

Practical Visual Tools

WI-MI

Understanding how our actions impact the planet is essential for change. That's why we've developed Practical Visual Tools to make this process simple and actionable.



These tools guide you through:

- 1 Identifying harmful behaviors, such as reliance on single-use plastics.
 - 2 Understanding why they persist, considering social, psychological, and contextual factors.
 - 3 Encouraging positive change, with solutions like promoting public transport and educational recycling campaigns.
- With these tools, you'll have a clear roadmap to make eco-friendly decisions and inspire others to do the same.



Tools are now available on our website!

<https://wimiproject.eu/materials/>

INTRODUCTION

Understanding how our daily behaviors impact the environment is important for developing strategies to protect our planet. This guide explores three key steps to address and change environmentally harmful behaviors. First, we identify specific actions, like using single-use plastics or driving non-electric cars, that negatively affect our environment. By recognizing these behaviors, we can understand their contribution to pollution and climate change. Second, we delve into the reasons behind these behaviors, including social influences, psychological factors, and contextual elements. This helps us see why people continue these actions and what might motivate them to change. Lastly, we look at ways to encourage positive change through interventions such as promoting public transport, offering incentives for eco-friendly products, and creating educational campaigns about recycling. By following these steps, we can make more eco-friendly choices and reduce our carbon footprint, contributing to a healthier and more sustainable world.

USING PUBLIC TRANSPORT

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Public transport considerably reduces environmental effect by reducing the number of vehicles on the road, resulting in decreased greenhouse gas emissions and air pollution. Buses, trains, and trams are more energy-efficient and can transport more passengers with less fuel than cars. This efficiency not only improves air quality, particularly in metropolitan areas, by reducing emissions from idling in congested traffic, but it also reduces individual carbon footprints, which helps to prevent global warming. Furthermore, using less space for highways and parking allows for additional green spaces and community places, which improve urban surroundings.

