

## 1/2 Oil? Until When?

Why keep extracting oil? It'll make our current life-style last a little longer, but then...there won't be any forests left. We can all help change the picture.



### Solution

A poster campaign to develop awareness of this issue and encourage donations.

Nurseries/supermarkets could offer grocery bags by the cashier with this image on them or the option of adding one/five/ten dollars to the total amount of one's purchase to this project by having postcards/posters with this image on them by the cashier. Web page address could be added at the bottom of the image.

Also Web page with the image and information about the issue. The image could be sold there in exchange for contributions, or people could just contribute.

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Creative's profile

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