



Inspiring Albertans one simple act at a time

November 2013

Keep Calm and Don't Shop

It's here again...Buy Nothing Day. This day is recognized internationally as the day to become aware of consumerism – to unshop and unspend. Buy Nothing Day is traditionally celebrated the Friday after American Thanksgiving in North America and the following day internationally. This year the dates are November 29 and 30.

On Buy Nothing Day practice and reflect on the three Rs hierarchy: Reduce, Reuse and Recycle. When you reduce what you acquire, you reduce waste, and that's the first rule of thumb in the three Rs hierarchy.



Tips

1. Challenge yourself to have one day without purchasing anything; no gas, no coffee, no lunch...nothing.
2. Use the day as an opportunity to look at your own consumer habits. What impulses do you give in to? Can pre-planning help you with the first R word: Reduce? Reduce what you buy to further reduce waste.
3. Challenge a friend or colleagues to participate in the day with you. Have fun with it, it's not meant to be punishment.

Did you know?

Black Friday is the Friday after American Thanksgiving. It is one of the 10 busiest shopping days in the United States. Canada is getting on board too. Merchants and the media have used Black Friday to refer to the beginning of the period in which retailers go from being in the red (in debt) to being in the black (making a profit).

Black Friday in the on-line world is offering Cyber Friday or Cyber Monday to compete with real store fronts. It's hard to resist the deals, but really, do we need more stuff?

Christmas is just around the corner and it's easy to get caught up with the hustle and bustle of the holiday season, especially with events like Black Friday and Cyber Monday. Stay calm. Put the meaning back into giving with the gift of experience. More ideas in the December newsletter.

Spend the day without \$pending.



www.onesimpleact.alberta.ca

The *One Simple Act* newsletter is a low-volume mailing list and a service of Alberta Environment and Water's *One Simple Act* program. Subscribe [here](#) You may unsubscribe at any time by sending an email to "majordomo-server@gov.ab.ca" and include the following statement in the email message box: *unsubscribe onesimpleact* Leave the subject line and the rest of your email blank.