

SPECIAL REPORT

22

**Useful Tips from
P&G Sustainability
Experts**

Chief Editor:
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We P&G scientists spend our days (and nights, sometimes) thinking about, collecting data on, and experimenting with the ways we live, care for our homes, our families and ourselves.

We're as concerned as you are about our environment and the impact we're having on it. We pulled together some ways you can make your life more environmentally sustainable. **To us, environmentally sustainable means "Having the least impact on the environment while living pleasurably and efficiently".**

Let's get started!

1

Laundry: When Cold is Gold.

P&G fabric scientists recommend washing almost everything in cold water. It cleans just as well as hot water does for almost all garments. "Cold" means about 60 degrees Fahrenheit. Your machine will know. The reason is washing clothes in cold water typically uses 90% less energy. That energy savings could charge your cell phone for the rest of your life and save you money on energy bills. And significantly reduce the impact of a load of laundry on the environment. Cold water can be actually better for your clothes. Today, many detergents (including some made by P&G) are optimized for cold water washing. You'll get less fading of dark colors, and it won't weaken delicate fabrics. Should you ever wash in Hot? Rarely. When it's important to be super-white, or where germs are an issue, like dirty diapers, then it's okay to use hot water (130°F or above). Hot water can

shrink, fade and damage some fabrics, so read clothing labels before selecting hot. When you have to, you do it.

2

Fix Leaks.

About 10% of homes have leaky faucets. Is yours one of them? Just one leaking faucet can waste 100 gallons of water each day. Leaks can do more than waste. They can soften areas around the faucet, cause damage to cabinet or wall structures and more. Look for a constant drip or tiny stream of water coming from the faucet or corrosion on a spout. Another warning flag is an increase in water usage. Investigate, repair immediately.

3

Shorten Your Showers.

An average 5-minute shower uses 15-25 gallons of water. That's probably shorter than showers you take. A typical shower is around 10 minutes in duration and uses around 40 gallons. P&G scientists believe you can be just as clean with shorter duration showers.

4

Toothbrushing with Less**Background Noise.** This is our easiest-to-implement tip, we think.

Turn the water off while you brush your teeth. If you leave the water running, you use about 5 gallons of water. Your teeth will be equally clean, either way.

5

Save Time, Save Water, Save the**Planet.** Automatic dishwashers use 9 to 12 gallons of water per

load. Hand washing dishes can use up to 20 gallons, sometimes even more. It takes you longer and uses more water to wash dishes in the sink. You use measured doses of detergent in the dishwasher and pretty much always (if you're like us) overdose dishwashing liquid in the sink. Use your dishwasher, even if it's not a super-full load. You and the environment will be better off, in our view.

6

Exert Care with Your Water Heater.

Turn it off or down when you'll be away for a while, even just a day.

When the water heater is on, use water carefully. The less water you use, the less energy you use to heat that water. On average about 18% of your home's energy use goes to heating water. This is an energy use you can make a difference with.

7

Buck the Trend.

Americans use more energy every year. Our usage has doubled about every 20 years.

The first step is deciding you're not going to be part of that trend.

8

See the Light.

Specifically, LED light. Get ride of any incandescent bulbs in your home. Compared to

incandescent lighting, LED bulbs use 75% less energy, and last 25 times longer.

9

Go Up to Go Down.

You can save 10% a year on air conditioning bills with a flick of the wrist. Set your

thermostat 10 to 15 degrees higher for 8 hours each day. The US Department of Energy recommends aiming for an indoor temperature of 78 degrees in the summer when you're at home.

10

The Answer is Blowin' in the**Wind.** In summer, spin ceiling fans clockwise. The angle

of the blades pushes cool air down into the room and across people's skin. In winter, ceiling fans should spin counterclockwise. This pulls warm air from the center of the room to the corners where there are cold air pockets.

11

Don't Standby.

There are 20 to 40 devices in the average home in standby mode. Not only do

they waste energy, they cost money. For example, your TV's standby (or phantom) power usage can be up to 10% of its total power usage. Use a power strip. Then you just have to turn off one switch to stop power to a bunch of devices when they are not in use.

12

When Being a Little Dim is Smart.

Set your television to "Home" or "Standard" brightness. You'll

reduce your TV's energy use by 18%-30%.

13

Gasoline and Water are Cousins.

It takes nearly 13 gallons of water to produce one gallon of gas. So using

it wisely does double environmental duty. The action steps: combine your errands, car pool to work, or take public transportation. Minimizing gas burning reduces both your energy and water use.

14 Recycle Your Textiles. The average American throws out about 82 pounds of textile waste per year. It takes about 100 gallons of water to grow and process a single pound of cotton. The average American goes through about 35 pounds of new cotton material each year. Textiles can be repurposed into a number of things, including sports fields, pillow stuffing, and paper money. Recycle your fashion. 70% of the world wears secondhand clothing. So next time you want to go shopping, try checking out a secondhand thrift store!

15 Plant a tree. Be strategic. It can shade your house on hot summer days. Alternatively, add a tree to an open pasture. There, it can increase bird biodiversity (different types) from almost zero species to as high as 80.

16 Plant a Garden for Good. Best bet is to design your garden specifically to attract pollinating wildlife, like birds, bees and butterflies. You're not just doing these pollinating animals a favor when you build a garden for them. Pollinators are responsible for 1 out of 3 bites of food we take each day. We need them as much as they need us.

17 Plant Plants. Plants filter out chemicals and bacteria from water, before it reaches the groundwater level. Water below the surface has been somewhat purified.

18 Grow Your Own. When you grow your own vegetables, herbs, and fruit, there's no traveling and no carbon emissions involved in the process. You reduce your personal carbon

footprint. Plus, the more plants and trees you have, the more and healthier oxygen you will have floating around your home and neighborhood. Planting more trees and plants give your neighborhood lungs.

19 Water a Lot, but Not Often. If you water your grass and trees more heavily, but less often, this saves water and builds stronger roots. Both good things.

20 Recycle Paper. Recycling one ton of paper saves enough energy to power an average household for up to six months, saves 7,000 gallons of water and keeps 600 pounds of pollutants out of the air. In all honesty, a ton is a lot of paper. A Sunday newspaper weighs about a half pound. And a ton is 2,000 pounds. But it's worth trying to get there.

21 Recycling Bonus. That ton of paper you recycled gets turned into more paper, at least a lot of it does. And each ton of recycled paper made saves 17 trees that would have otherwise been chopped down

22 Cans: Read the Label. Give preference in your purchasing to products in aluminum cans that are made from recycled materials. Making aluminum cans from recycled cans takes 95% less energy than making cans from raw aluminum ore.



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