

# ATTACK OF THE KILLER MUCKWADS!



**Let's beat  
waste together !**



With the financial  
support of the  
European Commission

# What if planet Earth turned into a giant garbage bin?

**E**very year, Europe generates an enormous amount of waste: nearly 3 billion tonnes\*! This is enough to fill up a train 5 times longer than the distance from Earth to the moon.

Can you imagine what that does over two years, three years... decades!?!

All this trash is harmful to the Earth if it isn't kept under control. The gases given off when rubbish is transported then decomposes causes all sorts of air pollution. Moreover, illegal dumping pollutes the soil, and when rubbish is left in the nature, it ruins the landscape and poses a threat to the flora and fauna.

**What happens to our rubbish?** It is taken to disposal centres (garbage drop-off points) or incinerated\*\*.

**How can we keep this massive invasion of waste at bay?** There is a solution that works: limit the amount of waste produced by changing your behaviour.

**The best kind of rubbish is the rubbish you never create. It's as simple as that!**

With these words in mind, you can easily reduce the amount of waste produced and you can inspire your friends and family to follow suit.

**Basically, to reduce waste, just try not to create it in the first place. Sorting your rubbish is also a good habit, but it isn't the same as reducing waste, since the waste is already there!**

**Prevention is the priority** (saving natural resources, limiting impacts to the environment, etc.), but we still need landfills and incinerators.

## What is eco-consumption?

If you buy environmentally friendly products that generate less waste, you are an eco-consumer. To go even further, use your appliances for as long as possible, keeping them clean and in good repair so you don't need to repurchase them.

At home, you can also take care not to waste food (**by checking expiry dates**, for example), as well you can **use rechargeable batteries** and you can choose to buy products without **excess packaging**. You can **donate or sell your old clothing or other** items you no longer want... And for new clothes don't forget about thrift shops for gently used clothing and a good deal. Flea markets and recycling centres are also chock full of surprises!

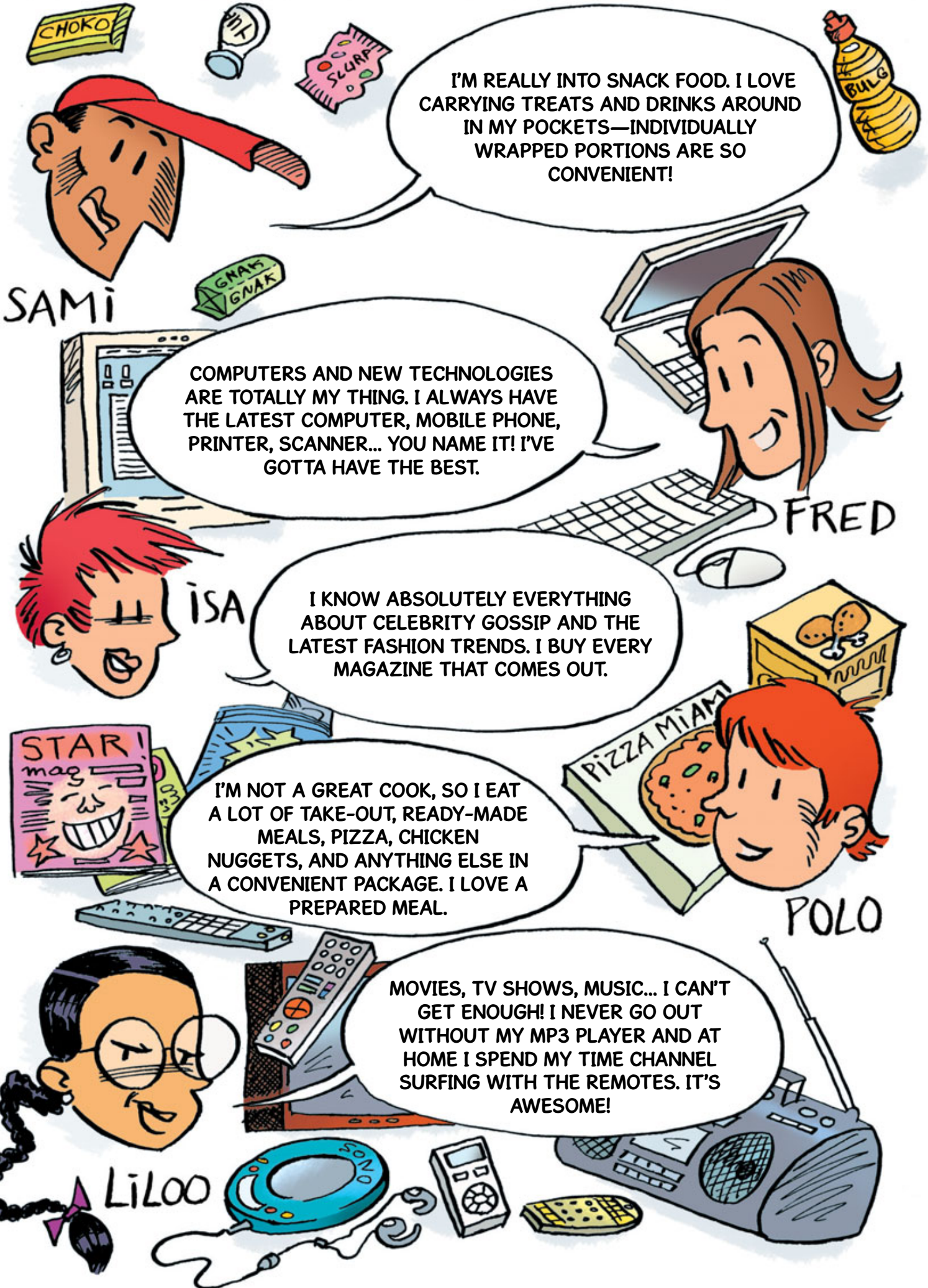
You will see there are plenty of **simple tips** for budding eco-consumers.

It's easy to join those who are reducing their waste every day. You can be an Earth-defending super-hero too!

\*Source: Eurostat 2010

\*\*40% of waste produced is transferred to a landfill, 20% is incinerated, 17% undergoes organic processing (composting), and 23% is recycled. Source: Eurostat March 2010

THESE ARE OUR FIVE HEROES. WITHOUT EVEN REALISING IT, THEY PRODUCE A LOT OF WASTE BECAUSE OF THEIR ATTITUDE AND LIFESTYLE.



I'M REALLY INTO SNACK FOOD. I LOVE CARRYING TREATS AND DRINKS AROUND IN MY POCKETS—INDIVIDUALLY WRAPPED PORTIONS ARE SO CONVENIENT!

SAMI

COMPUTERS AND NEW TECHNOLOGIES ARE TOTALLY MY THING. I ALWAYS HAVE THE LATEST COMPUTER, MOBILE PHONE, PRINTER, SCANNER... YOU NAME IT! I'VE GOTTA HAVE THE BEST.

FRED

LISA

I KNOW ABSOLUTELY EVERYTHING ABOUT CELEBRITY GOSSIP AND THE LATEST FASHION TRENDS. I BUY EVERY MAGAZINE THAT COMES OUT.

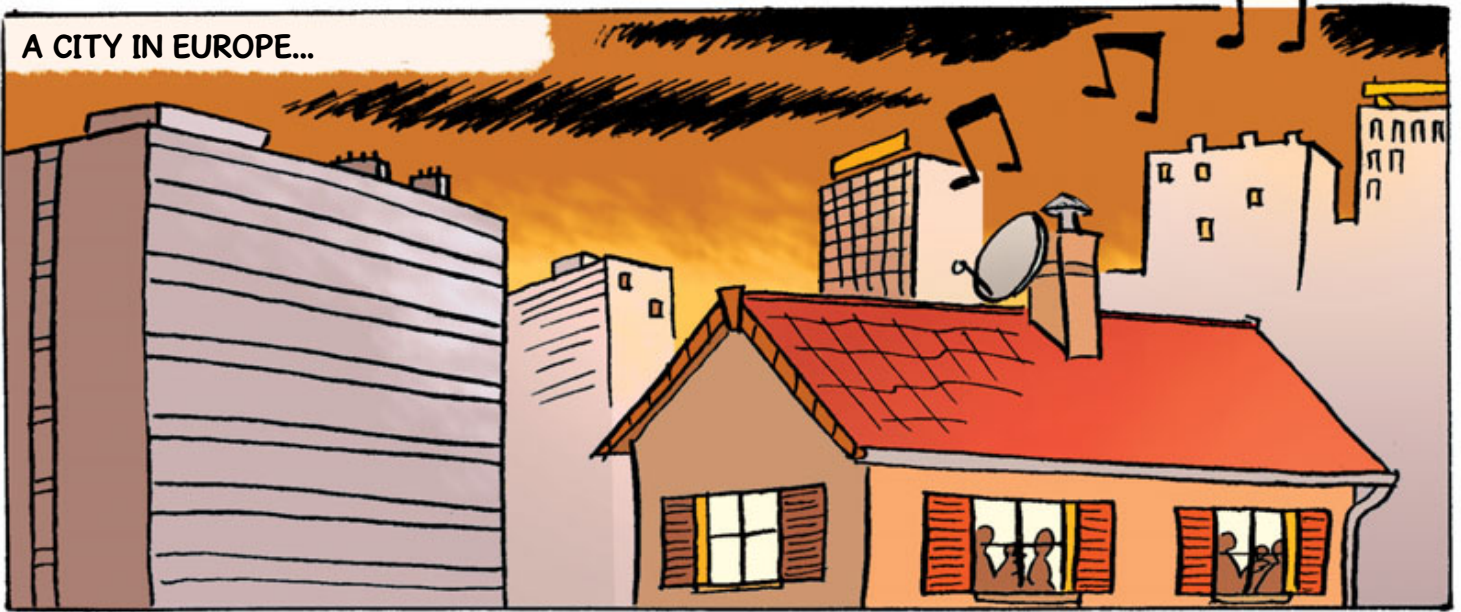
I'M NOT A GREAT COOK, SO I EAT A LOT OF TAKE-OUT, READY-MADE MEALS, PIZZA, CHICKEN NUGGETS, AND ANYTHING ELSE IN A CONVENIENT PACKAGE. I LOVE A PREPARED MEAL.

POLO

LILLO

MOVIES, TV SHOWS, MUSIC... I CAN'T GET ENOUGH! I NEVER GO OUT WITHOUT MY MP3 PLAYER AND AT HOME I SPEND MY TIME CHANNEL SURFING WITH THE REMOTES. IT'S AWESOME!

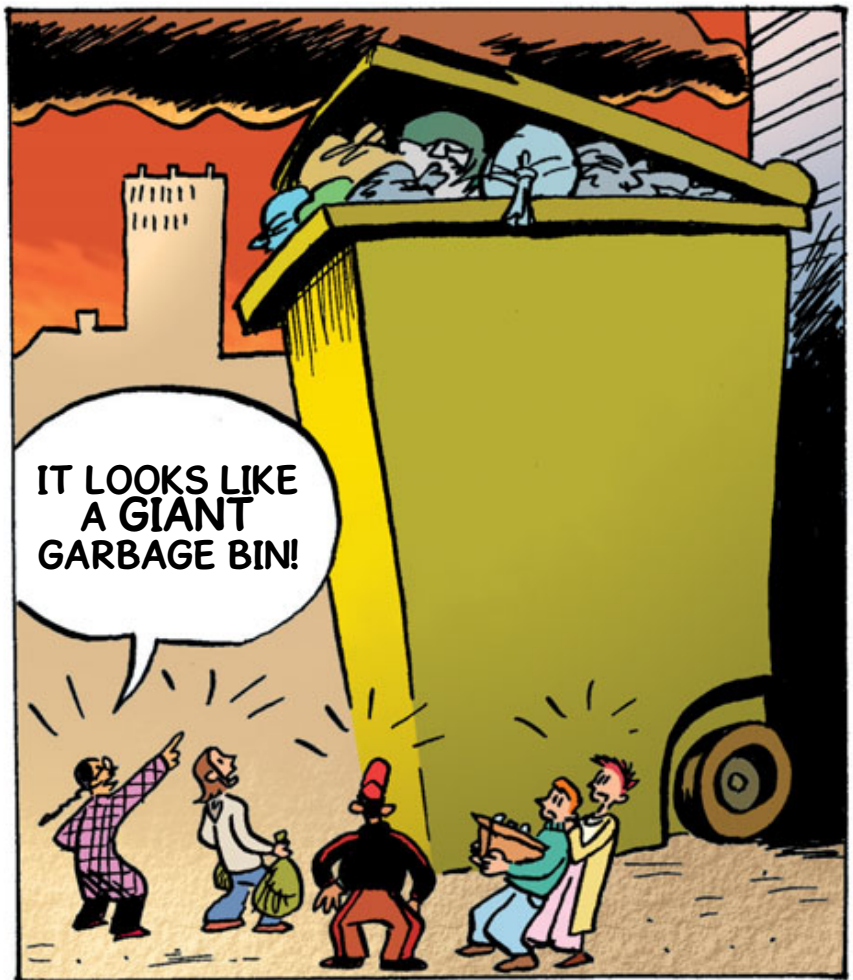
A CITY IN EUROPE...



SOME FRIENDS ARE GETTING READY TO GO HOME AFTER A PARTY...



MUCH TO THEIR SURPRISE...



A MYSTERIOUS FIGURE APPEARS.....

THOSE ARE THE KILLER MUCKWADS!  
THEY'RE FUTURE ENVIRONMENTAL  
CATASTROPHES CREATED BY THE  
MUCKMAKERS!

WHO'RE YOU? WHO  
ARE THE  
MUCKMAKERS?

I'M DR. KLEAN! MY JOB IS TO PROTECT  
THE ENVIRONMENT. THE MUCKMAKERS ARE  
REPULSIVE CREATURES. THEY HAVE  
INVADED PLANET EARTH.

THEY THROW EVERYTHING AWAY, AND IN EVERY DIRECTION.  
THE LANDFILLS AND INCINERATORS ARE BRIMMING OVER WITH  
GARBAGE. THEY WASTE WATER AND RAW MATERIALS. THEY ARE  
SMOTHERING US WITH TRASH, USING MORE AND MORE  
PACKAGING AND SINGLE-USE PRODUCTS.  
THEY'RE TURNING THE WORLD INTO...

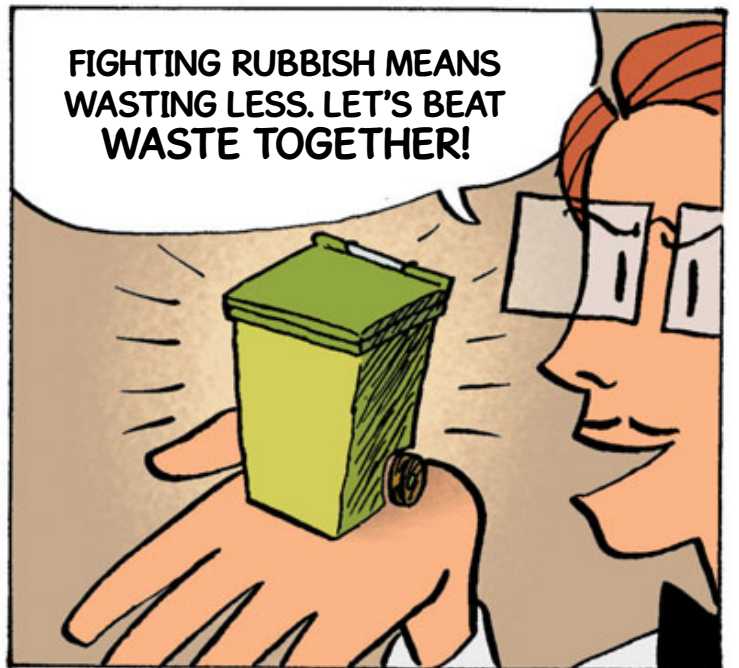
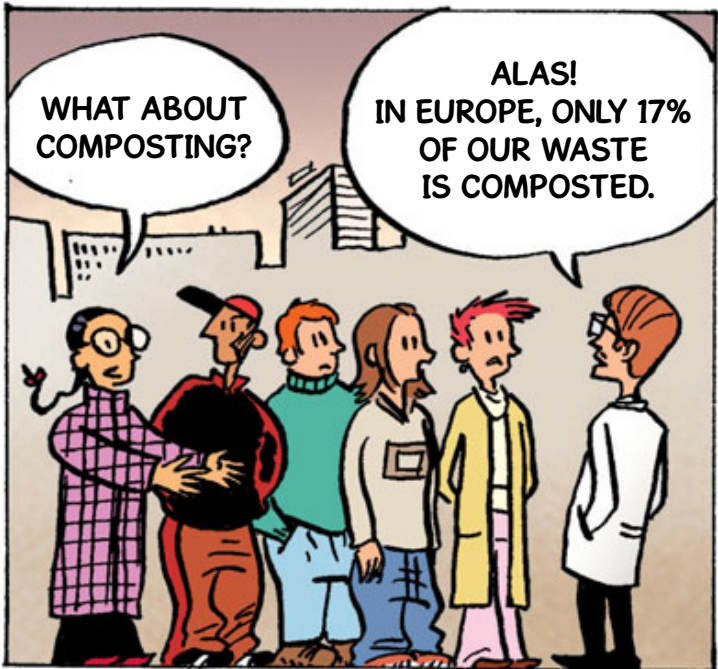
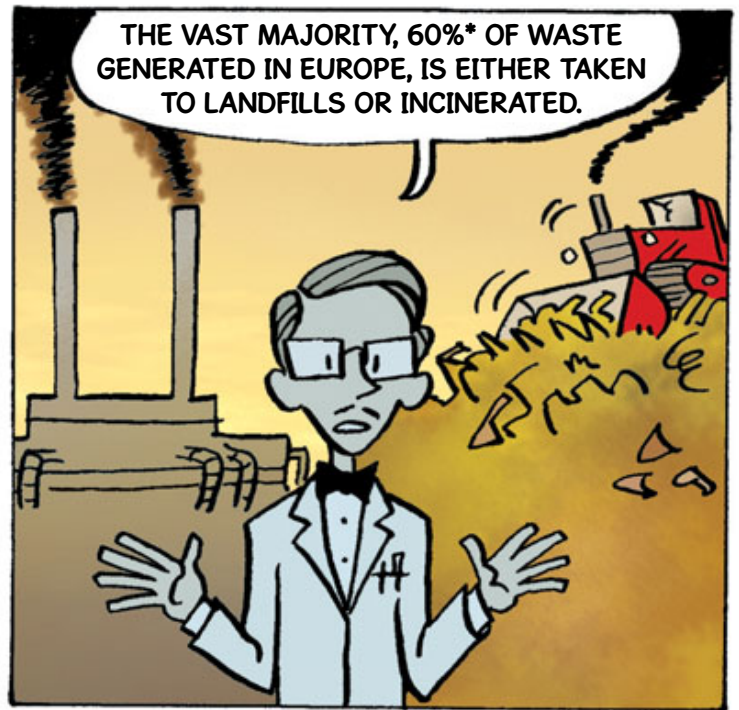
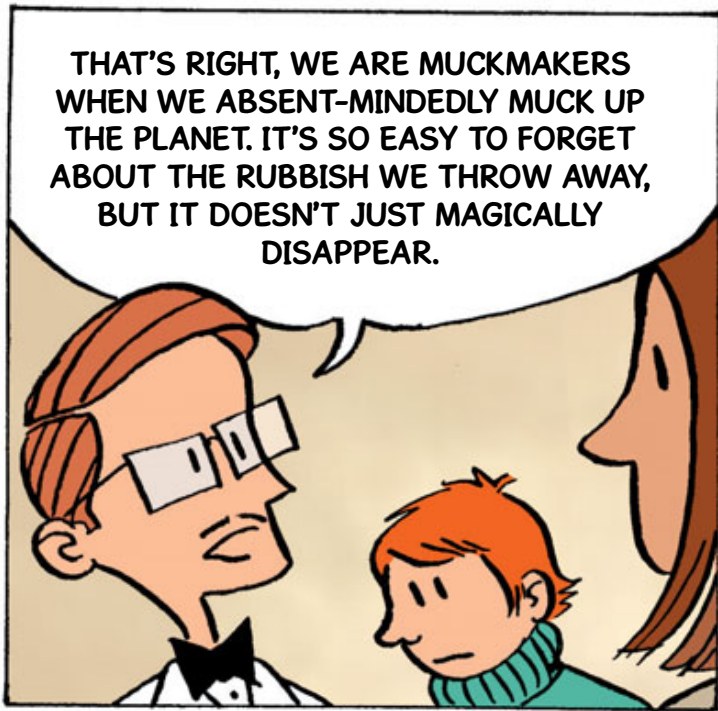
**ONE GIANT TRASH HEAP!**

IN 30 YEARS, THE MUCKMAKERS HAVE NEARLY  
DOUBLED THE AMOUNT OF RUBBISH IN EUROPE.  
EACH ONE PRODUCES AN AVERAGE OF 524 KG  
EACH YEAR, OR 10 KG PER WEEK.

GROSS!!

WAIT A SEC... WE ARE  
THE MUCKMAKERS!

YEAH,  
HUMANS!



AT DR. KLEAN'S HOUSE...

WE HAVE TO REDUCE WASTE AT THE SOURCE.



LET'S START WITH PAPER: IT MAKES UP ABOUT A QUARTER OF OUR RUBBISH.



AN OFFICE MUCKMAKER THROWS AWAY TOO MUCH PAPER EVERY YEAR!



ON AVERAGE, EACH FAMILY RECEIVES 35 KG OF ADVERTISEMENTS IN THE MAIL EACH YEAR.



WE MUSTN'T PRINT EXCESSIVELY, WE MUST LEARN TO USE AS BOTH SIDES AS LITTLE PAPER AS POSSIBLE, AND WE MUST USE A "NO JUNK MAIL" SIGN ON OUR MAIL BOXES.



I'LL DO THAT WITH PAPER!

I'LL BE PAPERGIRL!





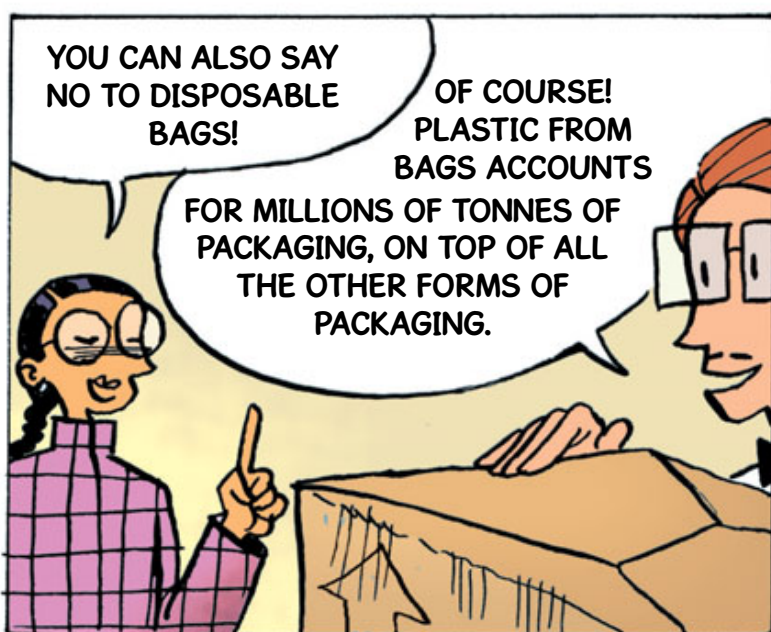
NOW FOR PLASTIC: TENS OF BILLIONS OF DISPOSABLE BAGS ARE DISTRIBUTED EVERY YEAR IN SUPERMARKETS AND NEIGHBOURHOOD SHOPS. IT TAKES 1 SECOND TO MANUFACTURE A PLASTIC BAG THAT YOU'LL USE FOR AN AVERAGE OF 20 MINUTES, BUT IT WON'T BE POSSIBLE TO DECOMPOSE FOR HUNDREDS OF YEARS.



HEY, MR. KLEAN, YOU CAN GET BIODEGRADABLE BAGS!

THERE'S AN EVEN BETTER WAY!

JUST USE A REUSABLE SHOPPING BAG OR BASKET.



YOU CAN ALSO SAY NO TO DISPOSABLE BAGS!

OF COURSE! PLASTIC FROM BAGS ACCOUNTS

FOR MILLIONS OF TONNES OF PACKAGING, ON TOP OF ALL THE OTHER FORMS OF PACKAGING.



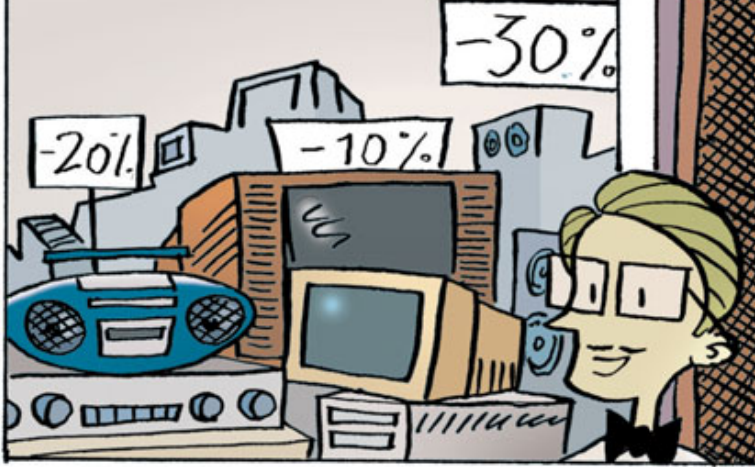
THE PRODUCT IS MORE IMPORTANT THAN THE PACKAGE. WE HAVE TO ERADICATE BITE-SIZE PRODUCTS AND INDIVIDUALLY WRAPPED PORTIONS.



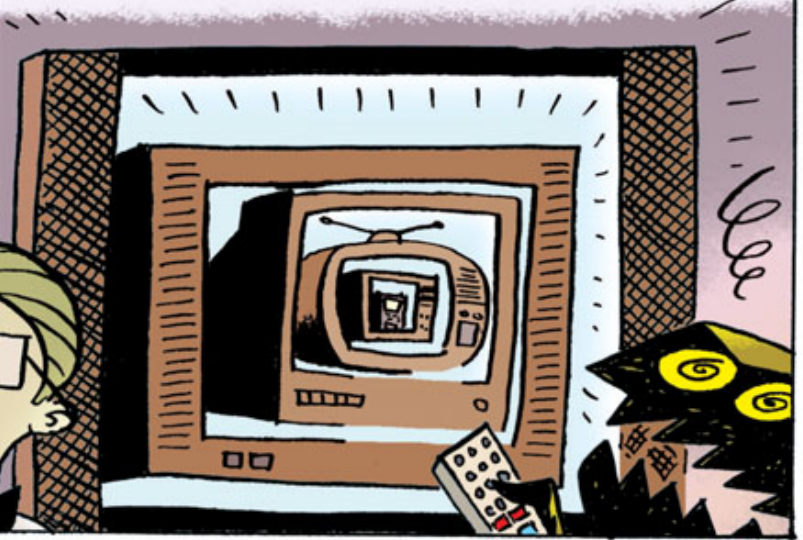
I'LL TAKE CARE OF PLASTIC!

WELCOME... PLASTICBOY!

AND NOW FOR ELECTRONIC DEVICES!  
THE LIFESPAN OF THESE ARE GETTING  
SHORTER AND SHORTER BECAUSE OF  
ALL THE TECHNICAL INNOVATION.



... BECAUSE MUCKMAKERS WOULD RATHER BUY A  
NEW MACHINE THAN HAVE A BROKEN ONE REPAIRED.



MUCKMAKERS ARE CAUGHT  
UP IN TRENDS, AND THEY  
ALWAYS WANT THE LATEST  
MOBILE PHONE...

BEEP  
B- B- B-  
BEEP

UM... I GOTTA  
CALL YA' BACK...



... THE LATEST GAMING UNIT, THE LATEST MP3  
PLAYER, EVEN IF THE OLD ONE STILL WORKS.

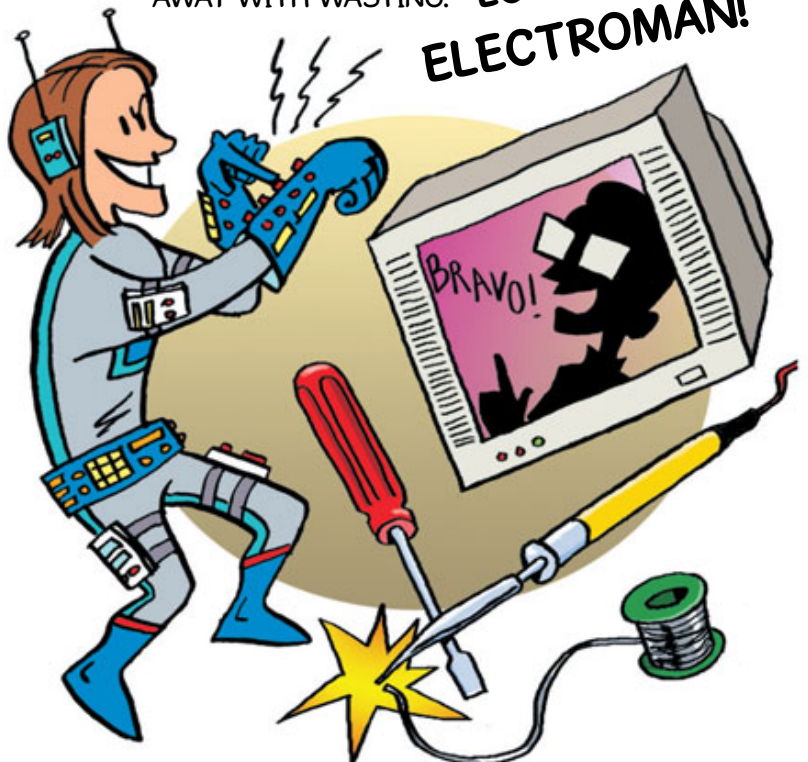


YOU CAN REPAIR OR DONATE RATHER  
THAN THROWING THESE AWAY.  
DEVICES CAN HAVE A SECOND LIFE.  
BE A SMART CONSUMER!

THIS ONE'S  
FOR ME!



AWAY WITH WASTING. LONG LIVE  
ELECTROMAN!



NOW FOR ORGANIC WASTE: THIS MAKES UP A THIRD OF OUR RUBBISH AND HARDLY ANY OF IT IS RECYCLED.



MUCKMAKERS DON'T BUY PRODUCTS IN BULK OR BY THE UNIT, EVEN THOUGH IT'S LESS EXPENSIVE THAT WAY. THEY PREFER TO BUY PRODUCTS AS THEY NEED THEM, EACH TIME SMOTHERED IN PACKAGING.



MUCKMAKERS BUY TOO MUCH AND LET FOOD GO TO WASTE.



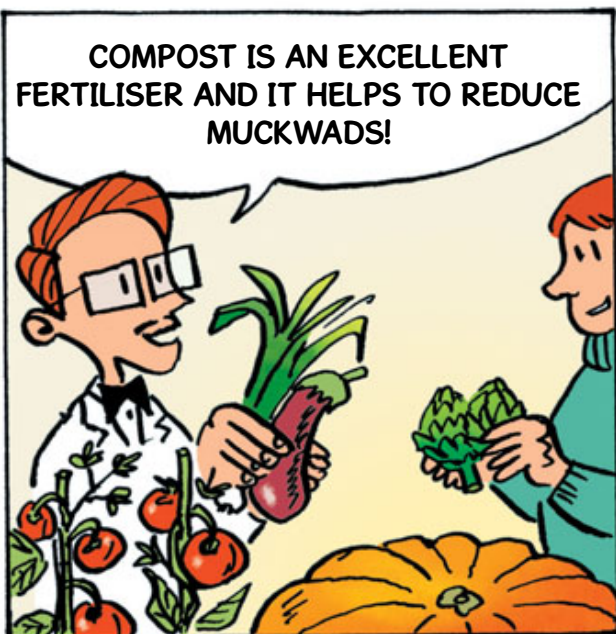
THEY DON'T EVEN KNOW THAT LEFTOVERS, TRIMMINGS, AND GARDEN WASTE CAN BE COMPOSTED.

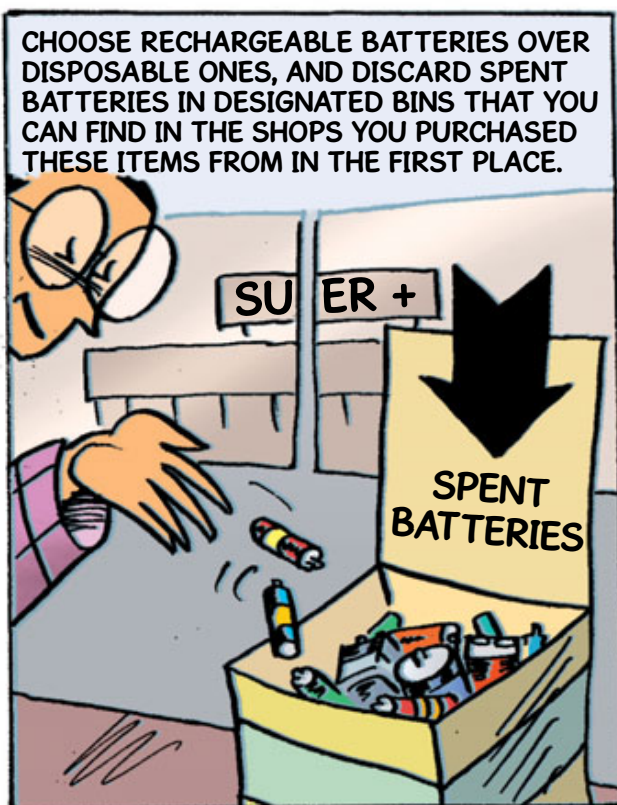
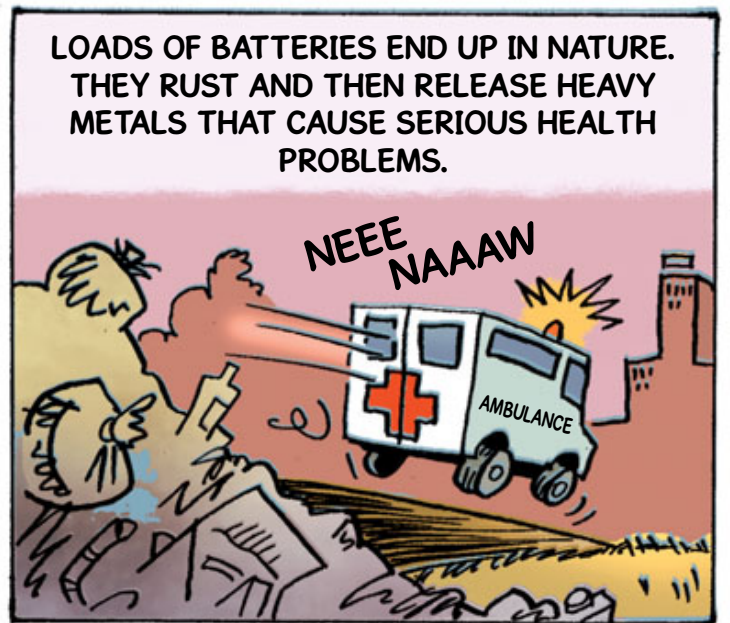
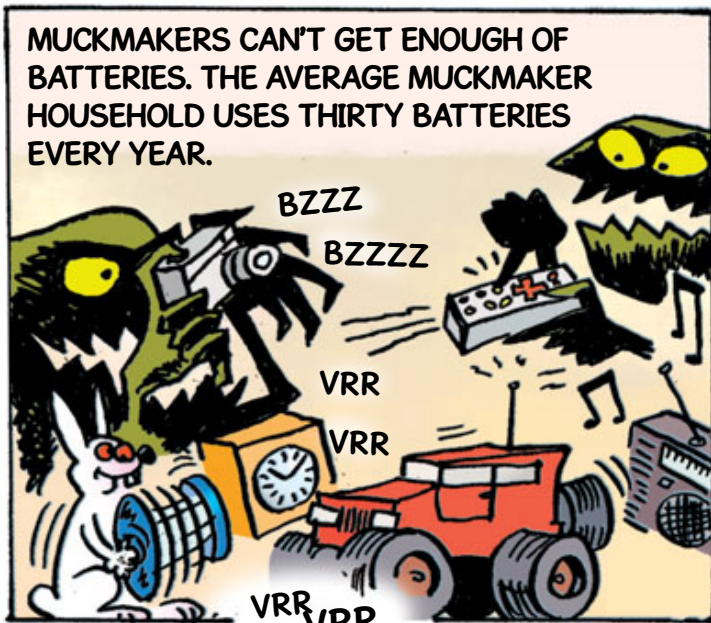
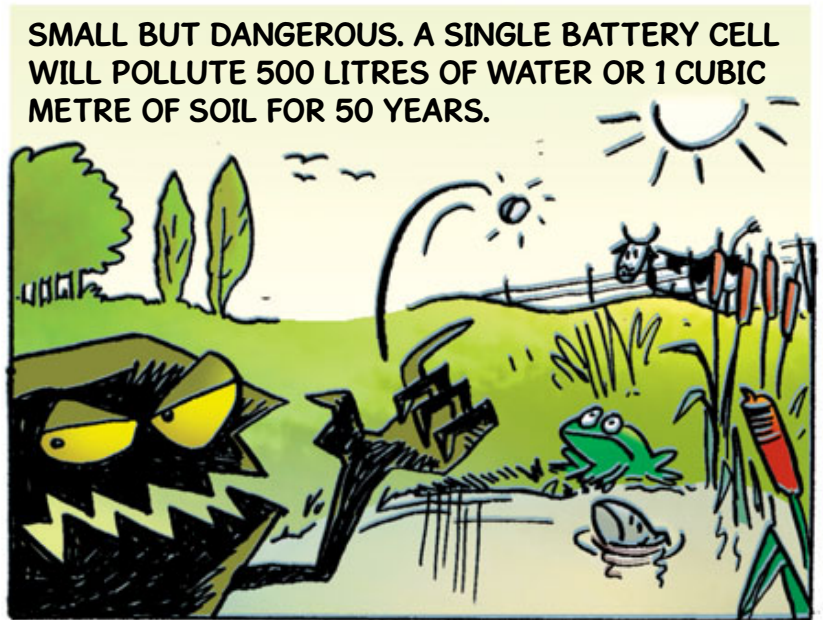
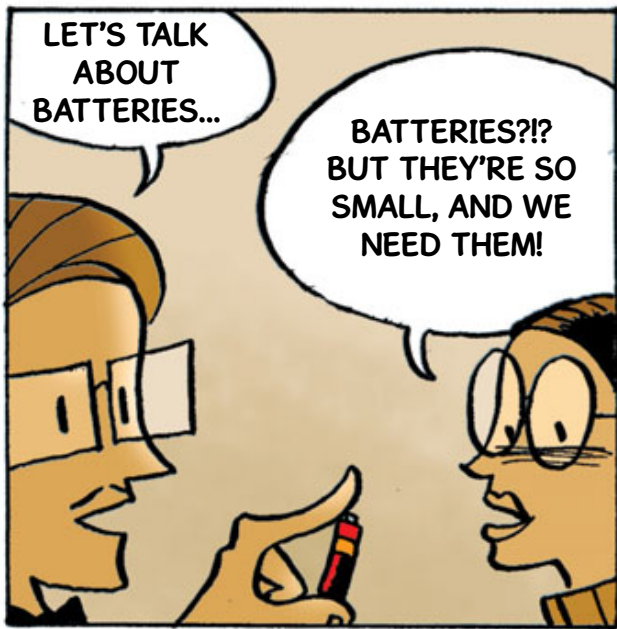


ORGANIC WASTE IS RIGHT UP MY ALLEY. I'LL BE COMPOSTOR!



COMPOST IS AN EXCELLENT FERTILISER AND IT HELPS TO REDUCE MUCKWADS!





TODAY'S NEW HEROES TAKE ON THE MUCKMAKERS AND THEIR FILTHY, STINKING MUCKWADS.



THEIR EXAMPLE TAKES HOLD. EVERY DAY, NEW FOLLOWERS JOIN THEM IN THE BATTLE AGAINST MUCK.



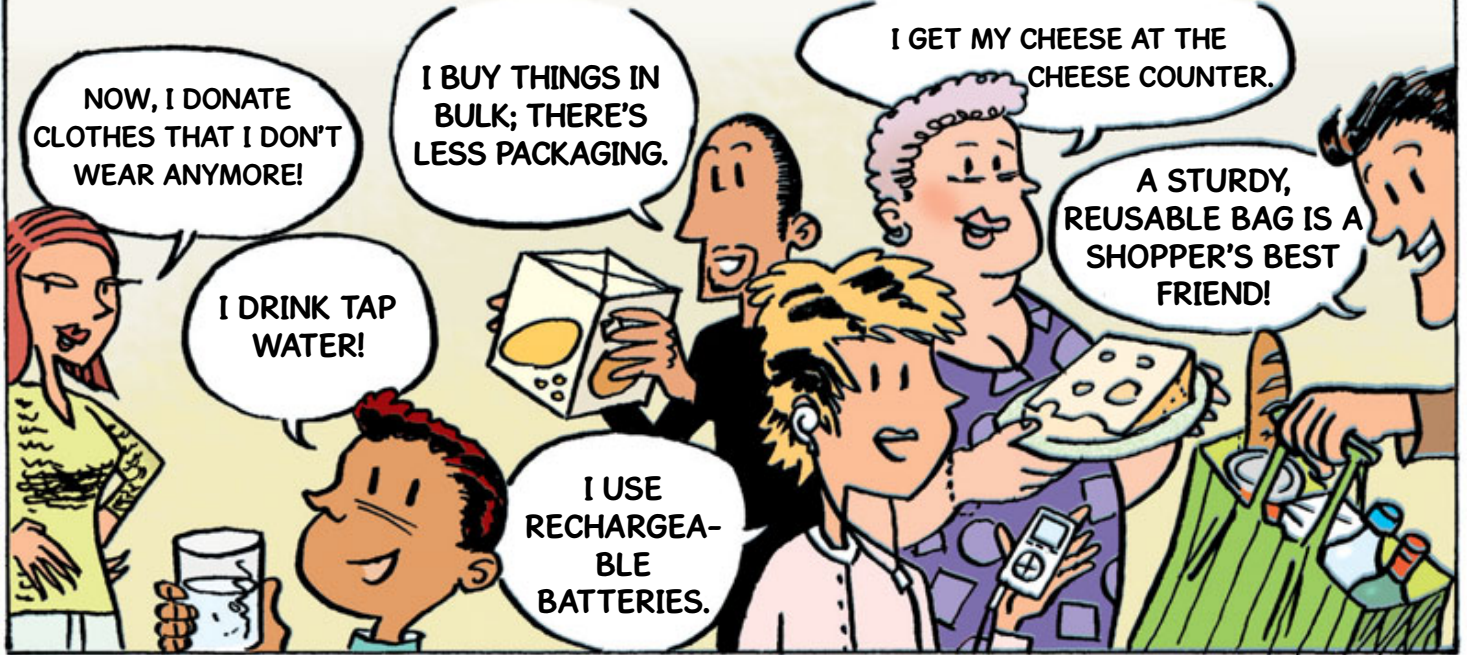
THE MUCKMAKERS BECOME HUMAN AGAIN.



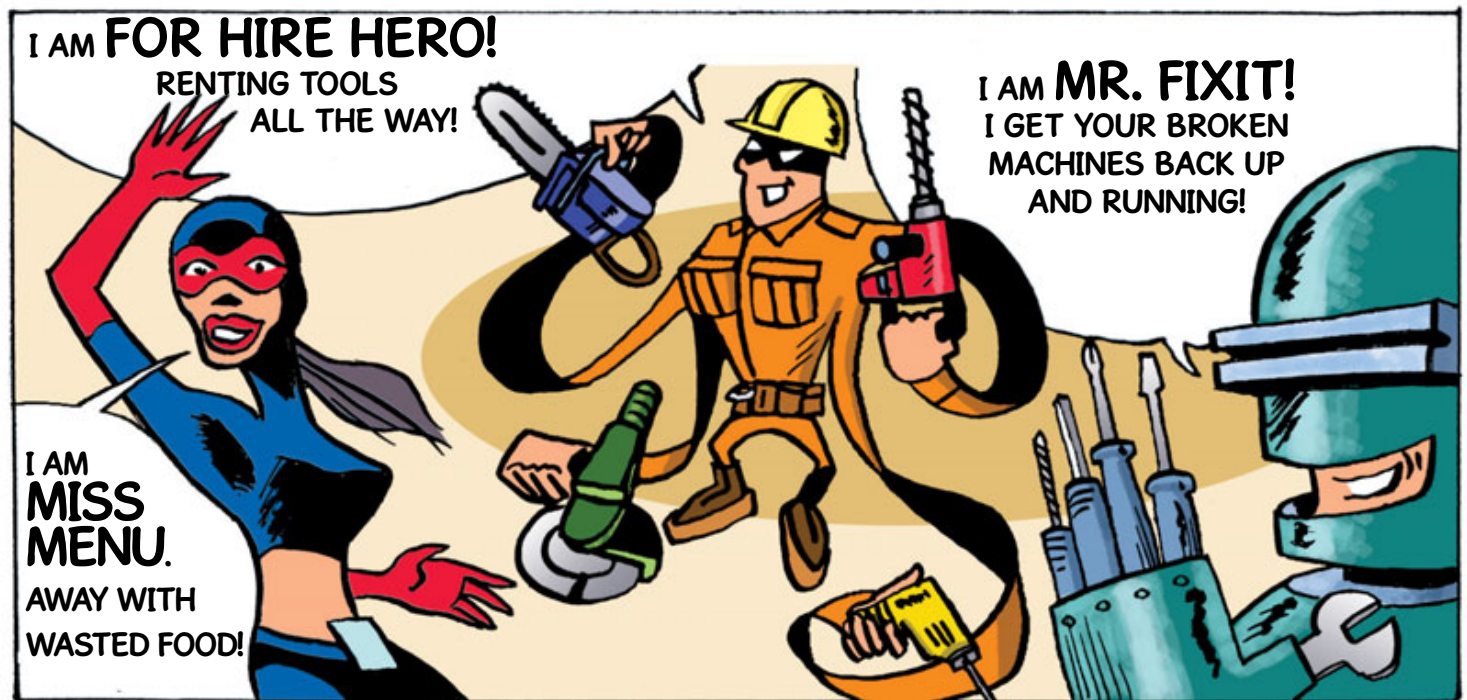
THE MUCKWADS START TO SHRINK, THE RUBBISH INVASION RETREATS, AND LIFE RETURNS TO ITS NATURAL, BEAUTIFUL STATE.



BUT WE'VE GOT TO KEEP THE BALL ROLLING. THE GOOD HABITS WE'VE LEARNED MUSTN'T BE FORGOTTEN.



TO KEEP WASTE AT BAY AND MINIMISE RUBBISH AS BEST WE CAN, WE'VE GOT TO GO FURTHER. NEW SPECIAL MISSIONS MUST BE LAUNCHED. IT'S YOUR TURN TO TAKE ACTION!



TOGETHER, WITH PATIENCE AND DETERMINATION, WE WILL SIGNIFICANTLY REDUCE OUR RUBBISH...

...FOR OUR OWN GOOD AND FOR A BETTER FUTURE!



# The green page

**Composting:** the breakdown of organic waste into compost, a highly effective natural fertiliser for plants.

**Expiry date:** date after which a food product is no longer fit for consumption.

**Landfill:** a place where rubbish is stored.

**Waste disposal centre:** area set up to house toxic or recyclable waste. Electric or electronic devices, old furniture, paper, plastic, and garden waste can be brought to a waste disposal centre. Most of it will be recycled.

**Organic waste:** this is waste that can be composted. There are two kinds: kitchen waste (leftovers, fruit and vegetable trimmings, coffee grounds, tea bags, etc.) and garden waste (leaves and grass clippings, wilted flowers, pruned branches).

**Eco-design:** an eco-designed product has a very low environmental impact in design, use, and recycling.

**Incinerator:** this is a gigantic oven where waste that cannot be recycled is burned at temperatures higher than 850°C. The residual heat can be used to generate electricity.

**Reduction at the source:** reducing at the source means producing less waste. For example, you can avoid buying individually wrapped portions of items and use reusable shopping bags rather than disposable plastic bags when you buy your groceries. In some cases, you can even produce “zero waste”.

**Reuse:** why throw away what you can use again? Reuse provides a second life to neglected objects: furniture, clothing, household appliances, etc. There are recycling centres where people bring such items in for repair or reuse.

# Waste reduction habits

It's not too late to make a difference! Be a part of the superhero club and help conquer the Muckwads. How? Just adopt the following daily habits with your family:



1. No more plastic bags! Use **reusable shopping bags** or **baskets** for grocery shopping.

2. Put a "**No Junk Mail**" sticker on your mailbox.



3. **Don't waste food:** finish open containers of food before buying new ones.



4. Avoid individually wrapped portions and bite-size food; **buy in bulk or large packs instead.**



5. Drink **tap water** to reduce the need for plastic bottles.

6. Print less, and use both **sides of the paper.**



7. Encourage your parents to buy **refills** for household products or shower gel.

8. Make **compost** with your leftovers and fruit peels.



9. Use **rechargeable batteries** for games or electronic devices.



10. **Give your outgrown clothing** to family members or friends.



11. **Repair your toys** and bicycle when they are broken.

12. Tell your parents to **hire** or **borrow tools** for work to be done around the house.

**And don't forget! Talk to your friends and neighbours so they will commit to saving our beautiful planet too.**




## Find out more about reducing your waste.

The Groundwork Green Schools Team help youngsters across Oxfordshire live greener lives. The team visit schools and community events free of charge to deliver inspiring workshops and assemblies about energy and waste.

To find out more visit  
[www.groundworkgreenschools.org.uk](http://www.groundworkgreenschools.org.uk).



[www.oxfordshirewaste.gov.uk](http://www.oxfordshirewaste.gov.uk)  
[www.twitter.com/RecycleForOxon](https://www.twitter.com/RecycleForOxon)  
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 Oxfordshire Waste Partnership Your Local Councils working together to improve your environment

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