awe

AIR · WATER · EARTH / FREE STARTER PACK

Seven small beginnings.

A little learning. One practical possibility. A moment to reflect. Begin on any day and keep what fits your life.

> This pack is free. No purchase or AWE account is required. A reflection is a self-report, not verified action or environmental impact.

Open the interactive seven-day guide ↗

Find your kind of change with AWE Match ↗

Your daily AWE

Scan to open the WhatsApp Channel. Following is optional; use WhatsApp's notification controls if you want updates.

Open channel ↗

Notice one small possibility

A little learning

Clear-looking air is not a measurement of fine particles. A photograph cannot establish the concentration of PM2.5.

US EPA · PM Basics ↗

A small possibility

Notice one light or appliance that is genuinely unnecessary right now. Keep safety and essential services running.

> **Keep it safe**
>
> Keep safety, accessibility and required ventilation or services running.

Practical tips and source context ↗

Pause and reflect

What made this possible—or difficult—today?

▫ Tried it ▫ Not yet ▫ Didn't fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Find the pause in the flow

A little learning

A water estimate needs a measured flow rate and genuinely avoided running time. A small-looking flow is not a universal saving.

AWE · Flow and time method ↗

A small possibility

When brushing, close the tap during a pause when you are not using the water. Keep your hygiene and access needs in mind.

> **Keep it safe**
>
> Keep personal hygiene and access needs in mind.

Practical tips and source context ↗

Pause and reflect

When would this fit naturally into your routine?

▫ Tried it ▫ Not yet ▫ Didn't fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Use the thing you already have

A little learning

A saved habit is a preference. A reported activity is a self-report. Neither automatically proves an environmental outcome.

AWE · Potential, self-reporting and verification ↗

A small possibility

Put an existing reusable bag where you will remember it for a suitable trip. No new purchase is needed to try this version.

> **Keep it safe**
>
> Keep bags used for raw or dirty items hygienically separate.

Practical tips and source context ↗

Pause and reflect

Where would a reminder actually help you?

▫ Tried it ▫ Not yet ▫ Didn't fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

A small plan. Less forgotten food.

A little learning

Weather describes short-term conditions. Climate describes patterns over longer periods, commonly 30 years or more. One memorable day does not establish the trend.

NOAA · Weather and climate ↗

A small possibility

Before the next food shop, check what is already safe and usable at home. Plan one realistic meal around it.

> **Keep it safe**
>
> Food safety takes priority over using every leftover.

Practical tips and source context ↗

Pause and reflect

What could be used first, while still safe?

▫ Tried it ▫ Not yet ▫ Didn't fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Give a useful thing another chapter

A little learning

A solution that worked somewhere needs context before it is copied: conditions, cost, upkeep and who measured the result.

AWE · Evidence and replication principles ↗

A small possibility

Identify one item worth asking a qualified repairer about. Do not open hazardous electrical equipment, batteries or pressurised devices yourself.

> **Keep it safe**
>
> Do not open hazardous electrical equipment, batteries or pressurised devices yourself.

Practical tips and source context ↗

Pause and reflect

Would safe repair make sense for this item?

▫ Tried it ▫ Not yet ▫ Didn't fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Notice. Record safely. Ask the right service.

A little learning

“50% less” needs a comparison, units and period. For example, 100 to 50 and 10 to 5 are both 50% reductions, with different absolute amounts. These are illustrations.

AWE · Evidence literacy / illustrative example ↗

A small possibility

If you observe a public pipeline leak, find the responsible local service and its official reporting route. Keep away from damaged roads, electrical hazards and contaminated water.

> **Keep it safe**
>
> Keep away from damaged roads, electrical hazards and contaminated water.

Practical tips and source context ↗

Pause and reflect

Which institution has the responsibility to respond?

▫ Tried it ▫ Not yet ▫ Didn’t fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Keep what fits. Invite someone in.

A little learning

Intentions, attempts and environmental outcomes are different. An honest “not yet” helps you choose a better next step.

AWE · Measurement boundaries ↗

A small possibility

Revisit your AWE Match. Choose one manageable habit to keep exploring, or try a different round. Invite a friend only if you want to.

Pause and reflect

What would you like to try again next week?

▫ Tried it ▫ Not yet ▫ Didn’t fit

No guilt, no universal saving. Adapt to your abilities, circumstances and local conditions.

Keep what fits.

Use this page privately. It records your reflections, not independently verified environmental outcomes.

Day	Tried / not yet / did not fit	My next small step
1		
2		
3		
4		
5		
6		
7		

> One thing I may keep exploring next week:
> _____

Make a community QR invitation poster ↗

Before you share a green claim.

1. What exactly is being claimed?
2. Compared with which baseline?
3. Which unit is being used?
4. Over what period?
5. Which location or reporting boundary?
6. Is this a target, model, self-report or measured result?
7. Can I open the original source?
8. Was it independently checked, and what was checked?
9. What important uncertainty or limitation remains?
10. What evidence would change the conclusion?

Read AWE's evidence principles ↗

This is an editorial question list, not a certification or verification checklist that grants a score.