

TURNING AWARENESS INTO ACTION FOR A MORE SUSTAINABLE WORLD



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What is UNertia?

UNertia is a campaign and competition that encourages anyone and everyone, in particular young people, students and schools in the Asia-Pacific region, to engage in Sustainable Actions which will yield positive environmental benefits in their local communities.

UNertia sprung from the realisation that there is a global “inertia” in the area of sustainable development: While it is easy to see the local and global environmental issues around us and advocate for sustainable development, it is much harder to take action and bring about individual and collective behaviour change in practice.

Inertia: in-er-tia /i'nerSHə/

A tendency to do nothing or to remain unchanged

UNertia: un-er-tia /,ə'nərSHə/

A tendency to act upon existing awareness

UNertia is a collaboration between UNESCO Asia and Pacific Regional Bureau for Education and UNEP Regional Office for Asia and the Pacific.

How to participate? ...as an individual

Join the campaign by registering on the website and submitting a photo that captures your Sustainable Action along with a title and a short description. The Sustainable Actions should fit within the themes of Energy, Waste, Water or Green Spaces. Every two months we pick a theme and the two actions with the most votes will win a Nikon camera.

Let's be the change we want to see and together reach 10,000 Sustainable Actions by June 2014!



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...as a school or youth organisation

Join the competition by registering on the UNertia website and submitting your action plan for a Sustainable Action under one of the themes: Energy, Waste, Water or Green Spaces.

Schools and groups will use the UNertia website to post blog updates and upload photos showcasing the progress of their Sustainable Action. Schools and groups must submit a final report by June 2014, which will provide the basis for evaluation by the panel of judges. The winning schools will receive funding to scale up their action after the conclusion of the competition.



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...as a company or organisation

Partner up with UNertia! Contact us for more information
on how you can contribute and support the actions of
youth for a more sustainable world.



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Visit the UNertia website www.joinunertia.org

Together we can make a difference!



United Nations
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