

# why waste the planet?



Irish shoppers choose more packaging than they need.

Choose your shopping wisely – buy less packaging.



Why waste the planet? Think Prevention — SAVE something for the future!



# why waste the planet?



About a third of the food we buy is thrown away  
and at least half of this could have been eaten.

Buy only what you need.



Why waste the planet? Think Prevention — SAVE something for the future!



# why waste the planet?



Every Irish person uses 55,000 litres  
of clean water every year.

Imagine if you had to pay for this?



Why waste the planet? Think Prevention — SAVE something for the future!



# why waste the planet?



If everyone lived like the average Irish person  
we'd need 4 planet earths.

Prevention will reduce our ecological footprint.



Why waste the planet? Think Prevention — SAVE something for the future!

