

# The planet needs you – a brochure

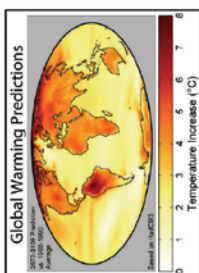
Here is a leaflet created for a school project on recycling. Look at it carefully.

The Planet Needs

YOU



## GLOBAL WARMING



**Global warming** refers to the rising average temperature of Earth's atmosphere and oceans, which began to increase in the late 19th century and is projected to continue rising. Earth's average surface temperature has increased by about 0.8 °C, with about two thirds of the increase occurring since 1980.

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

## Pass along the Message

The current recycling rate in Italy is around 40%. By passing on some recycling knowledge, you can help raise that rate, and that is something worth talking about.



Booklet created by :

IB I.J.S. "C. Arzella", Sarzana.

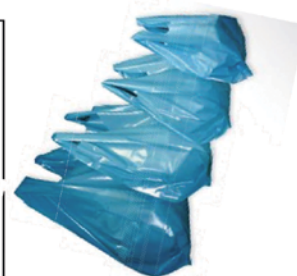
## PLASTIC

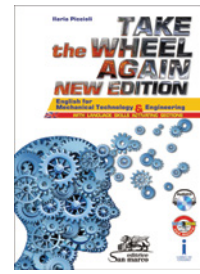
Plastic bags are used for containing and transporting goods such as foods, produce, powders, ice, magazines, comic books, chemicals and waste. Plastic bags pollute the environment and take over 1,000 years to break down. For this reason they have been replaced by biodegradable bags that dissolve in two or three months.

Italy was the first plastic bag free country in Europe. Italian citizens have welcomed the ban of high-polluting plastic bags.

## WHAT YOU CAN DO

- 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-





## INTRODUCTION



**P**ollution is an alteration of the environment caused by man. Everything you do has an impact on the environment.

Pollution started with human activity but in this period it is rising dramatically. The world is a fragile place and each of us has a responsibility to take care of it.

The "ecological footprint" is the amount of resources required to keep you clothed, fed and housed.

All have their own ecological footprint.

We should do our best to make Italy a model country, to be followed as an example for other states.

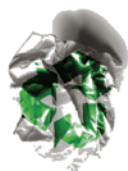
Every person in Italy consumes an average 200 Kg of paper every year. Italy is the country with the highest consumption rate of bottled water in the world.

In 2011 Italy was the first country in Europe for water consumption with an average of 196 litres per person.

Italy is the third country in the world in the aluminium recycling from packages. You need 800 cans to make a bike and 3 cans to make a pair of glasses. In 2010 1.5 million tons glass bottles and jars were recycled in Italy, saving about 2 million tons CO<sub>2</sub>.



## PAPER RECYCLING



Paper recycling is the process of turning waste paper into new paper products.

Some calculations show that recycling one ton of newspaper saves about 4,000 kWh of electricity. This is enough electricity to power a 3-bedroom European house for an entire year, or enough energy to heat and air-condition the average North American home for almost six months.

Today, 90% of paper pulp is made of wood. Paper production accounts for about 35% of felled trees, and represents 1.2% of the world's total economic output.

Recycling one ton of newsprint saves about 1 ton of wood while recycling 1 ton of printing or copier paper saves slightly more than 2 tons of wood.

### WHAT YOU CAN DO

- For printing and copying needs, buy recycled paper.
- Switch to recycled content tissue paper. Recycled tissue paper is made from other paper products like office paper.
- Buy recycled school paper supplies for kids. Calendars, notebooks, folders, and nearly all other school supplies are available with recycled content.
- Reuse paper, writing and printing on both sides.



## WATER SAVING

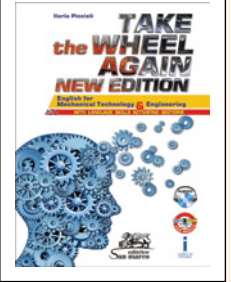
Every day in Italy we consume about 200 litres of drinking water per person. Wasting this precious commodity is easier than you think, the tap loses one drop every 5 seconds.

In Italy we are building constructions useful for harvesting rain water and not waste it.

### WHAT YOU CAN DO

- Install a dual-flush toilet
- Turn off the tap when you brush your teeth
- Take a shower instead of a bath - a conventional shower uses around two-thirds less water than a bath.
- Only use the washing machine and the dishwasher with a full load
- Never leave a tap dripping
- Don't use a garden sprinkler - it uses far too much water.
- Use 'grey' water on the garden - this is old bath and washing up water
- Collect rain water
- Report burst pipes immediately to the local water company





## ACTIVITIES

- 1 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?
- 2 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.

