

# DECORATION

INTERIOR DESIGN AND INSPIRATION FOR A GREEN LIFE AT HOME

2012

A SECOND-HAND POÄNG  
ARMCHAIR GAINS A NEW  
LEASE OF LIFE WITH HELENA  
HÖRSTEDT'S BLACK LINEN  
COVER.

WARM  
WINTER  
COOL  
SUMMER

FUN TIPS  
FOR SEASONAL  
DÉCOR

MEET  
SWEDEN'S  
FIRST  
ECORATORS

GREEN FAMILY-LIVING  
INITIATIVE

HAUTE  
COUTURE  
REMAKE

HELENA HÖRSTEDT  
TURNS ONLINE BARGAINS  
INTO ART

MAGIC UNDER  
THE SINK

COMPOSTING IS  
THE NEW BLACK







*Ecoration is one of six WWF-IKEA projects aimed at combating climate change. Others include worldwide initiatives to promote responsible forest management and sustainable cotton production.*



# Hi there.

Small efforts made by many people can achieve great things in our world. Like introducing simple climate-smart solutions at home. It's easy and takes little extra effort. Yet surprisingly few of us swap standard light bulbs for LED ones, recycle our tea-light casings or put a lid on the pot when boiling water.

We wondered why. And we wondered if more people would do so if green living was easier, cheaper and more appealing. What would happen if people adopted a new lifestyle where they spend the bulk of their time – at home?

Early in 2012 we teamed up with WWF to launch Ecoration – a six-month project to help nine families in southern Sweden reduce their climate footprint. The focus was on reducing waste and conserving energy and water. Combining our knowledge of interior design with WWF's unique environmental expertise, we developed personal solutions to make it easier to be green at home. Solutions that would make life more fun, too.

In terms of numbers, the results were way above expectations. And the participants' newfound environmental zeal was nothing less than fantastic. The families are now spreading the word to their relatives and friends. We're doing the same to you. Small efforts by many people can achieve great things.

Welcome in!



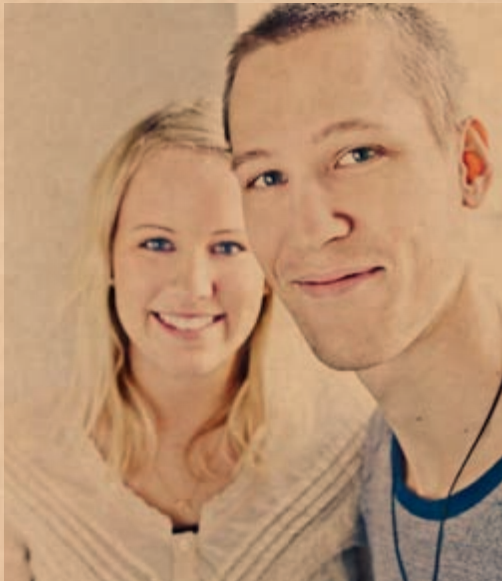


# The families

**Nine families took part in the Ecoration project. Some live in houses, others in flats. Some live in cities, others in the countryside. Some are couples with children, others are students.**

**Despite their different backgrounds, they all share an interest in the environment and want to do what they can to reduce their climate footprint.**





**Marcus and Therese**

Marcus Franson and Therese Andersson share a one-bedroom flat on the Esplanade in Kalmar. Aged 23, they have been together since high school and this is their first home. Marcus and Therese also share an interest in the environment, buying second-hand furniture and selling stuff they don't need online.  
"We live according to a 'one in, one out' principle," they explain.

**HOME** Rented flat, 79 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults.  
**HEATING** District energy.  
**ANNUAL ELECTRICITY USE** 2,420 kWh.  
**AIMS** Vegetarian diet. Reduce household waste.



**Johan and Ulrika**

When Ulrika Thell and Johan Sturesson built their dream home on the island of Öland they installed geothermal heating and solar panels. They hope to be self-sufficient in electricity and maybe one day built a wind turbine on their land. Johan is an engineer and Ulrika works in the retail industry. Both see climate awareness as a natural part of life.

**HOME** house built in 2007, 190 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults, one child and a dog.  
**HEATING** Solar panels, geothermal heating and heat recovery ventilation.  
**ANNUAL ELECTRICITY USE** 14,101 kWh.  
**AIMS** Live more sustainably, eat a seasonal diet, save money.



**Anders and Madeleine**

Anders Adelgren and Madeleine Halling live in a small studio flat. Madeleine is a special needs teacher and enjoys sewing and painting. Anders works in the public sector as a project coordinator and is a music lover. Both count themselves as reasonably green.  
"Neither of us are tree huggers, but we recycle and try to buy organic products," they say.

**HOME** Studio flat, freehold, 45 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults.  
**HEATING** District energy.  
**ANNUAL ELECTRICITY USE** 2,355 kWh.  
**AIMS** Reduce water use and eat vegetarian meal at food once a week.

**Helena and Pontus**

Helena and Pontus Tinnert live with their children Elin, Hampus and Lucas in a house on the island of Öland. Both commute to work: Helena is a manager at a consulting firm in Kalmar and Pontus a project manager in the town of Oskarshamn. They try to be green by doing their recycling on the way to work every day. Their aim is to cut their electricity and water consumption.

**HOME** 4-bedroom house built in 1992, 155 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults, three children.  
**HEATING** Heat pump.  
**ANNUAL ELECTRICITY USE** 18,838 kWh  
**AIMS** Cut electricity and water consumption. Get a smaller dustbin.



**Emil**

Emil Sandebäck lives with his sons Joey and Jimmie. Their favourite pastime is playing football video games – when not watching Sweden's star striker Zlatan Ibrahimovic on TV. All three are vegetarians.  
"The way the meat industry is today, there's no real alternative," Emil says.  
"There's a political and environmental dimension, too."

**HOME** 2-bedroom freehold flat, 82 m².  
**NO. OF PEOPLE IN HOUSEHOLD** One adult, two children, a cat.  
**HEATING** District energy.  
**ANNUAL ELECTRICITY USE** 2,740 kWh.  
**AIMS** Cut household waste, get better at recycling, reduce energy use.



**Carl Johan and Jennie**

On Saturday mornings the chances are you'll find a smoke machine and disco ball in full swing at the Löfgrens' home. Carl Johan and Jennie giggle as their three children hit the dance floor. The couple work for energy utility Kalmar Energi and try to cycle to work rather than take the car, taking their youngest kids to nursery school in a bike trailer.

**HOME** house built in 1909, 140 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults, three children and a cat.  
**HEATING** Geothermal energy, wood-burning stove.  
**ANNUAL ELECTRICITY USE** 14,556 kWh.  
**AIMS** Increase composting and reduce waste and electricity consumption.



**Gunilla and Håkan**

Gunnilla Slätis's and Håkan Karlsson's visitors can spend hours admiring their collection of colourful nest boxes and garden gnomes. Gunilla is a disability pensioner and has numerous anecdotes about her time as a journalist and sailor. Håkan works at Kalmar Airport.

**HOME** 3-bedroom house built in 1901, 155 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults, two dogs, three cats.  
**HEATING** Heat pump, wood-burning stove.  
**ANNUAL ELECTRICITY USE** 13,044 kWh  
**AIMS** Reduce food waste, partly through composting. Cut energy consumption.



**Dagmar and Rickard**

Dagmar Gavlaseva moved to Sweden from the Czech Republic on work experience. She met her future husband Rickard there, and they now have three children. Their garden boasts both a chicken coop and adventure playground. They burn wood for heating, grow their own vegetables and recycle their waste.

**HOME** house built in 1975, 140 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults, three children, a cat, a hamster and chickens.  
**HEATING** Wood boiler, solar panels.  
**ANNUAL ELECTRICITY USE** 6,678 kWh.  
**ANNUAL WASTE** 216 kg.  
**AIMS** Reduce energy use and eat more vegetarian food.



**Michelle and Fabio**

Michelle Leite Santana and Fabio Kaczala moved to Kalmar six years ago. Fabio is a construction engineer specialising in environmental issues and Michelle is a dance teacher and web programmer. They like interior design that is attractive and eco-friendly.  
"We try to think of the environment, but it's really hard to be 100 percent green," they say.'

**HOME** 3-bedroom rented flat, 85 m².  
**NO. OF PEOPLE IN HOUSEHOLD** Two adults.  
**HEATING** District energy.  
**ANNUAL ELECTRICITY USE** Not known  
**AIMS** Reduce water and electricity consumption.



Michelle has an indoor composter for household waste and uses the compost to grow tomatoes.

# Waste

One small step for man, one giant leap for mankind. Yes, we're talking compost!

**THEME – WASTE** HOW TO COOK, EAT AND STORE FOOD – AND BE A GOOD RECYCLER. HERE THE SPOTLIGHT IS ON THE KITCHEN.

The average Swede bins a total of 456.8 kilos of waste every year, according to figures from Swedish Waste Management (2011). Composting, smart recycling solutions and a large dose of enthusiasm helped Ecoration’s families to cut their waste output by nearly 70 percent.

➡ Gunilla Slätis and Håkan Karlsson in Övingstorp have managed to reduce their combustible waste by 70 percent. During the project they got better at sorting their rubbish and recycling and now use an indoor compost bin.

“Our rubbish bin used to be so full that we couldn’t close it. Now there are only three or four small bags at the bottom,” Gunilla says proudly.

She and Håkan sort their waste in transparent plastic boxes stacked in the garage. Loading the boxes onto their trailer and driving to the recycling depot a mile or so up the road has actually become a pleasure.

“I like the new system. It’s really ship-shape in there now. »



I used to have to kick things out of the way to clear a path for myself,” Gunilla says.

**PONTUS AND HELENA TINNERT** from Färjestaden, have halved the amount of waste they throw away. By sorting their refuse and eating up the food in their fridge they achieved their pre-project goal of switching to a smaller dustbin.

“We’ve reduced our household waste a lot,” Helena says. “We also have less food waste now. The few leftovers that we do have go into the compost bin, but Elin eats most of them for her after-school snack. We’re also a lot better at planning our cooking now. We used to do a big shop every week, but now we only buy what we need.”

On Öland, Dagmar and Rickard were already active recyclers before the project. But they wanted to get even better – and managed to cut the rubbish they throw away by 15 percent.

They recycle their waste at Köpingsvik, a mile or so up the road, and feed potato peel and other food waste to their chickens. Their two-year-old son Hakon wears cloth nappies.

“There’d be too much rubbish otherwise,” Rickard says. “I work in waste management and see how much people throw away. Sometimes they just dump everything in the same bin. My parents are farmers and brought me up with a ‘waste

not, want not’ attitude. We try to live that way too.”

**EACH FAMILY** has a slightly different approach to making recycling part of their everyday life.

Carl Johan and Jennie Löfgren use recyclable bags hanging in the hall and retractable boxes in the pantry. The bags are easy to carry and have helped the family to cut their waste by half.

“We used to be almost overflowing with recycling before we went to the depot,” Carl Johan laughs. “The car was so full that the recycling would fall out when I opened the doors and people would look and stare!”

Anders Adelgren and Madeleine Halling now keep recycling boxes under the kitchen sink and inside the kitchen sofa – a solution they say has made life easier by saving space in their small studio flat.

Before the project, Emil Sandebäck wasn’t exactly an avid recycler. But after creating a special space for recyclables in his kitchen, he cut his waste by two-thirds.

**COMPOSTING HELPED** do the trick students Therese and Marcus, who halved the amount of waste they throw away.

Michelle Leite Santana and Fabio Kaszcala also increased their recycling and composted their food waste, though their waste actually rose during the project due to long-staying visitors from Brazil.



Marcus and Therese now store their recyclables behind a curtain in a wheeled cupboard unit that doubles as a serving trolley.

Carl Johan and Jennie have replaced their cumbersome recycling “system” (below) with a tidier alternative (right) that makes it easier to grab a bag and take it on the bike to the recycling depot.



“My parents are farmers and brought me up with a ‘waste not, want not’ attitude. We try to live that way too.”  
*Rickard*

## WASTE IN SWEDEN

- ✦ Less than 1 percent of Swedish waste gets buried in landfill.
- ✦ Last year, 51.2 percent of household waste went to energy recovery, 32.9 percent to material recycling and 15 percent to biological recycling.
- ✦ Sixty percent of what’s in our rubbish bins can be recycled. That figure rises to 80 percent in households that don’t recycle.
- ✦ House owners generally recycle more than people who live in flats.
- ✦ Thanks to a nationwide deposit system, 90 percent of the 1 billion aluminium cans sold in Sweden every year are recycled.
- ✦ Recycled bottle tops are used to make cars, plastic bottles are transformed into fleeces, and glass is smelted into bottles. Scandinavian glassworks use 90 percent recycled glass in their green glass products.

Sources: Swedish Waste Management, Keep Sweden Tidy

## RESULTS

- ✦ Emil reduced his household waste by 65 percent.
- ✦ Gunilla and Håkan slashed their household waste by 70 percent.
- ✦ Therese and Marcus halved their household waste.
- ✦ Carl Johan and Jennie cut household waste by 35 percent and food waste by 45 percent.
- ✦ Ulrika and Johan saw their waste drop by 25 percent.
- ✦ Michelle’s and Fabio’s waste rose due to long-staying guests.
- ✦ Dagmar and Rickard reduced their amount of rubbish they throw away by 15 percent.
- ✦ Anders and Madeleine feel their new sorting system has improved life at home by freeing up space.







In their small studio flat, Anders and Madeleine now store recyclables in a sofa cavity. The move has freed up space for a new reading corner.



Better-planned drawers and transparent boxes now enable the families to keep better track of their recycling. They now rarely throw food away, only shop when they have to, and save money.



The recycling solutions differ between the families. Dagmar and Rickard use a system of different sized plastic boxes that are easy to pull out and empty. (left).



"The rubbish bin used to be so full that we couldn't close it. Now there are only three or four small bags at the bottom."

Gunilla and Håkan slashed their household waste by 70 percent after getting better at recycling and deciding to compost their food waste. "We've got a proper system now," Gunilla says.



We waste water at home in all sorts of different ways. Some more unexpected than others.

# Water

Shop smarter and save thousands of litres of water – every day.

**THEME WATER** CLOTHING CARE AND PERSONAL HYGIENE WITH A FOCUS ON CONSERVING WATER. HERE THE SPOTLIGHT IS ON THE BEDROOM, BATHROOM AND UTILITY ROOM.

**Water shortages are one of our most serious global environmental problems. In Sweden we use more water than we might imagine – 17 times the volume that flows from our taps every day. According to WWF, that’s the equivalent of 6,000 litres – or 74 bathtubs. But by changing our habits at home and becoming savvy consumers we can make a difference.**

➤ Our Ecorators discovered various different ways to save water. Nobody runs washing machines or dishwashers half-empty anymore. Clothes are aired and washing generally hung up to dry.

Michelle and Fabio reduced the amount of time they spend in the shower and use water left over from the tumble dryer and cleaning vegetables to water their plants. Dagmar Gavlasova does likewise. Her family only runs two full loads of washing per week and hangs up all laundry to dry. Clothes without visible stains are aired rather than washed and then hung on hooks.

**ULRIKA AND JOHAN** were keen to keep water consumption to a minimum when they built their house in 2007, installing water-saving taps in their new kitchen and bathroom. Solar panels on the roof heat their hot water during the summer.

“We try not to waste water. I minimise rinses and don’t peel vegetables under running water. We now use tubs from IKEA to save water left over from cooking. We use them a lot, especially in the summer to water our vegetable patch,” Ulrika says.

There are all sorts of small ways to save water at home. But there’s another side to the story, too. By being smart consumers »





Dagmar waters her plants and vegetable patch with rainwater and water left over from cooking. The family also limits washing machine use by airing clothes that have no visible stains.



Caring for clothes is a key part of the project. Families save energy by avoiding unnecessary laundry and always running full machines. Marcus and Therese (above) save both time and energy by hanging their clothes up to dry rather than using a tumble dryer.



we can minimise our indirect consumption of water used to produce food and clothing.

Not throwing away food unnecessarily, eating more vegetables and less meat, and buying second-hand clothes are three ways to save water indirectly. When buying new clothes we can choose materials that require less water to produce them, such as Lyocell, linen and sustainable cotton.

**SEVERAL ECORATION FAMILIES** admitted it was difficult to find inspiration to save water in a country like Sweden, where water is an abundant resource. Many apartments lack water meters, which makes it hard for people to see concrete results if they decide to use water more efficiently.

On the other hand, people who live in houses see an immediate drop in their

electricity bill if they use less hot water.

They're also know that over-use is unsustainable in the long run.

The Tinnert family on the island of Öland have taken water awareness to a new level. Children Elin, Hampus and Lucas have agreed not to watch television during their two weekly video game-free days if their parents, Pontus and Helena, make sure that the water the family saves benefits other people.

The family's idea is to use the money saved thanks to the Ecoration project to fund an NGO initiative to provide water in areas where it is short supply.

"Maybe it'll help people who don't have running water to get access to a well. There's a lot we can do to help the planet and people who are less fortunate than ourselves – if we want to," Helena explains.

### INDIRECT WATER SAVING

It takes 140 litres of water to grow the coffee beans for a single cup of coffee. Coffee has the biggest "waterprint" of any product in Sweden.

After coffee come meat and cotton. A hamburger can take 2,400 litres of water to produce and a pair of jeans up to 10,000 litres.

#### Water requirements

one kilo of beef:	16,000 litres
one kilo of rice:	2,700 litres
one litre of milk:	900 litres
one kilo of cheese:	5,000 litres
one kilo of corn:	900 litres

Sources: WWF and Sida.

PERSPECTIVE  
HELENA  
HÖRSTEDT







## RECYCLING WITH STYLE.

➤ Helena Hörstedt is unique. A fashion designer who lets the creative process take its time and who sees no need to meet market demands or bow to fleeting trends. Her creations straddle the interface of fashion and handicraft and have won her numerous prizes in Sweden and abroad.

We saw Helena as an ideal partner for Ecoration. We wanted to show how making products last longer at home can reduce our environmental footprint. For sure, manufacturers can work hard to improve their production processes. But it's the consumer who decides how to use the product. We asked Helena to buy a range of items on the Swedish online shopping marketplace Blocket and infuse them with new life.

"I really liked the fact that the project is based on sustainability," Helena explains. "I was also excited by the ambiguity of a company that makes its living selling furniture working for change. Everyone's got to do their bit."

Helena chose a couple of IKEA's top-selling products: the POÄNG armchair and a CD shelf – products that can be found in hundreds of thousands of Swedish homes. How to save them from a trip to the dump and make them worthy of the living room again?

Helena's upgraded version of POÄNG has a typical Hörstedt look. Padding it out with old duvets and pillows made the chair look bulkier and more rounded. The new black cover gives the impression of being 3D – a typical Helena Hörstedt look created by thousands of intricate symmetrical creases and folds.

The CD shelf represents the 1990s media furniture that we have little use for nowadays and which is disappearing from our homes. Helena removed the legs and added visual quality by tying thick plies to the compartments in a strict pattern of outlines and forms that makes the shelf an object of beauty.

The two items demonstrate how unwanted products can gain a new lease of life. All that's really needed is to choose new fabric and add a bit of creativity and sparkle.

"We have to stop over-consuming," Helena says. "My best advice is to think twice every time you buy something. Ask yourself, 'Do I really need this? Is there anything else at home I can use?' That's what I try to do."

*The armchair was sold at auction in October 2012, with the proceeds going to WWF's Tropical Forest project. Read more at [livethemma.se](http://livethemma.se)*











## **THE COLOURFUL SIDE OF SUSTAINABLE LIVING.**

### **RECYCLING**

Many people are willing to do their bit for the environment. But not all of us find enough time or motivation to recycle more or change old habits.

At Ecoration we found that structured, space-efficient solutions – including separate tubs and easy-to-read symbols for children – make recycling easier for families. An indoor compost bin under the kitchen sink enables easy disposal of left-over food and encourages people to grow produce with their own soil.

Recycling should be part of everyday life. It should be easy and it should be fun. Colourful labels, a turquoise trolley and homegrown plants can help make it so.

### **GREEN LIGHT**

There are many ways to save energy. Having the right lighting is one. Ecoration installed LED light bulbs in all project homes and added special reading and desk lights to make rooms cosier and more reader-friendly.

Low-energy LED light bulbs use 85 percent less energy than traditional light bulbs and last for 20 years. They also contain no hazardous substances. Sustainable lighting is kind to the environment – and our wallets!

Our Ecorators know that. Carl Johan Löfgren figured out that we can save a lot just by replacing a single light bulb.

“If you replace a regular 40 watt bulb with a 5 watt LED one and use it for an hour a day you save 15 kronor a year,” he says. “It might not sound like much, but if you replace all your bulbs and your neighbour does the same then it starts to count.”







### **SEASONAL FURNISHING**

The weather in Northern Europe is one of contrasts and major temperature shifts – a climate that makes certain demands on our homes.

Adapting our home furnishings to the season, by using fabrics for instance, helps create a more ambient indoor temperature – whatever the time of year. It also improves energy efficiency.

Ecoration families tested draught-excluding curtains in a thick, dark material. On warm sunny days, the curtains can be swapped for thinner ones that let more light in.

Such solutions make sense because our needs vary with the seasons. Heavy materials in earthy colours are perfect for creating a warm winter oasis. Thin, white fabrics combined with indoor plants are ideal for summer.



**The students who  
love new ideas  
and old furniture.**

# Therese & Marcus



**Marcus Franson and Therese Andersson like mixing new and second-hand furniture. They’re passionate about environmental issues and have not only switched to a greener diet but have cut their water use and started composting their waste.**

Before moving into to their one-bed-room flat in Kalmar, Therese Andersson and Marcus Franson used to live in a space no bigger than their current kitchen.

“It actually worked out ok,” Marcus says, putting a pot of coffee and some cinnamon buns on the table. “But I appreciate having my guitars out and not having to keep my clothes in a bag.”

The two 23-year-olds have been together since high school, moving to Kalmar from their home town of Borås in order to study. Marcus is studying to become a biology teacher and Therese has an economics degree.

When the couple moved into their flat in December 2011 they purchased second-hand furniture through friends of friends and online.

“I love things that have a history,” Therese says.

Marcus adds: “Right now we’re living by the principle of ‘one in, one out’. If we want to buy something we try and sell something online. I like the thought of someone using my old shoes or a jumper I no longer wear.”

**THE COUPLE REGARD THEMSELVES** as green and talk eloquently about environmental policy and managing the Earth’s resources.

“A sustainable lifestyle is important for us,” Marcus asserts. “The Earth’s resources are de facto running out. It’s a massive issue. We might have children and grandchildren some day, and we owe it to them to act.”

Before Ecoration, the couple used to

keep their recycling in the kitchen under the sink and in bags on the floor – not the tidiest or most practical solution. Their new system – a sideboard with separate plastic boxes covered by a drape (see page 12) – has made recycling easier and helped the couple to halve the amount of rubbish they throw away.

The sideboard, which doubles up as a trolley, has also created more space in the

**“Even though the project’s coming to an end, we won’t be going back to our old way of doing things. We have better habits now.”**

kitchen.

**THERESE AND MARCUS HAVE** also made other changes. They no longer rinse vegetables under running water, they avoid opening the fridge unnecessarily and they compost leftover food.

They succeeded in cutting their electricity bill by 30 percent during the project by turning off lights, switching to LED light bulbs and installing extension cables with an on/off button to avoid having appliances on standby.

They also put up draught-excluding curtains and added rugs to make their floors feel warmer in winter.

Both agree the flat feels more homely now.

Therese says: “It’s definitely cosier. The

curtains have reduced draughts and if we’re cold we wrap up in a blanket instead of turning up the heating.”

Marcus adds: “Our aim was to turn the thermostat in the hall down by half, and we’ve managed to do that.”

**THE COUPLE HAVE ALSO** taken steps to reduce their water footprint. They keep the water from rinsing vegetables and use it to water their plants. They’ve also switched to a vegetarian-based diet.

“If we do eat meat it’s usually game shot by my father, who’s a hunter,” Therese explains. “Meat that comes from our local countryside doesn’t have the same impact on the environment as, say, salmon farming.”

Marcus has no problems with eating less meat. “Vegetarian food actually feels richer. It also means less rubbish because vegetables usually aren’t pre-packed.”

Therese and Marcus avoid doing unnecessary washing and no longer let the tap run when brushing their teeth. They also spend less time in the shower.

Therese says: “Water is one of the resources I’ve personally wasted most, but that’s changed now.”

The couple live in an unmetered flat, making it hard to know how much water they’ve saved. But they are sure of one thing: the Ecoration project has made a big difference to their lives

“Even though the project is coming to an end, we won’t be going back to our old way of doing things,” says Therese. “We have better habits now and they’re part of our everyday routine.”



**Marcus and Therese recycle more now than ever before. They have an indoor composter and eat a mainly vegetarian diet. During Ecoration they reduced their waste by 50 percent.**



**Curtains and rugs have reduced draughts and made the couple’s flat cosier.**





# Energy

Switch on and use less electricity!

Madeleine and her partner Anders share a small flat. A low-energy lamp by their bed creates a nice reading area.

**THEME ENERGY** USING LIGHTS AND FABRICS TO IMPROVE ENERGY-SAVING. HERE THE SPOTLIGHT'S ON THE LIVING ROOM.

**Much of Sweden's electricity consumption takes place in the home. Switching off lights, replacing regular light bulbs with low-energy LED ones, and adjusting home furnishings to reflect the time of year can save a lot of energy – and money.**

➤ Changing well-worn habits can be difficult – as our Ecoration families well know.

As Dagmar Gavlasova puts it: "It's easy to find fault with other people, but I've realised it can be difficult to change one's own behaviour. Sometimes I've thought 'Oh well, I'll just keep it on'. But once turning off the lights becomes a habit, it's dead easy."

Ecoration gave the project families a screen to show their real-time energy consumption and help them identify unnecessary use. A specialist energy consultant sat down with them to review each family's needs.

**THERESE AND MARCUS** discovered they actually lost more energy than they gained from using their open fireplace because so much warm air escaped through the chimney. Heating new indoor air takes a lot of energy. An open hearth usually has to be fitted with a special unit to be energy-efficient.

Part of the Ecoration initiative involved using fabrics to improve energy efficiency. Curtains and blinds are good at reducing »



“The more you think about it, the more there’s a link between eco-awareness and the money in your pocket.”

draughts, excluding chilly air in winter and keeping rooms cool in summer.

**MICHELLE AND FABIO** used to feel cold during the winter. Their ground-floor flat can feel a bit damp too. Using smart fabric furnishings they now have a more comfortable indoor climate and a lower electricity bill.

“The curtains and rugs have made a huge difference. It really feels warmer. I always used to need to have slippers on,” Michelle says. “Before, I thought of furnishings mainly as decoration, and that it was all about getting the colour combinations right. I’d never seen it as something functional and eco-friendly.”

**ULRIKA AND JOHAN** stand out among the Ecorators. When they built their house in Jämsjö five years ago they installed a tailor-made energy system. The home runs partly on geo-thermal heating and is also fitted with solar panels and a heat exchanger.

Their ambition is to be even more energy-efficient, and Ulrika keeps a watchful eye on the electricity meter.

“We could make a lot of savings. After Ecoration, we now put the computer in sleep mode rather than leaving it on. We’ve switched to LED light bulbs and got rid of one of our freezers. That’s made a big difference,” she says.

“Our large TV runs on 300 watts, while our coffee maker uses 700 watts when it’s on and the kettle uses 2,000 watts. We can work out what that actually costs – and when you convert the figures into money you see them in a different light. The more you think about it, the more there’s a link between eco-awareness and the money in your pocket.”

During Ecoration, the couple were given a pressure cooker. “What a difference that’s made!” Ulrika exclaims. “It takes just five to seven minutes to boil potatoes and five minutes to boil rice. We save loads of energy and time.”

**CARL JOHAN AND JENNIE** have changed the radiator thermostats at their turn-of-the-century house to save energy.

“It’s cut our electricity bill enormously,” Carl Johan reveals. “New thermostats would be my main word of advice to anyone else. And buy an LED TV – they’re really energy-efficient.”

1°C MAKES A DIFFERENCE

- ❖ Heating accounts for around 60 percent of household electricity use.
- ❖ Lowering your indoor temperature by just 1°C cuts your heating bill by around 5 percent.
- ❖ Low-energy LED light bulbs use 85 percent less energy than standard bulbs and last for 20 years.
- ❖ LED bulbs emit a very high amount of light for the energy they use and contain no hazardous substances.
- ❖ Your computer, TV and stereo may look energy-efficient in standby mode. But these appliances can account for one fifth of the energy you use at home! Use extension cables with an on-off switch!
- ❖ It’s better to air a room quickly and thoroughly before your furniture and walls get cold rather than to leave the window ajar.

Source: Swedish Energy Agency

RESULTS

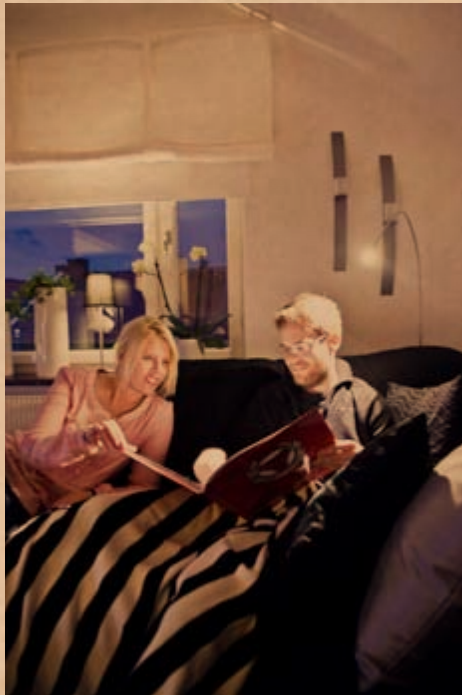
- ❖ Anders and Madeleine used 30 percent less energy in March 2012 compared to March 2011 (though this was partly because they spent less time at home).
- ❖ Helena and Pontus cut their energy consumption by 35 percent.
- ❖ Carl Johan and Jennie reduced their energy use by 30 percent – as did Marcus and Therese.
- ❖ Fabio and Michelle lowered their electricity use by 20 percent.
- ❖ Dagmar and Rickard reduced their energy consumption by 35 percent after putting LED bulbs in all their lights.
- ❖ Ulrika and Johan cut their energy use by 70 percent compared to the year before, largely thanks to a warmer spring that allowed them to use their solar panels earlier. Their overall reduction from March 2011 to March 2012 was 40 percent.
- ❖ Reducing the indoor temperature from 21°C to 19°C helped Gunilla and Håkan to halve their electricity bill.



Martin and Therese kept a close eye on their electricity consumption during the project, using various smart solutions to reduce it by 30 percent. Even though they turned their thermostats halfway down they actually feel it’s warmer at home. “It’s cosier now,” Therese says.



Fabrics and rugs made Michelle’s and Fabio’s home cosier. The couple used to be cold indoors but feel warmer now thanks to double curtains that enable them to adjust light and temperature. Their electricity bill has dropped by 20 percent.



Anders and Madeleine created a cosy corner with rugs and cushions. Smart positioning of curtains and rugs helps keep rooms warm.



“Once turning off the lights becomes a habit, it’s dead easy.”  
Dagmar





Fabio and Michelle dry their washing on the terrace rather than in the tumble dryer.

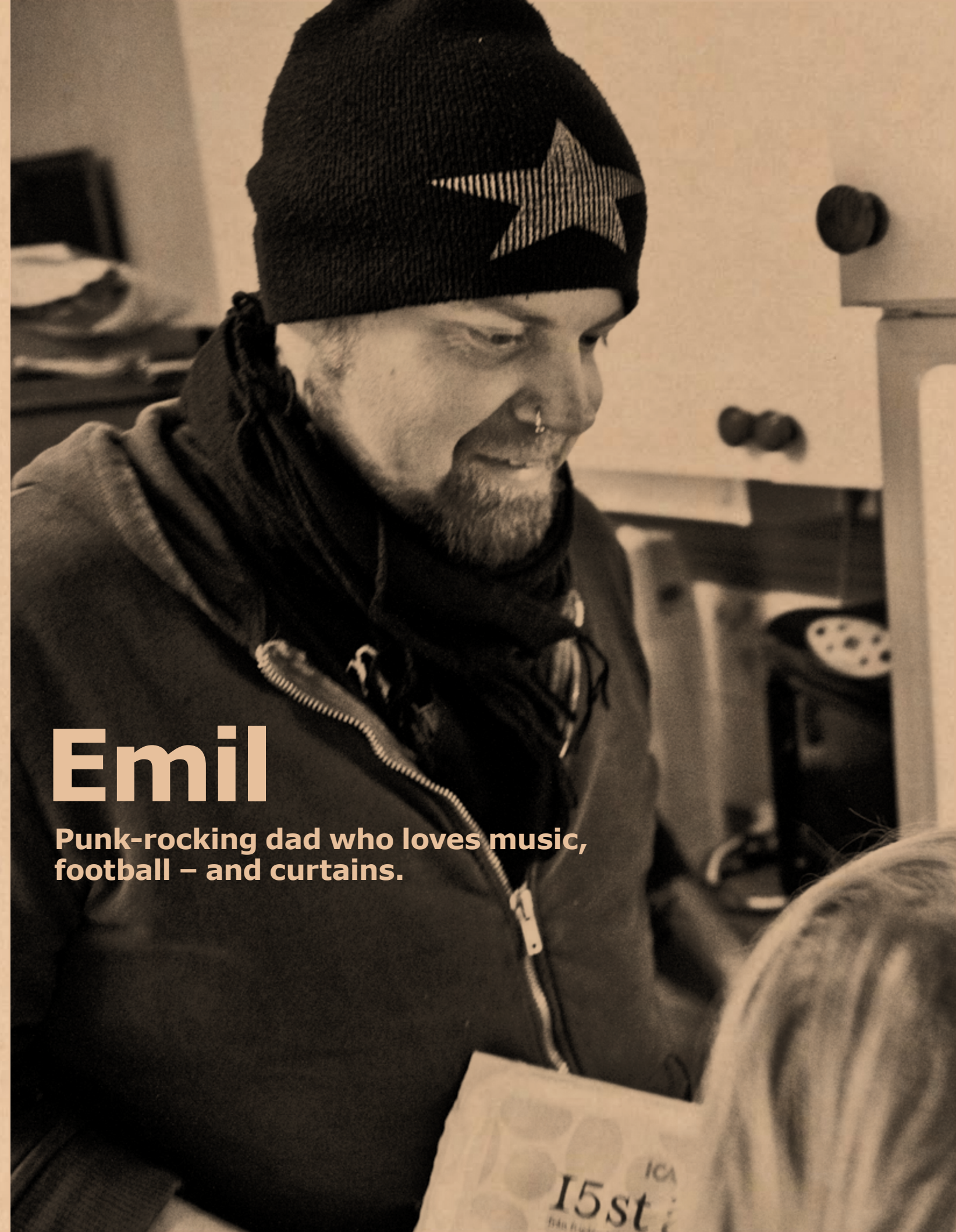
Pressure cookers were a welcome addition for the Ecoration families. "Now I can do long cooking in midweek, too," Gunilla says. Ulrika says the pressure cooker makes cooking quicker and saves energy.



Dagmar has added draught excluders to her windows and hung curtains in the windows.



The Tinnert family now have an inviting reading corner lit by LED lights.



# Emil

Punk-rocking dad who loves music, football – and curtains.



**Emil Sandebäck is a single father-of-two with a passion for music and football. He joined the Ecoration project so he and his sons would think greener.**

➤ In the basement of his red terraced house in Kalmar, Emil Sandebäck is peeling potatoes with his sons Joey and Jimmie. It's a Saturday night in January and a football match is playing on the newly purchased LED television.

Emil bought the house for him and his boys almost two years ago but has struggled to find time to furnish it.

"We're definitely behind on that front," he admits. "Right now I have two full-time jobs – and before that I was studying too. But in a couple of weeks I'll only have one job and things will get easier."

Emil, a mental health care worker, does recycle but admits he can be a bit lazy.

"Sometimes I don't bother because it's difficult. I'd like to find a better solution," he says, gesturing to the recycling tubs under the sink.

"To make that happen, I need to be able to drop the recycling off on my way to work."

Emil has declined to use an indoor composter on the grounds that it's too "messy". But he and his sons throw away very little food and also eat an eco-friendly vegetarian diet.

**"THE MEAT INDUSTRY** is very energy-intensive," Emil says, adding that being vegetarian is a natural part of his life.

Farming practices are the main reason, he explains. But there's a political dimension too, and Emil – a music aficionado – compares vegetarianism with the punk movement.

**"Change begins at home. When it comes to the environment, nothing's happening at global level. The politicians hold big summits but then go home empty-handed because they can't agree."**

Emil has for 20 years played with the punk band War Collapse, which has toured southern Sweden and the USA. He sees politics and music as a perfect fit.

"We try to reach people through our lyrics," he says, adding that being part of Ecoration is another side of the same coin.

"Change begins at home. When it comes to the environment, nothing's happening at global level. The politicians hold big summits but then go home empty-handed because they can't agree.

"I want my children to be environmentally aware. They ask me 'Where should I put this, Dad?' Sometimes I don't know the answer, and I've got things to learn, too."

**THE PROJECT HAS LED** to all sorts of changes in Emil's house. "We recycle a lot more now," he says. "We barely throw any rubbish away anymore."

The family now throw away just one bag of rubbish per week, compared to three or more before.

Joey and Jimmie help their father to stay on top of the recycling system, which has

been part-moved from under the sink to a sleek sideboard beside the dinner table. The family also have a new IKEA trolley for taking the recycling out to the communal garbage building.

"The boys know what goes where. If they eat a tub of yoghurt they rinse it and put it in the drainer under the sink."

**ONE OF EMIL'S AIMS** is to make eco-awareness such an automatic part of everyday life that he and the boys don't even think about it.

"We've made some big changes but I have to admit I'm still a bit lazy sometimes," he chuckles.

The family has also cut its electricity consumption. As avid fans of football and video games, they often used to have multiple appliances on standby. Now they have extension cables with on/off switches to stop unnecessary electricity use.

The Sandebäcks have also added curtains and rugs to make their home feel and look both warmer and cosier.

"I like interior decoration, especially curtains. That was a bit of surprise!" Emil confides. "I love mixing the new with the old and having art on the walls. My father's the same: he gives me his paintings when he gets bored with them. They can be landscapes or more abstract works, including darker stuff."

Emil feels there are many advantages to a greener lifestyle. "Because we recycle a lot more now, we also save energy and natural resources. That's the main gain so far."



**Emil and his sons often have TVs and gaming consoles on. To save energy, they have installed extension cables with on/off switches. Leaving appliances on standby can account for as much as a fifth of a family's electricity bill.**

**Emil wants recycling to be as easy as possible. He now keeps recycling tubs in a special unit and leaves rinsed packages to drain under the sink.**







# Just the start

The project may be over but Ecoration is here to stay. Our Ecorators have shown it isn't hard to live more sustainably. Quite the opposite! Recycling, saving energy and cutting down on waste is easy and fun – if nothing else for all the money it saves you.

And you know what's best of all? Ecorators are a growing breed. Many friends and neighbours have found inspiration from our project families and realised the benefits of a more sustainable lifestyle. We're delighted about that. From small beginnings come great things!



# Get going!

Here are a few easy tips for making life at home a bit more sustainable. Please tell your family and friends. The more people who embrace change, the more we will achieve together.

## **TAKE THE LED!**

Be a bright spark and fit your lights with light emitting diode (LED) bulbs. They emit more light per watt than regular bulbs and use 85 percent less energy.

## **RECYCLE!**

Sorting and recycling your waste should be easy and hassle-free. The key is to devise a solution that's best for you. Challenge your family members and give a prize to the best suggestion!

## **DIY!**

Do-it-yourself has never been bigger or better. Upgrade your home with second-hand furniture and give it and the items a new lease of life. True pleasure!

## **LEFTOVER MAKEOVER!**

Instead of throwing food away, make it a challenge to eat everything you buy. You'll learn loads both about cooking and smart shopping.

## **CUDDLE UP!**

A human being at rest emits about 100 watts of energy. Cosying up to someone on the sofa is a nice and natural way to turn up the heating.

## **PRESS THE BUTTON!**

It's so basic that we hardly need to say so – but so important that we must. Buy extension cables with on/off buttons to get rid of the energy-draining standby mode with one flip of the finger.

## **SOW A SEED!**

There's no feeling like picking your own herbs or vegetables for your evening meal. The smallest row of herbs in your window box is good for both the environment and the food on your table.

## **SWAP CLOTHES WITH YOUR NEIGHBOUR!**

Every garment hanging unused in your closet is a waste. Maybe you know someone it might suit? With a bit of luck, you might get something nice back in return...

## **WASH SMART!**

Run your washing machine when it's full. Wash at 40°C rather than 60°C and you'll use only half the energy, too. Try to avoid dryers and hang your clothes out to dry instead.





