



RENN

Regional Hubs for
Sustainability Strategies

Getting around

The sustainable shopping basket:
Guide to environmentally conscious
and social consumption





Get around the sustainable way

When it comes to sustainable consumption, it's not just about what we buy at the store – it's also about how we get to the store in the first place. This is important, since traffic is the third-largest source of greenhouse gases in Germany. Road traffic is at the origin of a large portion of emissions, and not only pollutes the air we breathe with carbon dioxide (CO₂), fine dust and nitrogen oxides, but also produces low-lying ozone and noise, while taking up massive amounts of space for roads and parking. Even in major cities, 40 to 50 percent of all car trips taken are shorter than five kilometers, even though biking is the fastest means of getting around for such short distances. Be sustainable in your mobility!



WALK SHORT DISTANCES

Walk to the grocery store or bakery – that’s the most natural human way of getting around. When you take a walk in the fresh air, you protect the environment and benefit your health at the same time: To maintain a healthy cardiovascular system, a person should burn around 2,000 kilocalories per week through movement. That’s roughly 30 minutes of walking every day.

USE PUBLIC TRANSPORT

To travel longer distances within the city, it’s best to use trams, subways, suburban railways and buses: Taking public transport only causes about half the amount of carbon emissions (in grams per person) as compared to driving. What’s more, public transport tends to be the cheaper choice when you take into account the total cost of owning a car, including insurance and maintenance. What’s more: When you take public transport, you can make better use of your travel time by working or relaxing.

ALTERNATIVE TRAVEL OPTIONS

If you don’t have good public transport connections, you can use park & ride systems, and make good use of car-sharing communities and platforms as an alternative to driving into the city center in your own car. If you need a taxi, opt for eco and shared taxis. Eco taxis emit fewer harmful substances as they drive on natural gas, liquefied petroleum gas or hybrid technology.



RIDE YOUR BIKE

Riding your bike is more environmentally friendly and, for short distances within cities, faster than taking the car, tram, bus or train. For distances of up to five kilometers, no other means of transportation beats the bike in terms of speed. If you buy a bike, make sure it's of high quality and can be fixed. Durability and traffic safety typically compensate for the higher price you pay for good quality. And for tighter budgets: Lots of options for bike sharing or renting exist in cities. You can also take advantage of second-hand offers at bike stores, where used bikes are sometimes even sold with a warranty. Or check out second-hand bike markets. They're usually organized by the German ADFC bike club or other bike clubs. To transport bigger items, many cities offer the possibility of renting transport bikes.

WHEN DOES CAR SHARING MAKES SENSE?

On average, one car-sharing vehicle replaces 15 privately owned cars. Car sharing saves on emissions and a great deal of roadside parking. And while it's often considered expensive, this tends not to be true. If you drive up to 10,000 kilometers per year and don't need a car every day, car sharing is cheaper than owning a car.

STATIONARY CAR SHARING PREFERRED

Stationary car sharing, where you pick up the car from a car-sharing station, is considered good for the environment. Yet there's increasing criticism of the so-called free-floating car-sharing model where cars can be rented and parked almost anywhere within the city limits. Offerings such as these only have a limited effect on the carbon footprint because when it really comes down

to it, this model actually leads to an increase in traffic. That's why you should only use this kind of car sharing if you can't travel the distance in a more environmentally friendly way. In rural areas, alternative options include "car-sharing benches" and citizens' buses.



CLIMATE-CONSCIOUS DRIVING

By reducing gas consumption, you reduce the environmental burden of driving. Quickly shifting gears and driving at low engine speeds in city traffic is more environmentally friendly and saves gas. Driving at low revs can cut gas consumption by 20 to 25 percent. Also, make sure you check your tire pressure. If it's too low, roll resistance increases, and along with it, gas consumption. Only use your car's heat and air conditioning when you really need it. Air conditioning can increase gas consumption in city traffic by up to 30 percent. Make sure to switch off the engine if you're waiting at railroad crossings, while you're unloading the car or when you're waiting at a red light. After just 30 seconds of your engine idling, more harmful substances have been released into the air than if you re-start your car.

CLIMATE-CONSCIOUS CAR PURCHASING

By making do without owning a car, you benefit the environment and save money. However, if you need a car, you should opt for as environmentally friendly a model as possible. Choose a low-consumption car. The more gas your car needs, the more carbon it emits. How much gas your car ends up using also greatly depends on your driving style.

BE ON THE LOOKOUT FOR THESE SEALS

The **Gold Standard** indicates whether compensation projects, such as for car trips, lead to a reduction of greenhouse gases.



The **Blue Angel** denotes car-sharing offers which are low in harmful substances.



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Check out www.nachhaltiger-warenkorb.de for important information about sustainable consumption as well as independent information about the various seals and product labels. You'll find information about food, travel and mobility, living and building, housekeeping and electronics, as well as fashion and cosmetics.

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