

01

GET INFORMED

Knowledge is the first step.

Get informed to understand problems and solutions.



Today the problem is not only finding information.
It is understanding which information deserves our trust.

5 RULES TO INFORM YOURSELF WELL



1 Don't stop at the headline.

Before sharing a story, read it and check where it comes from.



2 Look for the original source.

If studies, reports or statements are cited, trace the original source. On scientific issues, give greater weight to recognized academic institutions and peer-reviewed research.



3 Compare different sources.

An important story independently confirmed by several reliable sources deserves greater trust.



4 Distinguish facts from opinions.

We can hold different opinions, but an opinion does not change a verified fact.



5 Test what you already believe.

Ask yourself: "Would I believe it if it was easily opposite of what I already think?"
Be honest: it is the best tool against manipulation.



AI AND AI?

Artificial intelligence can explain, summarize and compare information, but it can also make mistakes or be used to create and spread disinformation.



For important information, ask for the sources and check them.

BEFORE YOU SHARE, FOLLOW THESE 4 STEPS:



1 STOP

Pause for a moment.



2 CHECK

Verify the source.



3 COMPARE

Look at other reliable sources.



4 THEN SHARE

Share only after checking.



NO-EXTINCTION
Knowledge. Decide. Act.

Small daily choices
can change the future.

no-extinction.org



02

CHOOSE CAREFULLY

Our choices shape the future.

Every purchase has an impact on people, communities and the planet.

Choose with care.

Choose for a better future.



1

Buy only what you really need.

Avoid waste and unnecessary things.



2

Prefer quality over quantity.

Better products last longer and reduce waste.



3

Check the origin and impacts.

Inform yourself about where products come from and how they are made.



4

Support ethical and local businesses.

They create value for communities and respect people and the planet.



5

Think about the whole life cycle.

From raw materials to disposal: every phase has an impact.

YOU AND YOU?



AWARE CONSUMER, ACTIVE CITIZEN.



Your daily choices can drive change. Together, we can build a fairer and more sustainable world.



NO-EXTINCTION

Knowledge. Decide. Act.

Our future depends on the choices we make today.

Choose wisely.



03

EAT BETTER

Good food for you,
good for the planet.

What we eat affects our health,
the environment and
the future.

Choose well. Waste less. Respect more.



1

Choose more plant-based foods.

Eat more vegetables, fruits, legumes,
whole grains and nuts.
They are healthy and have a lower
environmental impact.



2

Reduce meat and processed foods.

They use more resources and
produce more emissions.
Better for your health, better for the
planet.



3

Choose seasonal and local foods.

They are fresher, tastier and need
less transport and packaging.
They support local farmers
and communities.



4

Save water, every day.

Water is essential and limited.
Our food choices can make
a big difference.
Avoid waste and use it wisely.



5

Avoid food waste.

Plan your meals, store food properly
and use leftovers.
Every saved meal is a win for
people and the planet.

YOU AND YOUR PLATE!



AWARE EATER, ACTIVE CITIZEN.



What you eat every day
affects your health,
the planet and
future generations.

Small choices
can create
a big difference.



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04

MOVE BETTER

Smarter mobility for
people and the planet.

How we move shapes our cities,
our health, our climate
and our future.

Choose low impact.

Move more, pollute less.



1

Walk more.

Walking is healthy, free and
emission-free.

It improves our well-being
and our cities.



2

Choose the bicycle.

Ideal for short trips, it reduces
congestion and pollution.

Good for your health,
great for the planet.



3

Use public transport.

Buses, trams and trains move
many people using less energy.

Support and use quality
public transport.



4

Share and use less.

Carpooling, car-sharing and
fewer unnecessary trips
save energy and resources.

Share the ride, reduce the impact.



5

Choose clean vehicles.

If you need a car, choose electric
or low-emission vehicles.

The cleaner the vehicle,
the better for all.

YOU AND YOUR CITY!



ACTIVE CITIZEN, LIVEABLE CITY.



Clean air, less noise,
safer streets, more space
for people.

Our daily choices
can transform
our cities.



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05

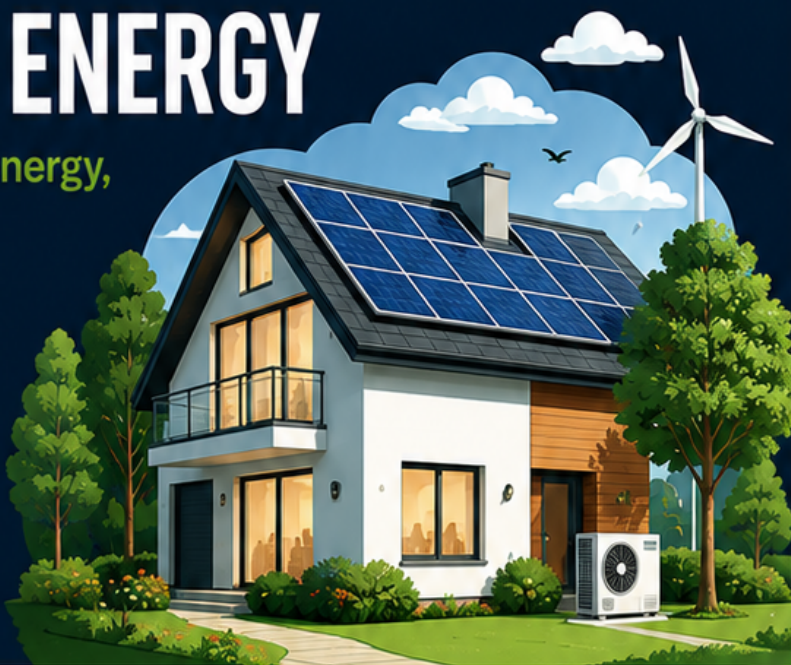
HOME AND ENERGY

Efficient homes, clean energy,
better for everyone.

The energy we use at home
affects our bills, our comfort,
our health and the climate.

Save energy.

Choose clean, renewable sources.



1 Improve energy efficiency.

Insulate your home and use
efficient appliances and lighting.
You'll save energy, money
and reduce emissions.



2 Use clean heating and cooling.

Choose heat pumps and other
efficient, low-emission solutions.
Comfortable homes, less pollution.



3 Choose renewable energy.

Use solar, wind or other renewables
when you can.
Clean energy for a safe future.



4 Save water at home.

Fix leaks, take shorter showers
and use efficient devices.
Water is precious. Don't waste it.



5 Reduce waste and recycle.

Separate your waste, recycle
and compost when possible.
Less waste, fewer emissions,
a cleaner planet.

YOU AND YOUR HOME!



RESPONSIBLE HOME, SUSTAINABLE FUTURE.



Small actions at home
make a big difference.
Lower bills, better comfort,
less pollution and
a healthier planet
for all.



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06

TALK ABOUT IT

Good conversations
build understanding and action.

Talking about global challenges
helps raise awareness, inspire others
and create change together.

Listen. Share. Inspire.
Together we can do more.



1

Talk with family and friends.

Start conversations about the issues
that matter.

Small talks can lead
to big changes.



2

Listen with respect.

Everyone has a point of view.
Listen, learn and show respect,
even when you disagree.
Understanding comes first.



3

Share facts, not fear.

Use reliable information
and real examples.
Facts build awareness.
Hope inspires action.



4

Get others involved.

Invite people to events, projects
and local actions.
Together, our impact is stronger.



5

Use your voice online.

Share positive messages,
support good initiatives
and encourage solutions.
Online too, we can make a difference.

YOU AND YOUR COMMUNITY!



ACTIVE VOICES, STRONGER COMMUNITY.



When we talk, listen
and share ideas,
we build trust,
spread awareness
and create solutions.

Together,
we can build
a better world.



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07

ACT TOGETHER

Stronger together,
better for everyone.

Working together on local
and global challenges
creates solutions that last.

Collaborate. Support.
Build a better future together.



1

Join local initiatives.

Get involved in projects
in your community.
Local actions solve local problems
and inspire others.



2

Support organizations.

Support groups and NGOs
that work for people and the planet.
They have experience,
networks and impact.



3

Collaborate on solutions.

Work with others to find
and implement solutions.
Shared ideas create stronger
and lasting solutions.



4

Think global, act local.

Global challenges need
local actions everywhere.
Every action counts, everywhere.



5

Build a culture of cooperation.

Respect, trust and solidarity
make our communities stronger.
Together we can build
a fairer and more sustainable world.

YOU AND YOUR WORLD!



TOGETHER, WE CAN CHANGE OUR WORLD.



No one can do everything,
but everyone can do
something.

Together, we have
the power to solve
big challenges and build
a better future
for all.



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on the choices we make today.

Choose wisely.



08

GET INVOLVED

Your time, skills and passion
can make a difference.

When more people get involved,
projects grow, communities
get stronger and change happens.

Every action counts.
You can make a difference!



1 Give your time.

Volunteer for causes you care about.
Your time is valuable and needed.
Even a few hours can
make a big difference.



2 Share your skills.

Offer your knowledge and experience
to support projects and people.
Your skills can help
others grow and succeed.



3 Spread the word.

Raise awareness about important
issues and solutions.
Talk, write, share. Help others
understand and get involved.



4 Participate in events.

Join activities, meetings, campaigns
and community events.
Being there shows support
and inspires others.



5 Support and donate.

Support organizations and projects
that create positive change.
Financial support helps ideas
turn into real actions.

YOU AND YOUR FUTURE!



GET INVOLVED, SHAPE THE FUTURE.



Your involvement
can inspire others,
create opportunities
and build a better world.

Together,
we can build
a sustainable and
fair future for all.



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Choose wisely.



09

PEACE AND DISARMAMENT

A safer world, more resources
for people and the planet.

War destroys lives, communities
and the environment.

Peace builds a better future
for everyone.

Choose peace.

Reduce arms, invest in life.



1

Promote a culture of peace.

Peace starts with respect, dialogue
and understanding.

Education, empathy and cooperation
build a peaceful society.



2

Reduce weapons and arms.

The less we spend on weapons,
the safer and more secure we are.

Reduce arms, reduce the risk
of war and suffering.



3

Invest in people, not in war.

Invest in health, education, renewable
energy and a sustainable future.

People and the planet
come before profit and power.



4

Resolve conflicts peacefully.

Dialogue, negotiation and justice
are better than violence.

Peaceful solutions are stronger
and last longer.



5

Build global cooperation.

Global challenges need global solidarity.
Together we can build a world of peace,
security and shared prosperity.

YOU AND YOUR WORLD!



PEACE IS POSSIBLE,
DISARMAMENT IS SMART,
THE FUTURE IS OURS.



Every choice for peace
saves lives, protects
the environment and frees
resources for a better world.

A world without war
is possible.

Together,
we can make it happen.



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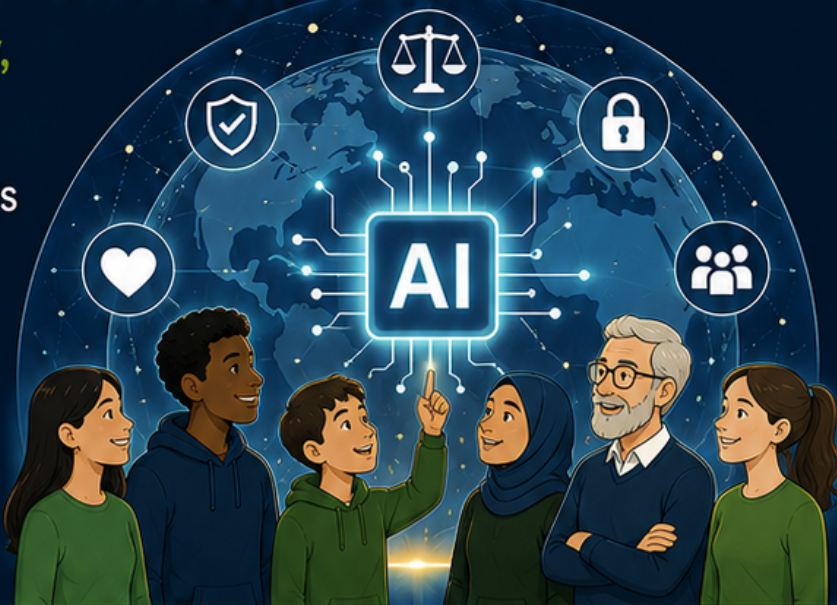
10

ARTIFICIAL INTELLIGENCE

Powerful technology,
great responsibility.

AI can help solve global challenges
and improve lives,
but it must be safe, fair and
under human control.

Use AI for the common good.
Keep people and the planet first.



1

Promote safe and reliable AI.

AI must be secure, accurate
and aligned with human values.
Safety first, innovation with responsibility.



2

Ensure fairness and inclusiveness.

AI should be fair, transparent
and free from bias.
Technology must respect
everyone's rights and dignity.



3

Keep human control.

Humans must make the final decisions.
AI should help, not replace,
our judgment and values.
People in control, always.



4

Protect privacy and data.

Personal data must be protected
and used responsibly.
Trust is essential for a digital future.



5

Use AI for the common good.

Use AI to solve global challenges
like health, climate, education
and sustainable development.
AI should benefit people and the planet.

YOU AND YOUR FUTURE!



RESPONSIBLE AI, BETTER FUTURE.



AI is a powerful tool.
The choices we make today
will shape its impact
on our lives and our world.

Let's build AI that is safe,
fair and aligned
with our values.

Together,
we can create a future
where technology
serves humanity and
protects our planet.



NO-EXTINCTION

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Our future depends
on the choices we make today.

Choose wisely.



11

BONUS PRINCIPLES

A better world is within our reach.

These extra principles can help us build a fairer, healthier and more sustainable future.

*Small steps, big impact.
Together we can do it!*



1 Think long term.

Make decisions with future generations in mind.
The choices we make today shape tomorrow.



2 Build fairness.

Reduce inequalities within and between nations.
A just world is a stronger and safer world.



3 Protect health.

Clean air, clean water and healthy food for everyone.
Healthy people, healthy societies.



4 Safeguard nature.

Protect forests, oceans and biodiversity.
A healthy planet is our life insurance.



5 Use resources wisely.

Reduce, reuse and recycle.
Less waste, more value.



6 Invest in education.

Knowledge, science and critical thinking
create freedom and progress.
Educated people build a better future.



7 Ensure equal rights.

Equal opportunities for all,
regardless of gender or background.
Everyone deserves dignity and respect.



8 Cooperate globally.

Work together beyond borders
for the common good.
A united humanity can achieve great things.

A BETTER WORLD IS POSSIBLE!



LET'S MAKE IT HAPPEN TOGETHER.



These principles guide us
towards a fairer, healthier
and more sustainable world.

**Small changes,
big results.**

Each of us can do something.

**Together we can build
a peaceful, prosperous
and livable future for all.**



NO-EXTINCTION

Knowledge. Decide. Act.

Our future depends
on the choices we make today.

Choose wisely.



12

EVERY DAY IS AN OPPORTUNITY

Small actions, big change.
The future starts today.

Every choice we make
has an impact.
Every action counts.
Every day is a new
opportunity to build
a better world.



1

Learn every day.

Understand the world and the challenges we face. Knowledge is the first step to making better choices.



2

Live more sustainably.

Save energy and water. Reduce waste. Choose local, choose wisely. Small habits, big difference.



3

Talk about it.

Share facts, listen to others, ask questions. Conversations can change minds and inspire action.



4

Act together.

Work with others in your community. Together we can achieve what no one can do alone.



5

Get involved.

Support good initiatives. Volunteer, participate, contribute. Be part of the solution.



6

Choose peace.

Promote understanding, respect and disarmament. Peace is the path to a secure and just future.

Every positive choice builds a better tomorrow.

YOU AND YOUR FUTURE!



TODAY'S CHOICES, TOMORROW'S WORLD.



We don't need to be perfect.
We just need to start.

Every day is
a new opportunity
to make a difference.

Together,
we can create
a future where people
and the planet can thrive.



NO-EXTINCTION

Knowledge. Decide. Act.



Our future depends
on the choices we make today.
Choose wisely.