



**We are depleting resources faster than nature can replenish them. The current crisis provides an opportunity to recover better. The rewards will be tremendous.**

**Sustainable lifestyle choices are the key. The choice to live sustainably must be made available to everyone, everywhere.**

**That means better policies that promote government, business and individual accountability. We all need to be part of a movement for change.**

**António Guterres**

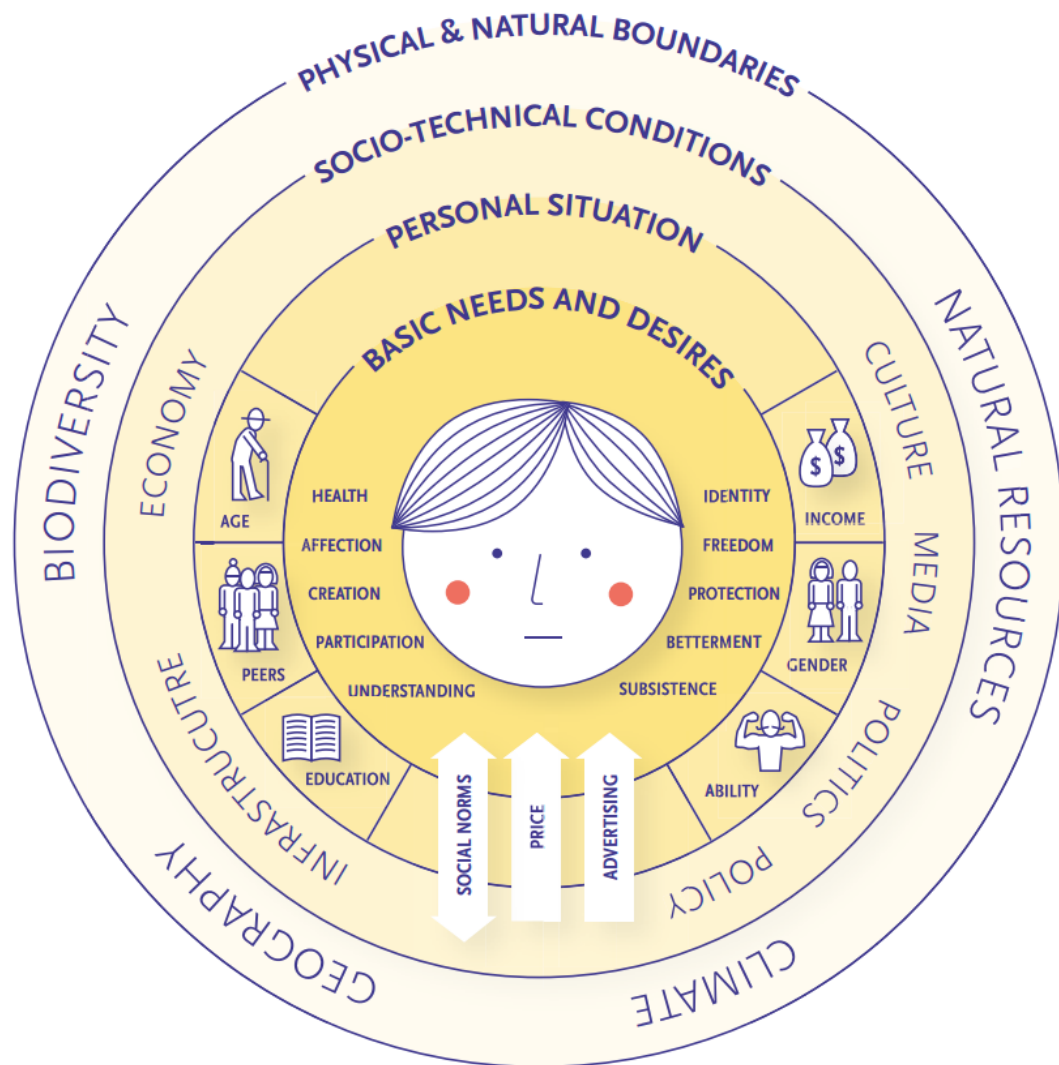
**UN SECRETARY GENERAL**

**UN**   
**environment  
programme**

# The road to SUSTAINABLE LIFESTYLES



# Consumers and Individuals Context



- No universal, static lifestyle
- Embedded in social norms & physical environment
- Income not aligned w/ happiness
- Aspirations
- Knowledge is not action
- Decisions are not made for sustainability, more price, availability, status
- There's no accessible, attractive sustainable
- The 2–3 billion new consumers will be urban youth who set consumption patterns, are tomorrow's leaders, and get 90% of info from social media

**What experts say**



# ANATOMY OF ACTION



# The Anatomy of Action (2019-2022)



- +22 million estimated reach
- +8200 public posts
- Participation from **all UN regions**
- **Tailored versions** for sectors, regions and specific contexts
- Official translated materials in **8 languages**



GO 4 SDGs



3-week journey  
in **immersive  
environment**  
with peers

Collaboration  
and  
**competition**

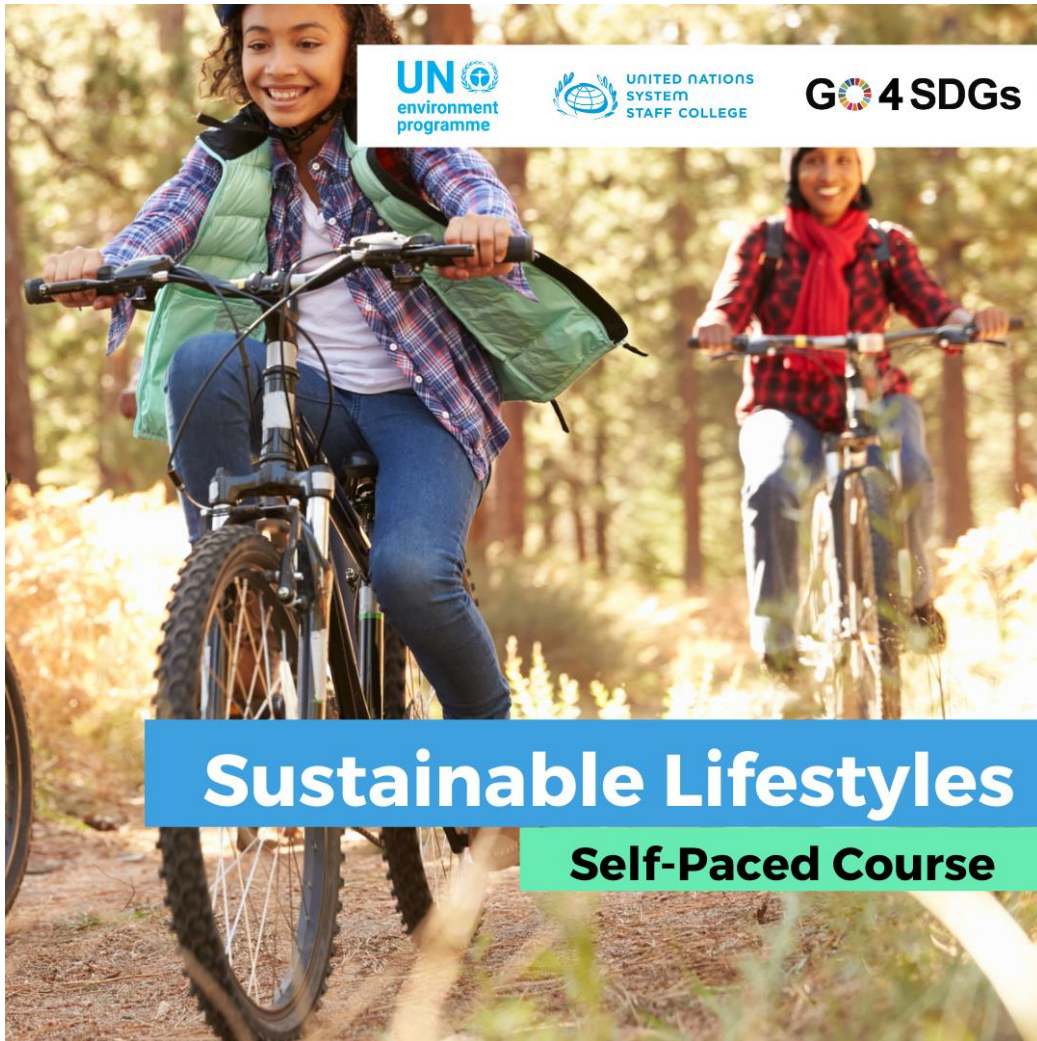
## My Sustainable Living Challenge

Your tree  
**blossoms**  
with every  
sustainable  
choice

**Action-oriented**  
challenges







- Co-created with UNSSC and validated by **global and regional experts**
- Explores **Sustainable Lifestyles** and **strategies to make positive changes** toward sustainability
- **Soft Launch** on 14<sup>th</sup> February

**REGISTER NOW**





**Thank you!**  
Remember to follow us:  
**@theofficialanatomyofaction**

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[www.unep.org](http://www.unep.org)