



Lou sees poverty everywhere. Lou wants a world where no one loses. In order for everybody to succeed, Lou sees solidarity as the only viable way towards a more just world.

Lou has it all figured out. What about you?





Lou knows the world is abundant enough to feed everyone. Lou thinks hard about her real needs and her impact on our beautiful planet. She chooses to consume responsibly.

Lou has it all figured out. What about you?

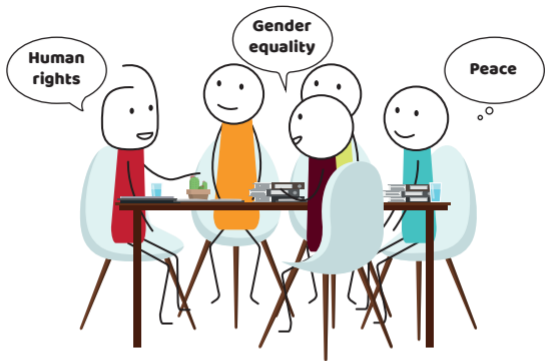




Lou lives life to the fullest. Lou goes out, dances, and lives. Lou wants to be in shape and make the most of her life. Lou eats healthily and avoids industrial products.

Lou has it all figured out. What about you?

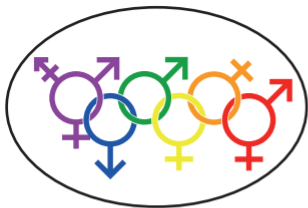




Lou looks towards the future. Lou studies, argues, rallies, and thinks things through. Her guiding principles are: human rights, gender equality, diversity, and peace ...

Lou has it all figured out. What about you?

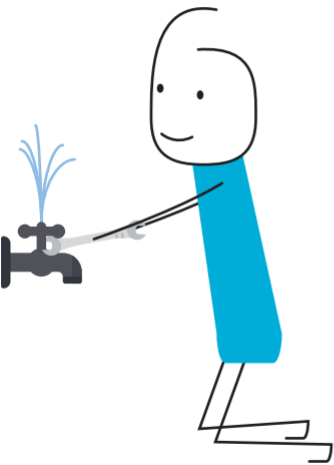




Lou asks himself questions, many questions. Why do people treat Lou differently? Lou is a human being and aren't we all born with equal rights and dignity?

Lou is Lou. It's as simple as that.





Lou's tap is leaking. Even though Lou's not good at DIY, she fixes it. No more spillage. It's important to preserve our natural resources, as they're not infinite.

Lou has it all figured out. What about you?





Lou doesn't like grey. Grey sky, hair, smoke, and energy ... Grey is a sad colour. So Lou has chosen a green energy provider to see life in a different colour.

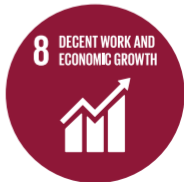
Lou has it all figured out. What about you?



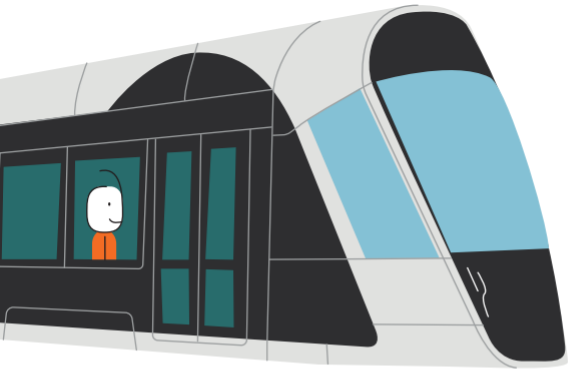


Lou likes to work to earn her living, but doesn't want to work for peanuts. Lou doesn't like being squeezed out like a sponge either. Lou strives for a decent job.

Lou has it all figured out. What about you?







Lou doesn't want growth at all costs. This growth has come at a high price for both mankind and the environment. Lou adopts adequacy because Lou is an innovActor.

Lou has it all figured out.  
What about you?





Lou is mad that 82% of the world's wealth belongs to just 1% of the population. Lou dreams of a more righteous world, so Lou questions her way of life and focuses on her real needs.

Lou has it all figured out.  
What about you?





Lou lives in town. Lou takes the tram, loves going to the park and helping out at communal gardens. Lou is a conscious urbanite and committed to a sustainable town where people can afford to live.

Lou has it all figured out.  
What about you?





Lou loves eating meat but is terrified when he sees the consequences of livestock mass production. Lou prefers eating small amounts of high quality, local meat.

Lou has it all figured out.  
What about you?





Lou doesn't like climate sceptics, nor does he like ignorant people. He refuses to stand by and watch climate change happen, so he acts. He uses his bicycle and reduces his carbon footprint.

Lou has it all figured out. What about you?



Lou has discovered the 7th continent: plastic as far as the eye can see to the extent that the sea is no longer visible. But where are the fish? Lou decides to use less plastic.

Lou has it all figured out.  
What about you?



14 LIFE BELOW  
WATER





Lou loves nature and biodiversity. Lou struggles so that bees can continue to forage and the forest can continue to exist ... Lou buys local, organic products which don't contain palm oil.

Lou has it all figured out. What about you?





Lou dreams of peace and of a fairer justice system throughout the world. To make her voice heard: Lou sings, marches for others, argues without violence and chooses fair-trade products.

Lou has it all figured out. What about you?







Lou is a citizen of the world. Lou can change the world by himself but he also knows that we're stronger together. So, for the 2030 Agenda goals, Lou chooses the collective way.

Lou has it all figured out. What about you?

