

# CALL TO ACTION

---

## Do you have what it takes to live sustainably for 7 days?

This is an invitation to participate in a 7-day challenge to live sustainably and smart – for you, your community, and the world. The purpose of this challenge is to encourage awareness about lifestyle choices and their effect on the environment. We are encouraging committed individuals to pick and choose from a smorgasbord we have prepared of hands-on and practical changes in their daily lives. They revolve around choices you make as you EAT, MOVE and LIVE.

Participants will be invited to an educational and inspiring start-up meeting, become part of a social media campaign, and participate in an evaluation day after completion – and of course, help change the world. Many participants have continued with their challenge and started to live more sustainably for the long haul.

Are you interested in challenging yourself in order to gain new knowledge, insights, and make new contacts, while at the same time reducing your carbon footprint?

The 7 Day Challenge to eat, move and live sustainably is arranged by the Swedish Embassy in your city and local partners. We are currently accepting applications for this global event.

If you are interested, please fill in the enclosed application form and submit it no later than [*insert date*].

The participants in the challenge will be carefully selected based on their commitment and declared willingness to protect the urban environment in terms of how they Eat, Move and Live. They will take part because they feel it is the responsible thing to do. We will come back to you as soon as the selection process is complete.

Kind regards,

Date and city

