

# UNESCO and UNEP Launch UNertia – A Sustainability Campaign and Competition for Youth in Asia-Pacific

Bangkok 16 October 2013

On 24 October, 2013, UNESCO Bangkok and the UNEP Regional Office for Asia and the Pacific will launch UNertia, a sustainability campaign and competition to promote green practices among the region's youth.



Inertia: in-er-tia /i'nerSHə/  
A tendency to do nothing or to remain unchanged

UNertia: un-er-tia /ənerSHə/  
A tendency to act upon existing awareness

UNertia encourages young people and schools to engage in sustainable actions that will yield positive environmental benefits to their communities.

Four themes in particular relevant to problems at the local level will be highlighted as part of UNertia: energy, waste, water and green spaces. The initiative aims to strengthen school and community engagement in sustainable development, empower young people as agents of change, translate awareness into action and ultimately bring about individual and collective changes in behavior.

UNertia will run from 24 October, UN Day, until the end of June. There are three main ways to participate:

- 1) **Individuals** can partake in the *campaign* by submitting a photo and description of a sustainable action related to one of the main campaign themes to the UNertia website. Visitors to the website will be able to vote for their favorite sustainable actions and every two months UNESCO and the UNEP will give away two Nikon cameras to those who have the most votes. Our aim is to reach 10,000 actions by the end of June.
- 2) **Schools and youth organisations** at the primary, secondary or tertiary level can join the *competition* by submitting an action plan for a sustainable action of their choice under one of the four themes. Schools and groups will use the UNertia website to post blog updates and upload photos showcasing how their action is progressing. They must submit a final report by June 2014, which will be evaluated by a panel of judges. The winning schools/groups will receive funding to keep their sustainable actions going after the close of the competition.
- 3) **Companies and organisations** can partner with UNertia to support the actions of youth for a more sustainable world.

School and group entries for UNertia will be accepted until 31 December, while the deadline for individual entries is 31 June 2014.

For more information, please visit [www.joinunertia.org](http://www.joinunertia.org) or contact [esd.bgk@unesco.org](mailto:esd.bgk@unesco.org).

*\*UNESCO and UNEP reserve the right to alter the registration deadline depending on the amount of submissions received.*