

Transcript for Episode 12

Lisa: Welcome everybody to the next chapter in our 'Waste a Minute' series. We've got a lovely subject today haven't we Alison?

Alison: We have. We have literally just had a conversation about this and we basically feel that as a society, the volume of waste that we are creating is just growing and growing so much that recycling is no longer enough. We actually need to look at reducing the waste that we create and we were talking about this for coming up to Christmas and the current pandemic and thinking now more than ever, actually maybe we should look at E-cards.

Lisa: So what are the advantages of E-cards Alison?

Alison: Well I've got a few pointers here, we've just been talking about it now. I think it's contact free, you can personalise them, you can animate them and it's that little bundle of joy that you can drop directly into somebody's inbox to make their day. So that's one good point.

They are cost effective, you don't have to buy a card if you don't make your own and you don't have to buy stamps and how many of us have actually time-wise, they are time effective. How many of us have actually had to make special trip to the shops just for that particular card that we need or you've got caught out because the birthday falls on a Sunday or you've forgotten, cost of stamps and so on.

So the last one and the best one of all, it saves trees so really it's the amount of paper waste that Christmas creates and that single use that I worry about and I think E-cards is a really good waste reduction winner, don't you?

Lisa: Absolutely that's brilliant!

There are different E-card sites out there, if you look on Google and on the Internet a lot of them are free. Some require a very small subscription for example Hallmark is about \$5 a month which works out about £3.50 but you get unlimited cards and I've got an example here Alison if I can show. This is, for example, Hallmark so you go on the main page and you've got all these different subjects and categories here so you can just click on a happy birthday and it will bring up a sample so you can actually can you hear that and you can watch the video and here is the personalised little tab that you can press, there we go and you get to add a comment so you can add your personal message there and then at the bottom it says address and send you just click that and someone gets this beautiful personalised birthday card. So that's Hallmark.

Blue Mountain, you may have heard, of that's another one Bluemountain.com. Jackielawson.com and a good one that we use here Ansa is from the Canva app, C A N V A and that one you can produce free cards that way. So if you do buy cards, if you have to buy manual cards, just make a pledge not to buy any with foil or glitter on but definitely E-cards is the way to go.

Alison: Yeah I think we've mentioned in one of our previous videos we do appreciate it's difficult to avoid foil and glitter if you receive cards with foil and glitter on, even if you send them without that, you can still tear off the back, recycle the back that's plain then put the front that has got the foil and glitter in your black residual waste bin. So yeah if you are serious about reducing your carbon footprint, E-cards, why not give them a try for the first time this year.

Thanks very much for listening.

Lisa: Thank you Alison. Thank you everybody.