



ECO ADVENTURES



Zoriana: /zɔːˈriː.ənə/

Age: 12



An optimistic and creative teenage girl, who is passionate about environmental activism. She has a strong desire to spread joy and help others see the beauty in taking care of the planet.

Zoriana (Зоряна) - This name comes from the Ukrainian word "зоря", which means "a star". Therefore, Zoriana can be translated as "Starry" or "The one who belongs to the stars".

Tsvitan: /ˈtsvɪ.tən/

Age: 13



A skeptical teenager, prone to believing in conspiracies and harboring low trust in environmental initiatives.

Tsvitan (Цвітан) - This name is derived from the Ukrainian word "цвіт", meaning "a bloom" or "a flower". Thus, Tsvitan symbolizes blooming or flowering, representing new life or spring.

Chugaistic: /ˈtʃuː.gəɪ.stɪk/

A lively and sarcastically witty character, created from waste. He works at Ecoservice-2022 to help other wastes find their purpose through recycling while seeking their place in the world.

Chugaister is a fantastic figure of Ukrainian mythology, unknown to other peoples. He was imagined as a cheerful, joyful spirit of the forest. He was believed to have a cheerful disposition and to hunt spirits dangerous to humans and devour them.



Chugaister + plastic
↓
Chugaistic

Grandpa Antyp: /ˈæn.tɪp/

Age: 60



An elderly individual withdrawn from community involvement. He prioritizes his personal needs over collective welfare and shows resistance to change or accept new ideas.

Antyp (Антип) - Antyp is a Ukrainian form of the Greek name Antipas (Αντίπας), which is a combination of "anti" meaning "against" and "pas" meaning "all". So, the name Antyp can be interpreted as "Against all" or "Resistant to all".

On behalf of:



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection



giz

Deutsche Gesellschaft
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Zusammenarbeit (GIZ) GmbH

of the Federal Republic of Germany

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2024

AT HOME

Tsvitan, look!
You got to see this!



What's that, Zoriana?
I'm kinda in the middle
of something...

I've just found the video about
how we influence the environment!
It's crazy!

Oh great! Another video
that will make me feel guilty for
not saving our planet...

I'll pass
on that!

And yet again,
grandchildren are
watching rubbish...

We didn't do that back
when we were growing up!

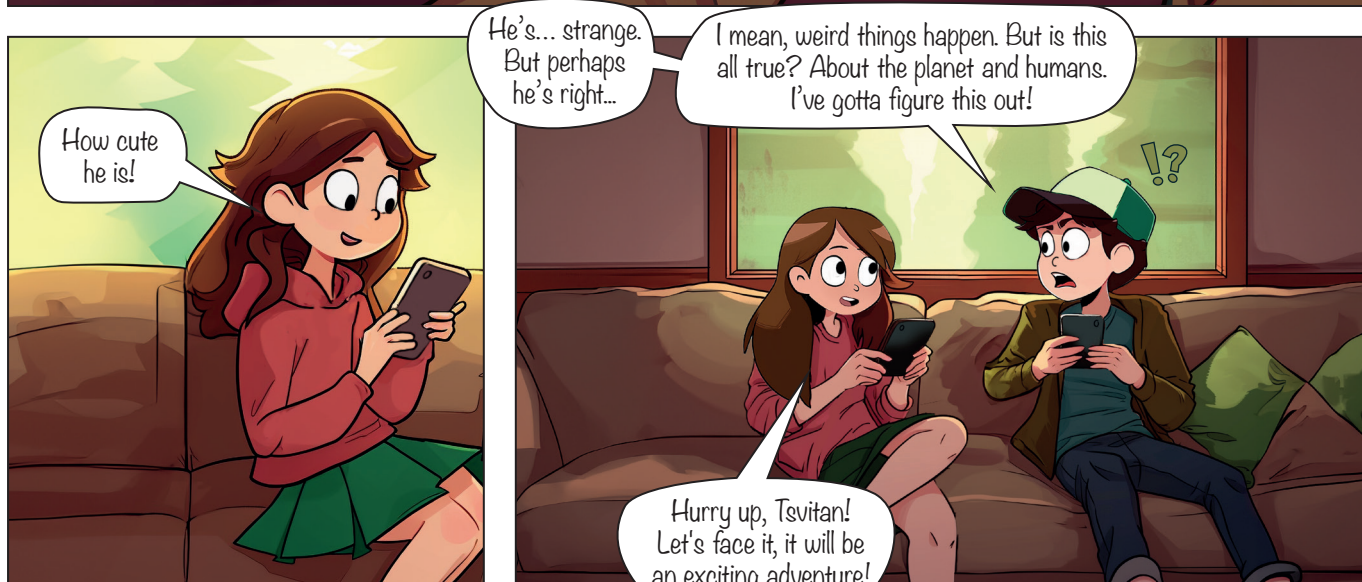
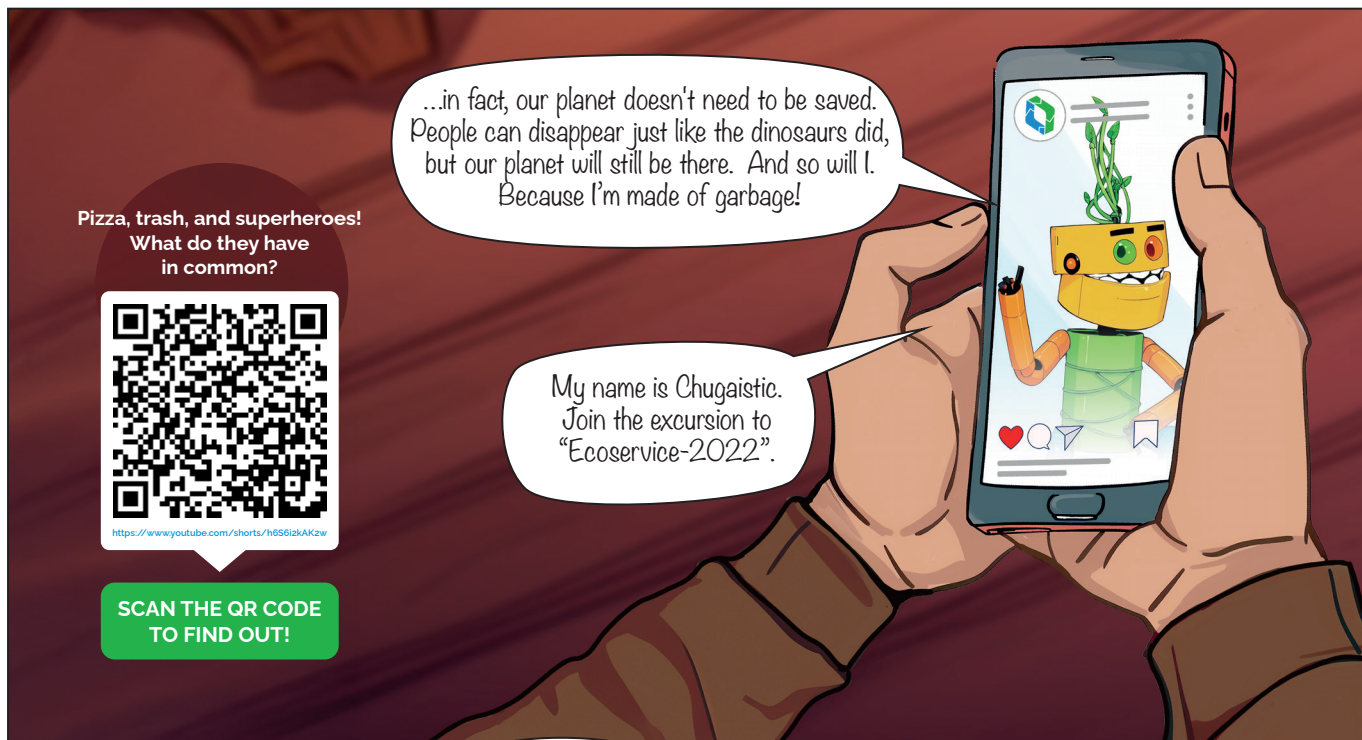
No, this one is real fun.
Not even close to the dull
documentaries on TV...

And there are some
bizarre creatures...
which can...talk...

Look!

Well fine... All right, that's...
kinda interesting.







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We will find
out soon...

I wonder
what's inside?

...and then the turtle went:
"Hey, plastic! How about
becoming my new shell?"

Just kidding, my friends.

Right!
It's him...
the creature

Tsvitan, look. It's Chugaistic
from that video.

Let
frie

...I'm
waste,
very ve

eco
service
2022

GLASS

...I'm made out of waste, so I can live very veeeery long...

In fact, I want to talk people out of sorting waste. To make them throw out as much garbage as possible...

A comic panel showing a school hallway. On the left, a robot named Chugaistic with a yellow head, green body, and blue legs is running towards the right. It has a speech bubble that says, "I'm just joking, my friends! I couldn't resist!". In the center, a girl named Zoriana with long brown hair, wearing a red hoodie and a green skirt, is running towards the right with a surprised expression. She has a speech bubble that says, "You are too funny, Chugaistic!". On the right, a boy named Zoriana with brown hair, wearing a yellow and green baseball cap and a brown jacket, is looking towards the left with a concerned expression. He has a speech bubble that says, "Zoriana, are you sure about this?". The background shows a brick wall, a green door, a bulletin board, and a green trash can.

Zoriana, are you sure about this?



<https://www.youtube.com/shorts/6YwyhyFox40>

SCAN THE QR CODE!



It all looks like another eco-propaganda...

Oh, Tsvitan, come on! We love conspiracy theories, and this one is about saving the planet!

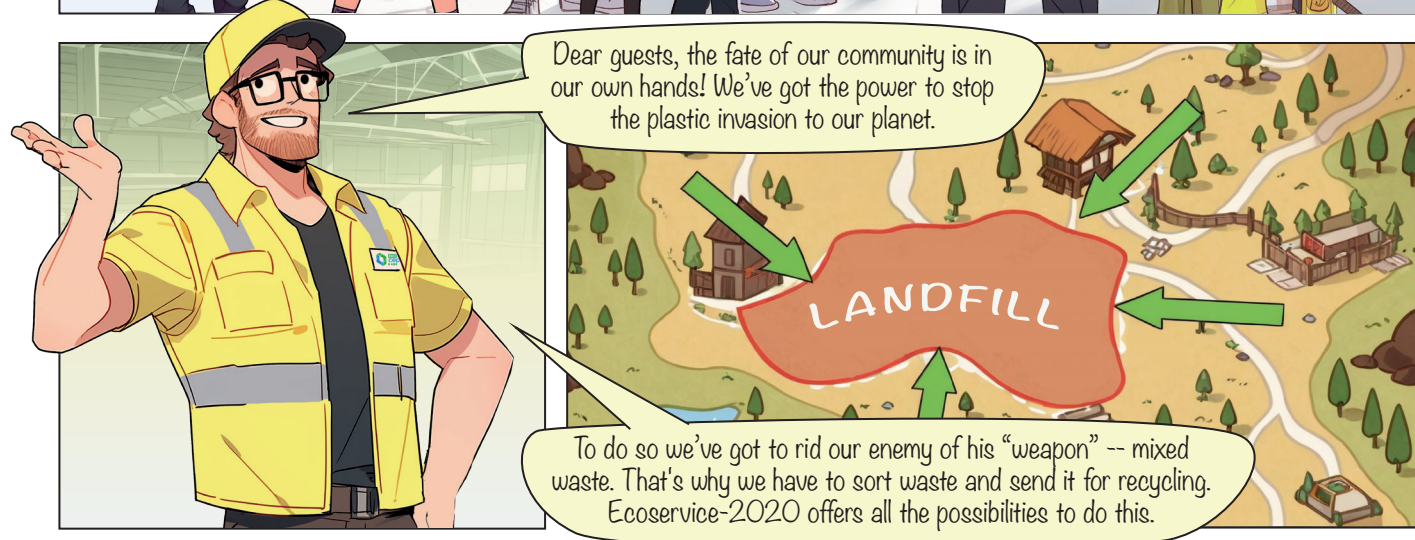
Let's go! I heard they use 3D glasses, and give out free stickers!



Welcome my fellow naturalists! Today we're gonna learn about the danger of a plastic storm and the junk apocalypse!

Give him a chance, Tsvitan. Remember about the 3D glasses and stickers!

Seriously? A plastic storm?



Dear guests, the fate of our community is in our own hands! We've got the power to stop the plastic invasion to our planet.

To do so we've got to rid our enemy of his "weapon" -- mixed waste. That's why we have to sort waste and send it for recycling. Ecoservice-2020 offers all the possibilities to do this.



Waste is raw material that can be turned into something useful. Thanks to recycling we preserve resources for future generations. Every item that we throw out has the potential to get a new life.

Zoriana, I get it. There will always be people who want to change our habits.

But I don't want to become an eco-weirdo! Let's just go home, alright?..

Hi!

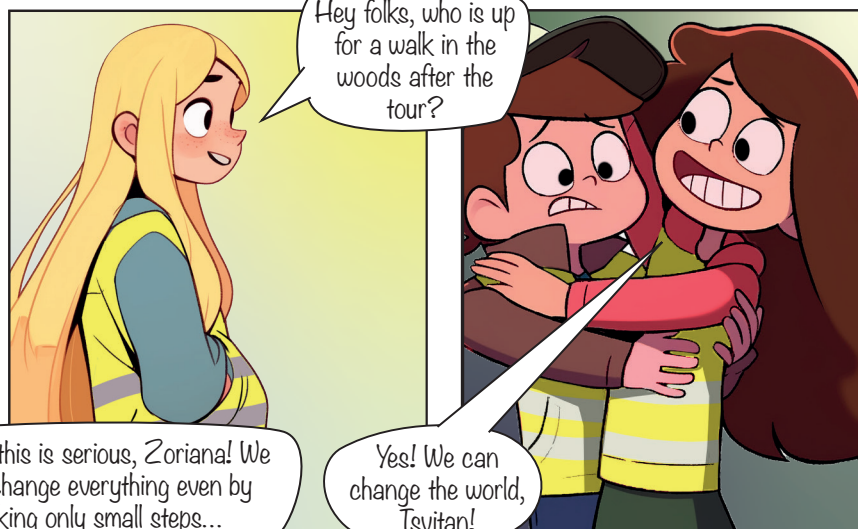


Or wait...



...the second step is turning our garbage dump into a modern ecological landfill! This will improve the quality of our life and will set an example for other communities.

This... this is serious, Zoriana! We can change everything even by taking only small steps...



Hey folks, who is up for a walk in the woods after the tour?

Yes! We can change the world, Tsvitan!











Tsvitan, you've picked the worst time to lecture us on recycling!

But Grumps, the monsters are made of waste, so after sorting it'll go away!



Nonsense! Where will it go? They've just messed with your head in that Ecoservice!

...we're going to turn the waste into raw material!

I'll give these monsters what for!



Grandpa, sort the waste! That's the only way to escape!



Fat chance! I don't want some eco-shmeco-smarty-pants to tell me what to do!



What's the point in all this sorting?
Garbage collectors will throw it into
a dumpster anyway!



I could try sorting!
But only in my way...



however, there are too few
of us! We can't handle all
this waste on our own...



That's not true! They
only do so when the
containers for the
recycling materials are
filled with mixed
waste...

That's why,
Grandpa, we
need to sort
properly!



Grandpa Antyp vs.
the Trash Monsters!



<https://youtu.be/SvJDvlv6uxs>

SCAN THE QR CODE
TO FIND OUT!





I'm grateful to each and every one of you for your efforts in cleansing our forest.



...Oh you little scamp! You've been here the whole time.

Some people considered it normal to simply dump their garbage here.

However, I want to assure you that we haven't been turning a blind eye to this. I was informed in advance by our employee Chugaistic, that a big cleanup of the forest was already planned.

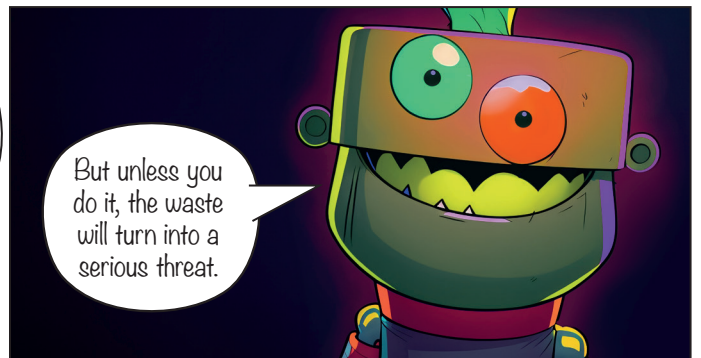


Was he one of the monsters who attacked us? They could have harmed us!

The truth is, it's only the waste recklessly left in the woods that could have harmed you and the environment.



It's great that you've finally sorted it for recycling. But it is so much safer and way easier to do it at home.



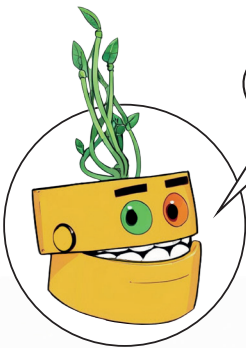
But unless you do it, the waste will turn into a serious threat.



So those creatures were evil, but you are a good one?

Actually, they are good too!

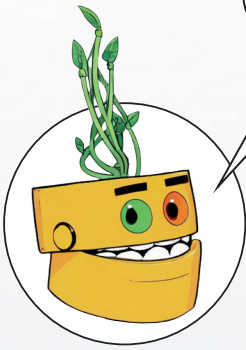
Why did they attack us then?



Those creatures evolved from things that used to be useful and valuable for people.



But as soon as they came out of use, people decided to simply get rid of them.



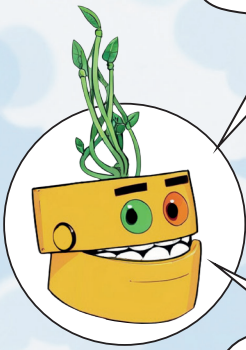
And in such an inhumane way.



But what should I do with the stuff I no longer need?



The truth is, many things are likely to come in handy eventually: they can be restored, fixed, or reused.



And what if I don't want to reuse them?



Then it's better to send them for recycling. After recycling these things may get new value and become useful for others.

And that's exactly why those creatures were so mad: they felt sad that instead of being useful, they had turned into a source of trouble for the environment!



We really want to be helpful and we are grateful to you for sorting us and sending for recycling!



Where does trash go?
Or... does it come back?



<https://www.youtube.com/watch?v=TOj28WQW0kA>

SCAN THE QR CODE
TO FIND OUT!

AT HOME

Uuuh... is this your mystery girlfriend?



Hi there!))

How about a cleanup at the river?)

I'm on my way!))



No, that's just... erm... just a friend!



Hey, kids! Where are you going?

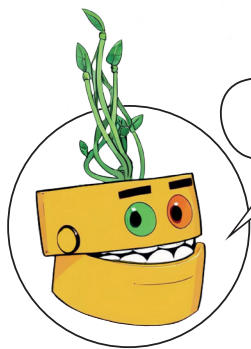
We've got to help Tsvitan's...erm..."just friend".

I've got some plastic, paper, and glass here. Everything is in separate bags. Would you take it with you?

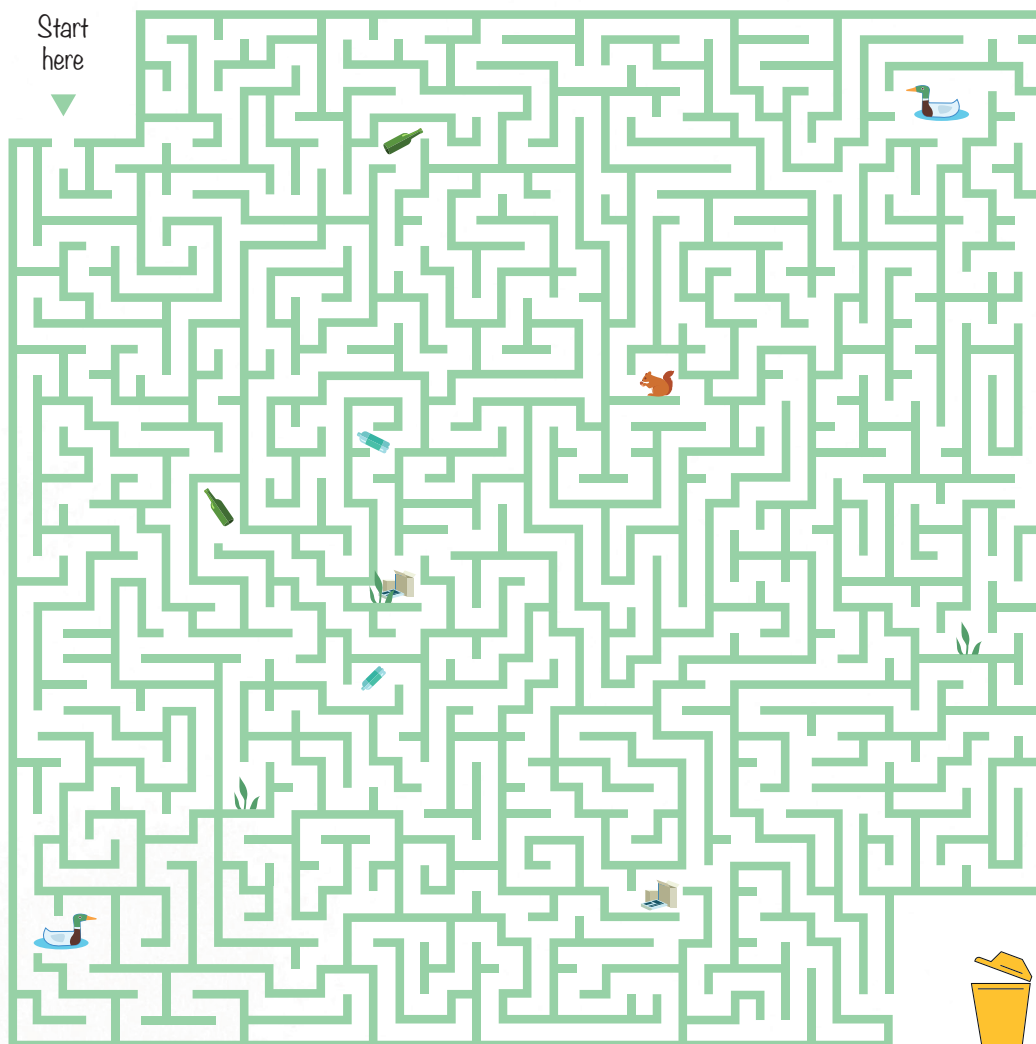


And make sure to throw everything into the right container.

Alright! Glass goes into the green bag, paper and plastic into the yellow one...



Help clean up the river and
send the waste for recycling.





Municipal Enterprise "Ecoservice-2022"

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