

THE ANATOMY OF ACTION

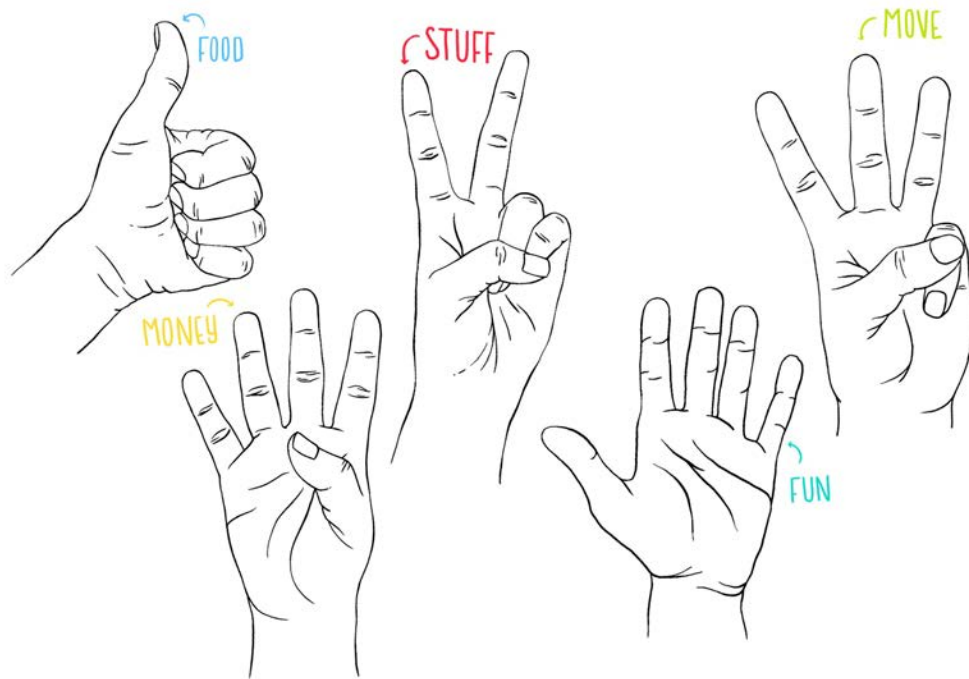
SOCIAL MEDIA QUICK GUIDE

THIS INITIATIVE IS A COLLABORATION BETWEEN
THE UNSCHOOL AND
UN ENVIRONMENT

First Prepared by © UnSchool | AUGUST 2019

TO SAVE RESOURCES PLEASE
DO NOT PRINT THIS DIGITAL GUIDE!

ANATOMY OF ACTION



THE ANATOMY OF ACTION INITIATIVE

The Anatomy of Action (AoA) initiative is the result of a collaboration between [UN Environment](#) 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 the economy and society at large.

The AoA is based on research conducted in the last 5 years and aligns this data to actions in main lifestyle domains that have the greatest impact. It is a contribution to the [One Planet Network](#) Sustainable Lifestyles and Education Programme and its global efforts to promote more sustainable living.

Access to data validation report [here](#) >

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](#)

THANKS FOR BEING INVOLVED!

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.

Course there are many more actions you can take! 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 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

CONCEPT OVERVIEW

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 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

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

THE FOOD WE EAT

#PROTEINSWAPS

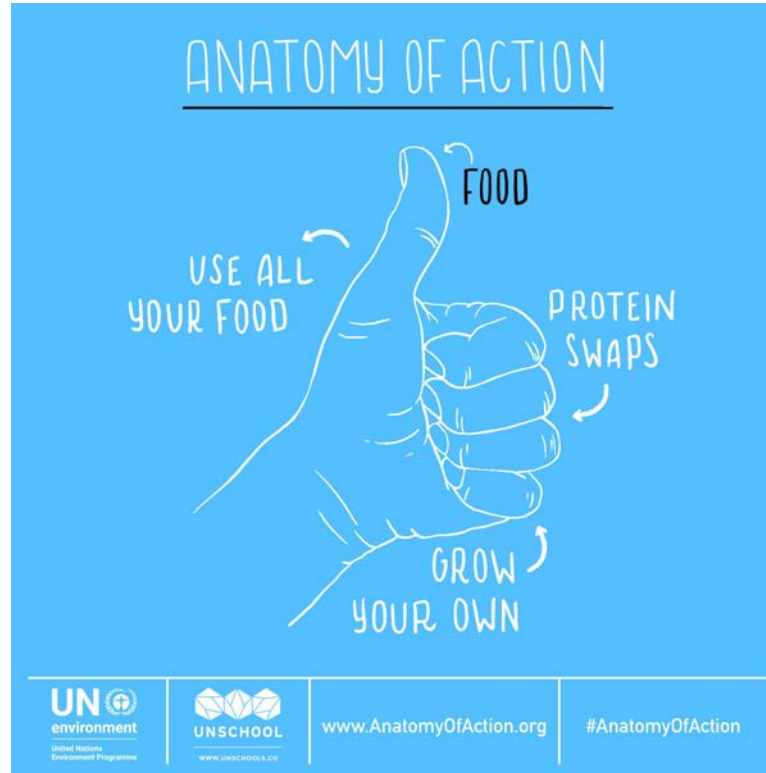
Reduce or eliminate meat and animal product consumption habits and adopt a more plant-based diet

#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.

THE **STUFF** WE BUY

#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

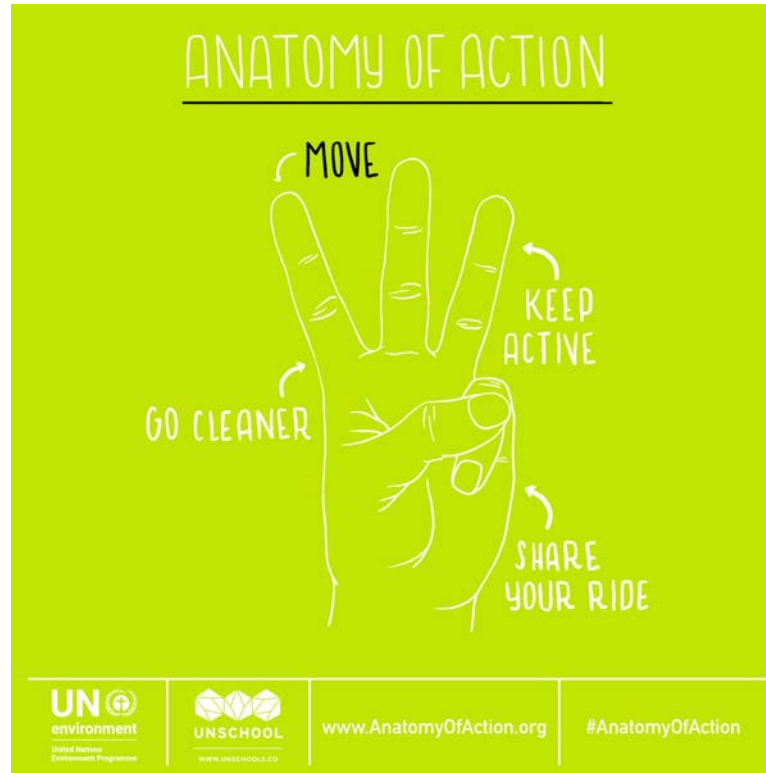
Keep or take up walking and cycling to work and advocate for your government and local businesses to provide more sustainable and safer public transport options

#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.

HOW WE USE OUR MONEY

#ETHICALINVESTING

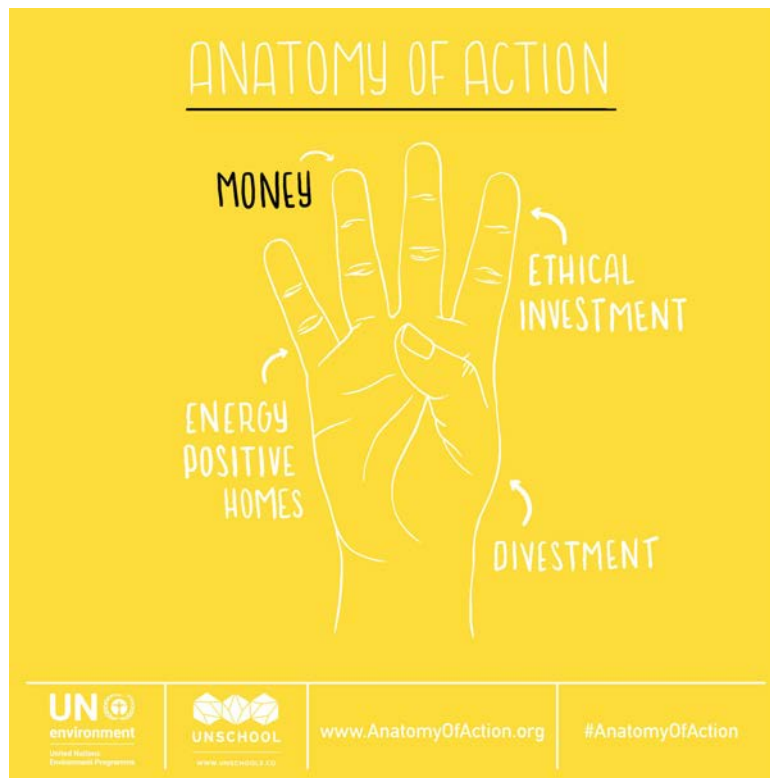
Use your principles to guide investing and consider socially and environmentally responsible options

#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

THE **FUN** THINGS WE DO

#ENJOYTHEJOURNEY

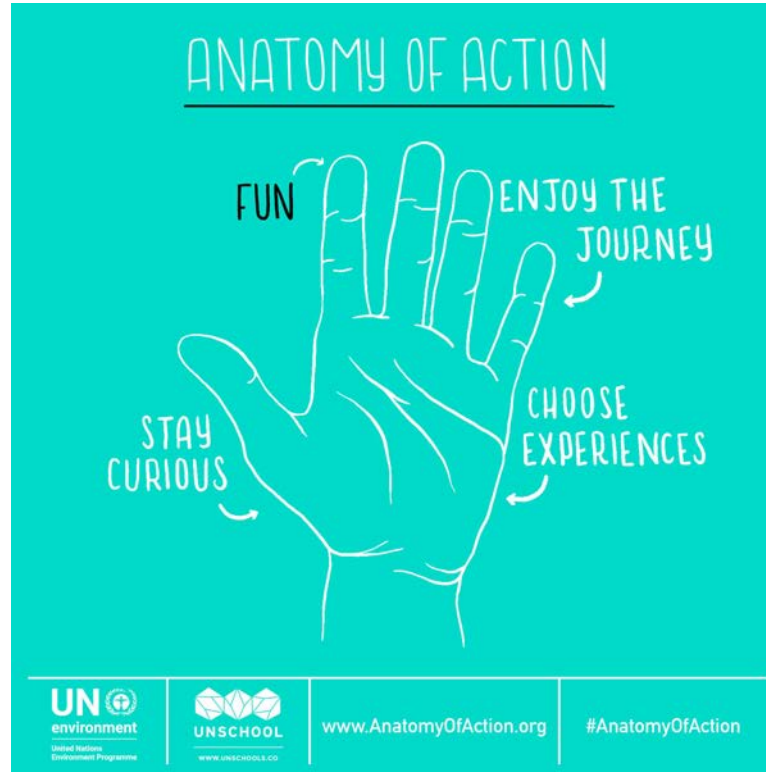
Staying local can reduce your carbon footprint, help local economies, and can be more cost effective. When you do go the distance, stay longer and choose better products

#STAYCURIOS

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

#CHOOSEEXPERIENCES

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.

ANATOMY OF ACTION

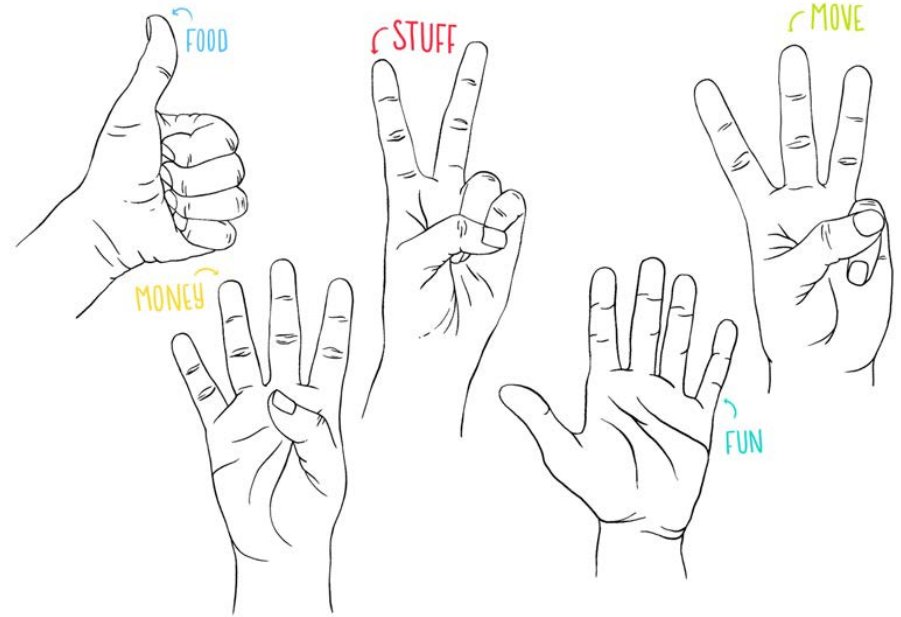


15 WAYS IN 15 DAYS TAKE ACTION CAMPAIGN OVERVIEW

ANATOMY OF ACTION



ANATOMY OF ACTION



15 WAYS IN 15 DAYS TAKE ACTION CHALLENGE

Find your place in the climate change movement with small changes in your everyday choices
 Make your actions planet-friendly, using the data-backed Anatomy of Action for maximized impact.



DAYS 1,2,3

- Day 1**
#ProteinSwaps
- Day 2**
#UseAllYourFood
- Day 3**
#GrowYourOwn



DAYS 4,5,6

- Day 4**
#BeyondBuying
- Day 5**
#FashionSlowDown
- Day 6**
#DitchDisposables



DAYS 7,8,9

- Day 7**
#KeepActive
- Day 8**
#ShareYourRide
- Day 9**
#GoCleaner



DAYS 10,11,12

- Day 10**
#EthicalInvesting
- Day 11**
#Divestment
- Day 12**
#EnergyPositive
Homes



DAYS 13,14,15

- Day 13**
#StayCurious
- Day 14**
#EnjoyTheJourney
- Day 15**
#ChooseExperiences

#AnatomyofAction

HOW TO BE AN ACTIVATOR

Join in by posting daily for a 15 day action 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.

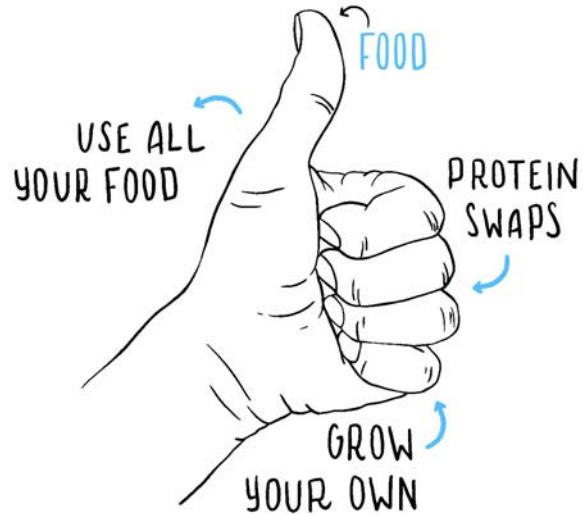
Pick an action and challenge your friends to join in

- 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?

ANATOMY OF ACTION



SOCIAL MEDIA POSTS & ASSETS

INSTAGRAM **INSPIRATION**

For inspiration, these are 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](#)

[@unenvironment](#)

[@theofficialanatomyofaction](#)

[#anatomyofaction](#)

If you want to share on Twitter:

[@unschools](#)

[@unenvironment](#)

If you want to share on Facebook:

[@unschools](#)

[@unenvironment](#)

Web:

[www.unschools.co](#)

[www.unenvironment.org](#)

EXAMPLE UNSCHOOL INSTA | DAY 1

FEEL FREE TO REPOST OUR AOA POSTS ON INSTAGRAM

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 @thekatvond 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 super 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

INSTAGRAM POSTS

Instagram Post How-To

- Describe the #AnatomyofAction Challenge
- State the theme (#Food) + action (#UseAllYourFood)
- Hashtags to always include: #AnatomyOfAction #[area] #[action]
- Tag @UNenvironment and @UnSchools in the caption and on the photo
- Tag 3 friends and challenge them to take action too
- Use our graphics and hack them to make your own, feel free to use some or all, change it to the language you want to communicate in. If you can include the hand action symbol too even better!



SAMPLE POST



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

FOOD

#ProteinSwaps
#UseAllYourFood
#GrowYourOwn

MONEY

#EthicalInvesting
#Divestment
#EnergyPositiveHomes

STUFF

#BeyondBuying
#FashionSlowDown
#DitchDisposables

FUN

#StayCurious
#EnjoyTheJourney
#ChooseExperiences

MOVE

#KeepActive
#ShareYourRide
#GoCleaner

VIDEOS

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 reshare on your social media platforms.

Introduction to Anatomy of Action for Sustainable Living



<https://youtu.be/yCADVqxRoP8>

Everyday AoA Sustainable Living Swaps



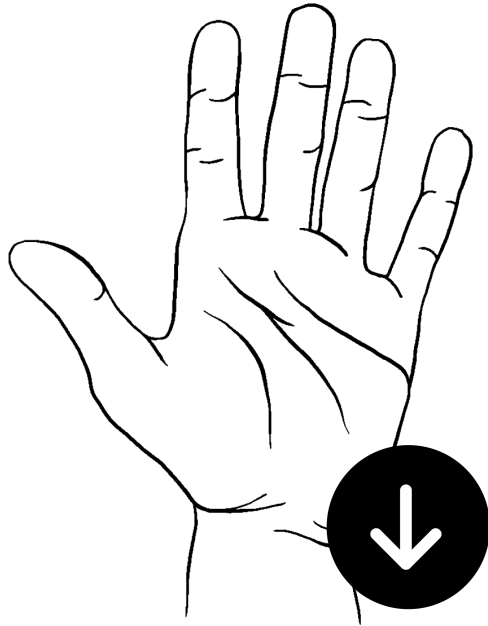
<https://youtu.be/QpuEzp9i4Kg>

Why Activate your Anatomy of Action



<https://youtu.be/-VBO1pSh5mA>

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 UN Ambassador or
- Deface the assets in any way

ANATOMY OF ACTION

FOOD

- USE ALL YOUR FOOD
- PROTEIN SWAPS
- GROW YOUR OWN

UN @ UNESCHOOL www.AnatomyOfAction.org #AnatomyOfAction

FOOD

#PROTEIN SWAPS

USE ALL YOUR FOOD

#GROW YOUR OWN

- SWAP ANIMAL PROTEIN FOR PLANT-BASED PROTEINS
- DIVERSIFY YOUR DIET + COOK AT HOME OFTEN
- EAT SEASONAL PRODUCE
- CHOOSE LOCAL FOODS, FARMERS + MARKETS

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FOOD

#PROTEIN SWAPS

USE ALL YOUR FOOD

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FOOD

USE ALL YOUR FOOD

#USE ALL YOUR FOOD

MAXIMIZE FRESHNESS

- STORE FOOD IN SEALED CONTAINERS
- EXTEND FOOD LIFE WITH CANNING, PRESERVES + FREEZING
- MAKE STOCK FROM AND COMPOST YOUR FOOD SCRAPS (JOIN COMMUNITIES COMPOSTING GROUPS)
- SHARE EXTA FOOD (lots of apps for this!)

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FOOD

USE ALL YOUR FOOD

#GROW YOUR OWN

- FARM, PLANT, GROW WHAT YOU CAN
- JOIN OR START AN URBAN OR SCHOOL GARDEN
- FIND OUT WHERE YOUR FOOD COMES FROM + HOW IT'S PRODUCED

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ANATOMY OF ACTION

STUFF

- FASHION SLOWDOWN
- BEYOND BUYING
- DITCH DISPOSABLES

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STUFF

#BEYONDBUYING

#DITCHDISPOSABLES

#FASHIONSLOWDOWN

- BUY SUSTAINABLY MADE CLOTHES TO SUPPORT + ENCOURAGE BRANDS
- ASK BRANDS HOW THEY MAKE THEIR CLOTHES + HOW THEY ARE MOVING TOWARDS SUSTAINABILITY
- TELL BRANDS WHEN YOU ARE NOT HAPPY WITH THEIR PRACTICES

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STUFF

#FASHIONSLOWDOWN

BEYOND BUYING

- BUY SUSTAINABLY MADE CLOTHES TO SUPPORT + ENCOURAGE BRANDS
- ASK BRANDS HOW THEY MAKE THEIR CLOTHES + HOW THEY ARE MOVING TOWARDS SUSTAINABILITY
- TELL BRANDS WHEN YOU ARE NOT HAPPY WITH THEIR PRACTICES

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STUFF

#BEYONDBUYING

BEYOND BUYING

- REDUCE WHAT YOU BUY, CONSIDER WHAT YOU NEED + ITS IMPACT
- SHARE + SWAP PRODUCTS + SERVICES INSTEAD OF BUYING NEW
- LOOK FOR EXTENDED WARRANTIES + CHOOSE REPAIRABLE STUFF
- BUY SECONDHAND + FIND HOMES FOR STUFF YOU DON'T WANT

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STUFF

#DITCHDISPOSABLES

BEYOND BUYING

- SWAP SINGLE USE FOR REUSABLES (BAGS, UTENSILS, RAZORS + BEAUTY PRODUCTS)
- CHOOSE BULK STORES + BRING YOUR OWN BAGS + CONTAINERS
- CARRY YOUR OWN DRINK VESSEL
- CHOOSE REUSABLE FOOD STORAGE CONTAINERS + BEESWAX WRAPS

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ANATOMY OF ACTION

MOVE

- GO CLEANER
- KEEP ACTIVE
- SHARE YOUR RIDE

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MOVE

#KEEPACTIVE

#SHARE YOUR RIDE

#GO CLEANER

- JOIN BIKE, SCOOTER, CAR SHARE SERVICES
- USE PUBLIC TRANSPORT
- JOIN RIDESHARES OR CAR POOL
- CHOOSE GREEN RIDESHARE OPTIONS
- CHOOSE TRAINS OVER PLANES

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MOVE

#SHARE YOUR RIDE

GO CLEANER

- JOIN BIKE, SCOOTER, CAR SHARE SERVICES
- USE PUBLIC TRANSPORT
- JOIN RIDESHARES OR CAR POOL
- CHOOSE GREEN RIDESHARE OPTIONS
- CHOOSE TRAINS OVER PLANES

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MOVE

#KEEPACTIVE

GO CLEANER

- CHOOSE WALKING + BIKING TO REDUCE TRANSPORT IMPACT + INCREASE WELLNESS
- USE PUBLIC NATURE SPACES TO SUPPORT URBAN CONSERVATION PROJECTS
- SWAP SHORT CAR RIDES FOR WALKING OR BIKING

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MOVE

#GO CLEANER

GO CLEANER

- CHOOSE LOW-IMPACT WAYS OF GETTING AROUND
- PLAN ROUTES WITH THE SHORTEST DISTANCE
- LOOK FOR FLEXIBLE OPTIONS TO REDUCE COMMUTES: WORK FROM HOME, VIDEO CONFERENCE, LATER START TIMES

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ANATOMY OF ACTION

MONEY

ETHICAL INVESTING

ENERGY POSITIVE HOMES

DIVESTMENT

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MONEY

#ETHICAL INVESTING

#DIVESTMENT

#ENERGYPOSITIVEHOMES

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MONEY

#DIVESTMENT

- HAVE A DIVERSIFIED PORTFOLIO
- PUT SAVINGS IN RESPONSIBLE STOCKS, PENSIONS, FUNDS + BANKS
- PAY TAXES TO HELP BUILD YOUR COMMUNITY
- AVOID - GET OUT OF DEBT, BUILD FAMILY FINANCE SKILLS

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MONEY

#ETHICAL INVESTING

- ASK YOUR BANK ABOUT THEIR SUSTAINABLE INVESTMENT POLICY IF THEY DON'T HAVE ONE, SWAP BANKS
- ASK YOUR INVESTMENT FUND MANAGER TO MOVE YOUR MONEY TO RESPONSIBLE STOCKS, BONDS + FUNDS
- DIVEST FROM FOSSIL FUELS
- SWAP ENERGY PROVIDERS TO RENEWABLE SUPPLIERS

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MONEY

#ENERGYPOSITIVEHOMES

- DO A DIY OR PROFESSIONAL ENERGY AUDIT TO SAVE MONEY AND POWER
- REGULATE HOME WITH VERANDAS, GREEN ROOFS, HIGH INERTIA WALLS, BIODIVERSITY
- WEAR A SWEATER IN THE COLD DRAW BLINDS IN SUMMER HEAT
- COLLECT RAINWATER FOR GARDEN TOILETS + WASHING APPLIANCES

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ANATOMY OF ACTION

FUN

ENJOY THE JOURNEY

CHOOSE EXPERIENCES

STAY CURIOUS

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FUN

#ENJOYTHEJOURNEY

#STAYCURIOUS

#CHOOSEEXPERIENCES

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FUN

#STAYCURIOUS

- FIND APPS, TECH THAT HELP WITH SUSTAINABLE LIFE CHOICES
- FOSTER AN INDEPENDENT + OPEN MINDSET
- BE FUTURE FOCUSED + STAY POSITIVE ABOUT HOW TO CONTRIBUTE TO A BETTER WORLD
- LEARN NEW THINGS WITH FORMAL + INFORMAL EDUCATION

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FUN

#ENJOYTHEJOURNEY

- MAKE SURE YOUR TOURIST ACTIVITIES PURCHASES HAVE POSITIVE IMPACT
- CONSIDER VACATIONS + ATTRACTIONS CLOSE TO HOME
- TRAVEL SLOW WITH TRAIN, BUS, CYCLING + WALKING
- VISIT FEWER PLACES + STAY LONGER

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FUN

#CHOOSEEXPERIENCES

- CHOOSE EXPERIENCES - SERVICES THAT ADD VALUE TO YOUR LIFE
- SPEND TIME WITH PEOPLE YOU CARE ABOUT - MAKE YOU LAUGH
- SPEND TIME IN NATURE
- CHOOSE HEALTHY ACTIVITIES LIKE SPORTS + OUTDOOR RECREATION

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ANATOMY OF ACTION

STUFF

MOVE

MONEY

FOOD

FUN

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FOOD

#PROTEINSWAPS

SWAP ANIMAL PROTEIN FOR PLANT-BASED PROTEINS

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STUFF

#BEYONDBUYING

SHARE + REPAIR INSTEAD OF BUYING NEW

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MOVE

#KEEPACTIVE

GET AROUND ON ROLLERBLADE, SCOOTER, SKATEBOARD, WALK OR BIKE

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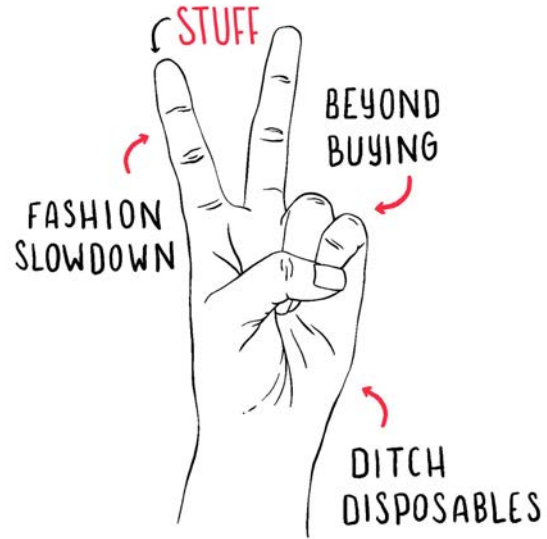
MONEY

#ETHICAL INVESTING

PUT MONEY IN RESPONSIBLE STOCKS, PENSIONS, FUNDS + BANKS

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ANATOMY OF ACTION



BRAND GUIDELINES

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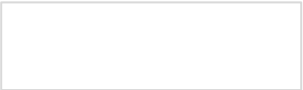

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PRIMARY COLOUR STANDARDS






Chart and Usage

COLOUR	APPLICATION	WEB	WEB + DIGITAL PRINT	FOUR COLOUR PRINT
		HEX	RGB	CMYK
		000000	0, 0, 0	0%, 0%, 0%, 100%
	Primary colours may be used for the global Anatomy of Action concept.	FFFFFF	255, 255, 25	0%, 0%, 0%, 0%
		DEE119	222, 225, 25	1%, 0%, 89%, 12%

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

COLOUR	APPLICATION	WEB	WEB + DIGITAL PRINT	FOUR COLOUR PRINT
		HEX	RGB	CMYK
	FOOD	54BFFF	84, 191, 255	67%, 25%, 0%, 0%
	STUFF	FF2944	255, 41, 68	0%, 84%, 73%, 0%
	MOVE	C1E403	193, 228, 3	15%, 0%, 99%, 11%
	MONEY	FDDC39	253, 220, 57	0%, 13%, 77%, 1%
	FUN	00DBC9	0, 219, 201	100%, 0%, 8%, 14%

Secondary colours may be used with each action.

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

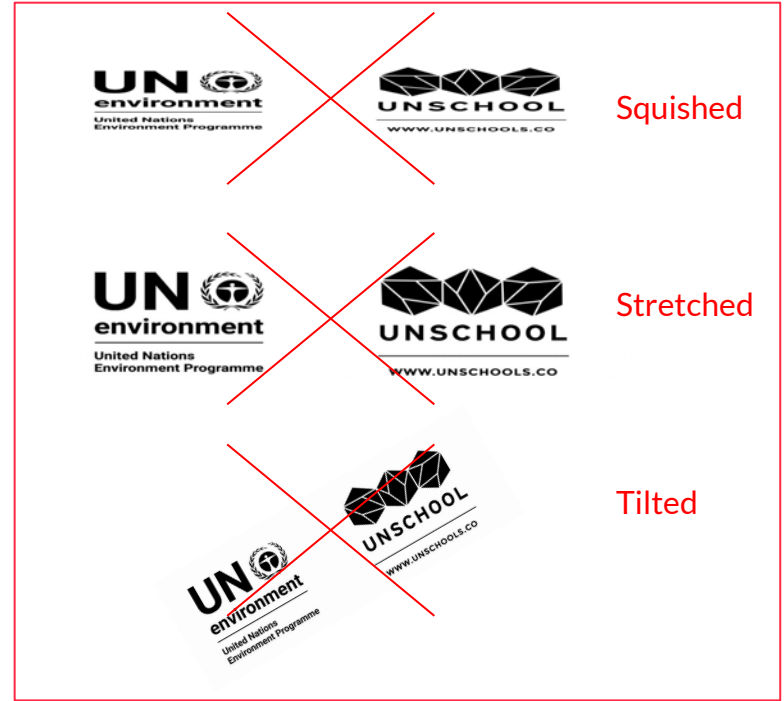
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