

ALL HANDS ON DECK!



Empowering youth for Climate, Nature and Pollution (working draft 2021)

Where are we headed?

By 2050, the world's population may reach a whopping 10 billion. With more people comes more consumption – for basic needs as well as a thirst for well being, fashion, travel and better living. Two to three billion of these will be new urban, young consumers, who receive 90% of their information from social media. They will also be tomorrow's decision makers. And yet globally, though some are consuming more, many are increasingly finding it hard to meet basic needs. The **evidence** on what we can do as individuals and what governments and business can do to make sustainable living (for all) the default option is clear. And change is burgeoning around the globe though it remains fragmented and piece-meal. With the emerging potential of youth (and cultural influencers) who are seen as policy wild cards, there is potential to turn the tide for transformational change. In essence, our future depends on how we -particularly youth - live, work and play as global consumers. In a world stretched thin for resources - and under threat from climate change, pollution and biodiversity loss -how can we upscale effective change? [1]

The COVID-19 pandemic continues to impact lives and livelihoods and a health crisis has quickly become a human and socio-economic crisis, impeding progress towards achieving the 17 Sustainable Development Goals (SDGs), whilst also making their achievement even more urgent and necessary. COVID-19 also magnifies the need to redefine our relationship with nature, to foster a green and inclusive recovery through an accelerated transition to Sustainable Consumption and Production (SCP).

Building on sustainable living evidence [2], UNEP and inspired sustainable living experts and activists promote / launch / initiate Simply. Live. Better. This initiative uses the Anatomy of Action (AoA) sustainable living framework (which outlines where we make impacts daily and how we can live better and lighter). In the form of a social media challenge, the AoA achieves global reach and shows what people around the world are doing. This complements the predominant media visuals, which depict sustainable living in developed economy contexts, and creates better aspirations for what sustainable living really looks like.* The initiative targets existing and aspiring middle class urban youth in both developed and emerging economies (who get most of their information from social media) through engagement tracks with youth initiatives, education efforts, climate and biodiversity processes and sustainable living initiatives.

With urgency and the changing ecosystem of knowledge and information transfer – we can now better partner, engage and harness the power of people – a growing urban population fuelled by youth who engage with their communities and exhibit their lifestyles through social media – today's consumers and tomorrow's decision makers.

Expanding on existing projects and initiatives Simply Live.Better. will be rolled out in waves through tracks, feeding into key events and processes in 2021 and 2022. 5 Tracks are initially foreseen, feeding into about 15 events, conferences, trainings and challenges: the initiative will reach an estimated 10 million youth. The road map on the final page of this document outlines key events in attaining this reach.

This note presents the context and rationale for these efforts and provides more detail on engagement tracks, key events and tentative timelines.

**This concept note aims to understand, address and eventually influence the lifestyles areas which have the greatest sustainability impacts. Though most available sources reflect developed country contexts, they remain relevant because the growing urban middle class throughout the world is aspiring to similar lifestyles AND these aspirations also affect ('set the bar') for lower class consumption as well - reinforcing increasing consumption patterns.*

Take stock and focus on the future

With only 10 years left to implement the 2030 Agenda for Sustainable Development, leaders at the SDG Summit in September 2019 called for a Decade of Action, pledging to mobilize financing, enhance national implementation and strengthen institutions to achieve the Goals by the target date of 2030. [3]

Within this context, the initiative feeds into 2022 which mark various milestone events: the next phase of global commitment to SCP as manifested by the 10 Year Framework of Programmes and the One Planet Network; the 50th Anniversary of the Stockholm Conference and creation of the United Nations Environment Programme and the 30th year anniversary of the UN Conference on Environment and Development.

Leading into 2022, UNEP and partners – will roll out Simply.Live.Better. by hosting events, initiatives and challenges based on the AOA framework to get the word out and highlight practical progress.

Objective: Making sustainable living and lifestyle values, attitudes, and behaviours the dominant norm.

Translating sustainable living into desirable, easy, everyday actions that resonate with people is challenging. It requires building on how people make choices, recasting evidence based-messaging and engaging strategically with what shapes behavior and aspirations.

To achieve this, UNEP brings the science and insights on what is happening and where to target action – working with policy makers and others to set conducive policy contexts.

Simply. Live. Better will engage partners, apply a sustainable lifestyles (AoA) lens and get this message out broadly and globally.

The media covers daily inroads and interests in sustainable living. Stories cover examples, testimonials, tools, approaches and networks that span the globe. They range from holistic living to domain specific expertise and from new policy and business models to youth activists and influencer followings. Globally there is an upsurge in challenges, competitions and campaigns to better inform and inspire action. They are happening on campuses, on social media, within youth movements and processes and within new partnerships [4] that co-create for change. The pieces are there. They share evidence grounded priorities and a recognition of the need to realign aspirations from ‘more, bigger, faster’ to elements more like ‘healthier, smarter, cleaner.’

GOODLIFE GOALS

Personal actions that everyone around the world can take to help support the Sustainable Development Goals.

LIVE BETTER Actions

- 1 Learn about sustainable development
- 2 Reuse, repair, recycle, share and borrow
- 3 Waste less food and use leftovers
- 4 Collect friends and experiences, not just things
- 5 Demand that businesses respect people and planet

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

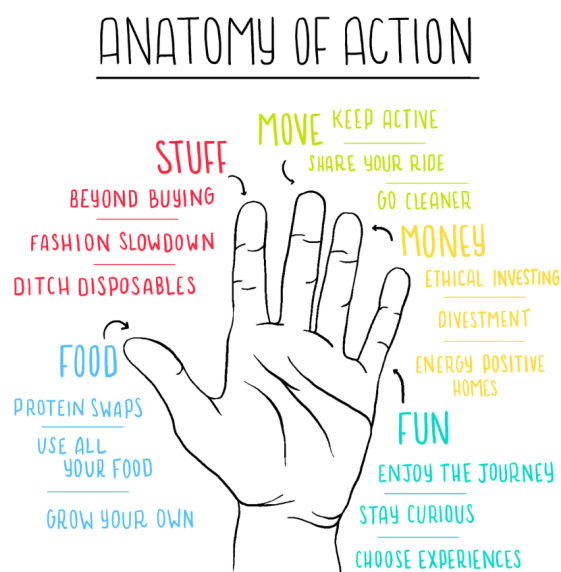
Ensure sustainable consumption and production patterns.

SUSTAINABLE GOALS

What is our Anatomy of Action?

Simply Live Better is the overarching concept home to the AoA. The initiative draws on and magnifies existing and inspires new efforts and is structured around UNEP's evidence based Anatomy of Action (AoA), [5] which maps holistic sustainable living through the lens of Food, Stuff, Move, Money and Fun [6] offering a menu of prioritized actions. The five simple areas of the Anatomy 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.

Available in English, Spanish and French, the Anatomy of Action traditionally is a social media toolkit to support challenges but in this context also offers a global structure to generate and share positive individual action. It fosters conversation and aspirations on our lifestyle choices and is an effective framework to design lifestyle events, webinars, competitions and other challenges.



The global Simply Live Better initiative will gauge a baseline, detailing the reach of sustainable living messaging, provide a hands on approach to improvement and track actions taken within groups, organizations and institutions all over the world. In essence, it will offer an ongoing update on what sustainable living looks like as well global reach and reception.

What is it about?

Working with UNEP, partners are invited to collaborate under existing initiatives or thematic tracks and to strategize how most effectively the AoA can be applied. Supported by UNEP and other experts, AoA efforts will be cobranded, implemented and results collected, shared and promoted – via the AoA Instagram account and the multitude of activities and events underway. Summary statistics of the individual as well as global efforts will provide snapshots of progress and feed into events and global processes offering more quantified and visual input on how youth are taking motivation and translating it into action. Narratives will highlight evidence and aspirational living visuals, offering organizations and individuals alike experience to foster sustainable living.

How can you join?

- How does the AOA lens fit your situation?
- What partner track makes the most sense?
- Find out more!

Supporting resources

[One Planet Network Programme on Sustainable Lifestyles and Education](#) a network of global experts devoted to promoting more sustainable living and lifestyles.

Setting the foundation: Research includes: [A Framework for supporting sustainable lifestyles; 1.5 and lifestyles](#); [Forecasting Society and Lifestyles in 2050 Survey](#),

[Activating sustainable living initiatives: Sustainable living guidelines for urban initiatives and workplace.](#)

[1] Hertwich and Peters (2009) cover 73 countries and 14 aggregated regions for 2001 using the Global Trade Analysis Project (GTAP) database, giving an average share of carbon footprint by household consumption at the global level of 72%. [1.5-Degree Lifestyles: Targets and options for reducing lifestyle carbon footprints](#)
[2] [1.5 degree lifestyles: targets and options](#) (2019) - [Sustainable Lifestyles, options & opportunities](#) (2018) - [Fostering and communicating sustainable lifestyles](#) (2016) - [A framework for shaping sustainable lifestyles](#) (2016)
[3] The Decade of Action calls for accelerating sustainable solutions to all the world's biggest challenges (2019)
[4] [The Anatomy of Action challenge - Playing for the planet](#) - [Little Book of Green Nudges](#) - [Earth School](#)
[5] AOA is an evidence-based social media tool kit developed with the UnSchool of Disruptive Design.
[6] The terms, in addition to more aspirational areas like money and education, reflect priorities of food, mobility, housing and leisure (which includes consumer goods and travel). [SL Typology](#).

Where do you fit?

Are you already promoting more sustainable living (in all or some domains)? Are you working with cities, people, youth, schools, companies for a better future? You can join Simply Live Better by applying the AoA lens and learn more about what holistic living is about and/or sponsor a challenge and magnify your messages.

Do you work directly or indirectly with youth promoting a sustainable future?

Joining Simply Live Better allows you to:

- Design sustainable living challenges and campaigns (or in specific living domains) in universities, youth groups as stand-alone efforts or embedded in existing or broader processes.
- Structure sustainable living events and initiatives: Do you promote or work in areas that promote behavior change or sustainable living and lifestyles (holistically or in specific domains)? AoA can be used in developing festivals, sessions, webinars, and even initiatives.
- Communicate sustainability impacts: AoA translates sustainable impacts into language and actions that people can understand. The 5 living domains (which reflect critical sectors) offer clear ways to communicate how efforts/people are making a difference.

The following groups are the focus of Simply Live Better:

Youth oriented processes/movements and activities: From global to local levels AoA provides a way to channel motivation into action around key impact areas. Examples include: Inter-Agency Network on Youth Development, Mock COP groups, European Youth Parliamentarians, Youthful cities, and Youth for Climate.

Institutions that promote Sustainable living and/or work with youth. Expert sustainability institutes focus on sustainable living and recognize the importance of engaging with youth. The AoA helps underscore and align progress and highlight additional living areas. For example: IUCN, Akatu, ICLEI, Hot or Cool, and the Beacon. [6]

Individuals and change catalysts: Many emerging influencers are looking for validation and engagement on their content. The AoA translates the evidence into the areas and actions that are critical. Examples include: AoA lead activists, On Est Pret, Greenisthenewblack; sustainability bootcamps; UN Live Museum; and the Purpose Disruptors.

Get on the Partner track(s) to a sustainable future:

Leading into 2022, core partnership tracks offer opportunities to share real narratives on what sustainable living looks like around the world and to contribute to ongoing processes, projects and initiatives. Key foundation efforts like the Go4SDGs project and through the One Planet Network Sustainable Lifestyles and Education Programme will anchor the initiative and contribute directly to SDG 12 and the 2030 global agenda

Initiative Anchors:

- **Projects like Go4SDGs project:** Amplifying efforts to support SDG implementation globally. Project Component 3 focuses on youth and lifestyles. 2020-23 will have AOA campaigns, university initiatives, and innovation challenges covering Asia, Latin America and the Caribbean, Africa, West Asia, North America and Europe.
- **Sustainable Lifestyles and Education Programme:** Co-lead by Sweden and Japan, co-leads and programme members will launch and support challenges amongst substantive expert networks and offer guidance and inputs into relevant processes. (SLE Programme and Sweden)



Thematic tracks:

Youth and Climate: Moving from activist to activation: a reactivation of AOA inspired challenges leading into UN Summit Youth Week, Pre-COP26 in Milan and UNFCCC COP26 (November). Partnership with ICLEI to promote importance of facilitating sustainable lifestyles at a city level through ICLEI World congress (April) and COP26 (November).

Youth and Nature: Living for nature: joint AOA youth reactivations leading into IUCN Global Congress and Biodiversity COP September 2021 (French Ministry of Biodiversity, On Est Pret, IUCN).

Youth and Education: Celebrating progress and building momentum for change, empowering, mobilizing youth thru campaigns around May 2021 (Berlin) and leading into 2022 (UNEP, UNESCO World Conference on ESD, UNESCO youth leaders, Universities)

UNEP Youth efforts: Supporting sustainable living related campaigns, youth targeted efforts working with Major Groups networks and Youth and Education Alliance, AOA will align efforts within UNEP. Feeding into UNEA5.1 and 2022 including UNEP's Anniversary. (Major Groups, Youth Networks: SDSN, Green Badges, Promoting Green Nudges in Universities).

Playing Wild Cards: Working with aspiring and established youth activists, cultural influencers and the platforms that support them (media platforms, advertisers) to align messaging and amplify the waves of change. (AOA Lead Activists, Purpose Disruptors, sustainability festivals).



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Sustainable living around the world:

On the road to Stockholm+50 and beyond:

1. ECOSOC YOUTH FORUM:
7-8 APRIL

3. ICLEI WORLD CONGRESS:
12-16 APRIL 2021

5. IUCN GLOBAL CONGRESS:
SEPTEMBER 2021

7. UN YOUTH SUMMIT WEEK:
SEPTEMBER 2021

9. PRE-COP26:
SEPTEMBER 2021

**11. 11TH WORLD ENVIRONMENTAL
EDUCATION CONGRESS (WEEC):**
MARCH 2022

13. STOCKHOLM+50: JUNE 2022

2. SDG SDSN ACTION WEEK:
APRIL 2021

**4. UNESCO WORLD CONFERENCE
ON ESD:** MAY 2021

6. BIODIVERSITY COP:
MAY 2021

8. REGENERATION WEEK 2030:
AUGUST/SEP 2021

10. UNFCCC COP:
NOVEMBER 2021

12. EXPO DUBAI 2020:
OCTOBER 2021- MARCH 2022

14. 16TH WORLD SCOUT MOOT:
JULY 2022