



# Demystification

## MYTH Sustainable Products are More Expensive

**FACT** In many cases, sustainable products offer long-term savings. For example, energy-efficient appliances reduce electricity bills, and durable goods require less frequent replacement.



## MYTH Paper is Bad for the Environment

**FACT** Managed sustainably, paper is a renewable resource. Choosing products with FSC certification can ensure that the paper products you use support responsible forest management.



## MYTH Individual Actions Don't Impact Climate Change

**FACT** If every individual performs small actions like using public transportation or conserving water, the cumulative effect can lead to substantial reductions in carbon emissions and resource use.



## MYTH Recycling Doesn't Make a Difference

**FACT** Recycling can significantly reduce waste and save energy. For instance, recycling aluminum cans saves 95% of the energy needed to make the same amount of aluminum from raw materials.



## MYTH Biodegradable Products Automatically Reduce Waste

**FACT** Biodegradable products need proper industrial composting conditions to break down. Without these conditions, they won't decompose more quickly than regular plastics in a landfill.



## MYTH Switching to Green Energy is Complicated

**FACT** Switching to a green energy provider or installing renewable energy systems at home has become more accessible and cost-effective. Many regions offer incentives and support for such transitions.



## MYTH Electric Vehicles Aren't Truly Green

**FACT** While Electric Vehicles (EVs) do require energy and resources for manufacturing, their overall emissions during operation are significantly lower compared to conventional vehicles, especially as the electricity grid becomes greener.



Source:

- Eco-friendly product
- Energy and Environment explained
- How Does Recycling Save Energy
- Climate change mitigation

Individual Actions

- Sustainable procurement
- Forest Sustainability
- Electric vehicles help to tackle climate change

Electric Vehicles

- Contribute Fewer Emissions

India's clean energy transition

Now that you know better, do better.

Scan the QR Code, take a pledge and embrace the Smart LIFE today.



Choose from 15 options  
Win exciting prizes!