

'Be the Change' for Wales' Well-being Goals and United Nations' Sustainable Development Goals

# Be the Change Well-being Goals Challenge

Six behaviour change challenges on leading a more sustainable lifestyle with sustainable steps to complete individually or as a team

### Slow Fashion

**!** The UK has the highest clothing consumption rate in Europe. In 2018 the UK sent 300,000 tonnes of textiles to landfill or incineration – the majority of which could have been reused or recycled

**✓** 'Slow Fashion' refers to clothing that is better quality and made to last. It means a living wage for the people who make our clothes, and a commitment to more environmentally-friendly production

### Healthy Travel

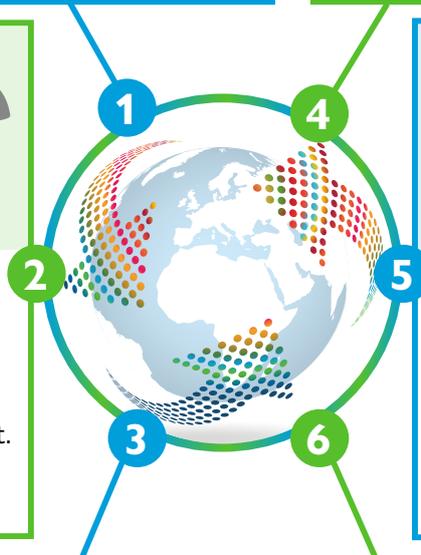
**!** Emissions from the transport sector are a major contributor to climate change – traffic accounts for 13% of carbon emissions in Wales

**✓** We need to reduce the amount we drive and take part in healthier forms of travel, to help improve air quality as well as our mental and physical health and well-being

### Plant-based Diet

**!** The global demand for meat, fish and dairy is fuelling the climate crisis through increasing levels of greenhouse gases

**✓** The Planetary Health Diet, presented by the Eat-Lancet Commission, links diet with human health and the sustainability of our planet. Alongside plant-based foods, it includes modest amounts of meat, fish and dairy



### Ethical Consumer

**!** All our purchases have impacts on our environment (and health). For example, it takes one thousand litres of water to produce one bar of chocolate

**✓** As consumers we have a social responsibility to make conscious, informed decisions about what we buy and how we buy it, including to safeguard producers

### Towards Zero Waste

**!** Everywhere we look we are confronted by the impacts of over-consumption – such as plastic pollution in our rivers and discarded personal protective equipment along our local paths and cycle ways

**✓** 'Zero Waste' means producing as close to no waste as possible – you can still recycle, but the aim is to avoid putting anything into general waste

### Supporting Wildlife

**!** We humans have a greater impact on the Earth than any other species

**✓** We need a healthier relationship with nature as it is our life support – regulating our climate and providing clean air, water, food and medicine

You can find out more about why we urgently need these challenges, including in light of COVID-19, and read the sustainable steps to take action on these issues in the ['Well-being Goals Challenge resource'](#)

Remember, the small steps which we take individually and together will add up to a positive future for our planet!