

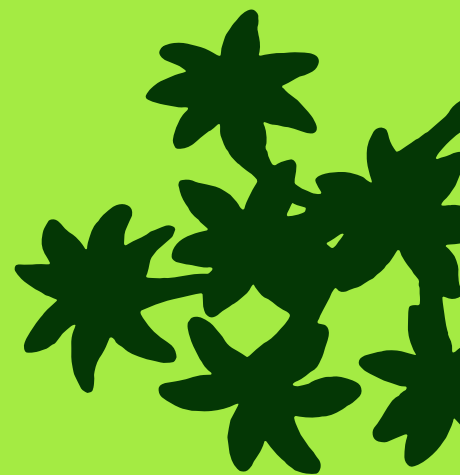
# A GUIDE TO BECOMING MORE ECO-FRIENDLY IN BLACKPOOL AND THE FYLDE COAST



**"We can do  
something about it"**

**Informed by discussions with Green Champions  
and young people who want to help enact  
positive changes within our community.**

**"Think before  
your actions"**



**Created by  
Maya Lindley**

**NHS**  
Blackpool Teaching  
Hospitals  
NHS Foundation Trust

  
**boing boing**  
resilience research and practice

# CONTENTS

ABOUT THE PROJECT - 3

ABOUT THE CLIMATE CRISIS - 4

AVOIDING CLIMATE ANXIETY - 5

RECYCLING GUIDE - 6

ECO TRANSPORT - 7

ADVICE FROM YOUNG PEOPLE - 9

HOW TO AVOID GREENWASHING - 10

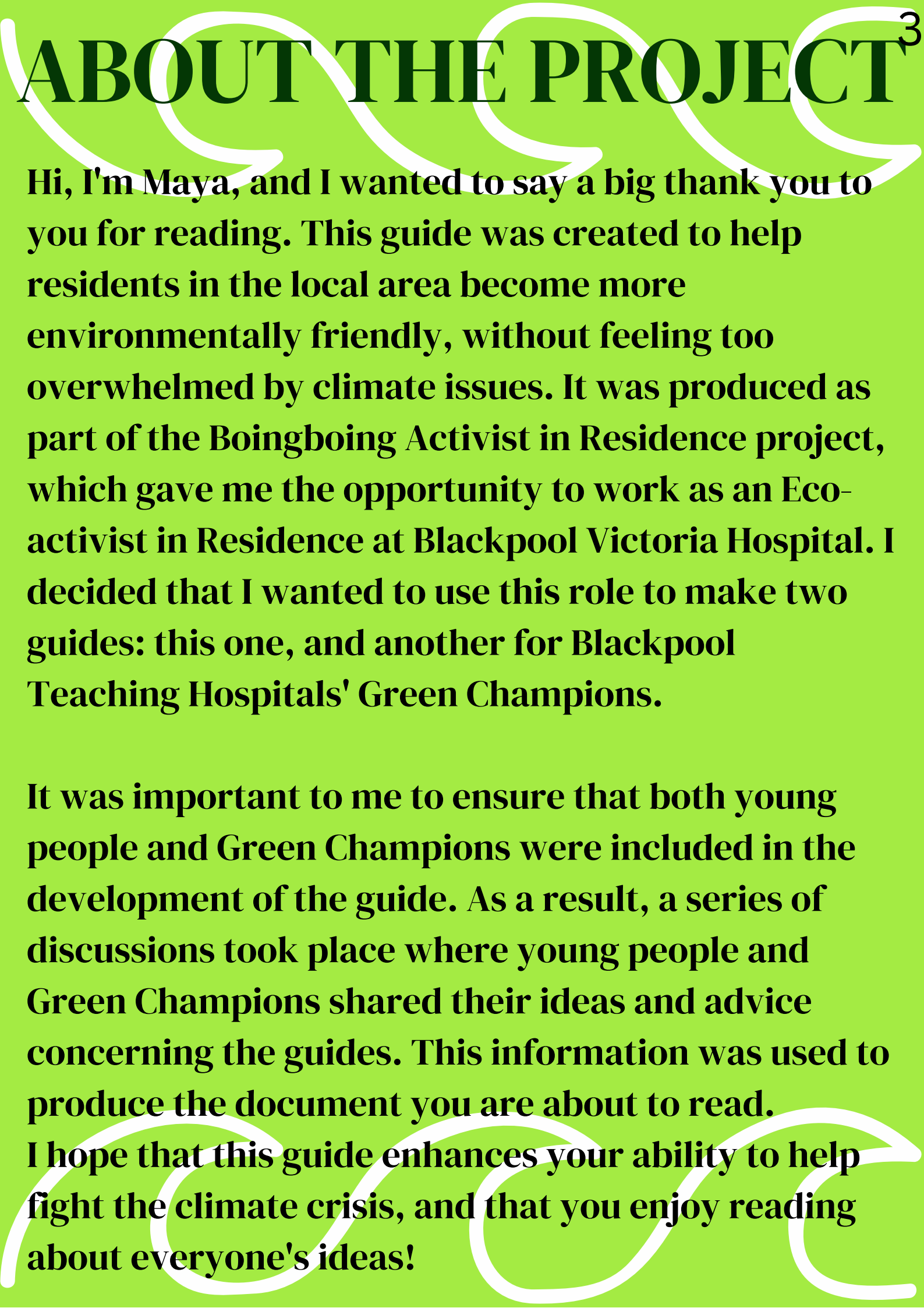
RESOURCES - 11

ACTIVITIES YOU CAN DO - 12

IMPACTS OF YOUR ACTIONS - 13

SPECIAL THANKS - 14

INFORMATION - 15



# ABOUT THE PROJECT<sup>3</sup>

Hi, I'm Maya, and I wanted to say a big thank you to you for reading. This guide was created to help residents in the local area become more environmentally friendly, without feeling too overwhelmed by climate issues. It was produced as part of the Boingboing Activist in Residence project, which gave me the opportunity to work as an Eco-activist in Residence at Blackpool Victoria Hospital. I decided that I wanted to use this role to make two guides: this one, and another for Blackpool Teaching Hospitals' Green Champions.

It was important to me to ensure that both young people and Green Champions were included in the development of the guide. As a result, a series of discussions took place where young people and Green Champions shared their ideas and advice concerning the guides. This information was used to produce the document you are about to read.

I hope that this guide enhances your ability to help fight the climate crisis, and that you enjoy reading about everyone's ideas!

# ABOUT THE CLIMATE<sup>4</sup> CRISIS

- **Climate change can be defined as a change to a region's conditions, such as average temperature and patterns of weather, over a long period of time. At the moment, this is happening to such an extent that it is often referred to as the 'climate crisis'.**
- **Some of the processes that contribute to the climate crisis include the burning of fossil fuels, deforestation (cutting down a large number of trees), waste production, and poor farming practices.**
- **Some of the consequences of climate change are more extreme weather events, rising sea levels, increased global temperatures, extinction of plant and animal species, and health risks.**
- **Global climate change is taking place at a higher level than ever before, but there is also an increasing understanding of how we can take action to combat the climate crisis. Although a lot of this change needs to come from big businesses and governments, individuals can have a huge impact by trying to be more sustainable.**
- **By reading this guide and trying to make some eco-conscious changes in your life, you are helping to make progress towards overcoming the climate crisis and building a more sustainable society.**

# AVOIDING CLIMATE ANXIETY <sup>5</sup>

**Climate anxiety: feeling fearful, nervous, or worried about environmental issues and the future of the climate.**

**When you're thinking about climate change and environmental issues, it can be overwhelming. Here are some tactics that can help you to alleviate climate anxiety:**

- Reach out to others for support. There are a lot of local individuals and groups who can help you to channel your climate concerns into positive actions.**
- Educate yourself about the issues that you're worried about. Sometimes it's better to learn about whatever it is that scares you, so you're better equipped to contribute to solving the problem.**
- Remember that you can't do everything perfectly, and imperfect sustainability is better than not trying at all! Do your best but don't blame yourself too much for not being able to live a completely eco-friendly lifestyle all of the time.**
- Make sure to find out about positive climate news. There is a lot of negative information that we hear about, but you can also find lots of good news about the environmental effort.**
- Connect with nature. Sometimes spending time in the natural world can have a calming influence and empower our environmental actions.**

# RECYCLING GUIDE

**Wish-cycling: putting things in the recycling bin because you hope they are recyclable, even though they aren't actually able to be recycled.**

## **5 top tips for recycling:**

- **Prevent contamination by rinsing and drying items before putting them into the recycling bin.**
- **Don't wish-cycle! Even if you want something to be recyclable, putting it in the recycling bin when it can't be recycled can prevent the other items from being recycled.**
- **Flatten your recycling to take up less space.**
- **Research the different types of plastic to make sure you're recycling the right products. For example, plastics 1, 2, and 5 tend to be relatively easy to recycle, whereas others such as plastic 3 are more difficult.**
- **Familiarise yourself with the recycling regulations of your local council (see below).**

**Lancashire County Council - <https://www.lancashire.gov.uk/waste-and-recycling/>**

**Fylde Council - <https://new.fylde.gov.uk/resident/bins-recycling-and-rubbish/>**

**Blackpool Council - <https://www.blackpool.gov.uk/Residents/Waste-and-recycling/Waste-and-recycling.aspx>**

# ECO TRANSPORT<sup>7</sup>

**Active Blackpool have provided a message about your local options for sustainable and active modes of transport:**

## **Active Travel**

**Active travel means making journeys by walking, cycling or scooting. These are usually short journeys, like walking to the shops, walking the kids to school, cycling to work, or cycling to the station to catch a commuter train, for example. Active travel is where you swap motorised transport for active methods instead. Active travel is the best way to travel sustainably with significant economic, social, health and environmental benefits.**

## **What are the benefits?**

**Many people don't realise that physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, Type 2 diabetes and depression.**

**Physical activity is associated with many improvements in health and wellbeing, including lower death rates, and lower risk of heart problems and depression. It benefits people of all ages, ranging from helping children maintain a healthy weight to reducing conditions such as hip fractures in frail older people. As the former chief medical officer noted: "the potential benefits of physical activity to heal are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure'.**

# ECO TRANSPORT<sup>8</sup>

**How can you get involved?**

**Cycling events including:**

**Fix Event - bring your bike to get fixed/bike MOT**

**Learn to Ride - learn to ride a bike/brush up on skills to increase confidence**

**Learn to Fix - more hands on, learning basic maintenance to fix your bike**

**Led Ride - led bike rides**

**Love to Ride - log your rides and compete as an individual and for your workplace to see who can earn the most points. More info here - <http://lovetoride.net/mysite>**

**For any more info on Active Travel email [nathan.sayers@blackpool.gov.uk](mailto:nathan.sayers@blackpool.gov.uk)**



**Blackpool Council**

ACTIVE BLACKPOOL



# MESSAGES FROM YOUNG PEOPLE

9

"When you see how beautiful nature is [...] you sort of just want to protect it naturally" - Haidee

"If everyone worked together then Blackpool could be even better" - Kaitlyn Baisbrown

"Think before your actions" - Jason Vince

"Be as creative as possible [...] Just a few simple swaps can help out" - Jake

# HOW TO AVOID GREENWASHING <sup>10</sup>

**Greenwashing: tactics used to mislead people into believing that something is more eco-friendly than it actually is.**

**It is important to avoid greenwashing to make sure that eco-friendly changes are actually contributing to environmental efforts, and companies don't get away with false advertisements or misleading claims. Here are some top tips to help you stay away from greenwashing and greenwashed products:**

- **Educate others about what greenwashing is so they are on the lookout for potential schemes.**
- **Don't assume that stereotypical images of nature and greenery mean something is genuinely sustainable.**
- **Research what the products actually do to protect the environment, for example: how easy are products to recycle/how long do they take to biodegrade? What processes are involved in creating the product? Are their claims supported?**
- **Don't be distracted by vague statements and buzzwords, for example: 'natural' does not necessarily mean eco-friendly.**
- **Read the small print!**
- **Compare options when it comes to sustainable products.**
- **Call greenwashing out when you see it!**

# RESOURCES

Here is a list of resources that you may find useful in your daily lives to help you make sustainable choices.

**WWF Call of the Wild podcast**

**Sir David Attenborough's documentaries**

**Love Your Clothes**

**BBC Bitesize**

**Blackpool Youth Climate Group**

**Recycle Now**

**TerraCycle**

**Reserva The Youth Land Trust**

**WWF My Footprint app**

# ACTIVITIES YOU CAN DO

Cut your damaged clothing into cloths to use when cleaning!

Take your own containers and cups into takeaways and coffee shops, so they don't use disposable packaging for your purchases!

Ditch the wrapping paper in favour of newspaper, packaging paper from deliveries, or reused tissue paper!

Place a tub under the taps and use the excess water for watering plants!

Try to avoid microplastics such as glitter and microbeads!

Use what you already have - reduce, reuse, recycle should be in that order!

# **IMPACTS OF YOUR ACTIONS**

<sup>13</sup>

**Taking steps to become more eco-friendly may seem overwhelming at first, but it can have a number of positive impacts. These include:**

- finding it easier to make bigger changes once you have started to carry out small actions.**
- inspiring others to make changes in their own lives.**
- contributing to solving the climate crisis.**
- making healthier decisions.**
- learning more about the consequences of your actions.**
- thinking more creatively about how you can reduce waste.**
- using what you have and therefore saving money.**
- supporting ethical businesses by choosing their products.**
- showing people in power that there is a wish for sustainable changes in society.**

# **SPECIAL THANKS**

**This project would not have been possible without the contributions of local young people and Blackpool Teaching Hospitals' Green Champions. It is always important to include different voices and perspectives in environmental discussions, and the people listed below were vital in creating this guide.**

**Young people:**

**Haidee**

**Jade Takara**

**Jake**

**Jason Vince**

**Kaitlyn Baisbrown**

**Green Champions:**

**Rebecca Booth**

**Emily Croucher**

**Olivia Russo Alesi**

**I would also like to thank Henry Pollock and Heather Catt for their support and advice.**

**Lastly, thank you to Active Blackpool and Blackpool Council for their contributions to this project.**

# INFORMATION

**To find out more about Boingboing:**

**<https://www.boingboing.org.uk/>**

**To find out more about Blackpool  
Teaching Hospitals NHS Foundation**

**Trust: <https://www.bfwh.nhs.uk/> AND**

**<https://www.bfwh.nhs.uk/about-our-trust/our-green-plan/>**