END CLUTTER

Keep products for at least **seven years**

TRAVEL FRESH

If you can, **no personal vehicles**

EAT GREEN

A **plant based diet** — no waste, healthy amount

DRESS RETRO

Three new items of clothing per year

HOLIDAY LOCAL

One flight every three years

CHANGE THE SYSTEM

At least **one life shift** to nudge the system

Take the JUMP by trying six shifts to protect our earth and live with joy
Clear, constructive, impactful, doable.
Try the shifts mentioned above for 1, 3 or 6 months. Even if you can't keep to it 100%, you can still do what you can.
For more information and for tips, encouragement and people you can speak to help along the way go to
http://takethejump.org

The JUMP is based on a year-long independent research project *The Future of Urban Consumption in a 1.5°C World* involving:
From academia; world renowned University of Leeds School of Earth and Environment
From the third sector; C40 Cities Climate Leadership Group representing almost 100 of the worlds biggest cities
From the private sector; global engineering consultancy, Arup.
The JUMP itself has been developed independently of these organisations, with no formal input, oversight or funding from any of them (but plenty of goodwill!). *S*ome of its authors (as private individuals) are amongst those who started the JUMP.

Huge and immediate reduction in consumption is needed by the those comfortably off
In the next decade we need a 2/3 reduction in impact the impact of consumption in wealthy parts of the world.
This will require a complete rethink in how our economies and lives work.
At the same time rapidly developing economies must adopt sustainable consumption patterns as they continue to grow.

Individuals and communities are not powerless but government and business still have the largest role
Decarbonising electricity grids and the worlds supply chains remains hugely important.

New model for living and working are needed
Some of the places in the world we currently think are most sustainable, particularly in the northern hemisphere, are in fact extremely high impact when we include the impact of their consumption. But even with all the strong action outlined in this report, there will still be further savings needed, which will need to come from deeper changes to the system.

Failure to act is not an option - If we do nothing 1.6bn people will be exposed to extreme heat by 2050 and 2.5bn severe food insecurity.

Government and business maintain the biggest responsibility, and we should not dilute this fact, and instead continue to provide clarity on the changes needed such as green energy

The focus is on comfortably off individuals and households, not everyone and not everywhere.
We must be clear that given there is inequality in consumption and wealth, there is inequality in responsibility.