

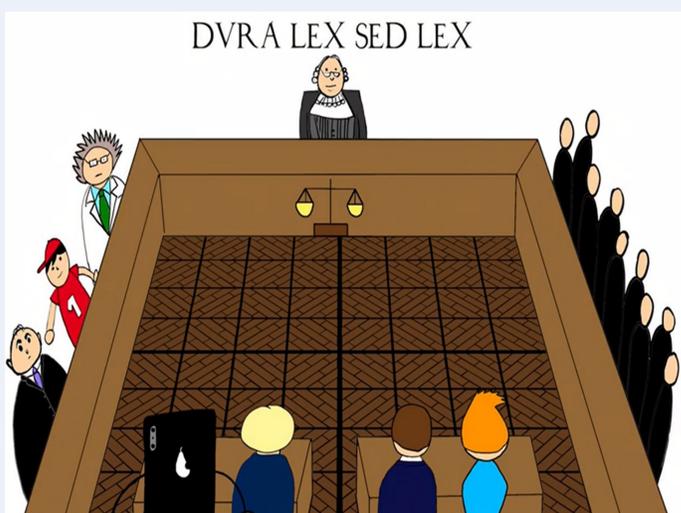
# BE COOL, RECYCLE IN SCHOOL



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## PROBLEMS:

- Lack of critical and raw materials on earth
- Increasing request of raw materials to create technological devices
  - Pollution due to the disinterest in recycle
- Lack of knowledge about correct way to recycle



### VIDEO

An intriguing fight between the people and their old and functioning device, thrown away with no reason. This represents the loss of rare raw materials!



### CALENDAR

A colourful calendar with a visual representation of the raw materials, including their pictures, where to find them, their technical use and their effects on the environment.



### CHUTES & LADDERS

What's the best way to get along with the new generation? Playing with them, while testing their knowledge and teaching them how to recycle through quizzes and mini-games.

## BE CLEAN, BE GREEN, BE A RECYCLING MACHINE