THE ANATOMY OF ACTION

SOCIAL MEDIA QUICK GUIDE


Updated and prepared by UNEP | NOVEMBER 2020
The Anatomy of Action (AoA) initiative is the result of a collaboration between UNEP and The UnSchool which set out to research and develop an action map that connects tangible everyday actions to the Sustainable Development Goals (SDGs). The research resulted in an action map of achievable high-priority lifestyles actions that taken by individuals will contribute to more sustainable shifts in the economy and society at large.

The research conducted informed the creative development of the Anatomy of Action concept and the campaign assets outlined in this Social Media Manual.

The content created for the AoA is intended to support those interested in taking action by further building and expanding on the movement towards a sustainable and regenerative future. This media manual is intended for influencers and people engaged in disseminating content on social media. In the following pages you will find all the information you need to help activate change through this initiative.

Thanks for being a part of a positive future, by taking action today!

www.AnatomyofAction.org
#AnatomyOfAction
There is no shortage of global environmental issues and they can sometimes feel overwhelming, but there is a movement underway towards a sustainable future, whereby individuals all over the world are taking micro actions that when copied and replicated by others, accumulate to have a positive impact on the planet and help to orientate the economy.

Every choice we make has an impact. We each have the potential to either reinforce undesirable outcomes or to help pave the way towards more sustainable solutions, so that they become normal parts of everyone’s daily lives and help bring about a better future.

That’s the purpose of the Sustainable Development Goals (SDGs), to support the rapid transition away from old, polluting, inequitable, and unsustainable ways of meeting human needs, toward more regenerative, thriving, and positive societies. I came up with the AoA concept as a way to quickly reference everyday actions that we can all take in our everyday lives to have a positive impact, no matter how small it seems.

The AoA presents everyday lifestyle swaps which help anyone transition from damaging daily actions to more sustainable ones. These swaps help achieve the SDG’s and move us towards a more circular economy.

Actions in the Anatomy of Action are some of the most effective undertakings an individual can make to contribute to this transition to a more equitable and sustainable future. They are framed as lifestyle swaps and are intended to not be dogmatic instructions, but more invitations to making different choices based on what means you have to do so.

The actions are listed in a general priority order but of course must be adapted to your context. Our list is by no means an exhaustive account of all the aspects of our daily lives that we need to tackle in order to meet the SDGs. But it’s a great prioritized starter list and the memetic reference of all the everyday actions you take with your hands, offering a helpful reminder of swapping out unsustainable lifestyle choices everyday.

Dr. Leyla Acaroglu, June 2019
The Anatomy of Action outlines everyday lifestyle swaps that individuals can make to support the growing shift toward global sustainability.

Each of us makes choices that have impacts on the world around us. Since we often use our hands to take these actions, the simple concept of the Anatomy of Action is a visual reference to a hand. This supports easy identification and memory around the everyday swaps you can do from unsustainable to more sustainable lifestyle choices.

There are thousands of possibilities for lifestyle swaps that are more sustainable than the current mainstream status quo. We combed through them, looked at recent evidence and then refined the list to a prioritised set of high-impact, easy-to-remember actions that anyone, anywhere can take everyday to create positive ripple effects.

Evidence shows us that if enough people start to adopt the changes outlined in the Anatomy of Action key lifestyle areas of food, stuff, money, move, and fun, then the global momentum of collective action will help shift the economy and address pressing social and environmental issues.

Individual changes replicated by many, help change the local and global economy (which responds to consumer demand) and have impacts across the entire supply chain and help to normalize new actions for those around us - creating a change chain reaction. Furthermore, many companies and governments respond to consumer preferences so these choices can help shift what products and services are available.

If we all change the way we eat and buy, how we invest money and move, and what we do for fun and aspirations, we can change how our world works for a better future.
In 2020, Earth Overshoot Day fell on August 22. Earth Overshoot Day marks the date when humanity has exhausted nature’s budget for the year. For the rest of the year, we are maintaining our ecological deficit by drawing down local resource stocks and accumulating carbon dioxide in the atmosphere. We are operating in overshoot.

2020 also presented an unassuming opportunity for us to harness our individual responsibility for our collective wellbeing.

As commuting to work and school, travelling, and engaging in face-to-face commercial and social activities came to a halt, we shifted our focus on the way we live: the food we eat, the stuff we buy, the way we move around, how we use our money and the fun things we do.

The five domains detailed in the Anatomy of Action challenge are more relevant than ever in building back better and greener in a COVID-19 context.

Take this guide as a template, you can make it longer or shorter, anchor the challenge in an event, during a college semester or complete it totally solo – there are endless ways it can be applied.

Take action today and follow this sustainable lifestyles map. Join the challenge!
THE ANATOMY OF ACTION ACTION SET!

These are all everyday actions that anyone can take to adopt a more sustainable lifestyle.

- **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**

*SHARE YOUR RIDE AND/OR WORK FROM HOME WELLBEING.*
THE FOOD WE EAT

#PROTEINSWAPS
Reduce meat and animal product consumption habits and adopt a more plant-based diet.

#USEALLYOURFOOD
Get organic waste out of trash heaps and landfills to reduce methane, improve soil fertility, and increase equitable access to fresh food.

#GROWYOUROWN
Grow your own food and connect to where it comes from in order to save money and to reduce transport, packaging, and food waste.

Use the hand action when sharing the swaps. For example: food is thumbs up and has all graphic assets connected to this symbolic action. You can use the thumbs up when you share the swaps for food to connect your actions to the Anatomy of Action.

Act it out by demonstrating your everyday actions for sustainable food by putting a thumbs up over a plate of protein swaps, next to vegetable scraps in a compost or alongside your garden.
#BEYOND BUYING
Consider what you need and buy products that will last longer, be used multiple times, and are intended to be in use for as long as possible before being remanufactured or recycled.

#FASHIONSLOWDOWN
Buy fewer and better clothes, stay away from fast fashion that mass produces at the cost of environmental and human justice.

#DITCHDISPOSABLES
Refuse everyday products which cannot be reused.

Stuff is a 2 finger peace sign. It would be great to share when showing your plastic reduction choices, your decision to not buy something new, to repair/reuse, to adopt more zero waste practices or to use a more sustainable product.
THE WAY WE MOVE AROUND

#KEEPACTIVE
Keep or take up walking and cycling to work and advocate for your government and local businesses to provide more sustainable and safer public transport option

#SHAREYOURRIDE*
Continue or opt for public and shared transport instead of driving, and advocate for more options

#GOCLEANER
Swap to options like electric vehicles, cleaner fuels, and fewer kilometers to reduce your transport footprint

Move is indicated by 3 fingers and can be shown when taking public transport, opting for shared rides or electric transport modes.

*#SHAREYOURRIDE AND/OR #WORKFROMHOME WELLBEING.

Establish routine, set boundaries, minimize distraction, take regular breaks and exercise.
HOW WE USE OUR MONEY

#ETHICALINVESTING
Use your principles to guide investing and consider socially and environmentally responsible options

#DIVESTMENT
Actively swap your financial institutions or services to more sustainable options

#ENERGYPOSITIVEHOMES
Enhance your comfort, save energy and money by adapting your home and your habits to be more efficient

Money is indicated by the 4 main fingers on the hand and can be used when showing your electricity bill with renewable energy or using solar panels, swapping banks to a more ethical option or spending your money on sustainable products and services
#ENJOYTHEJOURNEY
Staying local can reduce your carbon footprint, help local economies, and can be more cost effective. When you do go the distance, stay longer and choose better products.

#STAYCURIOUS
Embrace a life of constant learning, adventure, and curiosity, and keep an open mind.

#CHOOSSEEEXPERIENCES
Consider spending more time and resources on the experiences that add value to your life.

Fun is a full 5 finger hand and a great way to high five for the fun ways we can make more sustainable lifestyle choices like investing in education and experiences over stuff, choosing to travel on trains instead of planes or picking local sustainable travel options.
15 WAYS IN 15 DAYS TAKE ACTION CHALLENGE OVERVIEW
15 WAYS IN 15 DAYS CHALLENGE

Build back greener and find your place in the climate change movement with small changes in your everyday choices. **COMMIT** to the 15-day Challenge and post the central hand image. **CHALLENGE** 3 friends to take action.

Make your actions planet-friendly, using the data-backed Anatomy of Action for maximized impact.

#ProteinSwaps  #BeyondBuying  #KeepActive  #EthicalInvesting  #StayCurious
#UseAllYourFood  #FashionSlowDown  #ShareYourRide*  #Divestment  #EnjoyTheJourney
#GrowYourOwn  #DitchDisposables  #GoCleaner  #EnergyPositive  #ChooseExperiences

*#ShareYourRise AND/OR  #WorkFromHome  Wellbeing
HOW TO BE AN ACTIVATOR

Join in by posting everyday for the full 15 day campaign

- To be a champion activator download all the assets from the AoA site and plan to share every day for 15 days along with the key influencers with the timeline above
- On day 0: Share the AoA concept and main hand image and announce you are participating in the 15 day challenge
- Days 1-15 you post an image every day from our assets and if you can an image of you doing the action yourself. For inspiration, check what we’re doing, in the next slides.
- The goal is to talk about how you are taking or will take action, encouraging and engaging your followers to do the same
- Tag friends or companies you think are doing a great job (Focus on the positive!)
- Invite others to join in by picking an action, doing it and tagging 3 friends

Pick an action and challenge your friends to join in

- Pick one action or a set of them (we suggest 3 of the 15) and share how you are taking or will take action
- Post about it as often as you like (preferably also on the same day as the major campaign)
- The goal is to demonstrate how you are committing to disrupting your own habits and swapping to the preferable action
- Create a chain reaction by tagging 3 friends to challenge them to take action too

PLEASE KNOW:

Whether you do the whole 15 days, or are just making a few lifestyle swaps, you and your community will have impact. The actions not seem much at first, but our collective voices are heard globally by governments and businesses and we can inspire system-wide changes. Have you heard of the plastic straw effect?
SOCIAL MEDIA POSTS & ASSETS
**INSTAGRAM INSPIRATION**

Here's some inspiration from some of the things we've done. We've also added examples for two days on the next slides.

**AM:** Post about the lifestyle swap of the day

- Use the graphic assets
- Fun fact / did you know
- Get nerdy and use data (data validation report or data graphic assets)
- Share a personal story how you feel about this
- Tag friends & people who are also passionate about this topic

**PM:** Post about a personalized action

- Explain how you take action
- Share photos / video of how you personalized the action
- Give tips / share ideas / recipes for success etc...
- Challenge a friend (or friends) to take action on this

Throughout the day: use Instagram stories

- Encourage particular actions
- Share data
- Repost and celebrate other people's actions

**Tagging**

Always tag us so we can follow and share your content!

**TAGS**

**Instagram**

@unschools
@unep

If you want to share on Twitter:

@unschools
@unep

If you want to share on Facebook:

@unschools
@unep

**Web:**

www.unschools.co
www.unep.org
AoA 2019 INSTAGRAM EXAMPLES

EXAMPLE UNSCHOOL INSTA | DAY 1

FOLLOW OUR AOA POSTS ON INSTAGRAM AND FEEL FREE TO REPOST

AM: Post about the lifestyle swap of the day

PM: Post about a personalized action

Today’s #anatomyofaction is #proteinswaps!

Swapping animal protein with plant-based versions (yes plants have protein!) reduces SO MANY negative environmental and ethical issues as well as being good for your health!

Imagine if large scale factory farms started to design for the future of food and considered more ethical and sustainable ways of producing protein? There is a trend with the biggest IPO in 20 years being @beyondmeat and even the mighty @venuswilliams is all about protein swaps.

Check out our stories to see all the nerdy stats we used to inform this Anatomy of Action!

#ProteinSwaps #AnatomyOfAction #GlobalGoals @unschools @unenvironment

We’ve joined the V.Gang like @iamwill and @thekatwond for our #proteinswap #anatomyofaction. This delicious lunch is a swapped the tuna from this salad with protein rich sunflower seeds, walnuts and pepitas. Sure, not everyone in the world can suddenly go plant based right away, we get that, but everyone can reduce the amount of animal-based proteins that they buy and consume.

Start by swapping out meat a few times a week, your personal footprint will be much lower and if enough people invest in other industries then this can have staggeringly positive impacts.

Having tacos 🍅 for dinner? Try swapping the high impact protein, such as ground beef, for lower impact protein, such as beans or even chicken or why not add some yummy mushrooms into the mix too!

#ProteinSwaps #AnatomyOfAction #GlobalGoals @unschools @unenvironment
EXAMPLE UNSCHOOL INSTA | DAY 4

Stuff, stuff, stuff, we have SO much of it! It’s easy to blame capitalism for many environmental and social downfalls but we as individuals are the driving force for many markets, we vote with every cent we spend that’s why today’s #anatomyofaction is #beyondbuying where we challenge you to rethink what you spend your hard earned 💰 on!

Beyond buying is about #redesigning our lives through the stuff we choose to buy, sure we all need stuff, but there are so many other ways of having cool things in our lives then just buying new things all the time!

Using resources (ie. products) for the longest time possible could cut some nations emissions by up to 70%, increase their workforce by 4% and greatly lessen waste. Want more nerdy stats? Check out this one and all the others we used to inform this action in today’s stories.

#beyondbuying #AnatomyOfAction #GlobalGoals @unschools @unenvironment

Have you ever wondered why your phone is made from materials that last for hundreds and thousands of years, but your phone itself only lasts like two years? Because they are just not made to last, and trends change and technology change... but we can increase the usable life of the things we buy, by #repairing, #sharing, #reselling, and #reducing - this all helps change our relationship with stuff, increases second hand good markets and encourages companies to design better stuff in the first place like this supper cool @fairphone. All our gadgets contain precious materials which come with a heavy impact on the planet. If you can, invest in goods with longer warranties and are designed for durability, find companies that offer buyback and repair schemes 💡 for their products or use the cool @ifixit guides to repair your stuff! Find a #repaircafe (like @melbournerepaircafe) and take back ownership over your stuff.

Can you count how many 🌍’s have you owned in your life so far?

Check out our stories to see all the nerdy stats we used to inform this action.

#beyondbuying #AnatomyOfAction #GlobalGoals @unschools @unenvironment
Describe the #AnatomyofAction Challenge
- State the theme (#Food) + action (#UseAllYourFood)
- Hashtags to always include: #AnatomyOfAction #[area] #[action]
- Tag @unep and @UnSchools in the caption and on the photo
- Tag 3 friends and challenge them to take action too
- Use our graphics and make your own, if you can include the hand action symbol too even better!
# SOCIAL HASHTAGS

When you post, always use the general hashtags and the hashtag connected to the action of the day. Feel free to add more connected hashtags!

**General Hashtags**
- #AnatomyOfAction
- #GlobalGoals

**Action Hashtags**

<table>
<thead>
<tr>
<th>FOOD</th>
<th>#ProteinSwaps</th>
<th>#UseAllYourFood</th>
<th>#GrowYourOwn</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUFF</td>
<td>#BeyondBuying</td>
<td>#FashionSlowDown</td>
<td>#DitchDisposables</td>
</tr>
<tr>
<td>MOVE</td>
<td>#KeepActive</td>
<td>#Shareyourride</td>
<td>#GoCleaner</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#workFromHome</td>
<td></td>
</tr>
</tbody>
</table>

| MONEY      | #EthicalInvesting| #Divestment     |
|           | #EnergyPositiveHomes |

| FUN        | #StayCurious      | #EnjoyTheJourney|
|           | #ChooseExperiences |             |

Page 20 | AnatomyofAction.org
There are 3 videos produced in the Anatomy of Action Family. Each plays a different role and can be used on all social media platforms. We encourage you to screen record and re-share on your social media platforms.

**VIDEOS**

**Introduction to Anatomy of Action for Sustainable Living**

**Everyday AoA Sustainable Living Swaps**

**Why activate your anatomy of action video**
THE ASSETS

We made a series of assets to help you get your community activated. All social media assets are available on the website for download and use within the outlined guidelines in this document.

Assets include:

- Anatomy of Action Hand Graphics
- Anatomy of Action Illustrated Lists & Sub Actions
- Anatomy of Action Stats

You can use any or all of them in your communications. However it's not ok to:

- Post distasteful photos or photos not approved by Instagram guidelines,
- Call yourself a UNEP/UN Ambassador or
- Deface the assets in any way
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## PRIMARY COLOUR STANDARDS

### Chart and Usage

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>APPLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB</strong></td>
<td><strong>WEB + DIGITAL PRINT</strong></td>
</tr>
<tr>
<td><strong>HEX</strong></td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td>000000</td>
<td>0,0,0</td>
</tr>
<tr>
<td>FFFFFFFF</td>
<td>255, 255, 25</td>
</tr>
<tr>
<td>DEE119</td>
<td>222, 222, 25</td>
</tr>
</tbody>
</table>

Primary colours may be used for the global Anatomy of Action concept.

HEX colours must only be used for web. RGB colours must only be used for web and where requested by digital printers. CMYK colours must only be used when printing materials with a four colour press or otherwise requested by a printer.
# SECONDARY COLOUR STANDARDS

## Chart and Usage

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>APPLICATION</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD</td>
<td></td>
<td>54BFFF</td>
<td>84, 191, 255</td>
<td>67%, 25%, 0%, 0%</td>
</tr>
<tr>
<td>STUFF</td>
<td></td>
<td>FF2944</td>
<td>255, 41, 68</td>
<td>0%, 84%, 73%, 0%</td>
</tr>
<tr>
<td>MOVE</td>
<td>Secondary colours may be used with each action.</td>
<td>C1E403</td>
<td>193, 228, 3</td>
<td>15%, 0%, 99%, 11%</td>
</tr>
<tr>
<td>MONEY</td>
<td></td>
<td>FDDC39</td>
<td>253, 220, 57</td>
<td>0%, 13%, 77%, 1%</td>
</tr>
<tr>
<td>FUN</td>
<td></td>
<td>00DBC9</td>
<td>0, 219, 201</td>
<td>100%, 0%, 8%, 14%</td>
</tr>
</tbody>
</table>

HEX colours must only be used for web. RGB colours must only be used for web and where requested by digital printers. CMYK colours must only be used when printing materials with a four colour press or otherwise requested by a printer.
LOGO STANDARDS

Anatomy of Action Logos
LOGO STANDARDS

ANATOMY OF ACTION FOOD
ANATOMY OF ACTION STUFF
ANATOMY OF ACTION MOVE
ANATOMY OF ACTION MONEY
ANATOMY OF ACTION FUN

ANATOMY OF ACTION FOOD
ANATOMY OF ACTION STUFF
ANATOMY OF ACTION MOVE
ANATOMY OF ACTION MONEY
ANATOMY OF ACTION FUN
UN Environment + UnSchool Logo's appear as below on all assets

- Always appears on the graphics and always together
- Do not crop off the logos
- Do not adjust them in any way

Correct

Squished

Stretched

Tilted
ACKNOWLEDGEMENTS

This initiative was developed to support the collaboration between the United Nations Environment Programme and The UnSchool of Disruptive Design, “who work to promote sustainable leadership and living through uniquely disruptive approaches to activating change”

Author: Dr. Leyla Acaroglu
Illustrations: Emma Segal

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Research and Contributions


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THANK YOU!

OUR MISSION IS TO ACTIVATE AND AMPLIFY SUSTAINABLE LIVING GLOBALLY

Help make this happen #AnatomyOfAction
www.anatomyofaction.org