

IMC

Chamber of Commerce and Industry



Combating Global Warming

An IMC Initiative

Join the Movement

The secret to a healthy life, as some doctors and Hollywood celebrities tell us, is a low-carb diet. Well, you are not alone in the weight-loss battle. Your environment is in a similar position; it is currently reeling under the sheer weight of the carb(on) that it is being fed.

The carbon footprint is making its way across miles of continents and depths of ocean. **Every time we switch on the lights, have a marathon session of TV viewing, or take that long, luxurious bath,** we feed more carbon to the earth. And now the earth's had it up to its last layer of atmosphere!

Before it coughs up any more of that big, bad carbon, how about feeding it some healthy green energy?

The IMC Initiative Against Global Warming will strive to put the green back into the globe. All you need to do is to make some minor lifestyle adjustments and go on a low-carbon diet. You can be assured of a nice, green glow of satisfaction even while you enjoy the comforts of your regular life.

So hold on to that thought. Here's a little something you can do to help!!

A large footprint shape filled with a dense pattern of small green leaves, with the word "Water" written in white inside it.

Water

A large footprint shape filled with a dense pattern of small green leaves, with the word "Transport" written in white inside it.

Transport

**Step in the
right direction
Take your
5 steps to a
greener world.**

A large footprint shape filled with a dense pattern of small green leaves, with the word "Ecology" written in white inside it.

Ecology

A large footprint shape filled with a dense pattern of small green leaves, with the word "Recycle" written in white inside it.

Recycle

A large footprint shape filled with a dense pattern of small green leaves, with the word "Energy" written in white inside it.

Energy

ENERGY



A power list to help you use less energy.



Tune out the tube

Switch off your television sets, reduce your satellite consumption and think about how your ancestors entertained themselves before the couch potato revolution.



Turn off when you turn in

Always switch off the lights when you leave the room. Your carbon consumption will go down by 100 kg!



Put your charger on a Power Diet

All of you who are gluttons for gizmos and gadgets, chargers eat a great amount of electricity. Always unplug when they're not being used. Remember, with great power comes great responsibility.



It's cool to Be hot

Keep the air conditioner at an optimum 24°C. And if you feel the heat, just open the windows. In with the good, out with the bad! Save 900 kg of CO₂ and around Rs. 3,900 per year.

Power off for a Cooler World



LEDs in Fashion

LEDs offer significant energy savings compared to both incandescent bulbs and CFLs. Switching to LEDs can reduce energy consumption by up to 80-90% compared to incandescent bulbs and 24% compared to CFLs. LEDs also last significantly longer than incandescent bulbs, potentially lasting 25 times longer.



Water down the supply

Have shorter showers and don't let the water run when bathing. Whatever anybody says, longer showers do not a cleaner person make! Hot showers account for two-thirds of all water heating cost.



Loaded with laundry

When using the washing machine make sure that it's fully loaded so that it is put to optimum use. Now you can hoard dirty laundry for weeks together without any guilt. You'll save energy - yours as well as the machine's. Save 45 kg of CO₂ and approximately Rs. 1,500 per year.



Go for solar

Install a solar water heater instead of an electric geyser. A 100-litre solar water heater can save around 1,500 units of electricity every year.



Less is definitely more

Buy appliances that use less energy. Opt for a hand-held eggbeater over an electric one. It will help you reduce your carb (on) consumption.



Did You Know?

LEDs offer significant energy savings compared to both incandescent bulbs and CFLs. Switching to LEDs can reduce energy consumption by up to 80-90% compared to incandescent bulbs and 24% compared to CFLs.

WATER



**A trickle of effort
is all it will take
to help save
'endangered' water.**



Hung up on the clothesline

Let your clothes hang loose instead of using energy while tumble-drying. The longer it takes to dry the more you can delay the folding and ironing. You will save 300 kg of CO₂ and about Rs 2,900 per year.



Give your Grey water a job

Grey water - the water that goes waste after using in washing can now be recycled and used to water your laundry, food, etc. plants or flush toilets. Get creative and you may come up with other uses for grey water.



Save up on a rainy day

Can the skies ever dry up?
Well, if you never want to find out, set up a reservoir on your roof, collect all the water from the surfaces it falls on, and bank it in a storage tank.



Use the right head

Showers account for two-thirds of all water-heating costs. If you want to manage your dough, low-flow showerheads is the way to go!

Can Water go extinct?



Not up to the Brim

Kettles use up a lot of energy when water is filled to the brim. Fill them with the exact requirement of water. Don't let your kettle runneth over! This way, you'll save water and power.



Don't Be a drip!

You cannot put the taps under lock and key but you can certainly close your taps tight after use or better yet, replace those leaking taps. A drip can waste over 20,000 litres of water every year.



Spring a leak of public protest!

Don your cape of public responsibility. Check public taps and pipelines in your area and arrange to plug the leak. Be a rebel with a cause.



Did You Know?

A shower takes 10% less:
energy than a long bath.



RE CYCLE



Things you can do to recycle and make less of a mess.



Trim that waste

Every aluminum can recycled will allow you to keep your television sets or computers on for an extra three hours.



Don't leave a paper trail

Try and pay all your bills on-line. You will not only avoid the red tape, but also use less paper. Advantage Internet!



Give that printer a Break

If you want to ensure the longevity of your printer, make sure you use less printouts. Aim for a paper-free existence.

Make sure your printer uses 100% post-consumer recycled paper and save 2 kg of CO₂



Use and use again

Make sure to make optimum use of all blank paper that you get. Each paper that goes waste is a tree that died without a cause.



Bag that paper

Discover your creative streak and make bags out of paper. This way you can get a new bag every week.

*Reclaim, Reprocess, Reuse.
Waste not... others want what you've got!*



Your friendly neighbourhood raddiwalla

Make him your fortnightly stop and visit him without fail. He loves your paper.



The Gift of Green

In a fix over the perfect gift? Just buy recycled presents. Your friends will appreciate the gift and the planet will appreciate the gesture!



Packaged pains

Avoid products with a lot of packaging. You can save 545 kg of CO₂ if you cut down your garbage by 10% and keep the earth that much cooler.



Monitor your computer

Computers too have toxic waste. Next time you buy a new one, sell the old one, donate it to charity, or return it to the company for recycling.



We value your waste

You can save 1,000 kg of CO₂ per year by recycling just half of your household waste. So make recycling a way of life.



Did You Know?

It takes 6,000,000 trees to make one year's worth of tissues for the world..

TRANSPORT



Easy-to-do things to make your travel earth-efficient.



Save fuel, save money, save the earth

Keep your car parked and rely on public transport to take you where you want to go.

One busload of people takes 40 vehicles off the road during rush hour, saves 70,000 litres of petrol and avoids over 175,000 kg of emissions every year. And for short distances, just sweat those legs!



All for one and one for all

Carpool to work. Gather your friends, colleagues and assorted individuals headed in the same direction all in one car. You will not only contribute less carbon to the climate, but also face less traffic jams.



Size does matter

Small cars require less fuel and are a dream to drive. Small after all, is beautiful, or so Mother Nature will tell you. And she will be right.

Good Car Care, Low Flight Fare



Fill the right air fare

Keep the air in your tires filled to capacity. Low pressure can cause the car to use more fuel and energy. You may leave the car in the garage but keep the pressure on!



Put your planes on hold

Try and fly less often. The perfect way to give a miss to air traffic, turbulence and that smothering blanket of smog.



Drive right to reduce the Planet's strife!

Zoom into the future with a hybrid car. The average hybrid car drive can save 7,250 kg of CO₂, and approximately Rs 29,900 per year.



Did You Know?

Car owners need to plant 17 trees every year to counter the greenhouse emissions of their cars.



GO GREEN



Simple initiatives that you can take to help your environment.



A seed in hand can plant a tree or two.

Flash your green thumb and plant more trees. One single tree absorbs 1,000 kgs of CO₂ in its lifetime. That would be more than two of your lives!



Sit on the fence

Bamboo absorbs four times more CO₂ than its equivalent stand of trees and releases oxygen into the air. Cajole, coerce or convince your building management to plant a bamboo fence in your building.



Out with the plastic!

Compact and convenient it may be but reusable it most definitely is not. So get the plastic under the knife and cut it out of your life!



Recipe for a cooler earth: Can the cold cuts.

Say yes to organic food

something to chew on. Frozen and packaged food takes up 10 times more energy than fresh produce. All that energy wasted when it could have been put to better use.

*The first blush of green.
This is the way to do it.*



Buy local. Think Global

Eat, drink and be happy with things that grow in your own backyard.
Give the planes a rest and avoid imported goods.



Garb in Green

Update your wardrobe with clothes made from organic cotton and bamboo.
Put your fashionable foot forward and let your friends go green...with envy!



Serious issue over a tissue

Forget the tissue. Use the reliable old handkerchief instead. A tissue paper is a major source of waste; it takes 6,000,000 trees to make one year's worth of tissues for the world!



Deck your desk with pots of Green

A plant on your desk acts as a natural filter, absorbing airborne pollutants and computer radiation while replenishing oxygen levels.



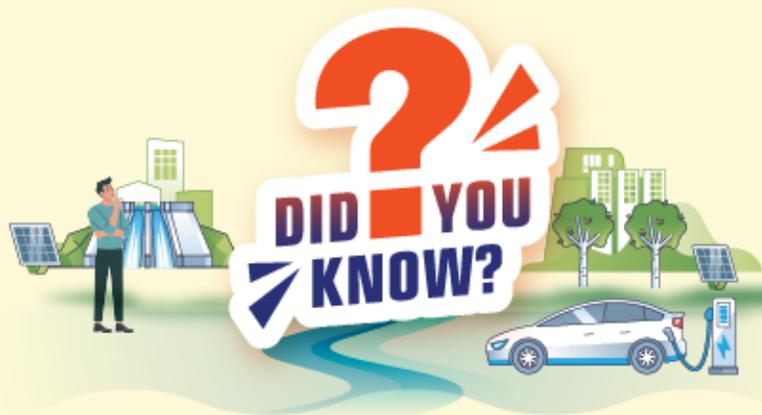
Have a car? Now own a tree!

Plant trees to sap car pollution. Car owners need to plant 17 trees every year to counter the greenhouse emissions of their cars.



Did You Know?

Buying local products instead of imported goods can save up to 4.000 kg of energy.



If every family changed **three bulbs** into CFLs, it will be equal to taking off **3.5 million cars** off the road.



A shower takes **10% less energy** than a long bath.



It takes **70% less energy** to make recycled paper.



If you grow corn organically, it will remove approximately **263 billion kg** of CO₂



A **single tree** absorbs **1.000 kg** of CO₂



Buying local products **instead of imported goods** can save up to **4.000 kg** of energy.



If **every person** switches off the lights when he does not need them, it will be enough to **light up an entire village**.



Harnessing solar power will **save up to 1.700 kg** of energy.



It takes **6,000,000 trees** to make one year's worth of tissues for the world.



Car owners need to **plant 17 trees every year** to counter the **greenhouse emissions** of their cars.



Three cheers for trees: On fully-grown tree produces oxygen worth **Rs 5.5 lakh** in fifty years.

- It removes air pollution worth **Rs 10.5 lakh**.
- It adds **Rs 6.5 lakh** worth of nutrients to the soil, besides checking soil erosion.
- With every sapling you nurture into a tree, you contribute **Rs 22 lakh** to the cause of environmental health.



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