



TAKE ACTION CHALLENGE

OUR INDIVIDUAL ACTIONS CAN HELP TIP THE SCALES FOR CLIMATE PROGRESS

INTRODUCING THE ANATOMY OF ACTION

Contributing to the One Planet Network's Sustainable Lifestyles and Education Programme, UN Environment and the UnSchool of Disruptive Design developed the **Anatomy of Action (AoA)**, a practical, evidence-based online resource activating individuals to act on climate.



THE DIGITAL CAMPAIGN

Launching the **15 actions in 15 days** Challenge

Instagram influencers post a series of daily lifestyle activations encouraging others to do the same, focusing on the 5 key lifestyle areas of the AoA: **Food, Stuff, Move, Money & Fun.**

Building on sustainable lifestyle data, Leyla Acaroglu, UN Environment Champion of the Earth and UnSchool founder, developed and led the AoA creative development.



INFLUENCERS NEEDED!

- Over 10,000 Instagram followers
- Geographic and gender diverse
- Value-aligned Instagram feed
- Can post actions September 15-30, 2019
- People with flair, originality and commitment

THE LAUNCH EVENT

Thursday, 12 September 2019, 6pm
@UNESCO Paris

Hosted by UN Environment and UNESCO, concerned governments, the One Planet Network, influencers, media and experts with music from Sofar Sounds, including:

- An evening of climate-inspired music and keynote speakers
- Launch of a global movement for sustainable choices
- Attendees embrace the Take Action Challenge, post on social media and challenge 3 friends to join
- The digital challenge, starts 15 September 2019, will amplify calls to action

SOFAR SOUNDS CONCERT

Sofar Sounds hosts concerts in 435 cities globally and reaches the generation of future changemakers

HOW TO CONTRIBUTE?

- Suggest influencers (including yourself!)
- Join the launch physically and digitally

Contributing to the Sustainable Development Goals



Please email Garrette Clark at garrette.clark@un.org with ideas.

www.AnatomyOfAction.org