



#AnatomyofAction

ALL HANDS ON DECK!

JOIN THE GLOBAL MOVEMENT TO SIMPLY. LIVE. BETTER
MARCH 19TH TO APRIL 2ND 2021

Households are responsible for an estimated 72% of GhG emissions[i]. To keep global warming under 1.5 degrees and meet the 2030 target of the Paris Agreement, households in developed economies need to reduce their carbon footprint by about 80%. To meet the 2050 agenda, emerging economies will also have to reduce their impact - by 60% for Brazil and 45% for India for example[ii].

Our lifestyles (what we eat, how we move around, where we live, what we do for fun, how we spend our money etc.) need to change profoundly!



Considering the impact of our lifestyles on climate, nature, and pollution, it is clear that we need to **#SimplyLiveBetter** and there are everyday actions we can all take that are as simple as they are powerful. By changing the protein we eat, understanding where our food comes from, maximizing local experience over miles, and buying better clothes and gadgets that last longer - it's about living better and lighter lives.

This Anatomy of Action social media challenge will take place from March 19th to April 2nd and aims to build momentum ahead of a series of international summits happening (virtually) in April and May. It is to show that youth around the world understand what it means to live more sustainably and take action.

The challenge will be led by several youth groups and coordinated by UN Environment Programme's Sustainable Lifestyles and Education team. The results of the challenge will be aggregated and discussed during dedicated sessions on sustainable lifestyles and behavior change at these summits.

By taking part in this challenge, you won't only be influencing your community to embrace a more sustainable lifestyle but you will also contribute to the development of a global movement targeting policy makers around the world. Together we can make sustainable living to be made the dominant norm.

Our objective is to reach 20 million youth by 2022!

EACH VOICE COUNTS. EACH POST COUNTS. TOGETHER WE'RE STRONGER.

[CLICK HERE](#) TO JOIN THE GLOBAL MOVEMENT!



[i] ACS Publications - Carbon footprint of nations: A global trade-linked analysis, 2009
[ii] IGES - 1.5 degree lifestyles: targets and options for reducing lifestyles carbon footprint, 2019