



Name: _____

Class: _____ Date: _____

Reducing Beats Recycling

An activity of "Packaging from online shopping creates a big headache"

Read "**Packaging from online shopping creates a big headache**" (page 19, *What's Up* May 2019).

Many people think that it is alright to use as much as they want, as long as they recycle their cardboard boxes and other packing materials. This attitude is wrong. In reality, the recycling plants use lots of energy to do their work. Also, billions of trees still have to be cut down to make the cardboard boxes and other paper products. The better solution is to reduce our use of packaging.

1. Work in pairs. Design an advertisement for online use, convincing viewers that reducing is much better than recycling.

As you know, viewers scroll through digital content very quickly. So, your advertisement must be attention-grabbing. Try not to make it too wordy. Use eye-catching visuals to make your point.

2. Present your advertisement in the space below.

A large, empty rounded rectangle with a thin red border, intended for students to design their advertisement. The rectangle is centered on the page and occupies most of the lower half of the document.