



### **Mission Sustainability - what can be done in every day life?**

Sustainable development is dependent on the way society is organised. That is a task for politicians. But it is also influenced by the way we as ordinary people behave. There are obvious things we can do - turn off the light, choose energy efficient electronic devices, use the car less etc. But a lot more can be done if we think creatively.

That is why the German Council for Sustainable Development has launched the Mission Sustainability Campaign.

Through the campaign website, people from all over the world can suggest actions to make everyday life more sustainable for themselves and others. The ideas may relate to everyday situations such as consumption habits or use of energy, or it may be something completely novel and truly unique.

Suggestions can be uploaded on the website until 31 August 2007. After that an international jury will select the most creative entries. They will choose three main winners as well as the 40 best entries to receive an award and be published. In addition to the three winners selected by the jury, the public will be invited to vote for their favourite entry. The prizes include fashion clothes, bicycles and shares in sustainable investment funds.

So far 66 proposals for sustainable every day actions have been uploaded on the website. The entries come from all over the world including Europe, USA, Asia and Australia. The proposals range from ideas on how to teach children about sustainability and healthy food to the design of furniture made out of recycled materials and suggestions on how to make dishwashing more sustainable.

You can learn more about the Mission Sustainability at:

**<http://www.mission-sustainability.org/en/start>**

*This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.*

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