

SUSTAINABLE TIPS FOR BLACK FRIDAY



01

Recognise that Black Friday is a well-designed consumeristic ploy to maximise profits that blames the consumer (instead of the system) for its environmental impacts.

02

By shopping local & small businesses, you give back to your community & support businesses that are more eco-conscious than big brands.

03

Do your research and support businesses that truly embody sustainable and ethical production practices.

04

Beware of greenwashing tactics used by big brands to misled consumers.

05

Minimise environmental impacts by gifting experiences over physical items.

06

Practice conscious consumerism. This means only buying items you truly need and will use for years to come.