

I.4 Educational Video

a. Introduction

JICA Study Team produced a video showing very descriptive images of the present reality in order to make viewers understand waste problems closely related to their lives.

This video is designed to be effective with as wide a range of the population as possible without losing its usefulness with specific target groups. The goal is to be as specific as possible without excluding any particular segment.

Young people were the target audience, because the youth is more susceptible and impressible, and at the same time they can have a strong influence over the older people. Especially, children aged between 8 and 12 were selected as the main target.

The contents and structure of the video were designed as short, simple, concise and direct as possible, so that the viewers' minds do not have time to wonder off. The video script is summarized in section c. below.

b. Brief Description of the Video

"I want it..." is an educational video that aims to touch the hearts of children, so that they become aware of the problems of inadequate handling of garbage, and start contributing by placing garbage in its place.

The scenes shown in this video will move children and adults alike. Problems and solutions to waste management are presented, combining the sad reality of the metropolitan area with the children's vivid imagination.

Two children, Sandrita and Jorgito, find a broom on a heap of waste. They decide to take it home because it is still in good condition.

When they take it in their hands, the broom becomes alive and introduces itself to the children as Escolim, the cleaner broom.

Escolim offers the children to give them a ride over the metropolitan area and show them the problems of inappropriate waste management, with the purpose of raising awareness on waste issues.

Therefore, during the children's magic flying ride on the broom, we are shown how people throw away waste everywhere, forming waste heaps that cause sources of infection and unhealthy conditions in the area. Escolim also points out rivers and ravines full of garbage, and how the environment is harmed and of course how the people's health is affected.

After showing the problems and their consequences, Escolim presents different solutions and invites the children to participate actively in solving the problems. He also shows the children the possibility of recycling waste, if it is properly separated into recyclable and non-recyclable.

After the journey, Sandrita and Jorgito give a message of hope by showing organizations

and schools that carry out cleaning and raising awareness campaigns related to waste problems.

Finally, the three actors exhort the audience to get down to work before they end up with being suffocated or engulfed by “pollutant monsters”.

The scenario itself is, of course, a fiction, but the scenes presented in the video are based on the reality. The story is persuasive in realizing the slogan of the video: “I want it... a clean and sound city”. To achieve this, they should do their utmost to keep the metropolitan area clean at all times. The custom of placing garbage in its place should become ingrained, and inappropriate management of waste should be avoided.



Educational video and leaflet which explains about the contents of the video

c. **Video Script: “I want it! a clean and sound city”**

VIDEO	AUDIO
Planet earth is seen from space. A map of Central America and El Salvador is seen. A boy is seen fishing with a rustic fishing rod along the bank of a river that definitively looks dirty.	CONTROL Beginning with background music.
The boy pulls the fishing rod and gets an old shoe (cartoon).	CONTROL Buzz sound that represents the pull of the fishing rod.
A girl that watches him starts laughing when she sees the shoe and begins a conversation with the boy. A close-up shot of the river shows the filth.	CONTROL GIRL LAUGH Girl: What are you doing, Jorge? Boy: I am fishing. Girl: Shoes? Boy: No, Sandra, fish. Girl: The only thing you can fish out is a disease. Don't you see all this water is polluted?
Shots of different wastes that the boy has fished out: plastic bag, battery, spray bottle, carton box, food can, glass bottle, milk carton.	Boy OFF I see. The only thing I've fished out is garbage. CONTROL As elements appear there is a sound effect for each one of them.
The boy takes his fishing rod and they start walking together. As they walk by they go through several piles of garbage.	Girl: Let's go and play instead, Jorge. Boy: Yeah, let's go.
In one of the piles of garbage there is a broom, which the girl picks up. At that moment the broom revives and shakes off. The kids look at it in awe. Suddenly the broom bows like in a reverence and introduces himself.	Girl (exclaiming): Look! A broom in the dumpsite and it is still in good shape! Boy: Grab it, your mother needed one. CONTROL When the broom comes to life, there is a sound effect. Broom: Thank you for taking me out of this dumping site; I'm a little bit worn out but I can still sweep and clean. But first allow me to introduce myself.
When the broom comes to life, he introduces himself and gives his hands to his new friends. He chats with them while they walk by a spot with garbage.	Broom: Hello, I am Escolim, a cleaning broom (talking to the children) I was watching you while fishing and it is very sad that the only thing you fished out was garbage. Waste is invading us. We must be aware and learn to place the waste appropriately. Boy: We would like to do something to solve this problem; do you think that if we start acting now we could achieve something?
Escolim holds a steering wheel and moves between the garbage. The kids look at it in awe.	Broom: Of course, precisely that's why I want to teach you how waste should be managed. Boy: Manage waste?
The boy asks surprised.	Broom: That means to carry out the appropriate

	treatment.
The conversation continues. The kids listen attentively and admiringly. By means of an effect, the animated broom begins to fly with the kids on it.	Broom: Well... we'll fly over the city so that you can observe all the problems that waste causes and why it is necessary to begin actions. Boy & girl: Flying, you said? Broom: That's right, my little friends. Get ready! CONTROL Sound of the broom taking off along with the visual effect.
Aerial shots of San Salvador Metropolitan Area. Views of the city, "El Salvador del Mundo" monument, Don Rua, Boulevards, etc.	Boy's voice off Everything looks so nice from here!
Shots of waste piles in different spots. Shots of flies, mosquitoes, cockroaches and rats around these piles. Shots of mosquitoes in dump sites, tires or polluted waters with a superposed inscription: DENGUE Shot of flies over food dish. Superposed inscription: TYPHOID	Broom: Yes, but now you'll see the reality of our city. Look at those promontories, close to the communities. These are sources of disease. Flies, mosquitoes, cockroaches, delight in all this waste and then enjoy passing on epidemics such as dengue and typhoid.
Shots of pigs, goats, cows and hens near garbage spots. Cartoon hen shaking herself off garbage. Animated pig bathing in a river full of garbage. On the animated hen is added the inscription TOXOPLASMOSIS On the animated pig is added the inscription CYSTICERCOSIS Shot of the front of houses, then shot of the rear of houses where we see a ravine with slopes covered with waste.	Broom: The hens, pigs, goats and cows feed with this infected and contaminated garbage. Girl off: And then we eat those hens and pig infected or contaminated... Ugh! Broom OFF That's right, transmitting us the toxoplasmosis and cysticercosis. You see these houses; clean in front, but there is a ravine at the back. They think this is the appropriate place to dump waste, but they do not see that they'll end up sick.
Shot of a river full of waste. Waste floating and flowing in the river. People dumping wastes into the river.	Broom: Look at the banks of that river. Waste is everywhere. Boy OFF: Where I was fishing! Broom: If you had caught a fish and eaten it, probably you would not be here now with us. Girl: You are lucky that you didn't fish anything!
Close-ups of waste flowing into the river. Wastewater flowing into the river. People taking water out of the river. People washing and bathing in the river. Shots of people in a hospital.	Broom OFF: How unhealthy! Look at all those wastes. And the things that we don't see! Wastewater flowing into the river. Of course, all of it is polluted. And that same water is used to wash dishes and clothes, and people bathe in it. Result, more diseases: cholera, amebiasis, and diarrhea.
The boy makes a disgusted face and so does the girl. They put on gas masks to protect themselves against bad odors.	Boy: What a bad smell! Broom: Just from that stench you can tell how polluted that water is. Let's wear our gas masks. Withstanding odors like this can cause respiratory problems.
Shots of sewers flowing into ravines. Shots of garbage in ravines. Shots of wastewater flowing	Broom: If you watch, all the water from the ravines comes from sewers of the different communities and carries lots

<p>amid the garbage.</p> <p>Inscription: LEACHATE</p> <p>Figure that shows how aquifers absorb the waste, and when rain comes and water flows, how pollution is dragged towards the rivers.</p> <p>Shot of the broom with its hands on its waist, shaking its head in disapproval.</p>	<p>of waste, which flows into the rivers and pollutes them.</p> <p>These waters contaminate the aquifers, polluting the scarce potable water that remains.</p> <p>How far is this gonna go?</p>
<p>Shots of trucks or pick-up trucks dumping wastes everywhere.</p>	<p>Broom: Look at these irresponsible people, dumping waste where they should not and nobody says anything.</p>
<p>A small pile of wastes is observed; by means of an effect that small pile starts growing until it becomes a mountain of wastes.</p> <p>Pile of waste on the ground around containers. Containers overfilled with waste.</p> <p>Shot of hazardous waste.</p> <p>The broom points to a pile of waste. And then the broom heads towards the children and with the index finger as a command it tells the children what to do.</p>	<p>The worst thing is that when a small spot of waste begins, it eventually becomes a giant dumpsite.</p> <p>What are containers and dump sites for?</p> <p>It is necessary that everybody, authorities, entrepreneurs and citizens start cooperating.</p> <p>I must tell you that burning the waste is not the solution. There are explosive products, noxious chemicals and sprays among the waste that become dangerous when burned.</p> <p>Where there is waste, it becomes a pollution spot.</p> <p>Let's put the waste in its place.</p>
<p>Shots of people dumping things out of the windows of buses and cars. Another person throws wastes while walking.</p>	<p>Girl OFF</p> <p>But nobody does it. They even throw thing out of the windows of buses and cars. They dump in the streets too.</p>
<p>Aerial view of Cuscatlán stadium, which is filled up with waste by means of a computer image to show the idea of all the waste accumulated.</p> <p>Close up of the garbage and an animated can crushed, sticking its tongue and eyes out.</p>	<p>Broom OFF</p> <p>Do you know how many tons of waste we produce per day in the Metropolitan Area? Around 1,200 tons, 483,000 tons per year.</p> <p>If we dumped all the garbage into the Cuscatlán stadium, we would fill it up to 200 meters high within one year.</p> <p>If we don't get to work right now, we will end up asphyxiated.</p>
<p>Animated cartoons of waste, invading the earth with weapons on their shoulders, all marching.</p>	<p>Broom OFF</p> <p>This is the moment to start doing things well, before it is too late and we are conquered by pollution.</p>
<p>Animation of recyclable and non-recyclable materials.</p>	<p>CONTROL</p> <p>Music changes from dramatic to calm music.</p> <p>Broom: We can avoid this if we start managing the waste. Let's learn.</p>
<p>Inscription: RECYCLABLE</p> <p>Animation of can, plastic bottle and paper.</p> <p>Inscription: NON-RECYCLABLE</p> <p>Animation of mango seed, banana skin, tree branches, and potato chip bags.</p>	<p>Broom OFF</p> <p>Waste can be divided into two main groups:</p> <p>RECYCLABLE</p> <p>And</p> <p>NON-RECYCLABLE</p>
<p>Figure with piles of paper with an inscription that reads 50 Kg. Illustration of a recycling plant. Old paper enters the plant and goes out in the form of new products such as toilet paper, notes and other</p>	<p>Broom: Did you know that 50 Kg of old or used paper, transformed into new paper, can save one tree?</p> <p>Well, if we recycle paper we can obtain different types of paper, such as toilet paper and newspaper.</p> <p>By doing so, we will save several trees on which we</p>

<p>papers = a tree.</p> <p>View of the planet full of trees.</p> <p>Shot of the desert.</p>	<p>depend to live better.</p> <p>Without trees, earth would be a desert.</p>
<p>Cans become new cans, aluminum sashes (figure).</p> <p>An animated world is seen, with a metal armor.</p>	<p>Soda cans can also be cast and reconverted into new cans or aluminum sashes, so we will prevent the earth from becoming a metal world.</p>
<p>By means of animation, plastic recipients become other plastic recipients and shirts.</p> <p>The earth is seen with a plastic bag, asphyxiating.</p>	<p>Plastic recipients are also recycled, otherwise they would take around 450 years to decompose; by recycling them, and we prevent the earth from becoming a plastic bag that would choke because it wouldn't breathe.</p>
<p>Animation of food leftovers, fruit peels and seeds, tree leaves and branches.</p> <p>The composting process is shown through animations.</p> <p>View of municipal landfill.</p>	<p>Broom: Among non-recyclable waste, there is biodegradable waste, which consists mainly of food waste and fruit and vegetable peels, and tree leaves and branches.</p> <p>This type of waste can be considered as recyclable if we make compost or fertilizer, at home or for commercialization.</p> <p>To prepare compost at home, you have to collect food leftovers and skins. Put them in a box with a newspaper in the bottom. Get some worms and place them in the wastes.</p> <p>Worms will decompose the food and turn it into fertilizer, which you can use in your garden.</p> <p>Now, the residual waste that is not reusable and non-recyclable is taken to the municipal landfill.</p>
<p>Shot of vacuum cleaner, sucking the air of a waste bag.</p> <p>Shots of medical clinics, soccer fields, swings in green areas.</p> <p>The boy shows how a milk carton is cut.</p> <p>The girl squeezes out the liquid from food waste before disposing it into the waste bin.</p>	<p>Broom: It is also important to reduce the space occupied by waste; generally the bags are full of air and they occupy a greater space. When compressed, more space is saved, fewer trips are made, costs are decreased and the municipality budget can be used for other community needs.</p> <p>If we cut and pile up milk cartons we save space.</p> <p>Also, it is very important to eliminate the water contained in food before disposing it to avoid bad odors coming from the putrefaction of wastewater.</p>
<p>By means of an effect, the children end their trip and appear again in the city.</p>	<p>Broom LIP SYNC</p> <p>So, how did you like it, Jorgito and Sandrita?</p> <p>Did you understand the lesson?</p>
<p>Animation of waste eating "El Salvador del Mundo" monument as representation of eating the city.</p>	<p>Girl: Of course!</p> <p>Boy: We want to rescue our city, we don't want to end up in the jaws of pollution.</p>
<p>Figure that shows the two ways of waste. Elements begin to appear, followed by a sound as these elements are mentioned: a strong blow for an object and a sweeping sound when arrows appear.</p>	<p>Broom: To conclude, it is important that we analyze the ways of waste.</p> <p>Waste has two ways, the good one and the bad one.</p> <p>The bad one produces the problems that we've seen. It is the easiest way but is also the most threatening. If we follow this way we will become victims of an enemy called pollution.</p>
	<p>The good way is more complicated but it will help us keep the city clean and prevent pollution, diseases, infections</p>

Inscription: The GOOD way	and of course the degradation of the environment.
Inscription: RECYCLABLE Waste collection graphically represented; transport to recycling plant, process of becoming new products (strong blow sound for an object and a sweeping sound when arrows appear).	Let's see, in areas where a separate collection service is provided, the responsible company transports the waste to the recycling plant, where the garbage becomes a new product.
Inscription: NON-RECYCLABLE Elements are appearing indicating the steps that follow the waste. As for the previous graph, the objects appear with a blow sound and the arrows with a sweeping sound. Shots of waste from markets. Diagram showing with arrows the collection, transport and process in the plant, final product (fertilizer).	The municipality collects non-recyclable waste and carries it to municipal landfills. In order to collect all the waste that we produce, we should place it in certain recipients and dispose of it at the place and time designated by the municipality, so that this waste doesn't accumulate. Large quantities of organic waste from markets can be used to produce compost. This waste is collected by private companies and transported to the composting plants where organic fertilizers are produced for use in cultivation.
Shots of the sanitary landfill and the landfilling process. Map of El Salvador, filling up gradually with waste spots.	As recycling increases, the amount of waste sent to the landfill decreases. Once the space is full, it is necessary to look for a new place; however, space is precious in our small country and we can't afford to cover it with waste dumping sites. That is why it is important to produce as little waste as possible and to know how to manage it.
Shots of a school or place where children are cleaning up (sweeping and collecting waste).	Boy: Everything that you have shown us and explained is worrisome; however, I know that many of us have begun doing something about it. In my school we have participated in cleansing campaigns and environmental projects.
Shot of school in San Martín performing the cleansing campaign. Shots of public awareness campaign in Maria Auxiliadora (Cuscatancingo) (before and during campaign). Shots of schoolchildren distributing and fixing stickers on vehicles. And after the campaign, the girl points out. The broom and the children land.	Girl: In my school we have also started to work. We have also seen that there are national and foreign organizations that promote environmental protection. Girl: Look over there, what a difference, it is now so pretty! Boy: Things really change when everybody cooperates. Broom: I'm glad to know that something has just been started. Things will improve little by little, but the important thing is to have taken the first step.
The children and the broom talk together, sitting in a plaza.	Girl: From now on, we'll spread the message among our friends, and in turn they will teach other friends. Boy: Altogether we'll clean the city in order to live in a sound and happy environment.
The broom talks to the camera giving its final speech. Then appears an animation of the earth being eaten up by pollution, represented by a character.	Broom: If we all cooperate and start disposing of waste in its proper place, our lives will be healthier. It requires our efforts, but it is better to do it than being swallowed by pollution.
The broom sings together with the children and the images of the beginning appear but backwards; i.e., when people dump wastes in ravines the shot goes	Broom singing <i>Well, my friends, so that all of us learn, sing with me and let's learn how to manage waste</i>

<p>backwards.</p> <p>The broom and the children pick up a different kind of waste and dispose it in its place.</p> <p>A waste bin says non-recyclable and the broom throws in a banana skin, which becomes animated and starts dancing as it is going down.</p> <p>The boy picks up a glass bottle and throws it in a bin with the recyclable sign.</p> <p>When the bottle goes down, it becomes animated and starts spinning until it lands.</p> <p>The girl picks up a plastic bag that is also thrown in the recyclable bin; the bag becomes animated and falls down like a parachute.</p> <p>Shots of other boys and girls in the different places visited before.</p>	<p><i>because I want it! a clean and sound city.</i> <i>Hello my friends,</i> <i>I am Escolím</i> <i>I feel sad</i> <i>among all this filth,</i> <i>I want it a clean country</i> <i>free of waste</i> <i>I want it a sound country</i> <i>where no diseases are found</i> <i>Let's get to work</i> <i>youths and children</i> <i>customs have to be changed</i> <i>not a good habit it is</i> <i>to dump waste in ravines</i> <i>Hey, I advise you,</i> <i>it is not correct to dump</i> <i>in rivers and ravines.</i> <i>It is time, my friends,</i> <i>let's get all together</i> <i>I want it! a clean city.</i> <i>Let's become clean and polite</i> <i>let's always put the waste in its place.</i></p> <p><i>With effort and commitment</i> <i>We'll save the city.</i> <i>I want it, I want it</i> <i>a clean city, a clean city.</i></p>
<p>Chorus of children singing.</p>	<p>Children and Broom chorus I want it, I want it my city cleans.</p>
<p>The boy and the girl start running and leave the broom behind.</p>	<p>Boy: Sandra, it's late, let's hurry back home. Girl: Run, Jorge, run.</p>
<p>The broom whistles and calls the children. The children stop and talk to the broom.</p> <p>The children ride the broom again. They fly away and disappear by means of an effect into space. The children say goodbye happily to the public.</p>	<p>Broom (calling for help) Hey, hey, hey! Wait; don't leave me here lying down. Boy: What's the matter, Escolím, why are you shouting? Broom: I don't want you to leave me here. Girl: Easy, easy, Escolím. We are not leaving you here. But only if you promise to give us another ride, what do you think? Broom: I will give you as many rides, as you want. Boy: Good-bye friends, let's go clean our city. Girl: Good-bye, good-bye, together we will achieve it. Yiiiipeeee!</p>