

# Redesign the Recycling Logo

Only 1% of all rubbish in Sweden is dumped in landfill sites. There is a very efficient recycling program in Sweden and rubbish is incinerated to produce energy. Sweden has run out of rubbish to burn and has had to import it from Norway!

You could try to find out:

- How the Swedish recycling system works.
- What happens at the recycling plant?
- How much rubbish is recycled in your country?



The recycling symbol is one of the most recognisable international logos. It was designed in 1970 by Gary Anderson for a competition held in America to raise awareness of environmental issues.

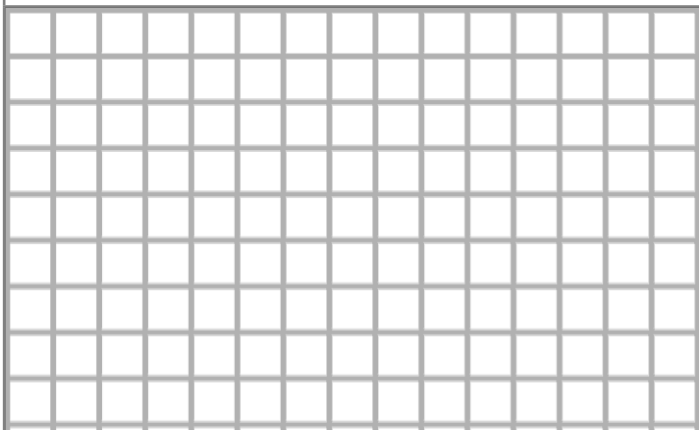
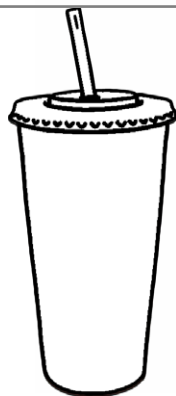
Start by writing down some words, ideas or concepts that you might associate with recycling.

*E.g. Environment*

Next, choose 5 words and sketch an image which might represent each one.

| Environment |  |  |  |  |  |
|-------------|--|--|--|--|--|
|             |  |  |  |  |  |

Now think about any ways you can combine, adapt or simplify any of your images for use in your final design. Remember that your symbol needs to be clear enough to be recognised all over the world. Sketch any ideas on scrap paper and produce your final design below – then see how it would look on a recycling bin!

| My Design   | What My Design Would Look like in Use   |
|---|---|
|  |  |