



FOUNTAINS FULL OF PLASTIC WASTE



The negative environmental impact of plastic waste is unquestionable, yet many Slovaks still don't care – our rivers are full of waste, although Slovakia used to pride itself as being a “water empire” due to its high-quality natural reserves of water and springs. In order to help Lidl Slovakia, a long-term proponent of protecting clean rivers, communicate the problem in a bold way, we came up with a shocking

stunt which brought the issue in front of public eyes. One weekend, Slovak citizens in selected cities woke up to their popular local fountains filled with plastic waste, as part of Lidl's “Don't Let It Float” (Let's not ignore it” in a double-meaning translation) campaign.

The aim was to show that every one of us can contribute to a cleaner environment through our daily decisions. The idea of the project was

“better to see once than to hear a hundred times” by which we wanted to motivate residents to reduce their use of plastic waste and promote environmentally-responsible behaviour. If you don't vcare what floats in our rivers, would you care if you see it right in front of you? We reached out to municipalities and local authorities to get permissions to carry out the project and physically place plastic waste in the cities' fountains.



