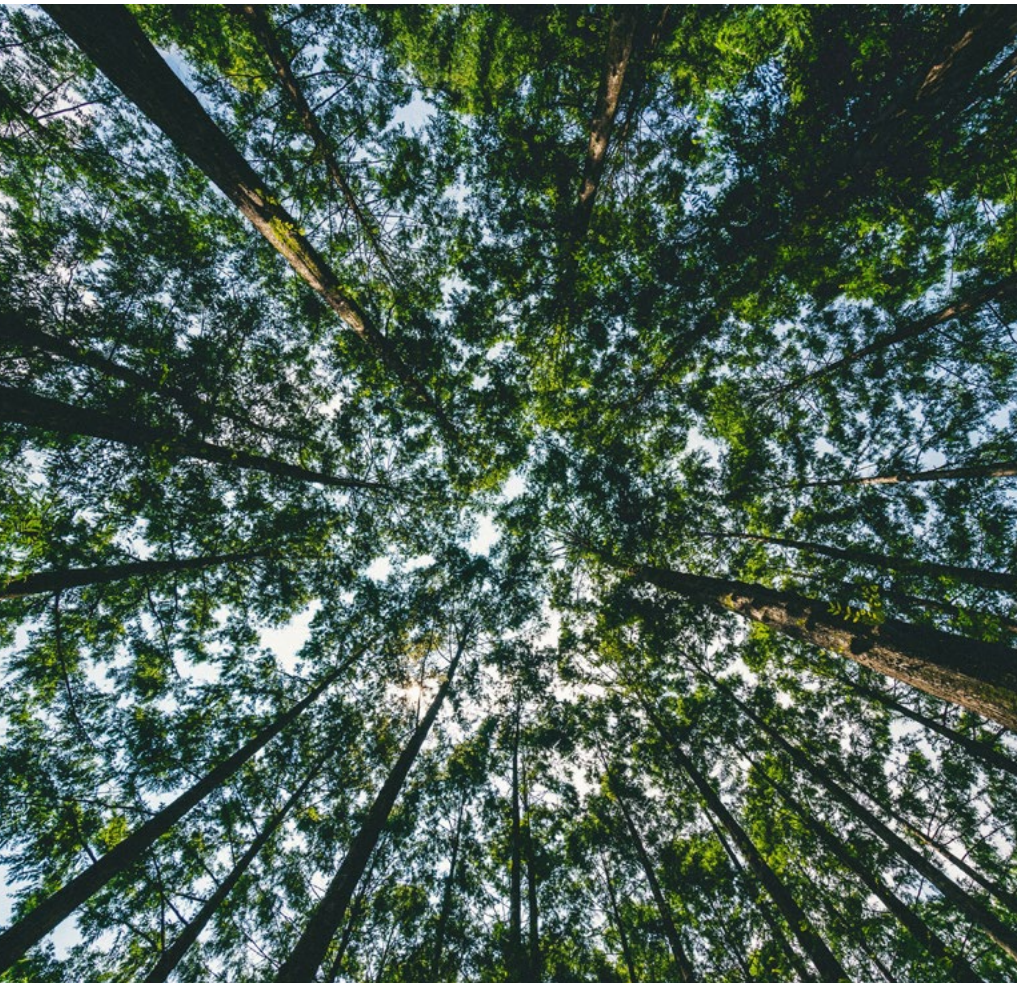


Hi, we are ROF!

We are **“Reducing our Footprint”**
(aka ROF) a not-for-profit start-up that guides urban
dwellers towards a more sustainable lifestyle.



About Us



Status



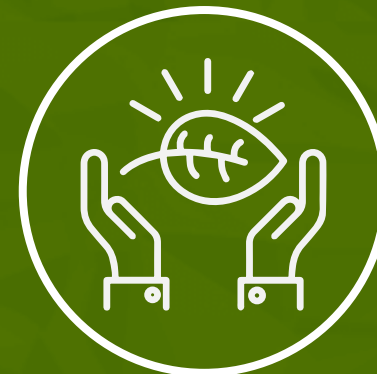
Not for Profit

Purpose



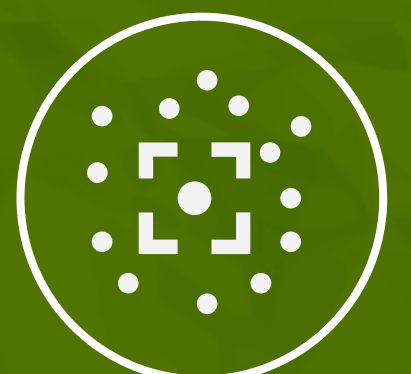
Reduce Impact on
The Environment

Motto



"Minimum Effort,
Maximum Impact"

Focus



Businesses, Events,
Community

We help people create a sustainable lifestyle that is true to their values and respectful of the environment.





ROF Journey

We developed the ROF Journey, a 10-step guide of practical solutions with a simple motto

'Minimum Effort for Maximum Impact'.

- 1. Refuse single-use items*
- 2. Reduce food waste*
- 3. Reduce plastic + packaging waste*
- 4. Make your chemical-free products*
- 5. Choose low-waste parenting*
- 6. Rethink your diet*
- 7. Embrace slow fashion*
- 8. Be energy smart*
- 9. Travel responsibly*
- 10. Practice minimalism*

We believe
change

starts at the
individual level.



rof



Our Story

Our sustainability journey started 4 years ago in Shanghai, where we faced the reality of waste every day. It has been a wake-up call.

We started to explore solutions and find ways to reduce our impact. We believed we could be part of the change; that we could inspire many more individuals to join!

When we settled in Australia, we decided to

completely embrace a sustainable lifestyle and create a guide to help other busy people do the same!

We created ROF as a registered not-for-profit and started to develop the 10-step sustainability guide, which received interest from businesses, festivals, restaurants and schools.

Today, ROF enjoys a local network of key partners and the support of skilled & passionate individuals.

Our Services



Businesses

Delivering personalised workshops
Developing more collaborative teams
Lower overheads, energy & waste costs

Festivals

Creating personalised strategies & projects
Supporting waste management solutions
Analysing & reporting to key stakeholders

Communities

Running one-on-one & group trainings
Following the 10-step sustainability journey
Delivering actionable solutions

Reached over 30,000 individuals through:

Business collaborations

Trained over 2,000 employees through webinars, talks and zero-waste projects with businesses, organisations and hospitals.

Event partnership

4 month project to support 25,000 people & 200 stall holders at festival with waste management, organics separation, recycling, eco-packaging solutions, education, analysis & reporting.

Council support & funding

In partnership and through grant funding, offered 24 workshops in 2 years to support each step of our sustainability lifestyle journey.

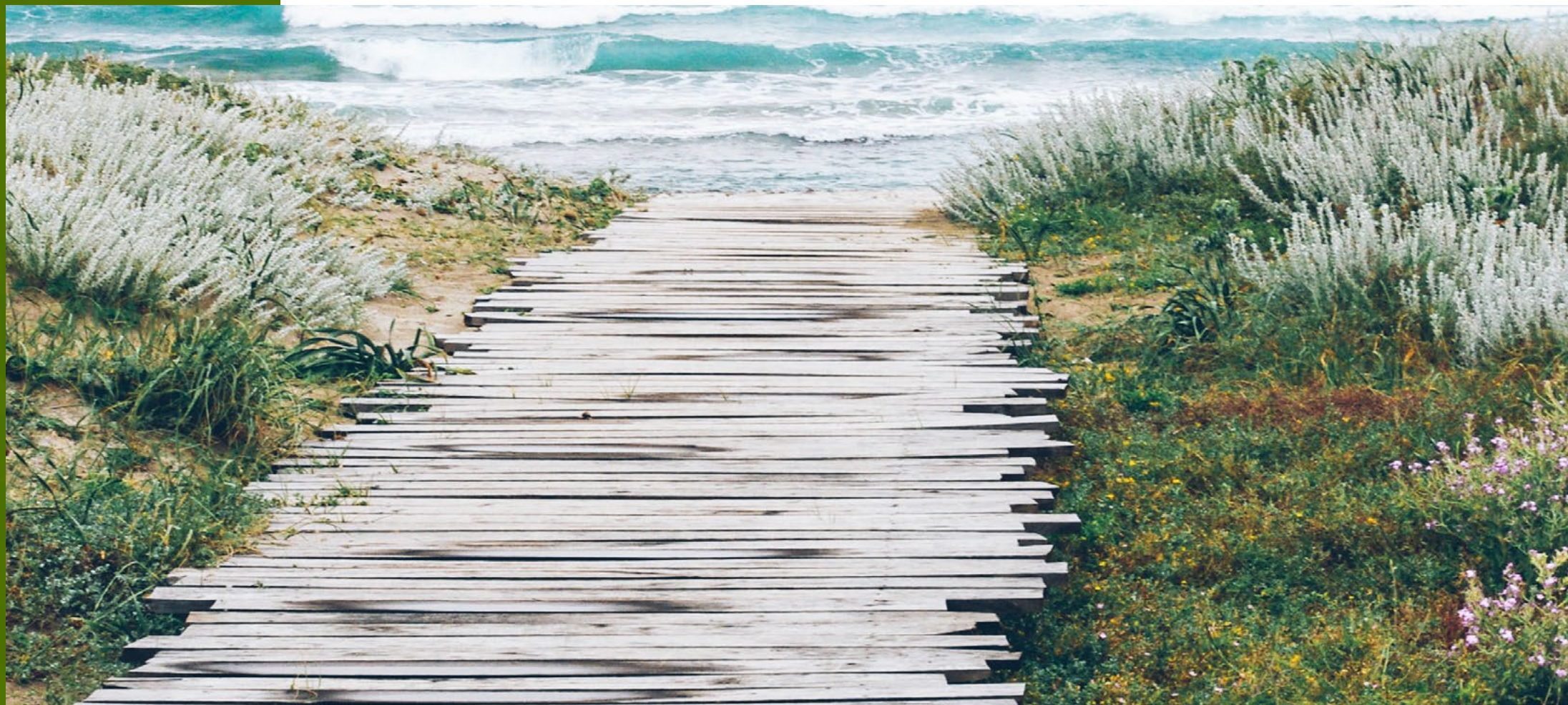
Key Achievements



Our Partners



We all need to do our bit for the planet



From unprecedented bushfires to warming seas, Australia is experiencing the effects of the global climate crisis more rapidly than many other parts of the world.

Australia is ready for change



"Over 90% of Australian consumers & businesses are concerned about environmental sustainability. However, only half believe they are doing their fair share to protect the planet."

PlanetARK

"Wanting to live a more sustainable life is one thing, knowing where on earth to start is another!"

ABC News Jan 2020



rof



2Busy2Eco Campaign

We launched #2Busy2Eco, a campaign for the environment to support busy people adopt sustainable habits.

By offering a 10-step guide as an Online Sustainability Course, we can reach a broader audience, teach new sustainable habits and track achievements & impact.

We have to reach as many people as possible and provide them with essential information and concrete tools to act now!



www.chuffed.org/project/2busy2eco

How can you help



SHARE

The campaign with your networks so we can get more people involved & receive additional support.



DONATE

To our cause and support us in developing the sustainability online program. We offer amazing sponsorship rewards.



ADVOCATE

Through our webinar series, connect teams, support the business boost its environmental image and reduce costs.



“It is no longer enough for companies to have environmentally sustainable practices, they need to encourage these behaviours in others”

Ryan Collins, Planet Ark

Become a sponsor

In the workplace, 70% of Australians aged 22–30 stated a strong preference or desire to work for a company that promotes environmentally sustainable practices.

\$500 Sponsorship

As rewards, we offer YOU:

- Partnership certificate
- Personalised 'Thank you' letter
- Social media shout outs
- Acknowledgment on presentation materials + website
- 30 mins webinar for your employees

\$1,000 Sponsorship

As rewards, we offer YOU:

- Partnership certificate
- Personalised 'Thank you' letter
- Social media shout outs
- Acknowledgment on presentation materials + website
- 30 mins webinar for your employees
- **10 x full online program for employees**
- **25% discount on extra courses**



Sustainability webinars

30 minutes Lunch & Learn webinars focusing on practical solutions to reduce waste & environmental impact while working from home.

Through our webinars we build more resilient teams, promoting cooperation & communication.

We help your employees stay healthy & active!
Through waste reduction & energy savings we support reducing office overhead costs.

Topics to choose from (we can cover up to two in 30 mins): Save energy, rethink transport, value organics, boost recycling, choose eco-solutions, minimise waste.

💕 🌐 🇦🇺 Thank you for your support



We are a young team and organisation, full of ideas to inspire change and support the environment! There are other amazing projects in the pipeline, which, thanks to your help we would love to bring to life: a team bonding activity series for business, a dedicated program for ocean conservation, just to name a few.

Key success stories



CISCO

Trained 600 staff across
AUS & NZ on waste
minimisation & recycling



WEWORK

Introduced organics
separation, collection,
soft plastics & coffee
cups recycling



ROYAL CHILDREN HOSPITAL

Held public talks and
workshops on low waste
& low chemical lifestyle



EARTH COMPANY

Technical partner in
Operation Green program
to empower & inspire
change-makers across
Indonesia, US and Japan

Connect with us



EMAIL
hello@rof-it.com



FACEBOOK
[Reducing Our Footprint](https://www.facebook.com/ReducingOurFootprint)



INSTAGRAM
[@ReducingOurFootprint](https://www.instagram.com/ReducingOurFootprint)



LINKED IN
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