

Adventures and Misadventures of

SUPERMAR

IN LANZAROTE



NOTES ON THIS ISSUE

Plastic can be very useful because it's versatile, light, durable and cheap. Those same properties make it a frequent flyer and traveller of our planet's seas and coastlines when it escapes us or we don't manage it properly. As a consequence, plastic has become an increasing problem precisely because of its low price, toxicity, perseverance, and pervasiveness.

Aware of this problem, restless because of this situation, and seeking to share our information and knowledge, in 2009 a partnership was born between Lanzarote's Biosphere Reserve Office (Council of Lanzarote) and the Marine Sciences for Society (MSFS) researchers' network, to set the foundations of the project and the management structure for the Zero Plastic in Lanzarote's Biosphere Reserve campaign. Since then, government bodies, research centres, universities, NGOs, students, individuals and groups have come together in this joint effort.

Issued By:

COUNCIL OF LANZAROTE

~Biosphere Reserve Office~

Zero Plastic in Lanzarote's Biosphere Reserve Campaign!!!



Original Sketches: Nahual González Garrido

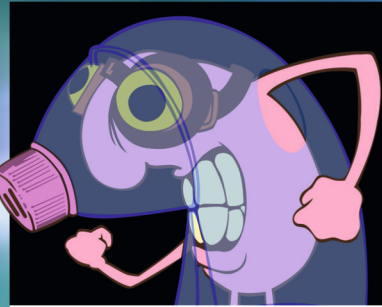
Graphic Design: Josué Reyes Cristóbal

Original Idea and Script: Yolanda Garrido Casanovas



Our hero. He surrounds and protects Lanzarote.

Plastikucho (Dread Pirate Plastic)



Villain that disguises himself as hundreds of plastic containers.



His wet towels might seem harmless, but...



He watches from the skies and warns Supermar when there's trouble.



underwater heroine and partner of Supermar during his adventures.



It's a candei limpet. Stuck to the rocks, knows everything that's going on.

Guardians of the Biosphere



All of the island's children are Guardians...hold on! SO ARE YOU!!!

Ready? Well, let's read about Lanzarote and Supermar's first adventure!

Lanzarote is an island internationally renowned for its beauty. Its waters, fields and volcanoes hold natural treasures... It's a Biosphere Reserve! Our great commitment!




But, lately, it has been feeling sad because Plastikucho and Toallito Enmascarado are lurking around... Two villains that love waste and have made the island ill.

Plastikuchō is getting stronger every day. You will find him disguised as a bottle, a bag, all types of containers, and many other forms.





Toallito Enmascarado is very vain. He is behind many wet towels: baby wipes, make-up remover wipes, bathroom-cleaning wipes and car-cleaning wipes... and many of these are flushed down the toilet by humans. As they make their way through the pipes, they damage water treatment facilities and end up in the ocean! They are a real threat.



Lanzarote looks sad and dirty... Do you know why? Lanzarote looks sad and dirty... Do you know why?

From the skies, plastics and containers can be seen everywhere...

The sea fares no better... It is full of plastic...

It's making us ill. It's a danger to us all.

The coastline is full of plastic of all shapes and sizes... some are barely visible, but they're still there.

While Supermar and his friends fight Plastikucho and Toallito Enmascarado, the Guardians of the Biosphere come to their aid by cleaning Lanzarote's waste and pledging to keep it clean and reduce their use of plastic to a bare minimum.



If we join our efforts, we will see Lanzarote smile again.
You can help as well, share it with your friends
so we are as many as possible! Watch₂ out for
Plastic! Be a Guardian of the Biosphere!

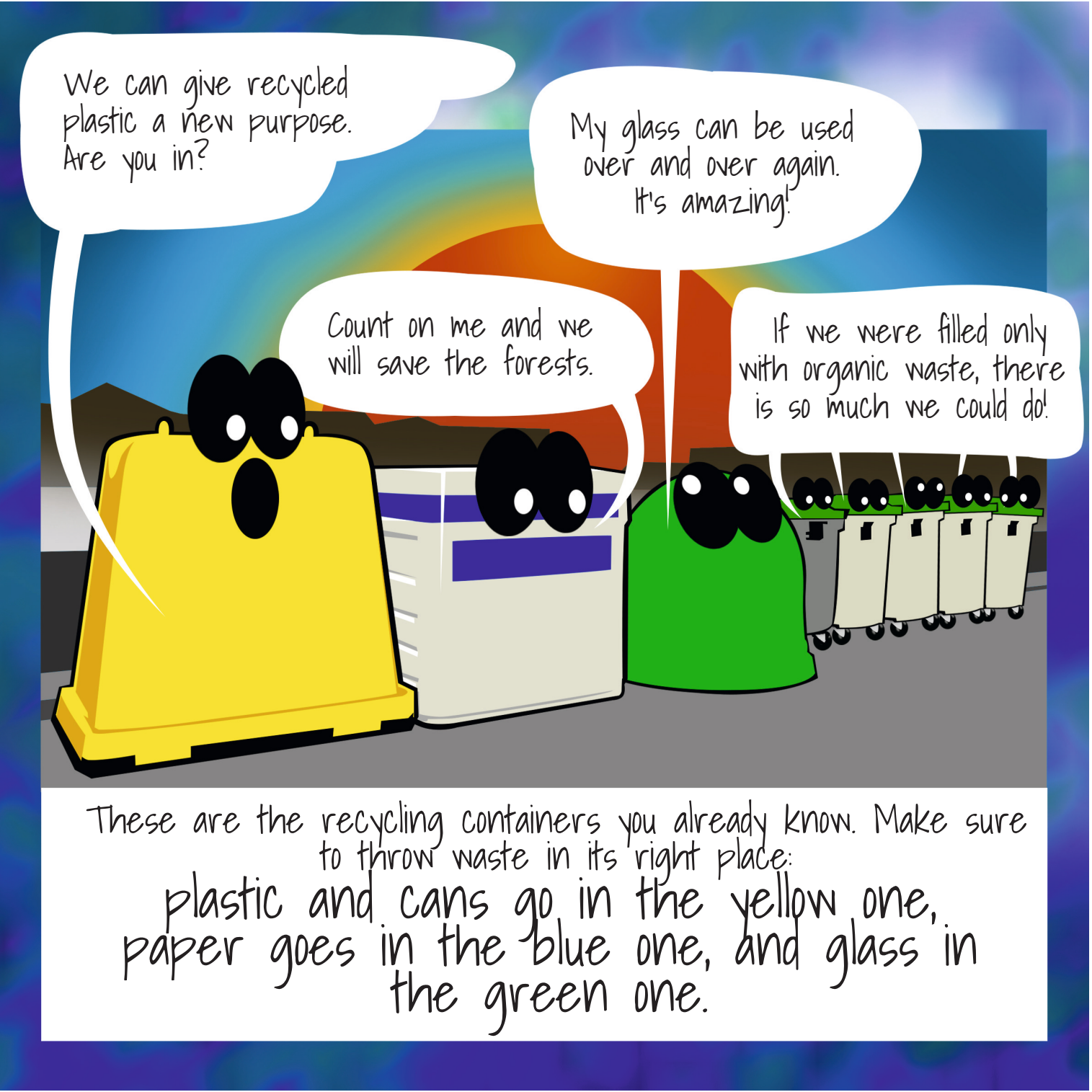


YOU ARE NOW A GUARDIAN!

Your next mission is to protect your beautiful landscape! Whenever possible avoid using plastic, choose an alternative. There are many: paper, cardboard, glass, wood... Thank you! Without you I would never be able to do my job!

BECOME A GUARDIAN OF THE BIOSPHERE!





We can give recycled plastic a new purpose.
Are you in?

My glass can be used
over and over again.
It's amazing!

Count on me and we
will save the forests.

If we were filled only
with organic waste, there
is so much we could do!

These are the recycling containers you already know. Make sure
to throw waste in its right place:
plastic and cans go in the yellow one,
paper goes in the blue one, and glass in
the green one.

¡Agüita con el plástico!

CAMPAÑA
PLÁSTICO CERO
Lanzarote
Reserva de la Biosfera

EL PLÁSTICO QUE ABANDONAMOS EN LA NATURALEZA O ARROJAMOS AL MAR,
NO SE BIODEGRADA, SÓLO SE FRAGMENTA Y SE ACUMULA EN LA BIOSFERA.
ENSUCIA PLAYAS, CONTAMINA OCEÁNOS Y MATA LA FAUNA MARINA.

INFÓRMATE Y ÚNETE A NOSOTROS. SÍGUENOS EN FACEBOOK

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