

 **DOWNLOAD**

The A - Z of  
Sustainability





## B-Corp

B Corp (or B Corporations) certification means that brands are certified by B Lab they meet high standards of sustainability, such as social and environmental performance, transparency and accountability.



## Biodegradable

When the materials naturally break down over time thanks to organisms in the environment, without causing any harm to the planet.



## Carbon Neutral

Working towards carbon neutrality means aiming to have less of an impact on the planet, by minimising and counteracting carbon emissions. Being carbon neutral means that the amount of carbon dioxide produced (from doing things like burning fossil fuels) is equal to or less than the amount of carbon dioxide being captured or taken away from the environment. It's a term that can be applied to brands, other businesses and even individuals.



## Carbon Footprint

Carbon footprint is a way to measure the amount of carbon dioxide put into our atmosphere, either by an individual, a business, an organisation or a whole community.



## Circularity

Circularity is a system where products and materials are continuously reused, repaired, and recycled, rather than being disposed of. This approach aims to minimise waste and environmental impact by keeping resources in use for as long as possible, creating a closed-loop system. It's about designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.



## Eco-anxiety

Eco-anxiety is defined as "a chronic fear of environmental doom", which occurs when the worry about climate change takes over your daily thoughts and day-to-day life.



## Greenhouse Effect

The Greenhouse effects occurs when gases in earth's atmosphere trap the heat from the sun, heating up our planet. When at its natural level, this is vital for life to survive on our planet. However, burning fossil fuels – such as coal and oil – puts more carbon dioxide into our atmosphere and changes Earth's natural levels.



## Greenwashing

Greenwashing refers to the practice of promoting environmental initiatives or products that a company has not actually implemented. Creating misleading information that makes consumers believe a company is more environmentally friendly than it actually is, making it harder for consumers to make informed decisions and genuinely support sustainable practices.



## IPCC

IPCC stands for the Intergovernmental Panel on Climate Change – a United Nations body that assesses the science behind climate change. It releases important reports on the current climate crisis, including its impact, future risk and how we can reduce its rate.



## Net Zero

Net Zero is when greenhouse gases – including carbon dioxide and methane – that end up in our atmosphere are balanced out by removal or offsetting.



## Organic

If a product is labelled as organic in the waste management industry, it means it has been created from natural materials without the use of harmful chemicals. For example, you might find organic packaging made from materials that have been processed in an environmentally friendly way, ensuring minimal impact on the environment.



## Traceability

Traceability is the ability to track the journey of a product or material through each stage of its lifecycle, from production to disposal.

In the waste management industry, traceability is crucial for ensuring that waste is handled responsibly and sustainably. Ensuring materials are properly sorted, recycled, or disposed of in the most environmentally friendly manner is a must. Maintaining detailed records ensures transparency, traceability and helps prevent illegal dumping, reduce contamination, and promote accountability.



## Upcycling

Upcycling is transforming waste materials or unwanted products into new items of higher value or quality. Unlike recycling, which typically breaks down materials to create something new, upcycling creatively repurposes items, giving them a second life without extensive processing.

Upcycling not only reduces waste but also conserves resources and energy, making it a sustainable alternative to traditional disposal methods. Upcycling can be applied to a wide range of materials, from clothing and furniture to electronics and packaging, encouraging innovation and environmental responsibility.