

Mission Sustainability

We face the challenge

 German Council for
SUSTAINABLE
Development



Invitation to participate in our competition

All over the world, people are facing the challenge of sustainability. Through their every day actions and sustainability initiatives, they want to pass on to future generations a world that is ecologically, socially and economically sound and intact.

And what about you? Do you see the numerous small, simple things in our everyday lives which could be changed in order to achieve a more sustainable way of life? The potential of small changes with a big impact that can change the world? Do you want to inspire other people in the world and turn your enthusiasm for a sustainable way of life into concrete action? Then this competition is for you! Take part in Mission Sustainability! Take up the challenge and show us what you want to do for sustainability!

How can I take part?

We are interested in your very personal, your original actions for how to make your everyday life and that of others more sustainable. It can be ideas regarding everyday situations such as your consumption habits or your use of energy, it can be ideas for how you – together with others – could transform your immediate surroundings or area into a community. It may, though, be something completely novel, truly unique – something completely different and something nobody ever thought about!

Tell us how you will put your ideas into action in your everyday life. What is your goal and what changes will you make in your behaviour to achieve it? Will you need to involve and rely on others too? What potential obstacles might you have to overcome?

Creatively forming our future

Just as important as describing to us your goals is the creative, visual implementation of your idea. We want to be able to see what effect your change in behaviour will have on others – and as the saying goes, a picture says more than a thousand words... You can send us graphics of what you want to achieve, photos of you putting your idea into action or drawings of how you imagine the world to be once you have reached your goal. Be funny, be serious, be wild and whacky or just original – we look forward to seeing your work!

You can submit a maximum of three actions, each accompanied by a visual representation. Everyone, from all countries and of all ages is invited to take part in the competition. You can post your ideas and their visual representations straight onto our website, www.mission-sustainability.org. In the "Join" section of the website you can also find further competition details. The closing date for the competition is 31st August 2007.

What can you expect?

The competition entries will be judged by members of the top-class jury, made up of, amongst others, members of the German Council for Sustainable Development and members of other national European councils. The 40 best entries will receive an award and will be published. The jury will also select the three main winners.

Your vote counts!

In addition to the three prizes awarded by the jury, an additional prize will be awarded by members of the public. The winner will be chosen by votes cast via the website.

And what can you win?

The competition winners can expect great prizes. These include an outfit by the label Kuyichi, made from organic cotton and produced under fair conditions; a bicycle from Patria, notable for its durability, longevity and its everyday usefulness; an exciting trip to one of the Deutsche Bahn AG's countless European destinations and a great prize for the winner of the public vote. A further 36 entrants will each win a piece of rainforest, donated by the "Rettet den Regenwald e.V." ("Save the Rainforest").

„Mission Sustainability“ is a contribution to the UN Decade of Education for Sustainable Development.

Competition HQ

Mission Sustainability
c/o neues handeln GmbH
Luisenstraße 41 | 10117 Berlin | Germany
Tel.: +49 (0)30 288 83 78 0
E-Mail: info@mission-sustainability.org

Organizer

German Council
for Sustainable Development
Reichpietschufer 50 | 10785 Berlin | Germany
Tel.: +49 (0) 30 25491-780
E-Mail: info@nachhaltigkeitsrat.de
Internet: www.nachhaltigkeitsrat.de

Mediapartner: Motor FM and Frankfurter Rundschau