

THINKING IS GOOD
DOING IS BETTER

THE DECARBONISER'S BLUEPRINT

Cut Emissions.
Create Momentum.

A Decarboniser doesn't wait for the perfect policy or the right technology. They look at their own choices, how they move, consume, power their home, and they start there.



The Emissions Iceberg - There's A Lot We Can't See!

Before you buy, ask how it was made

Prefer low-carbon options wherever possible

Carbon hides in the supply chains, logistics, travel, and the products we buy and discard.

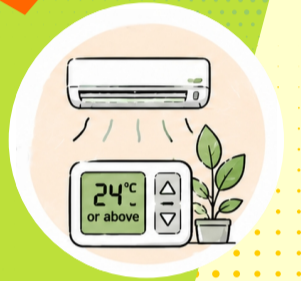


Efficiency Is The First Fuel Of Transition

Turn off all devices when not required

Set your AC to 24°C or above

The quickest emissions win often comes from using less energy in the first place.



Carbon Leaks Through Convenience

Batch your orders

Refuse unnecessary packaging

Choose standard delivery over express.

Don't let on-demand lifestyle quietly increase emissions every day.



Digital Activity Leaves A Physical Footprint

Declutter your inbox Delete unused files

Stream at lower resolution when you can

Your digital life runs on data centres that consume enormous energy and water, and it's growing.



Move With Less Carbon

Walk short distances or cycle

Use public transport or carpool

Choose EVs when feasible

The cleaner the commute, the lower the carbon footprint and the healthier the cities we live in.



Treat 1.5°C As A Hard Limit

Use TSG's Carbon Calculator

Find your top impact areas and commit to real reductions

The critical decade to act is now.



When it comes to cutting down on carbon, it's time to #BeADoer. **Now.** Not later.