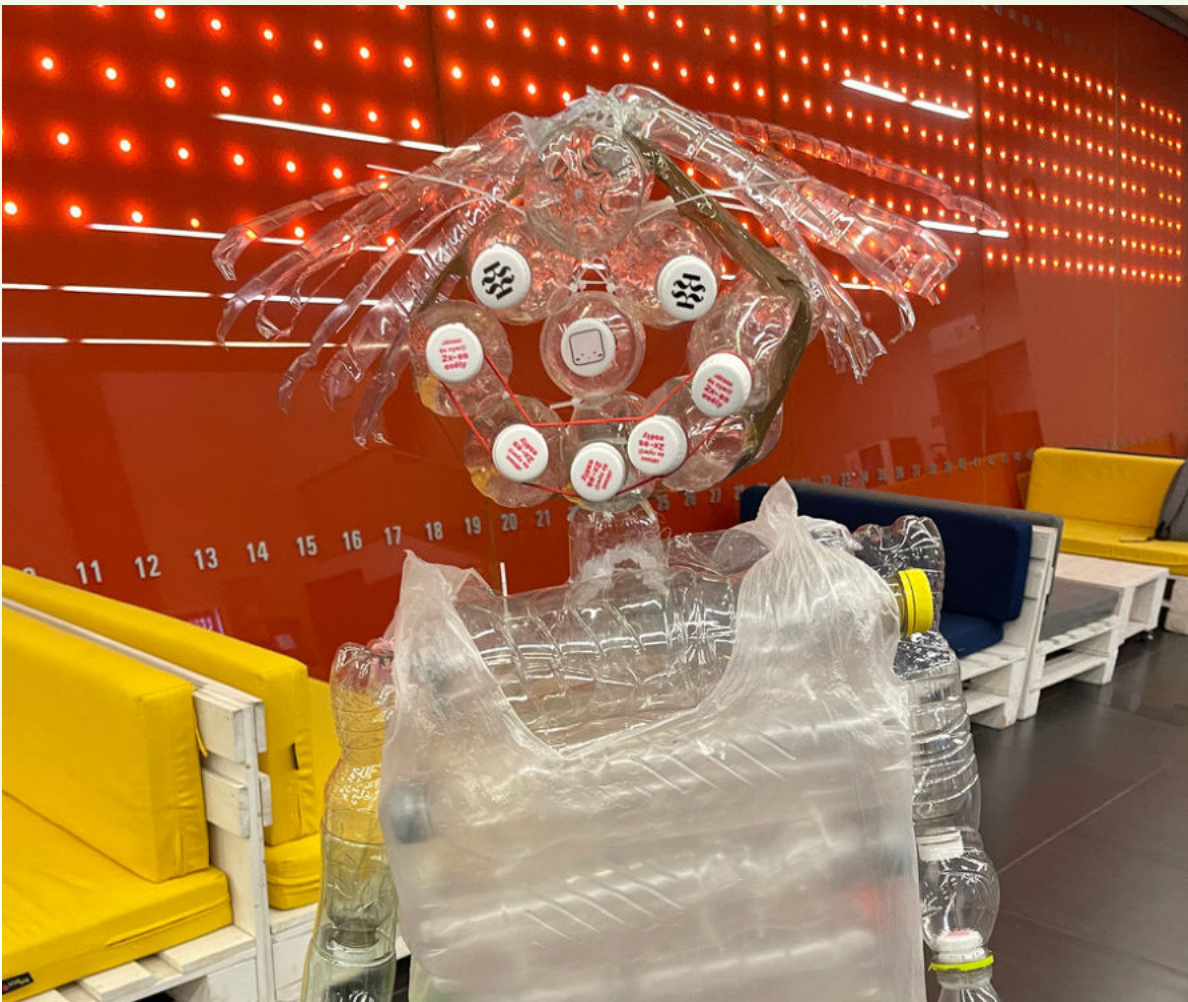


Welcome TO OUR ECO-FRIENDLY TOOLKIT!

A practical guide designed to make everyday life a little greener. Through simple actions and conscious choices, we can all contribute to protecting our planet. This toolkit introduces key sustainability topics and offers easy tips on how to make a positive impact

STARTING TODAY!



Created in collaboration with the PRO ACT campaign of our alumni, which is a learning by doing initiative of the joint double degree program between Corvinus University and KEDGE Business School.

About THE TEAM



Hi there!

Our entire team graduated in the spring of 2025 with a Master's degree in Marketing from Corvinus University of Budapest. During our studies, we also took part in a Double Degree master's program, spending one semester at KEDGE Business School in Bordeaux, France.

Obtaining our French master's degree required us to complete a project called PRO ACT, which involves developing and executing a sustainability-related initiative.

For this project, we chose Corvinus as our partner institution. In collaboration with Dr. Katalin Ásványi, Dean for Sustainability, and the university's communications team, our goal is to raise awareness of eco-conscious living and the importance of selective waste collection within the university environment by using creative and engaging marketing tools.

We hope you'll find our content inspiring, and that you'll join us in creating a greener future together!

Thank you for downloading our digital sustainability toolkit, we are pleased to help you with your sustainability journey!

The Pro Act Team

– Mónika Boross, Ágnes Göntér, Pálma Staudt, Bence Lozsádi, András Zoltán Nagy

ARE YOU
INTERESTED IN MORE?

CHECK OUT OUR WEBSITE



TABLE OF CONTENTS

02 | *Introduction*

04 | *Plastic in the ocean*

05-06 | *Microplastic pollution*

07-08 | *Sustainable fashion*

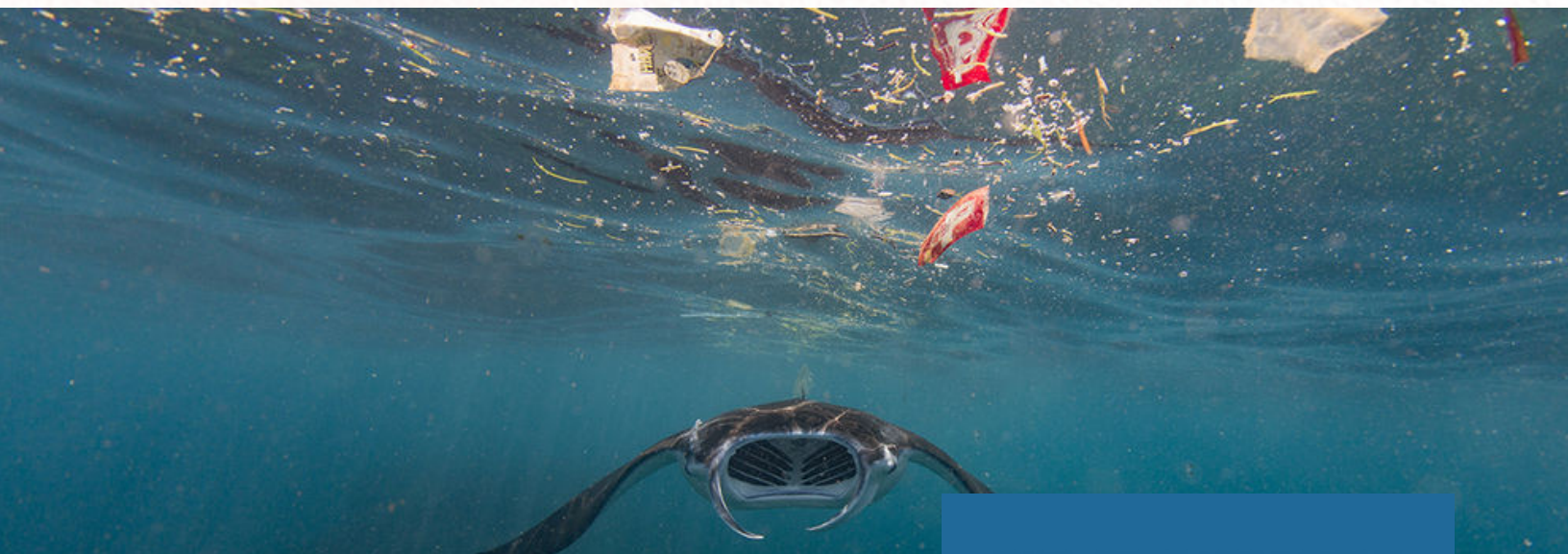
09-10 | *Selective waste collection*

11-12 | *Food waste*

13-19 | *Tasks & Notes*

20-21 | *List of references*

PLASTIC IN THE OCEAN



Plastic pollution is the accumulation of plastic debris in marine environments – oceans, seas, and coastal zones. It includes:

- **Macroplastics:** visible items like bottles, bags, fishing nets.
- **Microplastics:** plastic particles smaller than 5 mm, often invisible to the eye.

How Big is the Problem?

- In 2016, an estimated **19-23 million tonnes** of plastic entered aquatic ecosystems
- That's the equivalent of **2,000 garbage trucks** dumped into the ocean every day
- By 2040, plastic flow into the ocean could **triple** if we don't act!

DID YOU KNOW?

Contrary to popular belief, 80–90% of marine plastic pollution comes from land-based sources:

- Littering and mismanaged waste
- Stormwater runoff and rivers
- Industrial activity and packaging
- Maritime industries (fishing gear, shipping waste)

MICROPLASTIC POLLUTION



What is microplastic?

According to The National Oceanic and Atmospheric Administration, microplastics are any fragment that is having a diameter of less than 5mm.

How common are microplastics and where can they be found?

Unfortunately, they are very common, can be found in the water, soil and air. According to one estimate by The Organisation for Economic Co-operation and Development (OECD), 2.7 million tonnes of microplastics seeped into the environment in 2020.

Microplastics have been detected in:

- oceans, rivers, rainwater, and **tap water**
- sea salt, fish, seafood
- and, as of The Guardian, even in **human blood, lungs, and placentas!**

DID YOU KNOW?

There are two types of microplastics:

Primary microplastics: that are created to be small, found in cosmetics and personal care products.

Secondary microplastics: most of the microplastics that come from the slow decomposition of larger plastic products, such as PET bottles, plastic containers, or polyester clothes.

Section 1

CHECKLIST

WHAT CAN YOU DO?

- Carry your own reusables - **water bottle, coffee cup, and cutlery set** instead of single-use plastic ones. It's an easy switch that saves hundreds of items each year.
- Always take a **cloth tote bag** when shopping.
- Choose Products Without Microplastics - Look for labels like **microplastic-free** or **natural exfoliants**.
- Select fruits, vegetables, and pantry items sold **without plastic wrapping** or in bulk sections using your own containers.
- Refuse plastic straws, lids, or takeaway cutlery when ordering food or drinks.
- Take part in **community clean-ups** or campus collection events — even a few hours can make a visible difference.



ZERO-WASTE SHOPPING

is one of the most effective and tangible ways to reduce plastic pollution and promote sustainability in everyday life.

In Budapest, there are stores that embrace this philosophy by offering unpackaged goods, reusable alternatives and minimal-waste solutions.

CHECK THEM OUT!



SUSTAINABLE FASHION



Why is the fashion industry a problem?

The fashion industry is one of the most polluting industries in the world:

- Produces **92 million tonnes of textile waste per year**, the equivalent of one garbage truck full of clothes dumped every second.
- Responsible for up to **10% of global CO₂ emissions**, more than international flights and maritime shipping combined.
- A single cotton t-shirt requires **2,700 litres of water** to produce, the amount a person drinks in 2.5 years.
- Most fast fashion garments are made using **synthetic fibres** that release microplastics into our oceans.

DID YOU KNOW?

Fast fashion relies on low wages, unsafe working conditions, and child labor in some cases. Garment workers, especially women in developing countries, often earn below living wage while working long hours.

As the demand for cheap clothing rises, so does the pressure on both people and the planet.

Section 2

CHECKLIST

WHAT CAN YOU DO?

- ☐ Choose **quality** over quantity.
Invest in timeless pieces that last.
- ☐ Support **ethical and transparent brands** that care about sustainability.
- ☐ Shop **secondhand** or **swap clothes** with friends.
- ☐ **Avoid impulse buys** by asking yourself: "Will I wear this 30 times?"
- ☐ Wash clothes at **lower temperatures** to reduce water and energy use.

Don't forget!

**FAST FASHION IS OUT.
CONSCIOUS STYLE IS IN.**



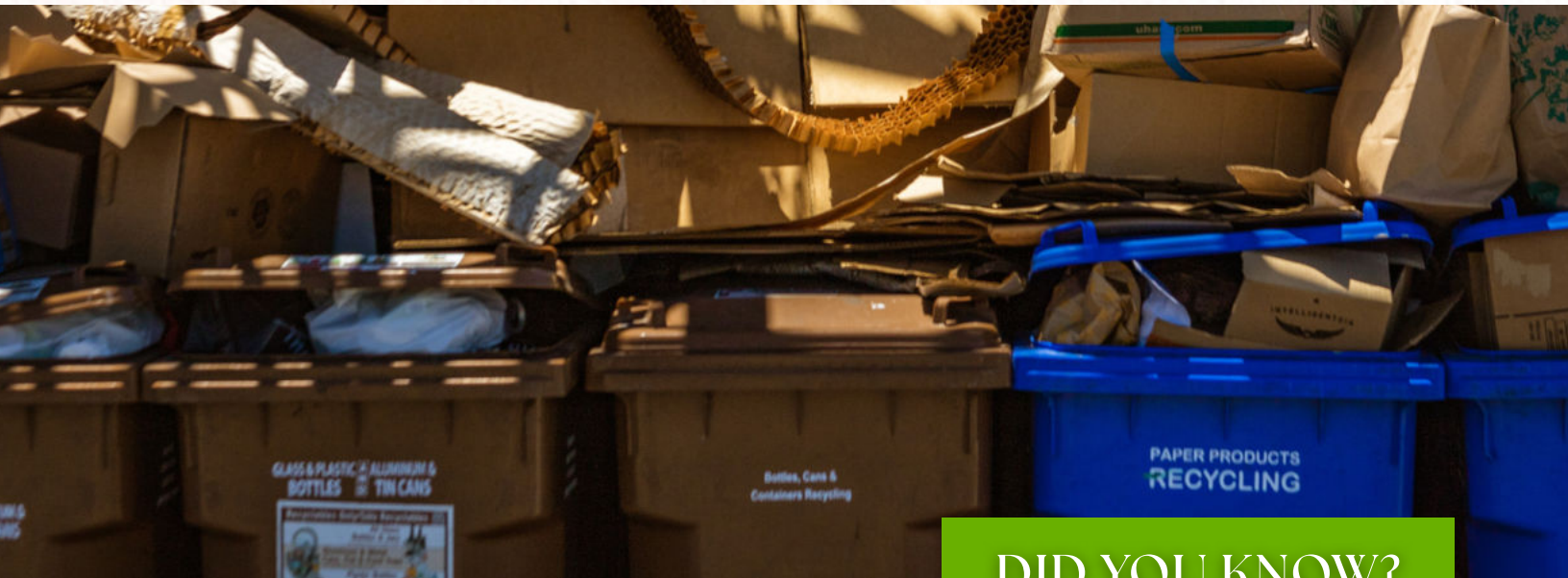
WHERE CAN I FIND SECOND-HAND STORES IN BUDAPEST?

We created a Google Map featuring second-hand spots in downtown Budapest. The list is editable, if you discover a great place, feel free to add it and help others find it too!

**SECOND-HAND STORES IN
BUDAPEST**



SELECTIVE WASTE COLLECTION



What is selective waste collection?

Selective waste collection means to separate different types of waste (plastic, paper, metal, glass, etc.), making their recycling possible. This is not only an environmental responsibility but also a conscious lifestyle choice.

Using selective bins instead of using only one trash bin contributes to sustainable future.

Why is it important?

- The primary goal of selective waste collection is to be sustainable.
- Recycling helps conserve primary raw materials, preserves natural resources, and reduces the amount of waste sent to landfills.
- Saves resources (e.g., producing recycled aluminium requires 95% less energy than producing new aluminium).
- The world produces more than 2,000 kg of waste every second. Only 9% of global plastic waste is recycled annually.

DID YOU KNOW?

There are three common mistakes in sorting:

- placing non-recyclable items in recycling bins not emptying and rinsing containers
- not checking local guidelines
- putting hazardous waste (batteries and electronics) in regular bins not separating food waste or greasy items.

Section 3

CHECKLIST

WHAT CAN YOU DO?

- ☐ Buy products with sustainable packaging
- ☐ Buy products with no packaging, buy in packaging-free shops
- ☐ Don't buy products with unnecessary plastic packaging
- ☐ Follow local guidelines (colour-coding system, special requirements) Use separate bins for different kinds of waste
- ☐ Reuse containers, jars, or boxes instead of throwing them away
- ☐ Bring a reusable bottle, cup, or lunchbox instead of single-use packaging.

DON'T DUMP IT. SORT IT.



WHERE CAN I FIND THE SELECTIVE COLLECTION BINS AT CORVINUS?

We created a Map featuring selective collection bins at Corvinus.

Use those bins instead of throwing the waste into regular bins!

**SELECTIVE COLLECTION
BINS AT CORVINUS**



FOOD WASTE



You don't throw away food either, do you?

Food loss is the reduction or deterioration of the quantity or quality of food resulting from the decisions and actions of food suppliers.

While **food waste** is the reduction or deterioration of the quantity or quality of food resulting from the decisions and actions of retailers, catering service providers and consumers.

What's the problem?

- It increases food insecurity, thereby contributing to the rise in hunger and malnutrition (Nearly 33 million people in the EU can only afford a full meal every other day, while millions of tonnes of food go to waste).
- Food waste accounts for 16% of total greenhouse gas emissions from the EU food system.
- Growing, harvesting, transporting, manufacturing, packaging, storing, trading, and preparing food all require energy. This energy is wasted on food that is produced unnecessarily and then thrown away.

DID YOU KNOW?

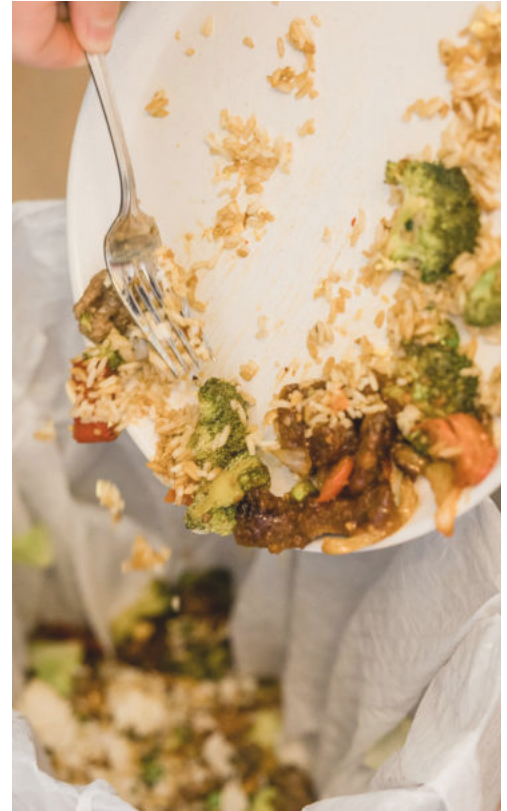
- More than 71% of food waste in Hungary is generated in households,
- while 17% is generated during food production,
- 7% by food retailers,
- and a little less than 3% by restaurants.

Section 4

CHECKLIST

WHAT CAN YOU DO?

- ☐ Become a meal prep champion – before shopping, make a simple weekly meal plan and write a shopping list.
- ☐ Store food properly – for example, keep herbs in water like flowers, store potatoes in a cool, dark place, and freeze leftovers before they spoil.
- ☐ “First In, First Out” – move older items to the front and place newly bought ones at the back.
- ☐ Freezing is your best friend! Bread, fruit, cooked meals, or even fresh herbs can all be frozen and enjoyed later instead of going to waste.
- ☐ Love “ugly” fruits and vegetables – buy imperfect-looking goods – they taste just as good but are often thrown away by shops due to appearance.



Think about what your audience would be interested in and get writing! Choose engaging photos and graphics to accompany your words, as these also help catch your audience's eye.

Section 5

SETTING YOUR GOALS

They say it takes 90 days to build new habits that truly last.

Start today and create your own list of sustainable habits to introduce over the next
30, 60, and 90 days!

30 DAYS

ACTION PLAN

-
-
-
-

60 DAYS

ACTION PLAN

-
-
-
-

90 DAYS

ACTION PLAN

-
-
-
-

Monthly

OVERVIEW

MONTH

Tasks

Milestones

S	M	T	W	T	F	S

Monthly

OVERVIEW

MONTH

Tasks

Milestones

S	M	T	W	T	F	S

Monthly

OVERVIEW

MONTH

Tasks

Milestones

S	M	T	W	T	F	S

MICROPLASTIC POLLUTION**02**

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 - <https://www.theguardian.com/environment/2022/mar/24/microplastics-found-in-human-blood-for-first-time>
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PLASTIC IN THE OCEAN**03**

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 - <https://www.unep.org/topics/ocean-seas-and-coasts/ecosystem-degradation-pollution/plastic-pollution-marine-litter>
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SUSTAINABLE FASHION**04**

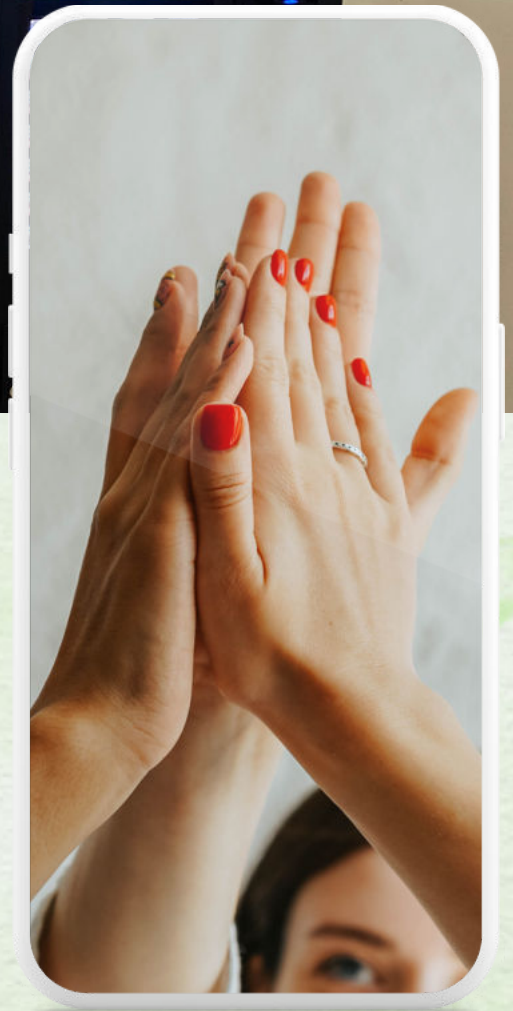
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FOOD WASTE**06**

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Congratulations!

You've reached the end of our Sustainable Toolkit but this is just the beginning of your journey toward a greener lifestyle. **Every small action counts, and by choosing to live more consciously, you're already making a difference.**

Sustainability is not about perfection; it's about **making thoughtful choices every day and inspiring others to do the same.** From reducing microplastic pollution to embracing sustainable fashion, each step you take contributes to a healthier planet and a brighter future for generations to come. We hope this toolkit has sparked ideas, motivated new habits, and shown that even small changes can have a big impact. **Thank you for taking the time to learn, reflect, and take action.** Keep exploring, experimenting, and sharing your journey. **Together, we can create a truly sustainable world.**

The Pro Act Team

- Mónika Boross, Ágnes Göntér, Pálma Staudt, Bence Lozsádi, András Zoltán Nagy