The Anatomy of Action (AoA) toolkit showcases the top-level changes any individual can make to support the growing shift to global sustainability.

TAKE THE CHALLENGE!
We all eat food, buy stuff, spend money, move in our communities, and like to have fun. These are the five main lifestyle areas where each human has an impact and where you can make choices to have a more positive impact on the planet!

These five areas of action form part of our everyday living needs and lifestyle choices that hold the potential, if enough people swap their actions, to support the global changes we need to achieve the Sustainable Development Goals.
THE ANATOMY OF ACTION DIFFERENCE

- The Anatomy of Action was built on an extensive review of scientific data
- A set of 15 actions identified across 5 lifestyle domains
- A social media toolkit to generate positive individual actions.
- Available in English and Spanish and partly in French.

More than social media tool, AOA is a framework to:

- Talk about lifestyles in a holistic way
- Maximize impact by choice of action
- Use the menu to design lifestyle events, webinars, competitions, and other challenges.
Find your place in the climate change movement with small changes in your everyday choices.

**Commit** to the 15-day Challenge and post as much or as little using the below guide.

**Challenge** 3 friends to take action. Use the data-backed Anatomy of Action visual assets for maximized impact.

**15 Ways in 15 Days Challenge**

<table>
<thead>
<tr>
<th>Day 1, 2, 3</th>
<th>Day 4, 5, 6</th>
<th>Day 7, 8, 9</th>
<th>Day 10, 11, 12</th>
<th>Day 13, 14, 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ProteinSwaps</td>
<td>#BeyondBuying</td>
<td>#KeepActive</td>
<td>#EthicalInvesting</td>
<td>#StayCurious</td>
</tr>
<tr>
<td>#UseAllYourFood</td>
<td>#FashionSlowDown</td>
<td>#ShareYourRide</td>
<td>#Divestment</td>
<td>#EnjoyTheJourney</td>
</tr>
<tr>
<td>#GrowYourOwn</td>
<td>#DitchDisposables</td>
<td>#GoCleaner</td>
<td>#EnergyPositiveHomes</td>
<td>#ChooseExperiences</td>
</tr>
</tbody>
</table>
ANATOMY OF ACTION

USE ALL YOUR FOOD
PROTEIN SWAPS
GROW YOUR OWN

ANATOMY OF ACTION

MOVE
KEEP ACTIVE
SHARE YOUR RIDE

ANATOMY OF ACTION

ENJOY THE JOURNEY
STAY CURIOUS
CHOOSE EXPERIENCES

ANATOMY OF ACTION

GO CLEANER

ANATOMY OF ACTION

STUFF
BEYOND BUYING
DITCH DISPOSABLES

ANATOMY OF ACTION

MONEY
ETHICAL INVESTING
DIVESTMENT

ANATOMY OF ACTION

ENERGY
POSITIVE HOMES

Link to all visual assets, here!
Create the most personalized content you can which reflects your local reality
Tag your friends and people who you know your post will resonate with
Systematically use great visuals, this is what will make your audience click on your post.
Images are great videos are better (Example of nice videos, here!)
Your followers like to see you, show your face when you take action!
Feel free to use a range of social media platforms and let us know!
#AnatomyofAction posting guidelines!

- Describe the #AnatomyofAction Challenge
- State the domain (#Food) + action (#UseAllYourFood)
- Remember to tag @TheOfficialAnatomyofAction and #AnatomyofAction
- TIP: Check out the evidence and make a "did you know?" post. Find evidence cards, here.

Check out the @TheOfficialAnatomyofAction Instagram for more inspo!
EXAMPLE POSTS

#SwitchDelhi

AnatomyOfAction

#ProteinSwaps

#KeepActive

#GoCleaner
There are 3 videos produced in the Anatomy of Action Family. Each plays a different role and can be used on all social media platforms. We encourage you to screen record and re-share on your social media platforms.

- **Introduction to Anatomy of Action for Sustainable Living**
- **Everyday AoA Sustainable Living Swaps**
- **Why activate your anatomy of action video**
THANK YOU!

OUR MISSION IS TO ACTIVATE AND AMPLIFY SUSTAINABLE LIVING GLOBALLY!

Help make this happen #AnatomyOfAction

Access all AoA assets in English, Spanish and French, here.