

# The 2015 World Environment Day blogging competition now open

NAIROBI: UNEP challenges bloggers to envision a world where seven billion people make a change towards responsible consumption.



The United Nations Environment Programme (UNEP) calls on writers and bloggers worldwide to create a blog post on the 2015 World Environment Day (WED) theme for a chance to win a trip to Milan, Italy, this year's WED global host. The 2015 WED Blogging Competition will award the winner an opportunity to participate in WED celebrations on 5 June at the Expo Milano in Italy, and to write blog posts and social media posts about the experience.

This year's WED is themed 'Seven Billion Dreams. One Planet. Consume with Care,' a challenge to all to re-imagine one's dreams or aspirations for a quality life that is de-linked from conspicuous consumption. On WED, UNEP raises a call for everyone to be aware of how the daily individual consumption habits of seven billion people can have a huge impact on the planet, which is why the power to make change happen is also in the people's hands.

Bloggers are challenged to envision what the world might be like if seven billion people were to make one positive change towards conscious and responsible consumption. Entries should be original, engaging, passionate, and no longer than 600 words. The participants can increase their chances of winning by promoting their post on social media as the resonance of articles will be considered by the judges.

UNEP chose sustainable consumption and lifestyles as the theme of this year's WED to highlight the urgent necessity of shifting to new patterns of using natural resources. Humankind is consuming more resources than ever, exceeding the planet's capacity for regeneration. With 3 billion middle class consumers expected to join the global economy by 2030, and the world's population to reach 9 billion by 2050, these challenges will continue mounting, if current patterns of consumption prevail.

The deadline for submitting entries is 26 April 2015.

## How to enter

In order to enter the competition bloggers should:

1. Write a compelling blog post on this year's theme, Seven Billion Dreams. One Planet. Consume with Care., and post it on their blog.
2. Post a link to the story onto the UNEP Facebook fan page (<http://facebook/unep.org>) with this comment, "I just entered the #wedblog2015 competition to win a trip to Milan. What do you think of my article?" [URL]
3. Send a short biography (200 words) in an email to [WorldEnvironmentDay@unep.org](mailto:WorldEnvironmentDay@unep.org) with the subject heading "WED 2015 Blog Competition".

To increase chances of winning, participants are encouraged to post their stories on Twitter and Facebook with the hashtag #wedblog2015, and encourage friends to like, favourite, comment, retweet and share.

## The prize

The prize includes flights and a daily subsistence allowance for accommodation, food, local travel etc. (per applicable UN travel rules) to WED events in Milan.

## **Timing**

World Environment Day is on 5 June, 2015. The contest winner will be flown to Milan for two nights between 3 and 6 June 2015.

## **Costs**

Entrants will be expected to ensure they are able to travel to Italy for the duration and cover any other costs (e.g. vaccinations, if any).

## **Additional requirements**

Entrants must be a minimum 18 years of age and possess a valid passport.

For more, visit: <https://www.bizcommunity.com>