







Consumption category	Consumption interventions	Emission reductions per consumption category between 2017 and 2030	Emission reductions per consumption category between 2017 and 2050
	<ul style="list-style-type: none"> - Reduce the number of new clothing items bought every year - Reduce supply chain waste 	39% (Reducing the number of new clothing items alone accounts for 37%)	66% (Reducing the number of new clothing items alone accounts for 64%)
	<ul style="list-style-type: none"> - Dietary change: eat in line with health recommendations and lower meat and dairy consumption - Reduce household waste - Reduce supply chain waste 	36% (Dietary change alone accounts for 27%)	60% (Dietary change alone accounts for 45%)
	<ul style="list-style-type: none"> - Reduce number of flights - Increase adoption of sustainable aviation fuel 	26% (Reducing number of flights alone accounts for 18%)	55% (Reducing number of flights alone accounts for 31%)
	<ul style="list-style-type: none"> - Improve materials efficiency - Enhance building utilisation - Switch to lower carbon materials - Adopt low-carbon cement - Reuse building components 	26% (Improving materials efficiency and enhance building utilisation together account for 18%)	44% (Improving materials efficiency and enhance building utilisation together account for 29%)
	<ul style="list-style-type: none"> - Reduce car ownership - Increase car lifespans - Increase material efficiency 	28% (Reducing car ownership alone accounts for 24%)	39% (Reducing car ownership alone accounts for 31%)
	<ul style="list-style-type: none"> - Optimise lifetimes of IT equipment 	18%	33%