

## The Anatomy of Action

The Anatomy of Action outlines the top level changes any individual can make to support the growing shift to global sustainability. There are thousands of possibilities, and we combed through them all. The data showed that if enough people make changes in a few key areas, the global momentum of our collective action will address the pressing social and environmental issues around us. By making individual changes to what we eat, what we buy, how we invest our money, how we move and what we aspire to, we will change what and how our world works.

### THE ANATOMY OF ACTION EVERYDAY SWAPS FOR SUSTAINABLE LIVING



- Protein Swaps
- Use all your food
- Grow your own



- Beyond buying
- Fashion slow down
- Ditch disposables



- Keep active
- Share your ride
- Go cleaner



- Ethical investing
- Divestment
- Energy positive homes



- Stay curious
- Enjoy the journey
- Choose experiences

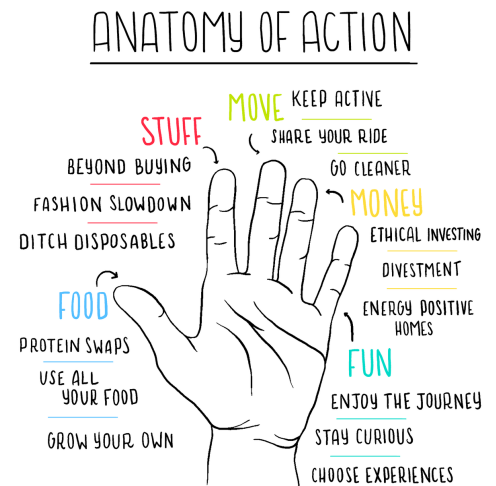
### What's this initiative about?

The Anatomy of Action was born out of a partnership project between the United Nations Environment Program (UNEP) and The UnSchool of Disruptive Design to define and communicate the most positive and impactful actions anyone of us can take to add to the global movement around sustainable lifestyles to help achieve the Sustainable Development Goals.

This project conducted an extensive review of the scientific data on what actions, when taken individually and accumulated across the globe, can and will have positive impacts on the health and sustainability of our planet. The collected data was synthesized into a list of 15 everyday actions across 5 lifestyle themes to share what does, and does not, make a difference in the world, and how we can best focus our collective and diverse energies on making change happen through the lives we lead.

An evidence-based social media tool kit is available that translates science into what people can do in their daily lives. The tool kit messaging highlights the five key lifestyle domains: Food, Stuff, Move, Money and Fun. Under each there are three actions with more how-to's. The kit has 3 motivating videos, and lots of assets that can be used for Instagram posting to personalise and document action. The kit can be used to see what you can do or how you can work with networks to promote sustainable living and climate action.

<http://anatomyofaction.org>



## SwitchMed and the Anatomy of Action



**Israel** developed two tools for the promoting the sustainability in food actions: (i) a guidebook for environmentally efficient restaurants and dining establishments to take actions on a do-it-yourself approach for environmental sustainability and ii) an online interactive platform to guide businesses of restaurants, bars and cafes in acquiring the Tel Aviv-Yafo municipality's Green Label.



**Jordan** worked with 15 hotels and 17 restaurants in the seaside city of Aqaba to turn the waste stuff into an asset rather than a burden (waste audit, training needs assessments, capacity building workshops). An action plan was developed for a modification on the solid waste collection fees where reducing solid waste will result in reducing the fees. Local women's associations participated in technical trainings about upcycling hotel material/stuff as a new approaches that will reduce the amounts of waste being transferred to the landfill.



**Palestine** launched a project to develop, test and disseminate national guidelines and selection criteria for eco-trails, while hiking and walking on nature trails is popular and fun activity in Palestine. Eco-trails and sites will not only promote ecotourism but can also contribute to reducing the loss of biodiversity in achieving eco-system sustainability, raising environmental awareness (providing information such as most common and famous flora and fauna in the area), as well as developing the economic status of residents and communities.

# ANATOMY OF ACTION: MAKE THE SWITCH

