Welcome to the Anatomy of Action!

19 March – 2 April 2021

Sustainable Lifestyles and Education, UN Environment Programme
“are considered as ways of living, social behaviors and choices, that minimize environmental degradation (use of natural resources, CO2 emissions, waste and pollution) while supporting equitable socio-economic development and better quality of life for all.”

UN Environment Programme
Overview: Households account for 72% GHG*

Current Target per-capita Lifestyle Carbon Footprint (1.5° limit)

Akenji, 1.5-Degree Lifestyles: Targets and options for reducing lifestyle carbon footprints
**Myth**
- Abundance / More is better
- Carnivore culture
- Healthy people

**Reality**
- 820M people hungry everyday
- 70% Americans are overweight

**Aspirations**
- Use all your food
- Protein swaps
- Grow your own

**Consequences**
Myth

• Be cool = buy new clothes
• Newer is better
• Being part of the global culture

Reality

Aspirations

Consequences

• One of the most polluting sector
• 13% clothing recycled – 84% to landfills

ANATOMY OF ACTION

STUFF

BEYOND BUYING

FASHION SLOWDOWN

DITCH DISPOSABLES
TOURISM

Myth

- Peaceful
- Clean
- Nature

Reality

Consequences
- 8% of GhG emissions
- Contribution to pollution
- Destruction of sensitive eco-systems
Designing aspirations

- More is better
  - Knowing your food
  - Celebrate colorful plates
  - Enjoy all the food
  - Connect to food

- Traveling quick & fast
  - Travel slowly
  - Enjoying the journey
  - Stay curious
  - Keep active

- Throwing it away
  - Holding on to it
  - Be yourself/unique
  - Buy better
People can adopt more sustainable lifestyles, but they need to be supported and facilitated.

- **Prioritize plant-based options in schools & hospitals**
- **Remove subsidies on meat production**
- **Share food, sell leftovers for less**
- **Develop second-hand markets** (vintage, second hand, swapping)
- **Forbid fast-fashion advertisement**
- **Facilitate clothes donations**
- **Offer incentives to travel domestically**
- **Make low carbon mobility options cheaper**
- **Develop local nature & outdoor activities**

Global movement to request this support.
IUCN Global Youth Summit

Join the global youth to stand together for one nature and one future

5th – 16th April 2021

Safia Southey

More info and registration

The SDG Students Program Global Virtual Summit

Bringing Youth Ideas to the forefront

23rd – 25th April 2021

Anne-Katherine Kjaer Bruun

More info

The UNESCO World Conference on Education for Sustainable Development (ESD)

Role of ESD as key enabler for achievement of all SDGs

Preparation workshop April 14th

17th – 19th May 2021

Paula Accioly

More info
THE ANATOMY OF ACTION?

- Built on evidence and scientific data
- 15 actions across 5 lifestyle domains
- A social media toolkit to generate positive individual actions for people and planet
- Framework to understand sustainable lifestyles
- Maximize impacts by choice of action
Click here to view video!

Anatomy of Action for Sustainable Living

STAY CURIOUS

ENJOY THE JOURNEY

Watch on YouTube
5 EVERYDAY AREAS OF ACTION

ANATOMY OF ACTION

- **STUFF**
  - BEYOND BUYING
  - FASHION SLOWDOWN
  - DITCH DISPOSABLES

- **FOOD**
  - PROTEIN SWAPS
  - USE ALL YOUR FOOD
  - GROW YOUR OWN

- **MONEY**
  - ETHICAL INVESTING
  - ENERGY POSITIVE HOMES

- **MOVE**
  - KEEP ACTIVE
  - SHARE YOUR RIDE
  - GO CLEANER

- **FUN**
  - ENJOY THE JOURNEY
  - STAY CURIOUS
  - CHOOSE EXPERIENCES
15 WAYS IN 15 DAYS CHALLENGE

#AnatomyOfAction

**ANATOMY OF ACTION FOOD**
- Mar 19, 20, 21
  - Protein Swaps
  - Use All Your Food
  - Grow Your Own

**ANATOMY OF ACTION STUFF**
- Mar 22, 23, 24
  - Beyond Buying
  - Fashion Slow Down
  - Ditch Disposables

**ANATOMY OF ACTION MOVE**
- Mar 25, 26, 27
  - Keep Active
  - Share Your Ride
  - Go Cleaner

**ANATOMY OF ACTION VANG**
- Mar 28, 29, 30
  - Ethical Investing
  - Divestment
  - Energy Positive Homes

**ANATOMY OF ACTION FUN**
- Mar/April 31, 1, 2
  - Stay Curious
  - Enjoy the Journey
  - Choose Experiences
THE TOOLS

**Intro flyer:**
context and objective

**Calendar flyer:**
key #, @ and dates
(use the organization specific calendar flyer provided)

**Quick Guide:**
More details about AoA social media toolkit

**Social Media cards**
Key evidence & action available

**Domain Inspiration flyers**
What to post under each domain

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**What to post?**
Cards to inspire are a great start.
Add your own photos and videos.
Tag your friends!

Did you know?
Global food waste and loss generate 8% of all greenhouse gas emissions.

If everybody cuts meat and dairy from their diet, there could be a 49% reduction in greenhouse gas emissions from food production and a 78% reduction in land used for food production.

**EVIDENCE**

**SINGLE ACTION**

**MENU OF ACTIONS**
EXAMPLE POSTS

#UseallYourFood

#ProteinSwaps

#KeepActive
SHARE YOUR AoA JOURNEY!

**COMMIT** to living sustainably!

**KNOW** the resources and share data, recipes, actions and ideas according to each domain

**SHARE** original content on the actions you take

**INFORM**: The Anatomy of Action is a handy action set for everyday sustainable living. These are the steps to live better and lighter.

**STATE** #Domain & #Action **PROMOTE**
#AnatomyOfAction and **TAG** @theofficialanatomyofaction.

**CHALLENGE** your followers and friends to join too!
Click here to view video!

10 WAYS TO ACTIVATE SUSTAINABLE LIVING
SOME TIPS

• Visually compelling content
• Simple impactful captions with audience in mind
• Personalize content to reflect local reality
• Use the right hashtags, wisely
• Engage and expand your community
• Use punchy Instagram stories to promote
• BE INSPIRING, ENTHUSIASTIC & HAPPY
MONITORING IS BORING ... BUT KEY

- **UNDERSTAND** the metrics
  - Impression
  - Reach
  - Engagement

- **GATHER** insights

- **YOU FILL** the form

- **WE AGGREGATE** the numbers because TOGETHER WE’RE STRONGER!

**In the form, please provide**
- **At least**
  - handle, # followers # posts & stories,
  - total # of likes, share and comments

- **At best**
  - Total impression, total reach
RECEIVE A CERTIFICATE!

CERTIFICATE OF COMPLETION

THIS IS AWARDED TO

ANNESHA KAR GUPTA

for successfully championing the #AnatomyofAction Challenge using social media to expand reach and drive the initiative to support global changes we need to achieve the Sustainable Development Goals and Sustainable Lifestyles conducted jointly by UNEPMGCY and UNEP between 25th January 2021- 8th February 2021.
• I created my content (visual + captions), where do I share it?
• Do I have to use English?
• How many domains / actions should I focus on?
• What is your objective and how do you consider making this movement sustainable?