



## Investing in a Sustainable Future

Edition – July 2025

### Editor's Nest

*"Small acts, when multiplied by millions of people, can transform the world."*  
~ Howard Zinn, historian and social activist.

**World Environment Day**, celebrated on every **June 5<sup>th</sup>** since 1972, is the UN's leading platform for encouraging global awareness and environmental action. It serves as a reminder that sustainable change begins with the choices we make each day. To mark this occasion, **CNK & Associates LLP** hosted a webinar titled *"Sustainability in Day-to-Day Life"*. The discussion highlighted how our daily habits i.e. how we travel, shop, dress, and manage waste can be adapted to reduce environmental impact and promote a sustainable future. In this edition, we carry that conversation forward. Through real-world examples, impactful data, and simple, actionable steps, we will explore how sustainability can move beyond policy and become a practical part of everyday living.

#### Eco – Friendly Alternatives to Single – Use Plastics

Single-use plastics are cheap and convenient, but their environmental impact is devastating. While alternatives exist, not all are better if used carelessly. For instance, cotton bags or bamboo utensils can create more emissions than plastic if used only a few times and disposed of quickly. The solution lies in choosing durable, low-emission alternatives and using them consistently and long-term.

##### Impact:

~80% of plastic bottles aren't recycled, polluting land and water for centuries.	~ Plastic straws and cutlery harm marine life and end up as landfill or microplastics.	~ Wet wipes/Tissue cause 93% of sewer blockages, costing millions and harming the environment.
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##### Action Plan:

- Bring your own cutlery to avoid single-use plastics and reduce waste
- Switch to a durable, reusable glass or metal water bottle to go microplastic-free.
- Opt for cloth napkins or certified biodegradable wipes

#### Fashion That Cares: Look Good, Do Good

The fashion industry is one of the most resource-intensive and polluting industries in the world. Fast fashion encourages mass production and short-lived trends, leading to overconsumption, waste, and significant greenhouse gas emissions. Every purchase adds to this footprint, making conscious choices essential for sustainable transformation.

##### Impact:

~10% of global CO <sub>2</sub> emissions.	~85% of textiles end up in landfills annually.	~35% of ocean microplastics are from laundry.
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##### Action Plan:

- Choose natural fabrics like cotton over synthetics.
- Invest in quality clothing that lasts longer.
- Try thrifting or swapping instead of buying new.
- Try to wash clothes in cold water when the fabric allows it saves energy and helps your clothes last longer.
- Donate, repurpose, or upcycle old clothes creatively.

#### Sustainable Solutions for Pads, Diapers, and More

Everyday hygiene products sanitary pads, tampons, baby and adult diapers are a part of modern life. However, most of these are made with layers of plastic, synthetic gels, and chemicals that don't break down easily. Once discarded, they sit in landfills for centuries, silently adding to the world's mounting waste and plastic pollution crisis.

##### Impact:

~90% plastic, 500–800 years to decompose.	~Each baby uses 5,000–6,000 diapers; each take ~500 years to break down.	~Over 27 billion diapers and 12 billion pads disposed annually worldwide.
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##### Action Plan:

- Switch to menstrual cups eco-friendly, long-lasting, and cost-effective.
- Choose certified compostable sanitary pads.
- Follow a hybrid diapering routine - use reusable cloth diapers at home and disposable ones when you're out.



## The Hidden Cost of Food Packaging:

That eco-friendly-looking bowl from your last food delivery? If it's smeared with cheese or soaked in curry, it's headed to the landfill not the recycling bin. Even the greenest packaging becomes waste when it's dirty. Contaminated food containers, especially plastic-lined ones, are typically rejected by recyclers.

### Impact:

~India's food delivery sector creates ~350,000 tonnes of single-use plastic annually.	~Roughly 65% of contaminated recycling loads are diverted to landfills, wasting efforts to recycle even clean materials.
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### Action Plan:

- Rinse containers before disposal to improve the chances of successful recycling.
- Dispose of packaging correctly keep wet and dry waste separate to protect recyclables.
- Choose eateries that use compostable, single-material packaging whenever possible.

## Jog, Squat, Clean: The Plogging Way



Plogging is a growing global trend that combines jogging with picking up litter boosting your health while helping the planet! Here's how to make it fun and effective:

**Plog in a group** - It's more fun and motivating with family and friends.

**Add squats or balance moves** - While picking up litter to turn your cleanup into a full-body workout.

**Turn it into a challenge** - Compete to collect the most trash, then recycle it together.

**Spread the word** - Share your cleanup moments on social media with #Plogging to inspire others

## Find Your Green Words

K E G N I G G O L P U G G L T  
Z R S A H F B F Q E U E A D Q  
V H T I S S U E G P G C B S Y  
E X C B A M B O O V A U H O W  
L I X Q P L I I T K F D T L C  
G M E S U S E C T K W E O R F  
P S D F E O S D S Z R R L B I  
E S A E N H E A O N T E C V W  
D Y R R O Z L M P G N Y U G T  
B T G W J C C Z M A W V N S D  
K O E E A T Y Q O R M I S E E  
Q R D N B Y C E C Z R O Y F V  
S B O M L E E H Y A L M T A Q  
M F I D S G R A H A I Q T C R  
X A B R N A W S R Y F V O S T

Search for 14 hidden words related to sustainability. Can you spot them all?

- REUSE •RECYCLE •REDUCE
- SOLAR •COMPOST •BAMBOO
- CLOTHBAG •SHOWERS
- PLOGGING •TREES •LED
- BIODEGRADE
- TISSUE •SHARING

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