

BOTT-LEE

A RECYCLING
WORKSHOP

JUNE 11, 2020

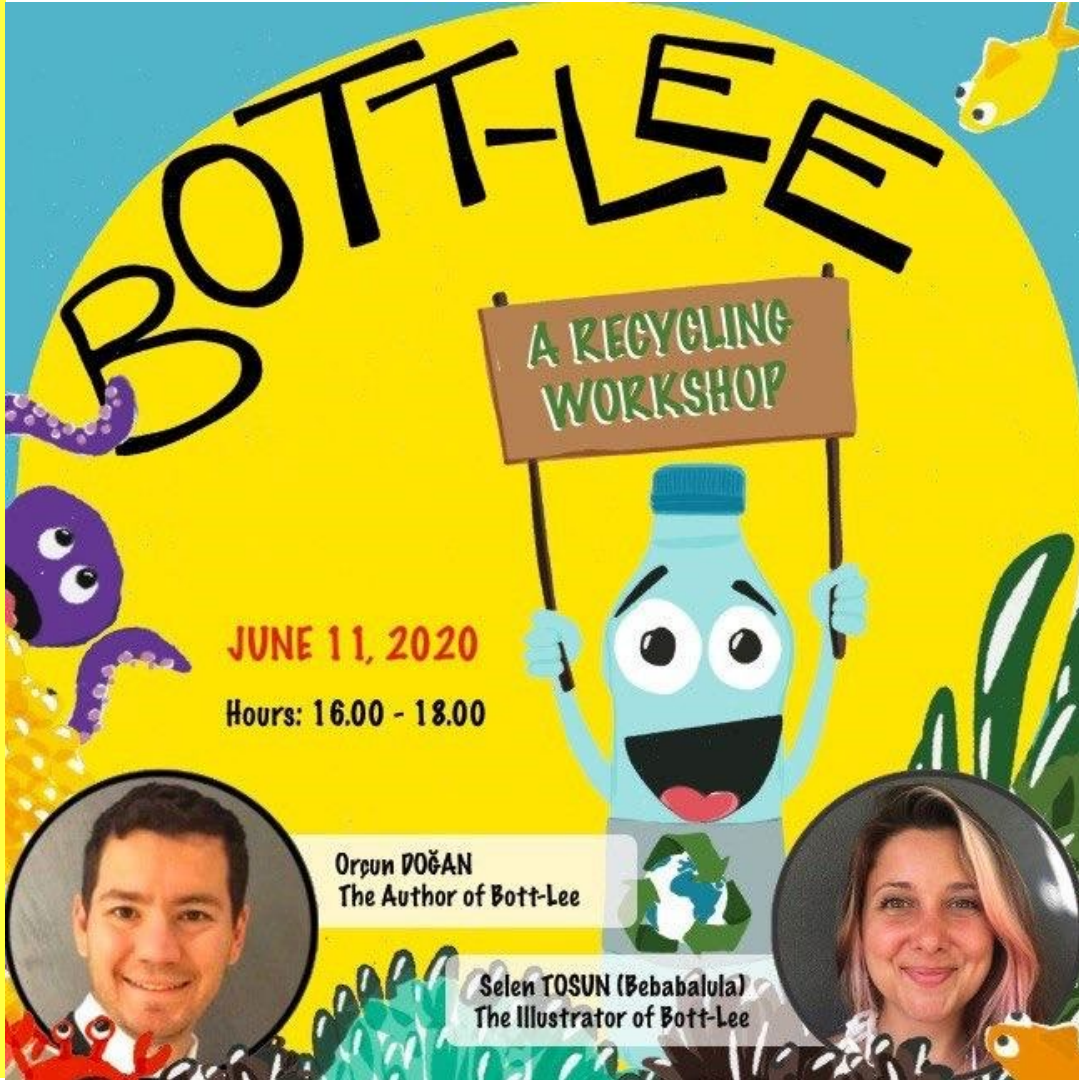
Hours: 16.00 - 18.00



Orçun DOĞAN
The Author of Bott-Lee



Selen TOSUN (Bebabalula)
The Illustrator of Bott-Lee





**THE WAR
ON
WASTE**

**DRIVING
PLASTIC**

CIRCULARITY

**300 MILLION
TONS OF
PLASTIC IS
PRODUCED
EVERY YEAR**





**<15%
OF PLASTIC
IS COLLECTED
& RECYCLED**

**8 MILLION
TONS OF
PLASTIC
MAKES ITS
WAY INTO
OUR OCEANS
EVERY
YEAR...**





CONSUMER TRENDS ON RECYCLING

How much plastic ends up in the sea?





Every year

8 billion ton

plastic ends up in the sea denizlere gidiyor

It's equivalent to five grocery bags
filled with plastic for every foot of coastline in the world.







Her Scene



There will be more plastic than fish in the sea by 2050

We are aware of one of the biggest global environmental problems ever occurred



Hmm...let me file that under "not my problem..."



someecards
user card

Sounds like a serious case of "not my fucking problem"



your e cards
someecards.com

Im sorry, do you know what that sounds like? Not my problem!



your e cards
someecards.com

But people themselves are reluctant...

My day off.
Not my problem.



someecards
user card

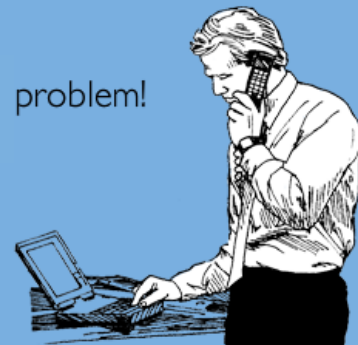
Sounds like a case of not my fucking problem.



your e cards
someecards.com

Oh, really? You know what that sounds like?

Not my problem!



someecards
user card

Survey: Plastic waste awareness is not changing behaviour


YouGov research for Keep Britain Tidy & BRITA finds Britons failing to avoid single-use plastic because 'it's a hassle'.

Green Advertising and the Reluctant Consumer

Edited by
Kim Sheehan and Lucy Atkinson



They know the plastic waste problem, yet do not take action



The research suggests that while awareness of the impact of single-use plastics on our environment has been raised by media coverage, it has not yet led to a shift the British public's behaviour. It found that only over a third of people (36%) carrying around a refillable water container and just 17% are strongly committed to going the extra mile to find an alternative to plastic bottles.

Recycling rates in Europe

Much of the waste we throw away can be recycled. Recycling benefits the environment by diverting waste away from landfills and by providing raw materials for new products. Recycling can also encourage innovation and create jobs.



EU average 39%

Netherlands

51%

countries above 50%

Others:

Sweden 49%

Luxembourg 47%

Denmark 42%

Norway 42%

United Kingdom 39%

Ireland 36%

Italy 36%

France 35%

Spain 33%

Finland 33%

Slovenia 31%

Iceland 23%

Hungary 21%

Estonia 20%

Cyprus 20%

Portugal 19%

Greece 18%

Czech Republic 16%

Malta 13%

Latvia 9%

Slovakia 9%

Lithuania 5%

Croatia 4%

Romania 1%

Turkey 1%

Bulgaria 0%

58%

Belgium

51%



**We are also aware of our responsibility.
We know we are part of the problem itself.**

A vibrant underwater scene featuring a diverse coral reef. The reef is covered in various types of coral, including branching and brain coral, in shades of red, purple, and white. Numerous colorful fish, including orange and yellow tangs, are swimming in the clear blue water. The scene is bright and lively, with sunlight filtering through the water.

So we have committed ourselves to be part of the solution as well!

The Countries Winning The Recycling Race

Recycled & composted waste as a share of total municipal waste in OECD countries (2013)



**BUT WE NEED MORE
BOTTLES TO BE
RECYCLED**

***We can't reach our
objectives, if people don't
recycle!!!***




Source: OECD

Forbes **statista**





Because the problem has become too big for only just one to be able to solve.



**We need all the help we can get
from our consumers, governments
and even our competitors**

So we need everyone to support us in this long term journey...



PLASTİK ATIKLAR KONUSUNDA EN GÜVENİLİR VE ETKİLİ KİMDİR?

#1 ÇEVRE GÖNÜLLÜLERİ



1

#2 ÇOCUKLAR

Bazı çocuklar aynı
zamanda çevre gönüllüsü



2

#3 DİĞERLERİ

- Birleşmiş Milletler
- Ünlüler (Brad Pitt vb)
- Politikaçılar
- Güvenilir arkadaşlar ve medya



3

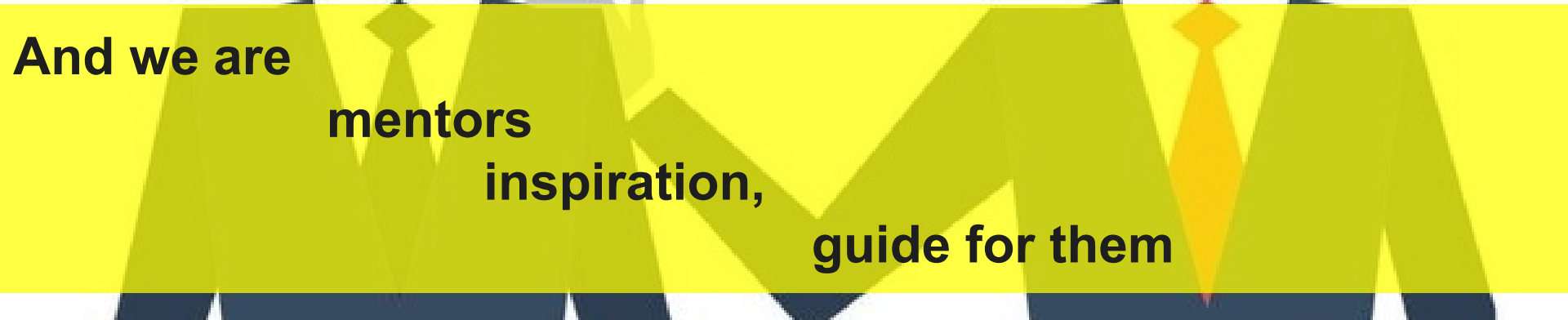
We know that
Children & Activists
have the most credible
impact on others

Every story needs a hero





Children will be the heroes of this movement.



And we are

mentors

inspiration,

guide for them

So we developed a character called Bott-Lee and his best friend Candy

Hey, hoşgeldiniz !

Hoşbulduk, Bott-Lee!



**Our
Objective**

Find a solution to plastic problem



**Increase awareness
about the problem**

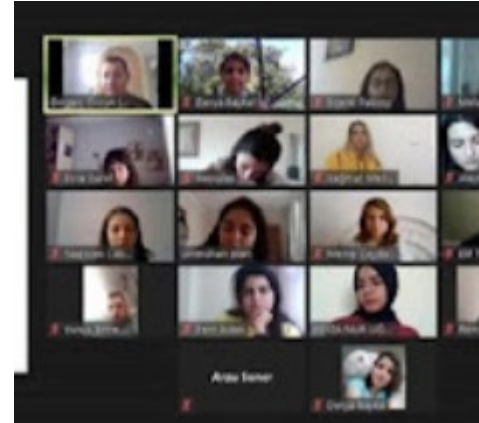
**Increase awareness of
recycling with Bottle**

Increase recycling rates

Our book is published in 3 languages



Workshops and trainings are organized with the partnership of JCI, ichild and Yenimahalle Belediyesi



Results

Reached more than
50.000 people



> 1000 children
became Heroes



Raised donation for
Greenpeace and TEMA

This is absolutely incredible and we're so grateful for all of your work and to all of your readers for their generous donations!

Your amazing fundraising means we can carry on influencing government policy and investigating and campaigning for companies to change.

You're all with us when our shops are selling, when we're meeting with business leaders and when we celebrate successes.

We couldn't do it without you and we're so grateful to have you behind us not only supporting our work but raising awareness about plastic pollution and how we can tackle it.

If you ever have any questions or I can help in any way, please just drop me an email or give me a call on the number below :)

Thank you again for supporting Greenpeace and best wishes,



Siirler Bot-Lee Çevre Kaldırımları
İnce ve İnce de Kaldırımların
değişen yüzü çöken ağız,
Siirler Bot-Lee Etkisi
TEMA ile bir
"Doğa Eğitimi Çalışmaları"na
sizin adınıza katıldığımız
2000 çocukla birlikte katılmamıza
varete ulaşmamız için arşivler ederdik.

A... ..

Lots of influencers and
celebrity endorsement



Thanks and please join us as well!

BE MY SUPER HERO...

RECYCLE

Put the plastic bottles you have used into the recycle bin.



REPLACE

Replace plastic bags with cotton shopping bags.



Replace plastic straws with metal straws or drink from the glass.



Carry your own flask and drink from it.



SHARE

Share this story with your friends.



Ask for their support to keep the sea clean.
Create your own environmental hero's group.



Name surname here

is our environmental hero!
For helping me and Candy
meet again by recycling
plastics and keeping our
sea clean.

BOTT-LEE



**Some characters from the
book**



**Yazan: Orçun Doğan
& Murat E. Kaman
İlham veren: Elif Mira
Çizen: Bebabalula**

Our book is published in 3 languages



BOTT-LEE

Geride dönüşüm kahramanı
maceracı su şişesi



CANDY

Bott-Lee'nin en iyi arkadaşı
üzüm suyu şişesi



PUFFY

Kahkahası bol, mizah sever
balon balığı



YAŞLI ATIK

Denizin altını kirleten
ve yıllardır yok olmayan atık



SPORCU TOM & KANKALARI

Sporcu ve renkli, eğlenmeyi seven
enerji içecekleri



SCARLET & AİLESİ

Denizin kirliliği nedeniyle evsiz kalan
üzgün kırmızı balık ve ailesi



BOTT-LEE v.2

Geride dönüşüm sonrası
yenilenmiş şişesi ile Bott-Lee



MİRA

Bott-Lee'ye yardım eden
geride dönüşüm kahramanı

