



WORLD HEALTHY LIVING
FOUNDATION

THE CODE OF THE “CONSCIOUS LIFE” SOCIAL CAMPAIGN AMBASSADOR

The “**Conscious Life**” Social Campaign Ambassador title is a prestigious award granted to eminent persons and organizations operating in the field of sport, medicine, science, and culture, and highly recognized by the society.

The aim of the “**Conscious Life**” Campaign is to inspire and support people in undertaking actions and changing their habits for the benefit of their physical and mental life. It organizes events promoting: physical, social and mental activity, family development, healthy eating habits, forming good interpersonal relationships, and personal development.

CAMPAIGN AMBASSADOR:

1. Undertakes tasks as a volunteer.
2. Serves as a role model in order to promote an active lifestyle among people s/he often meets with and among her/his closest friends and acquaintances.
3. Does her/his best to promote the ideas of the “Conscious Life” Social Campaign through her/his personal engagement.
4. S/he is socially active, sharing her/his knowledge and experiences with others.
5. Cares about her/his health and active lifestyle.
6. In her/his life, s/he follows the “Conscious Life” Code.
7. Obeys the rules, tries to bring joy and enthusiasm into her/his environment.
8. S/he is consistent in undertaking initiatives and actions promoting health of all of society.
9. S/he is a person who appreciates and is happy for other people’s success; who cares for good interpersonal relationships and fosters conscious life values.
10. Regards the “Conscious Life” Campaign Ambassador’s mission as a great responsibility and award.

