full of hope and practical ways to reclaim our power.')**



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'The sustainable bible.' *Glamour NL*

'Green is no longer boring, expensive or complicated, on the contrary, it's more enjoyable than ever. The advantages of sustainable living, according to expert Marieke Eyskoot. Her guide comes at exactly the right time.' *Harper's Bazaar NL*

'In its genre, this book stands head and shoulders above the rest.' *Vrij Nederland*

'An authority and Dutch celebrity from the world of sustainable fashion. Leave it to Marieke to get people inspired.' *de Volkskrant*

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**Marieke Eyskoot (1977)** is sustainable lifestyle expert. She puts contemporary, conscious living on the map. Marieke is a sought-after (TEDx) speaker, event presenter and consultant, and co-founder of international fair fashion trade show MINT. With 20 years of experience, she has an extensive global ethical network. She's featured in several top-women lists and was nominated as Amsterdam Citizen of the Year. Marieke has initiated worldwide movement #SustainabilityAgainstShame. For many media, she is the go-to person for all things sustainable.

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