



THE ANATOMY OF ACTION

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!



5 EVERYDAY AREAS OF ACTION



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



ANATOMY OF ACTION FOOD
ANATOMY OF ACTION STUFF
ANATOMY OF ACTION MOVE
ANATOMY OF ACTION MONEY
ANATOMY OF ACTION FUN

- 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.

15 WAYS IN 15 DAYS CHALLENGE

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.

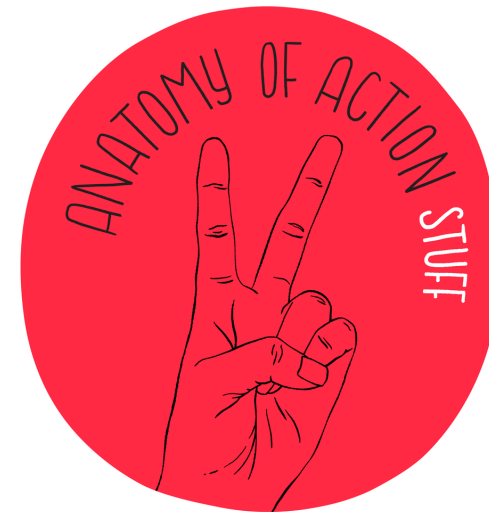


DAY 1, 2, 3

#ProteinSwaps

#UseAllYourFood

#GrowYourOwn



DAY 4, 5, 6

#BeyondBuying

#FashionSlowDown

#DitchDisposables



DAY 7, 8, 9

#KeepActive

#ShareYourRide

#GoCleaner



DAY 10, 11, 12

#EthicalInvesting

#Divestment

#EnergyPositive
Homes



DAY 13, 14, 15

#StayCurious

#EnjoyTheJourney

#ChooseExperiences

ANATOMY OF ACTION

FOOD

USE ALL YOUR FOOD

PROTEIN SWAPS

GROW YOUR OWN

UN environment programme

UNSCHOOL

www.AnatomyOfAction.org

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ANATOMY OF ACTION

MOVE

GO CLEANER

KEEP ACTIVE

SHARE YOUR RIDE

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ANATOMY OF ACTION

ENJOY THE JOURNEY

FUN

STAY CURIOUS

CHOOSE EXPERIENCES

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ANATOMY OF ACTION

STUFF

FASHION SLOWDOWN

BEYOND BUYING

DITCH DISPOSABLES

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ANATOMY OF ACTION

MONEY

ENERGY POSITIVE HOMES

ETHICAL INVESTING

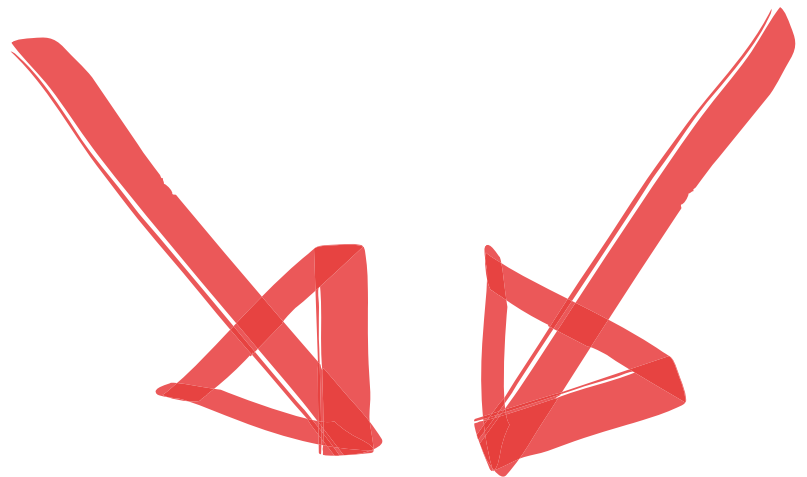
DIVESTMENT

UN environment programme

UNSCHOOL

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Link to all visual assets, here!

Instagram

Instagram Post How-To

- 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](#).



Action 3 - #Shareyourride Move



Check out the [@TheOfficialAnatomyofAction](#) Instagram for more inspo!

EXAMPLE POSTS

 **plogmanofindia** India

#SwitchDelhi



#AnatomyOfAction

121 likes

plogmanofindia Are you concerned about the pollution in Delhi NCR? Its time we residents of Delhi ACT. Think Electric when you are looking to... more



climate_sign • Follow

climate_sign Our next action is still part of the lifestyle area of impact #food and is called #proteinswaps!

The idea of this action is to reduce or eliminate meat and animal product consumption habits and adopt a more plant-based diet. You ask yourself why? Because especially the high consumption of meat and dairy products in the Western countries is contributing intensively to climate change. A quarter of global emissions come from the food sector and 58% of the food emissions come from animal products! This was emphasized within the report on global land use and agriculture of the @ipcc in 2019. Michelle is a vegetarian since nearly 4

21 likes


6 DAYS AGO

Add a comment... Post

#GoCleaner

#KeepActive

#ProteinSwaps

 **garretteclark** 5ème arrondissement, Paris



Liked by lalaastudillo and 32 others

garretteclark #theofficialanatomyofaction MOVE more sustainably #keepactive

VIDEOS

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](#).

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