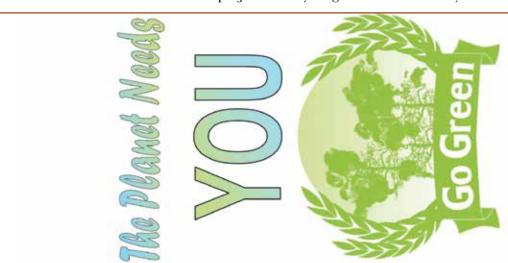
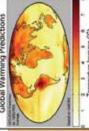
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CLASS PROJECT – HOW TO CREATE A LEAFLET

Here is a leaflet created for a school project on recycling. Look at it carefully.





Global warming refers to the rising average

temperature

Earth's atmosphere

Sarth's average surface temperature has and is projected to continue rising. the late 19th century and oceans, which began to increase in

increased by about 0.8 °C, with about two thirds of the increase occurring since 1980.

"greenhouse gases" which keep the Earth warm. However, if additional greenhouse gases are generated through the burning fuels, this causes a rise in canes and floods and the polar icecaps temperature there will be more hurritemperature. Because of this rise in The atmosphere contains a variety of of fossil

Pass along the Message

current recycling rate in Italy is around 40%. By passing on some re-Can that You raise that rate, and the cycling knowledge

help

some-



Booklet created by:

1.1.S. S "C.Arzelà", Sarzana

PLASTIC

GLOBAL WARMING

Plastic bags pollute the envireason they have been replaced years to break down. For this taining and transporting goods Plastic bags are used for conronment and take over 1,000 such as foods, produce, powby biodegradable bags that ders, ice, magazines, comic books, chemicals and waste.

WHAT YOU CAN DO

Italian citizens have welcomed

the ban of high-polluting

plastic bags.

Italy was the first plastic bag free country in Europe.

dissolve in two or three

months.

Buy cloth bags or other materials, except plastic.

Use paper bags when you don't have your reusable bags with you.

Buy a reusable plastic bottle.

Get an under-sink water filtering sys-





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Use 'grey' water on the garden - this is

old bath and washing up water

O Collect rain water

Report burst pipes immediately to the

local water company

O Don't use a garden sprinkler - it uses far

too much water.

O Never leave a tap dripping dishwasher with a full load



of drinking water per person. Wasting this precious comthan you think, the tap loses one Turn off the tap when you brush your for harvesting rain water and in Italy we consume about ing constructions useful In Italy we are builddrop every 5 seconds. O Install a dual-flush toilet modity is easier WHAT YOU CAN DO not waste it. 200 Litres Every day WATER SAVING 0 0 that recycling one ton of 4,000 kWh of electricity. European house for an enprocess of turning waste ity to power a 3-bedroom This is enough electric-Today, 90% of paper pulp tire year, or enough en-North American home for production accounts for Some calculations show is made of wood. Paper Paper recycling is the newspaper saves about ergy to heat and aircondition the average paper into new paper about 35% of felled almost six months. PAPER RECYCLING products. do has an impact on the enman. Everything you quired to keep you clothed, fed each of us has a responsibility vironment caused by teration of the enactivity but in this period it ollution is an al-The "ecological footprint" is We should do our best to make All have their own ecological Italy a model country, to be Pollution started with human world is a fragile place and is rising dramatically. The the amount of resources reto take care of it. INTRODUCTION and housed. footprint.

vironment,



Every person in Italy consumes every year. Italy is the coun-

an average 200 Kg of paper

followed as an example for

other states.

tion rate of bottled water in

try with the highest consump-

Only use the washing machine and the

thirds less water than a bath.

Switch to recycled content tissue made from other paper products paper. Recycled tissue paper is For printing and copying needs. WHAT YOU CAN DO buy recycled paper. like office paper.

cycling from packages. You need

the world in the aluminium re-800 cans to make a bike and 3

Italy is the third country in

196 litres per person.

consumption with an average of

In 2011 Italy was the first country in Europe for water

the world.

cans to make a pair of glasses.

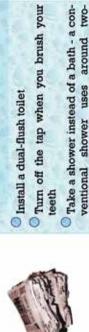
In 2010 1.5 million tons glass

bottles and jars were recycled

in Italy, saving about 2 mil-

lion tons Co2 .

supplies are available with recycled folders, and nearly all other schoo Buy recycled school paper supplies for kids. Calendars, notebooks,





•Reuse paper, writing and print-

ing on both sides.



editrice San marco



ACTIVITIES

READING COMPREHENSION

- Answer the following questions.
- 1 What are the main sections of the leaflet?
- ② Do you think the first page grabs the reader's attention? Why/why not?
- 3 What kind of information is provided in each section?
- 4 What does the text aim to persuade the reader to do?
- 5 What kind of message should the reader pass along?
- 6 Focus on the images and the colours. Do you think they are effective? Why/why not?

YOUR TURN

• Now create your own leaflet on alternative energy sources. Here are some tips on how to make a leaflet.

A LEAFLET ABOUT POLLUTION

A leaflet (also called a brochure) is a flyer that is folded into two, three or four sections. There are software programs that can help you to create your own leaflet.

The main purpose of a leaflet is to provide basic information through an eye-catching design. First of all your brochure should catch the readers' attention, get your message delivered convincingly to them, and persuade them about something. For these reasons, you should try not to explain too much within a leaflet and your text should be short.

The first thing to keep in mind is that, remember you must grab the reader's attention. Then, give a clear idea of what the reader is expected to do and persuade the reader to take action.

Leaflets are looked at quickly, so the content should be conveyed in a very efficient way. Keep the words to minimum and use images to reinforce your thesis. Use bullet points, heading, paragraphs, fonts and italics.

