

“ENSUCAS, MATAS”

- GARBAGE KILLS

“LAUNCHED WHALE CAUSES CONMOTION IN A LIMA BEACH”.

PROBLEM

WITH THE ARRIVAL OF SUMMER THERE IS AN INCREASE OF TRASH AND WASTE THAT POLLUTE THE BEACHES. IN SPITE OF THE MUNICIPAL EFFORTS MADE TO MAINTAIN THEM CLEAN. THE LACK OF CONSCIOUSNESS AND ECOLOGICAL EDUCATION MAKE THIS A PREVAILING PROBLEM, LEAVING OUT THE SANITARY MATTER TO CONVERT IT ALSO INTO AN ENVIRONMENTAL ONE.

CHALLENGE

TO DEMONSTRATE THE PUBLIC HOW GARBAGE, THROWN IN THE BEACHES, AFFECTS DIRECTLY THE LIFE OF THE SPECIES THAT HAVE THEIR HABITAT IN OUR LITORAL.

IDEA

DURING A WEEK-END, IN ONE OF THE MOST CONCURRED BEACHES OF LIMA, A WHALE WAS ASSEMBLED WITH THE WASTE PRODUCTS LEFT BY THE VACATIONISTS. THE ENORMOUS SCULPTURE (12 X 2.5m) WAS EXHIBITED DURING THE WHOLE DAY, SURROUNDED BY THE TYPICAL CAUTION TAPE (YELLOW BAND), WITH A NEW MESSAGE “GARBAGE KILLS”.

RESULTS

- ONE DAY OF EXHIBITION GENERATED MORE THAN 30 NEWS AND COMMENTS AT NATIONAL LEVEL (TV, NEWSPAPERS, MAGAZINES AND INTERNET) BEING ABLE TO CARRY THIS MESSAGE TO MILLION OF PERSONS.
- MORE THAN 4,500 VACATIONISTS RECEIVED THE MESSAGE LIVELY DURING THE DAY THE ACTION WAS PERFORMED.
- DOZENS OF BLOGGERS, ECOLOGICAL SITES, AND PRO-ENVIRONMENTAL PAGES JOINED TO THE SPREADING OF THE MESSAGE.
- ACCORDING TO THE MUNICIPALITY, DURING THE REMAINING SUMMER SEASON, RECOLLECTION OF GARBAGE FROM THE BEACHES, DIMINISHED FROM 5 TO 2 TONS. DAILY AVERAGE