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Wasteless industry. Is it possible?

# What should we do to protect our planet?

## Tick (✓) the options.

**eat healthy and natural products  
- organic food**



**use biodegradable soaps**



**use solar and wind energy**



**use biodegradable plastic**



**take food - pills**

Would you like to see  
a video fragment?



# What can we do then? Choose an idea and say.



In my opinion we should.../  
It seems to me that we should...



That 's exactly what I think./  
I agree entirely.

come up with new solutions for ecological problems



That may be true, but...  
I can't agree with you there.

develop new environmentally friendly and profitable technologies.

think carefully about the things we've got

increase the efficiency of known environmentally – friendly technologies to make them cheaper

There's the man who knows what to do.



Gunther Pauli is a new kind of innovator:  
the "social entrepreneur".



While you are reading you can

Gunter Pauli

read and choose the  
right options

read and match the  
phrases with the gaps



Gunter  
Pauli

Can you answer the questions?

What is the ZERI's goal?

How are they going to eliminate waste?

What can you say about the Blue Economy?



Gunther Pauli is a new kind of innovator: the "social entrepreneur". In 1996, he launched the Zero Emissions Research and Initiatives Foundation (ZERI).

The foundation's goal is the efficient production of all goods and services for the society without any form of waste - no liquid waste, no gaseous waste and no solid waste.

This goal is the basis of a new Zero Emissions production and consumption model. This model imitates nature: waste from one becomes the food for another.

It's more competitive and more productive without destroying the ecosystem.

This type of economical approach is called the Blue Economy .



Would you like to think as a social entrepreneur and earn lots of money without destroying nature?

Here's our morning cup of coffee.



 We really only use 0.2% of the product.

What do we do with the rest 99.8%?



What unites a cup of coffee and mushrooms?

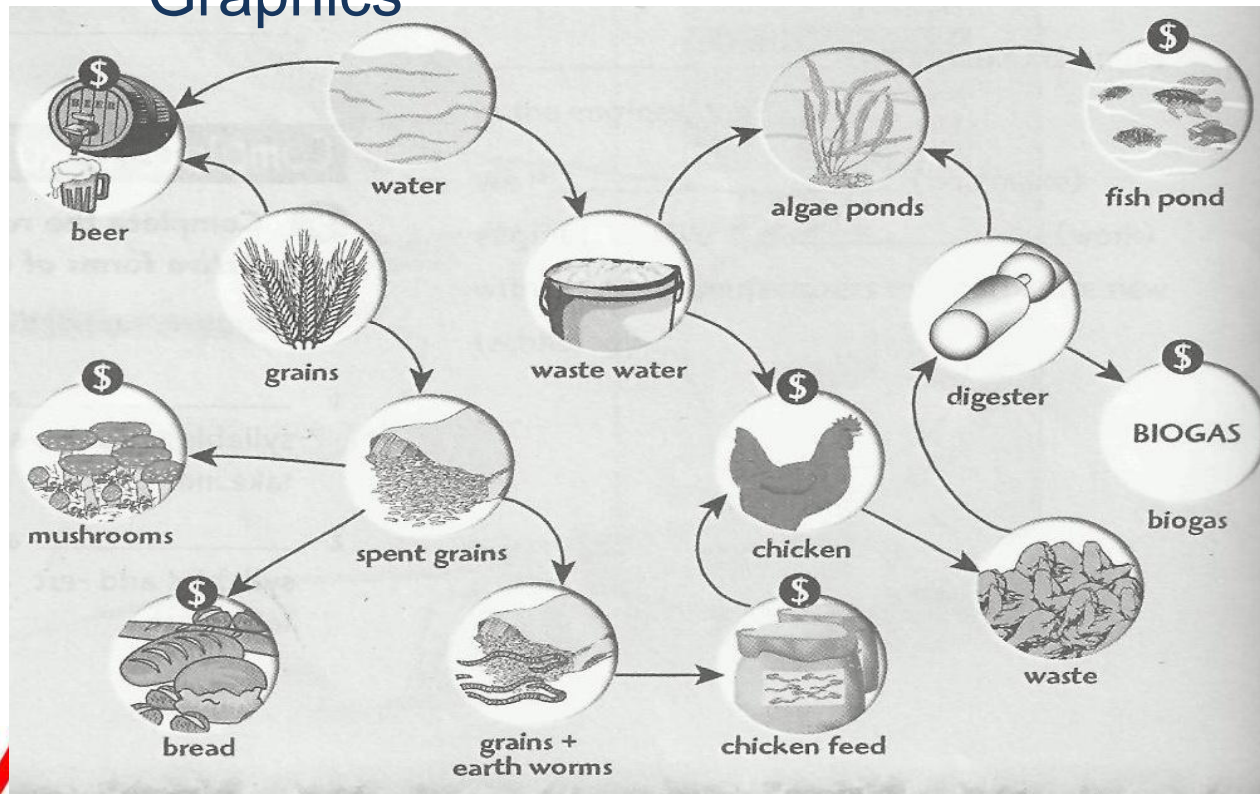




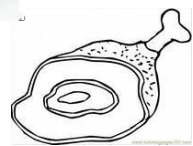
we use ...  
make biogas...

feed leftovers to...  
everyone can generate...

### Graphics



**biogas**

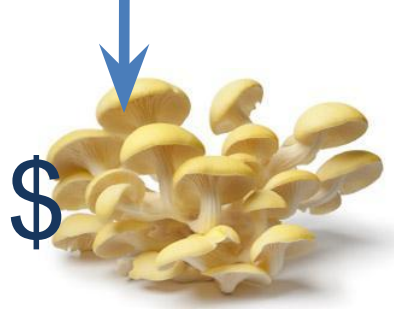


**waste**



we use ...  
make biogas...

feed leftovers to...  
everyone can generate...



**waste**



**biogas**

