



Small Actions.....Big Impact

This guide is your step-by-step path to a more sustainable lifestyle, practical, simple, and made for Egypt.

Why Sustainability Matters in Egypt



Everywhere we look, plastic is part of our lives. But what happens after we use it?

Most plastics don't disappear; they pollute our streets, our rivers, and eventually the Mediterranean and Red Sea.

Egypt alone produces millions of tons of plastic waste every year.

Much of it is burned or thrown into the Nile, harming fish, wildlife, and our health.

At TOTZ, we believe change starts small.

Carrying a reusable tote bag, saying no to plastic bottles, or starting a recycling habit may seem tiny, but when thousands of people do it together, the impact is massive.

The Plastic Problem in Egypt

Plastic bags are convenient, but their cost is hidden.

- Egyptians use billions of plastic bags annually.
- The majority end up in landfills, waterways, or are burned, releasing toxic fumes.
- Plastic harms marine life. Turtles mistake bags for jellyfish. Fish ingest microplastics, which end up on our plates.
- The Nile is now one of the 10 most plastic-polluted rivers in the world.

Did you know?

A single reusable tote bag can replace over 500 plastic bags in its lifetime.

This isn't just about reducing waste. It's about protecting Egypt's heritage, health, and future.



Everyday Sustainable Swaps

Swap Your Basics

Plastic Bags → Tote Bags

Instead of a flimsy bag that rips in minutes, a tote is strong, stylish, and reusable for years.

Carry it to the market, the gym, or even to school.



Plastic Bottles → Reusable Bottles

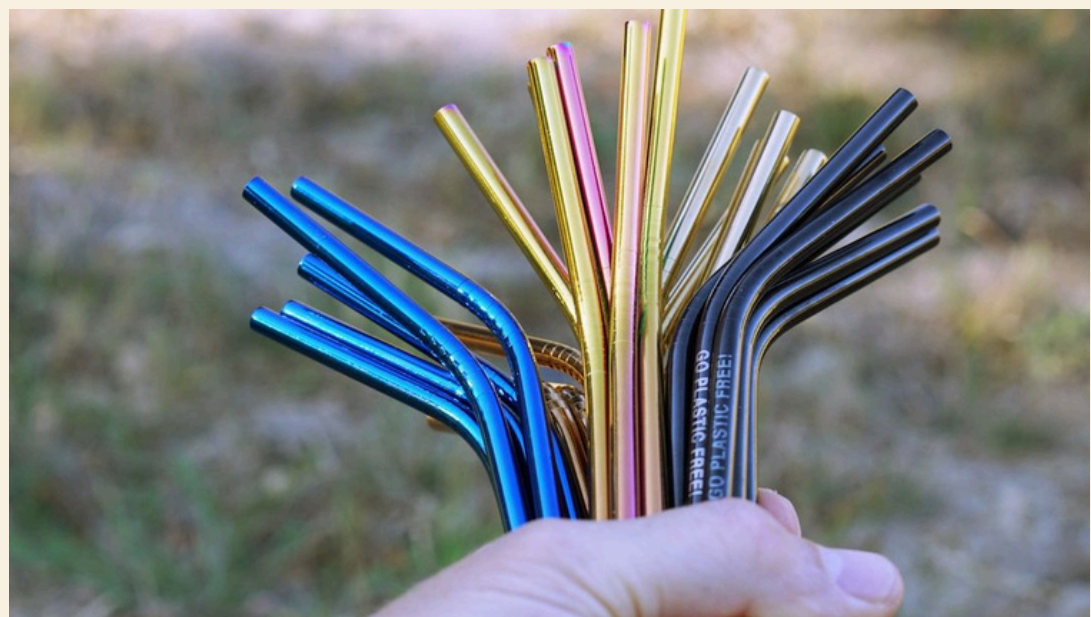
The average Egyptian uses 167 plastic bottles per year. A stainless steel or glass bottle saves money and the environment.



Upgrade Your Choices

Plastic Straws → Bamboo/Metal Straws

Or skip straws completely, your drink will taste the same!
Every straw avoided keeps more plastic out of the sea.



Fast Fashion → Sustainable Clothing

Fast fashion is cheap, but it's one of the world's biggest polluters.

Choose long-lasting clothes, second-hand options, or Egyptian brands using eco fabrics.



At Home

Build Sustainable Habits at Home

- **Save Energy:** Switch to LED bulbs, unplug chargers, and turn off ACs when not needed.
- **Save Water:** Shorten showers, reuse water where possible, and fix leaks.
- **Compost:** Food scraps can be turned into fertilizer for plants.
- **Recycle:** Sort waste into plastic, glass, and paper bins.





“Every small habit shapes a sustainable future.”



Sustainable Living in Your Community

Living sustainably is not just about personal choices; it's about building collective habits.

Egypt faces unique challenges with plastic waste, urban congestion, and limited recycling facilities.

By acting together as communities, we can create a bigger impact.

Ways to start:

- **Join Clean-Up Campaigns:** Nile and Red Sea coastlines are often affected by plastic pollution. Participating in community clean-ups helps restore natural spaces and raises awareness.
- **Support Local Farmers:** Buying fresh fruits and vegetables from farmers' markets reduces packaging waste, strengthens the local economy, and connects you directly to sustainable food sources.
- **Start a Green Club:** Whether at school, university, or your neighborhood, gather friends and peers to share eco-friendly tips, organize workshops, and encourage collective action.
- **Spread Awareness:** Use social media to document your sustainable lifestyle. Share before-and-after stories of swaps you've made. Your choices can inspire hundreds of others to follow.

Sustainable Mobility in Egypt

Transportation is one of the largest contributors to air pollution in Egypt, particularly in Cairo.

Choosing eco-friendly mobility not only reduces emissions but also improves urban life.

Ideas to adopt:

- **Use Public Transportation:** Egypt's metro, buses, and shared rides reduce the number of cars on the road. They're cost-effective and better for the environment.
- **Walk or Bike:** For short distances, walking or biking is the healthiest, cheapest, and greenest option. Cairo is expanding bike-sharing systems that make this easier.
- **Carpooling Apps:** Using ride-sharing platforms helps cut down traffic and fuel consumption. Even one less car per trip makes a difference.





DIY & Upcycling Ideas

Sustainability can also be fun and creative.

By reusing old materials, you give them a second life and reduce the amount of waste sent to landfills.

Try these projects:

- **Old T-shirts → Tote Bags:** With simple cuts and knots, you can turn unused shirts into reusable shopping bags.



- **Glass Jars → Storage Solutions:** Cleaned jars can be used for spices, office supplies, or even as vases.



- **Cardboard → Organizers:** Boxes from online deliveries can be repurposed into shelves, desk organizers, or kids' art projects.



- **Eco-Decor:** Create wall art, planters, or decorations from materials like paper rolls, fabric scraps, or tin cans. These projects are great for schools and families.



Youth Action & Leadership

Young people are the driving force of change.

They are creative, passionate, and willing to stand up for the planet.

That's why **TOTZ** created **Sustainability HEROEZ**, a program for youth aged **10–18** that brings sustainability to life.

Through the program, students will:

- **Learn:** Understand climate change, waste challenges, and solutions.
- **Create:** Design eco-friendly tote bags that replace single-use plastics.
- **Lead:** Build leadership, teamwork, and problem-solving skills.
- **Advocate:** Launch awareness campaigns in their schools and communities.

This is how we grow a generation of sustainability advocates who are ready to lead Egypt — and the world — toward a greener future.

For more information, check this link: [Sustainability HEROEZ](#)

Carry Your Impact with TOTZ

At TOTZ, sustainability is more than a product; it's a movement.

Every tote bag carried is a statement of responsibility. Every workshop delivered is an investment in the future.

By choosing TOTZ, you are not only reducing plastic waste but also supporting a youth-led social enterprise that empowers communities through education, creativity, and action.

Ready to take the next step?

- Use a TOTZ tote bag instead of plastic.
- Download and share this guide.
- Join or host a Sustainability HEROEZ workshop in your school, university, or community.

Together, we can carry our impact. One bag, one habit, and one program at a time.



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