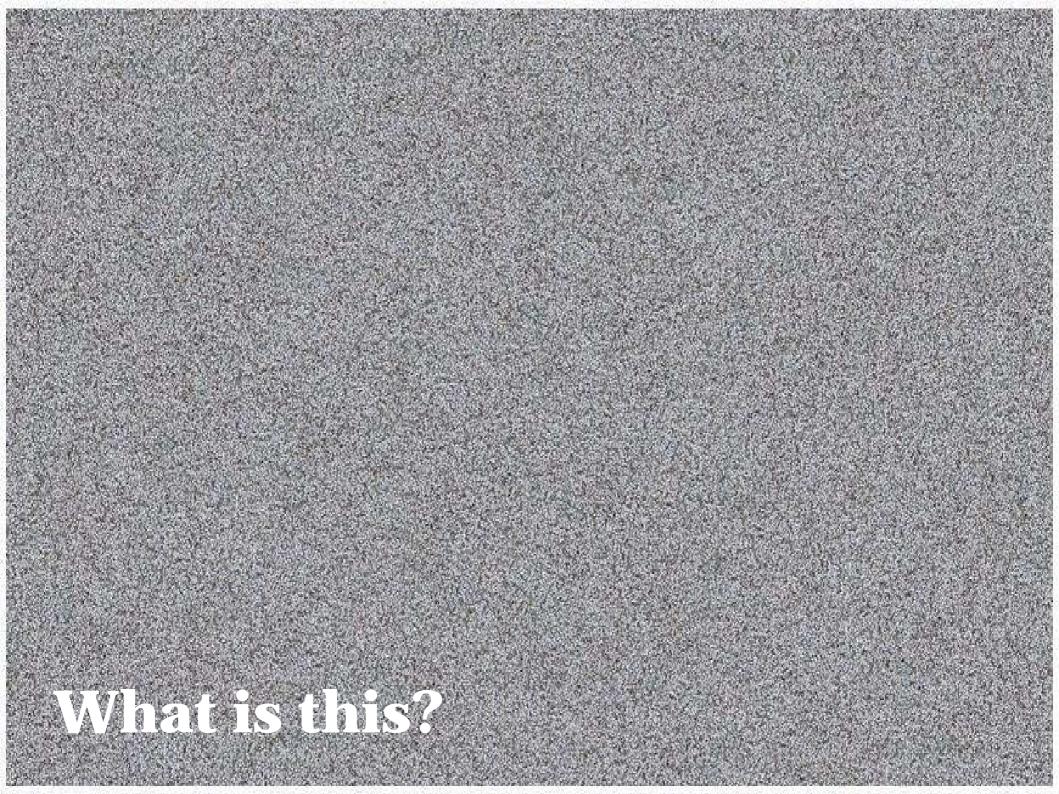
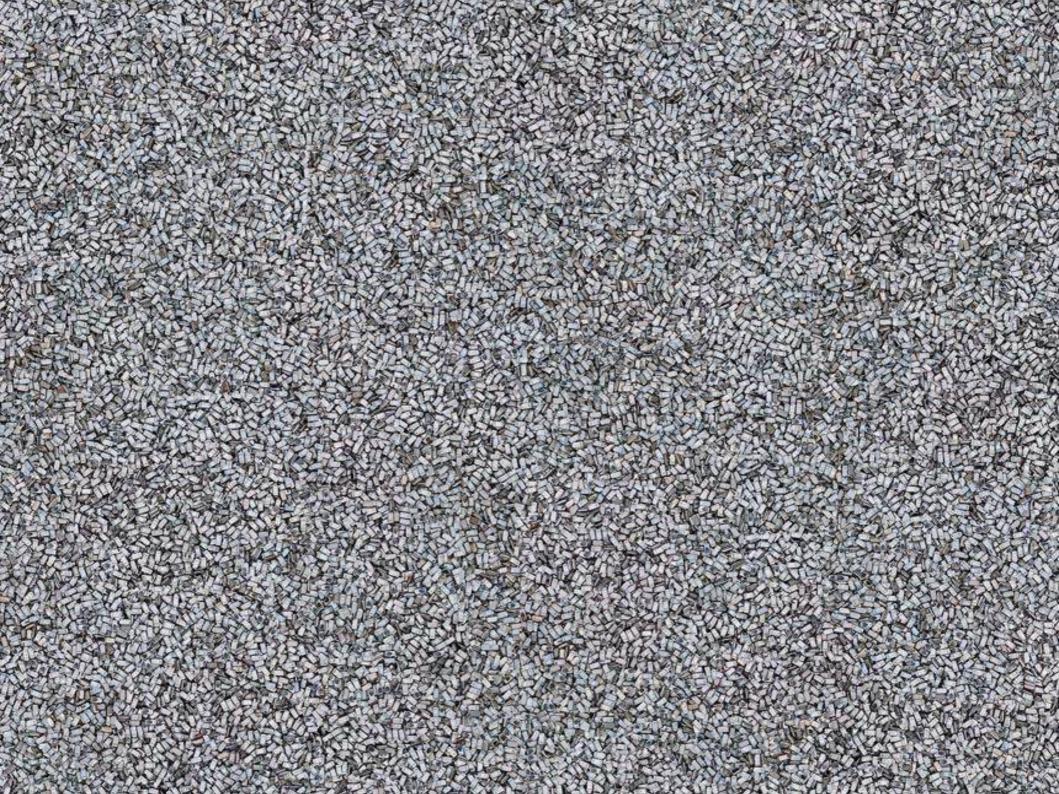
Try to guess what the following images are.

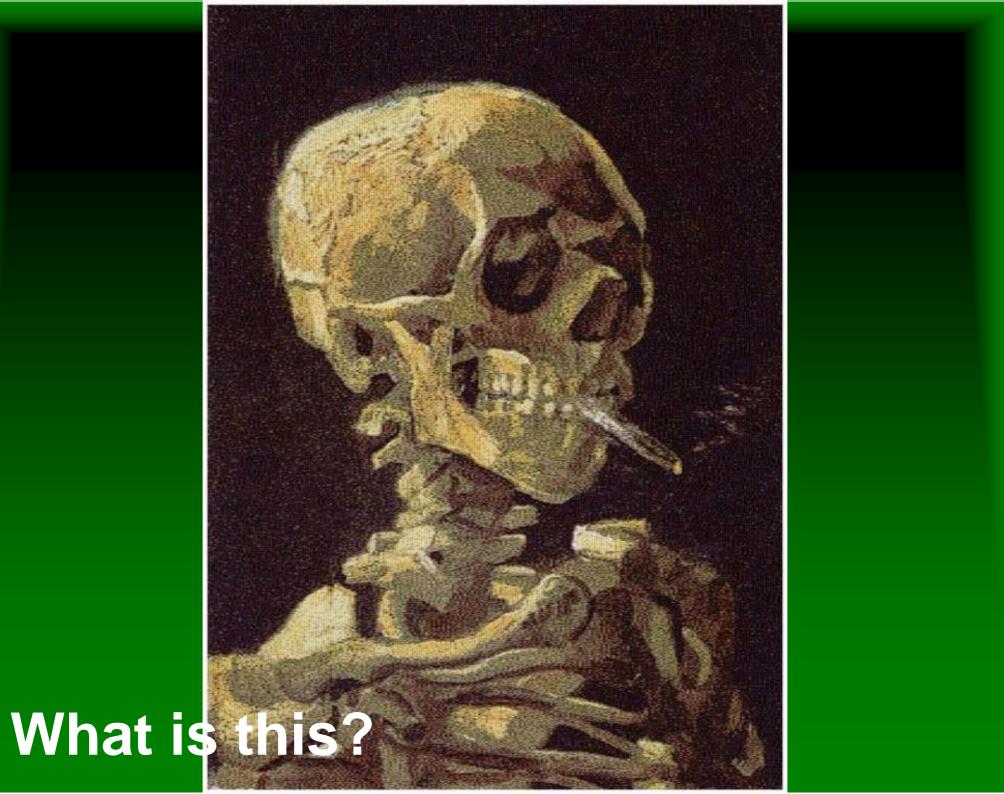








426,000 cell phones discarded daily.







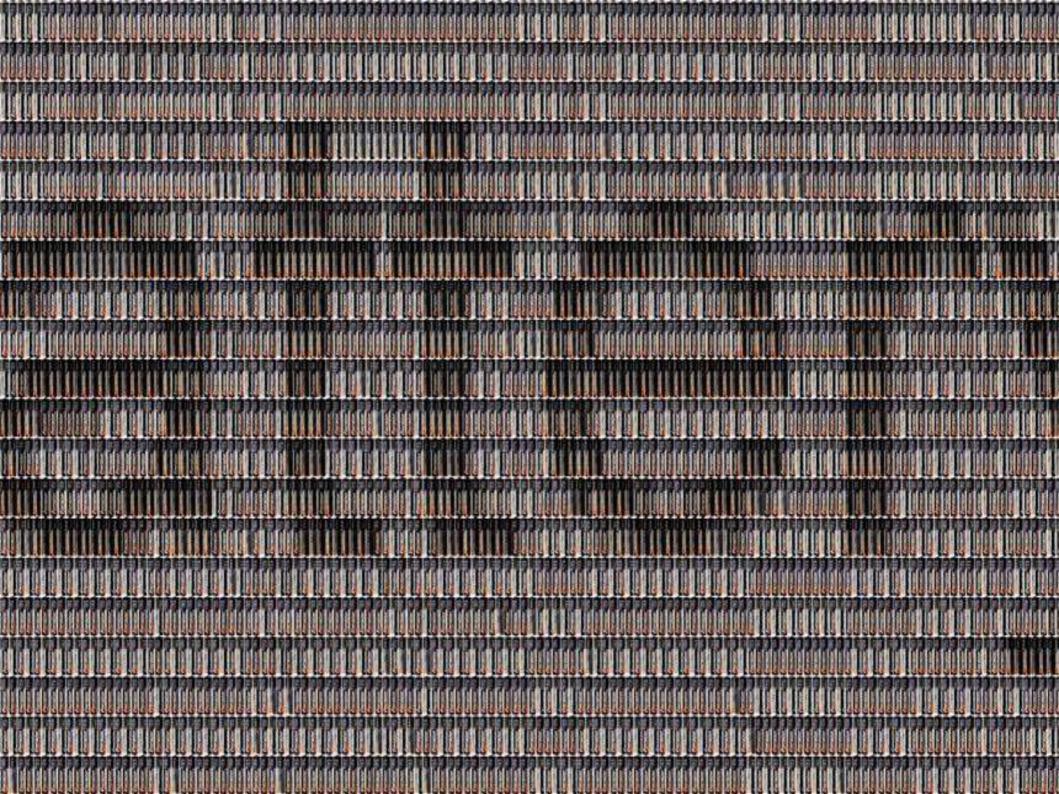
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enverve, 🌒	Winston	ticsons a finners una	HERROR & HERRORS	Marling	Marlboro		constants 🧿	Winston	rentra 🛞
CAMEL	Winston	SPIRIT	SPIRIT	AMERICAN SPIRIT	HARD PACK	Marlboro	Winston	Winston	Winston
CAMEL	AMERICAN SPIRIT	SPIRIT	SPIRIT	FILTERS HARD PACK	SPIRIT	CAMEL	muran. 🐵	emoreus. 😗	mandraur 🚳
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200,000 cigarette packs, the same number of Americans who die every six months due to smoking.



Set-up of thousands of small pictures, showing the traces of 11,000 planes, the number of commercial flights taking place in the U.S. every 8 hours.

"Because Energizer batteries
are now made with no added
mercury, we do not believe that
a disposable battery recycling
program is necessary."
-Energizer Consumer Relations,
October 2007 Vhat is this?





170,000 batteries are produced every 15 minutes.

What is this?

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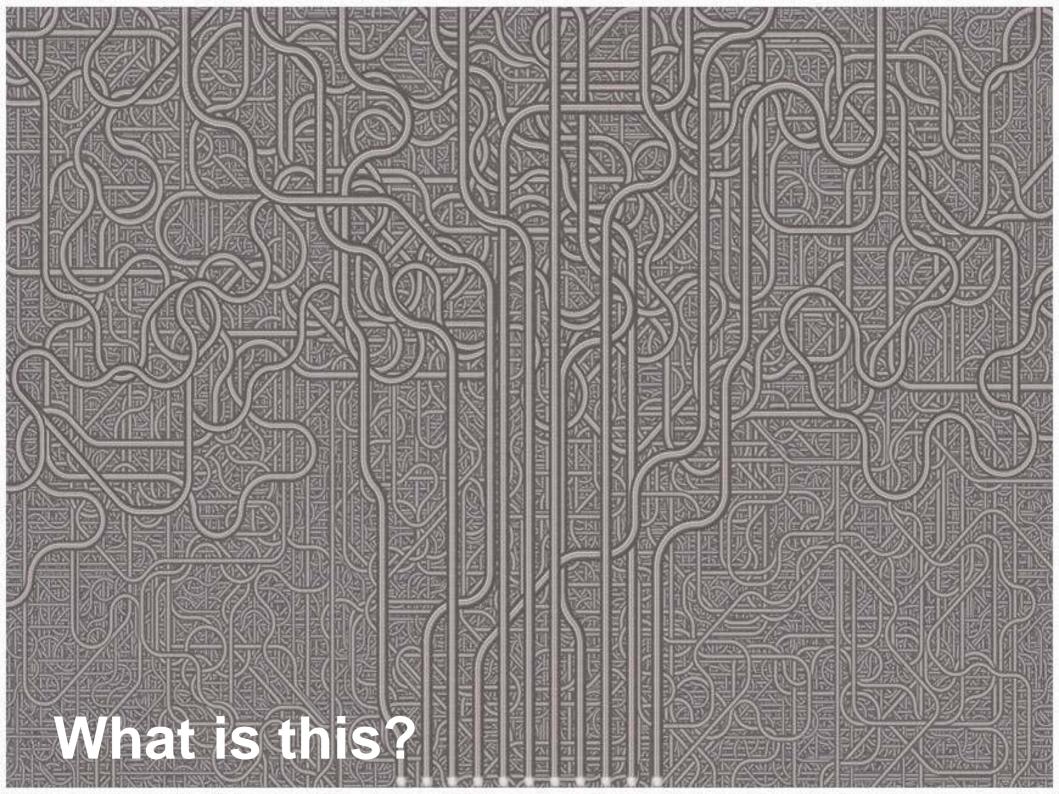
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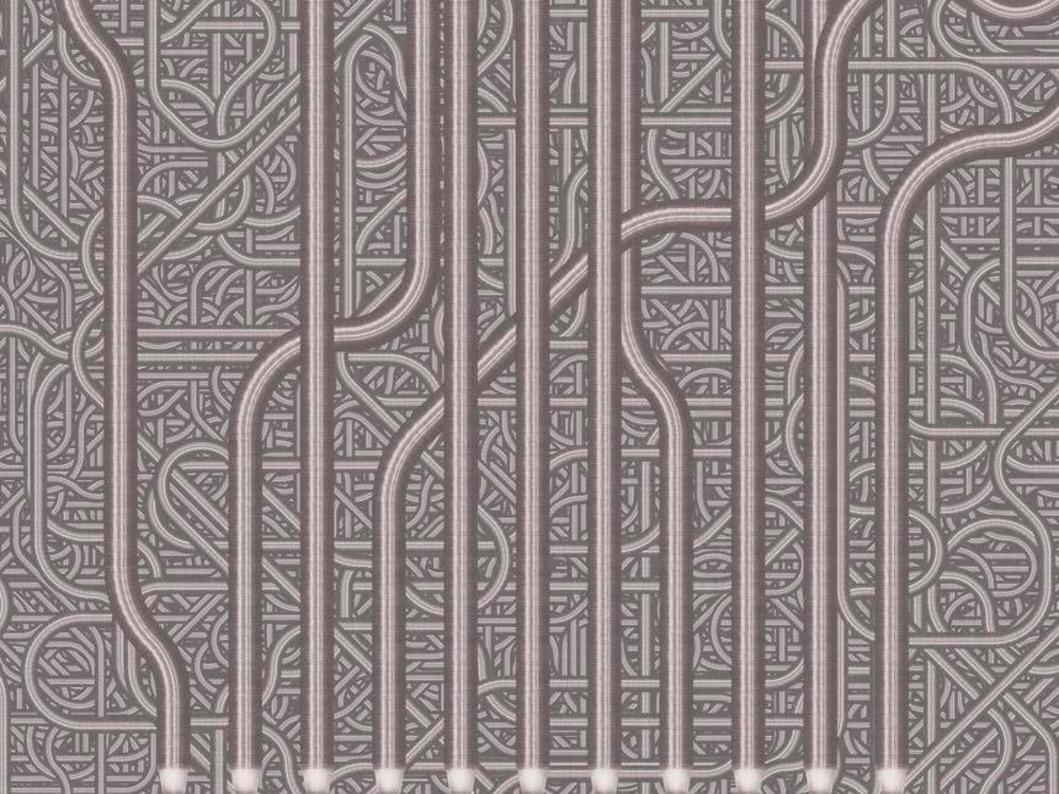


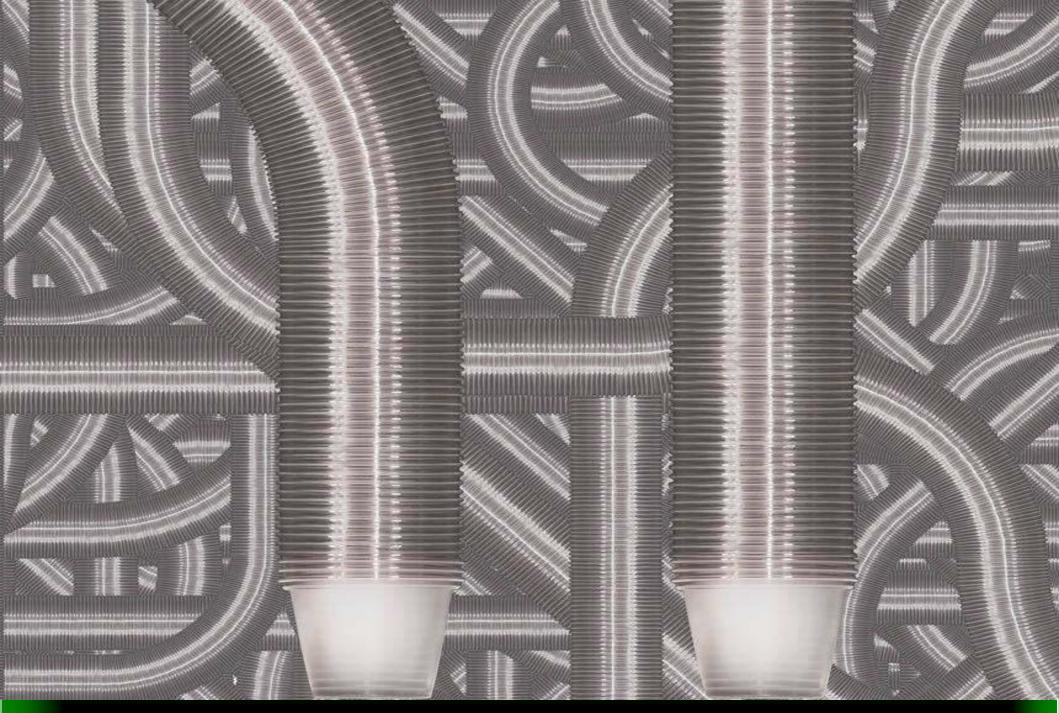




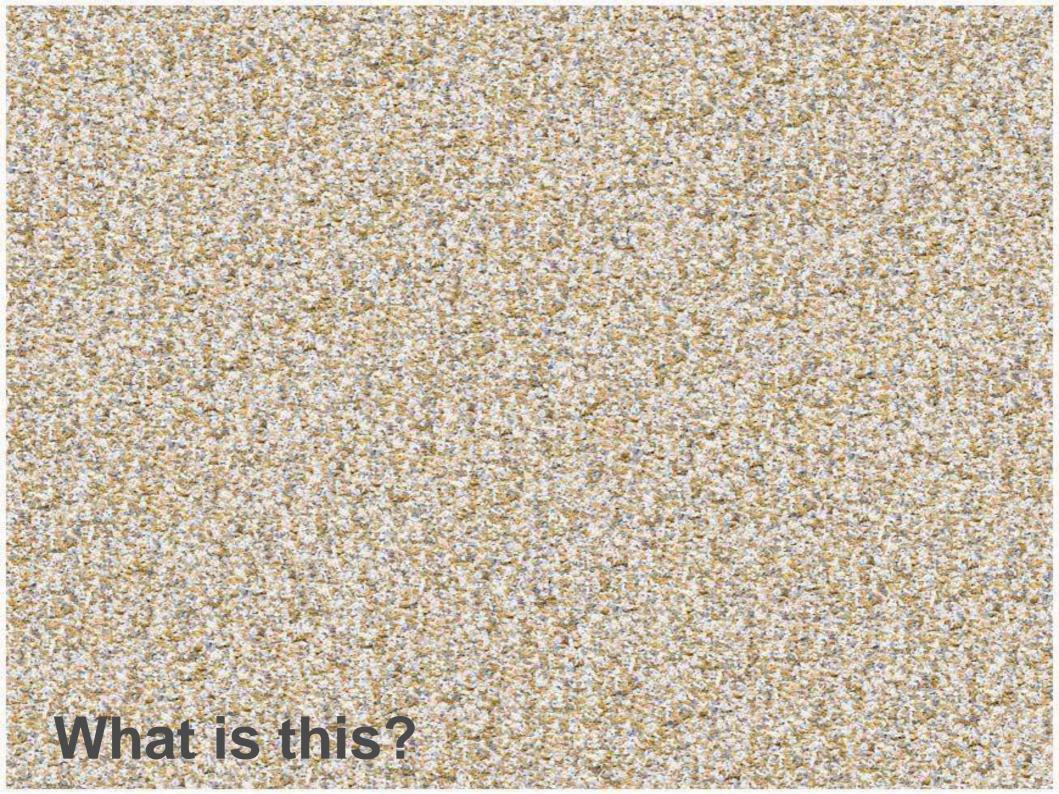
65,000 cigarettes. The number of Americans under 18 that start smoking every month.







1 million of plastic cups trashed every six hours in commercial flights.







60,000 plastic bags, discarded every 5 seconds.







2 million plastic bottles, dumped every 5 minutes.



This is not a picture.



It's 106,000 aluminium cans, thrown into the garbage every 30 seconds.

This is WASTE ART.

These pictures are part of the exhibit "Running the Numbers, an American Self Portait", of photographer Chris Jordan, highlighting the millions of objects that accumulate in the planet, well beyond our sight.

The numbers mentioned were obtained from the quantities of waste discarded only in the United States. Imagine what world figures are! Environmental degradation is a cumulative effect of the actions each one of us takes...

Therefore, the solution also lies within each one of us.

Help our planet! Think before you use!

Reduce, reuse, recycle...

GIA – Grupo de Impacto Ambiental

Adaptado de: Superinteressante, Edição 247, Dez/2007. Fotos: www.chrisjordan.com