



**Foot
print**

Confidential

Confidential

– 1 –

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

– 2 –

Oops, it seems that we have complications, but it is not all lost: count the number of fishes that appear in card 1 and that’s it! After, go to paragraph 143.

– 3 –

If you are here, something is wrong. Try again.

– 4 –

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

– 5 –

No, we did not know that Europe sends thousands of tons of electronic waste abroad by ship every year, that this garbage arrives in countries like Ghana or Nigeria with little or no legislation on waste management, and its accumulation and handling harm both people and the environment. Approximately each person in the United States and Canada produces 20 kg of electronic waste every year, in the European Union it is close to 19 kg while in Africa a person generates an average of 1.9 kg per year. Although the population of Africa hardly generates electronic waste, however, they are the ones who receive it. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we love having electronic devices, especially if they are the latest models (Write down on your sheet a red footprint).
- b) Although we use electronic devices, we take care of them so that they last and we only change them when they break down (Write down on your sheet a yellow footprint).
- c) Our consumption of electronic devices is minimal, we take care of them so that they last a long time and when they break down we fix them. In case of having to discard any we always do it ensuring their correct recycling. (Write down a green footprint on your sheet.)

Go to card number 3 of the product “laptop”.

– 6 –

Yes, we know these effects of the agribusiness of palm monoculture, its role in the destruction of biodiversity and its consequences for local communities. In addition, neither the products that carry palm oil such as industrial pastries are healthy. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, it is very complex, better not even think about it, let’s continue as before. (Write on your sheet a red footprint.)
- b) We look at the ingredients on the label of the products and opt for those without palm oil. (Write down a yellow footprint on your sheet.)
- c) We cut products with palm oil, processed products in general and we opt for those that are natural, local and with seals that guarantee environmental and labor respect. (Write down on your sheet a green footprint.)

Go to card number 3 of the product “chocolate bar”.

— 7 —

If you are here, something is wrong. Try again.

— 8 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, inside a textile workshop in Bangladesh, where T-shirts are made. How many people died in the collapse of Rana Plaza, a textile factory in Bangladesh? Find out the number in card 2 of the product..

— 9 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 10 —

Something is not working. This is not where you should be.

— 11 —

The World Economic Forum estimates that the global sum of electrical and electronic equipment waste generated in 2018 reached 48.5 million tons (the equivalent of some 4,500 Eiffel Towers). Only 20% were recycled correctly, the rest ended up in garbage dumps like the one where you are “mentally” in Agbogbloshie. Did you know that a large part of the laptops, tablets, smartphones, but also refrigerators, washing machines... that are discarded in European countries end up in garbage dumps in impoverished countries like this one in Agbogbloshie, Ghana?

- a) Yes, go to paragraph 102
- b) No, go to paragraph 5

— 12 —

On April 24, 2013, an eight-floor building in Bangladesh, in which some 5,000 people (mostly women) sewed for five local contractors supplying around thirty international brands (such as Primark) collapsed, killing 1,134 people and injuring thousands more. The day before, cracks had appeared in the building walls and some workers asked not to enter, but agreed for fear of losing their wages. What happened led to great pressure to guarantee the safety of the workers, reaching an agreement with various companies that has been renewed in subsequent years but that, as of November 5, 2021, companies such as Levi's had not yet signed. You have been transported “mentally” to a factory in Bangladesh, where working women receive a salary of approximately 100 dollars a month for over 8 working hours a day.

Were you aware of the harsh conditions of people, mostly women, working in the textile industry in countries like Bangladesh?

- a) Yes, go to paragraph 50
- b) No, go to paragraph 21

— 13 —

You should not be here. Go back and check.

— 14 —

Something is not working. This is not where you should be.

— 15 —

If you are here, something is wrong. Try again.

— 16 —

Desertification, whether as a result of climate change or the expansion of agribusiness, intensive livestock, cities and infrastructure, puts the lives of millions of people at risk and involves the loss of biodiversity. This is happening in Bolivia, where “mentally” you have been transported to. Did you know that more than 2 thousand liters of water are needed for making jeans?

- a) Yes, go to paragraph 88
- b) No, go to paragraph 118

— 17 —

Yes, we know the link between meat consumption and the generation of greenhouse gases, knowing that these multiply those generated by vegetable cultivation. For example, chicken generates twice as much: 9.7 kg of greenhouse gases per 1kg of food, pig produces 12.31kg, farmed fish 13.63kg, farmed prawns 26.87kg, lamb 39.72kg; and cattle is the most since 1 kg of beef emits 99.48 kg of greenhouse gases. Considering all the emission of greenhouse gases that meat consumption entails, what do we do? (agree on a single answer):

- a) We do nothing, we like hamburgers and we are not going to change them for a plate of vegetables (Write down on your sheet a red footprint).
- b) We inform ourselves about the origin of the meat we consume due to the contamination and lack of animal welfare usually associated with industrial livestock. We also reduce our meat consumption (Write down on your sheet a yellow footprint).
- c) We limit our consumption to 300 grams of meat per week recommended as healthy and sustainable, opting for less polluting meat, such as chicken and organic farms. We also introduce this debate to our families and friends so that more and more people change their diet. (Write down on your sheet a green footprint).

Go to card number 3 of the product “hamburger”.

— 18 —

Something is not working. This is not where you should be.

— 19 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must subtract the number of “avocados” camouflaged in card 1 to the number you obtained in card 3. Once you find the result your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 20 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, to Bolivia, where the desertification process is increasing in an accelerated and dramatic way.

— 21 —

Most of the clothes we consume are manufactured in countries where the rights of workers in this sector, (mostly women), are limited or non-existent. Brands move in search of workshops with increasingly lower labor costs and, although some indicate that they meet the country’s minimum wage, this salary does not ensure decent living conditions. In addition to labor exploitation, the fashion industry is the second most polluting in the world, after oil industry. In our contexts, around 60% more clothes are consumed than a decade ago, and one piece is used only around seven times before being discarded. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we love buying new and cheap clothes (Write on your sheet a red footprint).
- b) We inform ourselves about the working and environmental conditions of the clothing brands and choose to buy those that guarantee labor and environmental rights (Write on your sheet a yellow footprint).
- c) We reduce our consumption of clothing, use second-hand and/or sustainable fashion clothing and demand that the big brands comply with labor rights and environmental codes. (Write down on your sheet a green footprint.)

Go to card number 3 of the product “T-Shirt”.

— 22 —

“Mentally,” you are on the island of Mindanao, in the Philippines. Go to paragraph 160.

— 23 —

Oops, it seems that we have complications, but it is not all lost. Count the number of chopping tools in the mine that appears in card 1 and that’s it! After, go to paragraph 66.

— 24 —

EI The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 25 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must multiply the number of toothpaste tubes camouflaged in the picture in card 1 to the number obtained in card 3. Once you have it, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 26 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, a coltan mine in the Democratic Republic of the Congo, where this essential mineral for smartphones manufacturing is extracted. Find out the number in card 2 of the product.

— 27 —

Something is not working. This is not where you should be.

— 28 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 29 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 30 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must add the number of cars camouflaged in card 1 to the number obtained in card 3. Once you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 31 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, an electronic waste dump in Ghana, where technological waste from various countries, including countries in Europe, is accumulated. How many millions of tons of electronic waste were generated in the world in 2018? Find out the number in card 2 of the product.

— 32 —

The boreal forests of Canada, where you have been “mentally” transported to, are one of the most vulnerable ecosystems on the planet. Organizations like *Stand.earth* point out that some of the largest toilet paper manufacturers are cutting down large areas of Canada’s boreal forest to make toilet paper. Did you know that most toilet paper is produced with virgin fiber and contributes directly to deforestation?

- a) Yes, go to paragraph 57
- b) No, go to paragraph 168

— 33 —

If when solving the card 2 of the product “car” the number you have found is

- a) 25. It’s the right number, go to paragraph 22
- b) A number other than 25. It is an incorrect number, go to paragraph 144

— 34 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must add the number of laptops camouflaged in the picture in card 1 to the number obtained in card 3. Once you have the result your mind will be transported back to the superstore.

(Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 35 —

Oops, it seems that we have complications, but it is not all lost. Count the number of ice blocks that appear in card 1 and that's it! Go to paragraph 117.

— 36 —

If when solving card 2 of the hamburger product the number you have found is

- a) 14. It's the right number, go to paragraph 62
- b) A number other than 14. It is an incorrect number, go to paragraph 92

— 37 —

"Mentally", you are in Bolivia, which like many other countries on the planet is being affected by desertification. Go to paragraph 16.

— 38 —

The key number is incorrect. Even so, "mental transportation" to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 39 —

The Democratic Republic of the Congo is a very rich country in mineral resources such as cobalt, copper, uranium, gold, diamonds, cassiterite and coltan. These minerals cross borders clandestinely so that others can enrich themselves, while the Congolese population remains in poverty. The exploitation and smuggling of minerals found in eastern Congo is largely due to the enormous international demand for electronic products, which need components built from these materials. In the Democratic Republic of the Congo, the armed groups carrying out the most shocking atrocities in one of the bloodiest conflicts since World War II, compete for control of the region's most valuable mines and derive enormous profits from the mineral trade. The work in the mines is usually manual, and child labor is even more appreciated since a small body can access complex areas. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we like to change smartphones frequently (Write down a red footprint on your sheet).
- b) We inform ourselves about the ethical and environmental standards of mobile technology brands before buying any electronic device, opting for those more that are more ethical (Write down on your sheet a yellow footprint).
- c) We limit our use of mobile technology, we do not change a mobile phone until it breaks and we seek to fix it. We choose brands with environmental and human rights standards and we advocate governments and companies to guarantee responsible supply chains. (Write down on your sheet a green footprint).

Go to card number 3 of the product "smartphone".

— 40 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must add the number of camouflaged "trips" to the number obtained in card 3. Once you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 41 —

"Mentally", you are in Agbogbloshie, a neighborhood of Accra (capital of Ghana), which has become the largest e-waste dump in Africa and one of the main ones in the world. Go to paragraph 11..

— 42 —

"Mentally," you are in the Democratic Republic of the Congo, where much of the world's coltan production is concentrated. Coltan is a mineral composed mainly of the minerals columbite and tantalite. Go to paragraph 66.

— 43 —

The Pacific Ocean, where you have been "mentally" transported to, is the place where the largest garbage island on the planet is located, with a size estimated at 1.6 million Km², that is, three times the size of France. It is estimated that it contains around 80,000 tons of plastic. This plastic makes up 99.9% of all waste on the garbage island. Did you know that plastics like those in a water bottle can end up in the sea?

- a) Yes, go to paragraph 159
- b) No, go to paragraph 87

— 44 —

Factory farming, which turns animals into commodities, has dire consequences for the environment and the population, both rural and urban. "Mentally" you have transported to a livestock of these characteristics in a European country. Factory farming is responsible for 14.5% of the greenhouse gas emissions produced, which is equivalent to all emissions from global transportations. Did you know that the consumption of meat like a hamburger is related to climate change?

- a) Yes, go to paragraph 17
- b) No, go to paragraph 148

— 45 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must subtract the number of camouflaged "chocolate bars" in card 1 to the number obtained in card 3. Once you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number

— 46 —

"Mentally", you are in the Mediterranean Sea. The Mediterranean basin (the coastal area) is home to 150 million people who produce the largest amounts of solid urban waste per capita: between 208 and 769 kg per year. Go to paragraph 143.

— 47 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must multiply the number of "hamburgers" hidden in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 48 —

If you are reading this paragraph it means that you have managed to reach the product "T-Shirt". You should have obtained a number in your path through the labyrinth

- a) if the key number is 3, go to paragraph 147.
- b) if the key number is 4, go to paragraph 8.
- c) if the key number is different, go to paragraph 120.

— 49 —

The key number is correct, you have been "mentally transported" to the scenario in card 1, a European industrial livestock farm, where a large number of animals are concentrated in warehouses with a very small space to live. What is the estimated percentage of greenhouse gas emission produced by industrial livestock? Find out the number in card 2 of the product.

— 50 —

Yes, we know the situation of labor exploitation of a large part of the textile workers in countries like Bangladesh. In addition, we also know that the fashion industry is the second most polluting in the world, after oil industry, and is one of the causes of climate change in our environments, since 60% more clothes are consumed on average than a decade ago, and a garment is used only around seven times before being discarded. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we love buying new and cheap clothes (Write on your sheet a red footprint).
- b) We inform ourselves about the labor and environmental conditions of the clothing brands to buy those that guarantee labor and environmental rights (Write on your sheet a yellow footprint).
- c) We reduce our consumption of clothing, use second-hand clothes and / or sustainable fashion and demand big brands to comply with labor rights and environmental codes. (Write down on your sheet a green footprint.)

Go to card number 3 of the product “T-Shirt”.

— 51 —

If you are reading this paragraph it means that you have managed to reach the product “Chocolate bar “. You should have obtained a number in your path through the labyrinth

- a) if the key number is 11, go to paragraph 77.
- b) if the key number is 12, go to paragraph 135.
- c) if the key number is different, go to paragraph 162.

— 52 —

Something is not working. This is not where you should be.

— 53 —

Yes, we know the link between the minerals used in the manufacture of laptops, tablets, smartphones and armed conflicts in some countries such as the Democratic Republic of the Congo. In addition to the situation of exploitation of people who work in the mines, frequently child labor. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we like to change our smartphone frequently (Write down on your sheet a red footprint).
- b) We inform ourselves about the ethical and environmental standards of mobile technology brands before buying any electronic device, choosing those more committed ethically and sustainably (Write down on your sheet a yellow footprint).
- c) We reduce our use of mobile technology, we do not change our mobile phones until they get broken and we try to fix them if possible. We choose brands with environmental and human rights standards and we advocate governments and companies to guarantee responsible supply chains. (Write down a green footprint on your sheet.)

Go to card number 3 of the product “smartphone”.

— 54 —

Something is not working. This is not where you should be.

— 55 —

If you are here, something is wrong. Try again.

— 56 —

If you are reading this paragraph it means that you have managed to reach the product “Travel”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 12, go to paragraph 161
- b) if the key number is 11, go to paragraph 28
- c) if the key number is different, go to paragraph 98

— 57 —

Yes, we know that toilet paper is made with virgin fiber and that the more layers and padded the paper is, the more fiber it requires. Toilet paper contributes to deforestation and not only destroys the carbon

sink, but also involves the habitat loss for millions of species, reducing biodiversity. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we like double-layer toilet paper that is very soft. (Write down a red footprint on your sheet.)
- b) We use toilet paper from sustainable forests. (Write down a yellow footprint on your sheet.)
- c) We use recycled toilet paper that is not wrapped in plastic and encourage friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product "toilet paper".

— 58 —

Oops, it seems that we have complications, but it is not all lost. Count the number of houses that appear in card 1 and that's it! Go to paragraph 16.

— 59 —

If you are reading this paragraph it means that you have managed to reach the product "laptop". You should have obtained a number in your path through the labyrinth

- a) if the key number is 8, go to paragraph 31
- b) if the key number is 7, go to paragraph 24.
- c) if the key number is different, go to paragraph 134

— 60 —

The impact on the palm monoculture ecosystem is so high that Guatemalan indigenous families who live in the community near this plantation, where you have been "mentally" transported to, are forced to leave their homes. Their streams, rivers, air, and land are polluted.

Were you aware of the negative effects of the palm oil agribusiness on ecosystems?

- a) Yes, go to paragraph 6
- b) No, go to paragraph 124

— 61 —

Yes, we know the impact of air travel on global warming and, therefore, on climate change. The European Union's greenhouse gas emissions from international aviation have more than doubled since 1990. If global aviation were a country, it would rank among the top 10 emitters of greenhouse gases. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we have the opportunity to travel by plane, we choose plane. (Write on your sheet a red footprint.)
- b) Although it requires more time and may even be more expensive, we would choose to travel by train instead of plane to reduce our environmental impact (Write a yellow footprint on your sheet).
- c) If we have to travel far we do it by train or car with all the seats occupied, but we try to avoid this type of trips, and for our leisure trips we prefer to make a walking route or by bicycle. (Write on your sheet a green footprint).

Go to card number 3 of the product "travel".

— 62 —

"Mentally", you are in a country of western Europe, where intensive livestock farms are increasingly proliferating. Go to paragraph 44.

— 63 —

No, we did not know that greenhouse gases emitted by cars which contribute to increase global warming were also affecting the more frequent and stronger hurricanes. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, it is very comfortable travelling by car. (Write down a red footprint on your sheet.)
- b) We avoid travelling by car and use public transports instead. (Write down a yellow footprint on your sheet.)
- c) We do not travel by car, we prefer to walk or by bicycle and if it is far away, by public transport, preferring the train, and we also encourage friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product "car".

— 64 —

If you are here, something is wrong. Try again.

— 65 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 66 —

The extraction of coltan is the cause of geopolitical conflicts, especially in the Democratic Republic of the Congo, where you have been “mentally” transported to. In those conflicts the interests of the State and the border countries, the armed groups operating in the region, Western multinationals and smugglers are mixed. According to reports from international press agencies and the United Nations, the exportations of coltan have helped finance several sides in armed clashes with more than five million dead since 1998. Did you know that every time we buy a mobile phone we can be contributing to the maintenance of armed groups in the Democratic Republic of the Congo and child labor?

- a) Yes, go to paragraph 53
- b) No, go to paragraph 39

— 67 —

You should not be here. Go back and check.

— 68 —

If when solving the card 2 of the product “plastic bottle”, the number you have found is

- a) 1,6. It's the correct number, go to paragraph 164
- b) A number other than 1,6. It is an incorrect number, go to paragraph 126

— 69 —

Oops, it seems that we have complications, but it is not all lost. Count the number of boxes on the conveyor belt that appears in card 1 and that's it! Go to paragraph 142.

— 70 —

If when solving card 2 of the travel product, the number you have found is

- a) 28,000. It is the correct number, go to paragraph 153
- b) A number other than 28,000. It is an incorrect number, go to paragraph 35

— 71 —

If you are here, something is wrong. Try again.

— 72 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 73 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, an island in the Philippines that is being hit by a typhoon. What is the average number of typhoons that the Philippines suffers each year? Find out the number in card 2 of the product.

— 74 —

Something is not working. This is not where you should be.

— 75 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, to the bottom of seas and oceans, where a large number of marine animals are affected by microplastics. How many species are being affected? Find out the number in card 2 of the product.

— 76 —

If when solving card 2 of the product “laptop”, the number you have found is

- a) 48. It's the correct number, go to paragraph 41
- b) A number other than 48. It is an incorrect number, go to paragraph 80

— 77 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, inside an indigenous community of Guatemala, where a large number of families are forced to leave their homes because of palm plantations. How many families are being affected? Find out the number in card 2 of the product.

— 78 —

If when solving card 2 of the product “smartphone”, the number you have found is

- a) 1998. It's the correct number, go to paragraph 42
- b) A number other than 1998. It is an incorrect number, go to paragraph 23

— 79 —

You should not be here. Go back and check.

— 80 —

Oops, it seems that we have complications, but it is not all lost. count the number of birds in the sky that appear in card 1 and that's it! Go to paragraph 11.

— 81 —

Many cosmetic products and also toothpastes carry plastic microparticles which are so small that wastewater treatment is not able to purify them, so they end up contaminating river and marine ecosystems. Also washing synthetic textiles, like most sportswear, throws a lot of microplastics into the water. The ingestion of these microplastics by animals is harmful to their health, but in addition people end up eating these microplastics as well, as a result of food chain. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we had to look at the label of each product we use, we would be crazy. (Write on your sheet a red footprint)
- b) We opt for organic cosmetics with certificates that guarantee the care of the environment (Note on your sheet a yellow footprint)
- c) We opt for certified organic cosmetics and we inform ourselves about the environmental directives at local and global level, to claim the prohibition of microplastics in products. (Write on your sheet a green footprint)

Go to card number 3 of the product “toothpaste”.

— 82 —

If you are reading this paragraph it means that you have managed to reach the product “hamburger”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 10 go to paragraph 49
- b) if the key number is 9, go to paragraph 133.
- c) if the key number is different, go to paragraph 4.

— 83 —

Oops, it seems that we have complications, but it is not all lost. Count the number of sewing machines that appear in card 1 and that's it! Go to paragraph 12.

— 84 —

If when solving the card 2 of the product “avocado” the number you have found is

- a) 6,691. It is the correct number, go to paragraph 123
- b) A number other than 6,691. It is an incorrect number, go to paragraph 69

— 85 —

Yes, we know that driving emits greenhouse gases that contribute to global warming and that it is making hurricanes more frequent and stronger. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, it is very comfortable travelling by car. (Write down a red footprint on your sheet.)
- b) We avoid travelling by car and use public transport instead. (Write down a yellow footprint on your sheet.)
- c) We do not go travel car, we prefer to walk or use bicycle and if it is far away by public transport, preferring the train, and we encourage friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product “car”.

— 86 —

If when solving card 2 of the product “chocolate” the number you have found is

- a) 96. It's the right number, go to paragraph 100
- b) A number other than 96. It is an incorrect number, go to paragraph 163.

— 87 —

No, we do not know that plastic bottles end up in seas and oceans, we thought they were always recycled. Greenpeace points out that today only 9% of all the plastic we have produced and consumed globally has been recycled so far, 12% has been incinerated, and the vast majority -79%- has ended up in landfills or in the environment. Not disposing plastic products correctly means that they end up in the sewer, in the rivers and finally reach the sea, because of the action of the wind and the rains. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we are outside and thirsty we buy a bottle of water or some soft drink in plastic container. (Write on your sheet a red footprint.)
- b) We avoid single-use plastics and when we use them we always dispose them in recycling containers. (Write down a yellow footprint on your sheet.)
- c) We don't use plastic objects, we carry our own reusable bottle, our cloth bag... and we encourage friends and family not to use them, as well as asking governments for more ambitious measures to end plastic (Write a green footprint on your sheet).

Go to card number 3 of the product “bottle”.

— 88 —

Yes, we know the impact of the textile sector on the planet's water resources, such as cotton, the main raw material of jeans, which accounts for more than 3% of the water that is consumed in the world. At the rate of current consumption, the cultivation of fibers such as cotton for the textile industry will require 35% more land by 2030, equivalent to the area of a country like Colombia. Human activities, such as deforestation in order to expand land for livestock, intensive agriculture, and the overexploitation of aquifers, among others, accelerate desertification, (aggravated by the effects of climate change, also driven by humans). Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we love buying new clothes and shoes, eating hamburgers and not being aware of whether or not the tap is open when we brush our teeth (Write on your sheet a red footprint).
- b) We try to inform ourselves of the water expenditure involved in the products we consume and we try to choose others that have less impact on the environment (Write a yellow footprint on your sheet).
- c) We opt for products with less water expenditure in our daily diet, we hardly buy clothes or footwear and, if we do, we use second-hand clothes and / or sustainable fashion. We share our concern about the impact of our consumption with friends and family (Note on your sheet a green footprint).

Go to card number 3 of the product “jeans”.

— 89 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 90 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 91 —

If you are here, something is wrong. Try again.

— 92 —

Oops, it seems that we have complications, but it is not all lost. Count the number of cows that appear in card 1 and that’s it! Go to paragraph 44.

— 93 —

Something is not working. This is not where you should be.

— 94 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must add the number of jeans camouflaged in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore.

(Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 95 —

If you are here, something is wrong. Try again.

— 96 —

Yes, we know the problem of microplastics in rivers and marine ecosystems and how they arrive through cosmetic products such as toothpaste or through the washing of synthetic textiles such as sportswear. The ingestion of these microplastics by animals is harmful to their health, but in addition people end up also eating these microplastics as a result of the food chain. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we had to look at the label of each product we use, it would be crazy. (Write on your sheet a red footprint.)
- b) We opt for organic cosmetics with certificates that guarantee environmental responsibility (Note on your sheet a yellow footprint.)
- c) We opted for certified organic cosmetics and we inform ourselves about the environmental policies at local and global level, in order to claim the prohibition of microplastics in products. (Write down on your sheet a green footprint.)

Go to card number 3 of the product “toothpaste”.

— 97 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must subtract the number of hidden T-Shirts in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore.

(Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 98 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 99 —

If you are here, something is wrong. Try again.

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— 100 —

“Mentally”, you have arrived in an indigenous community of Izabal, one of the twenty-two departments that make up Guatemala, the palm plantations (for oil production) by multinational agribusiness has caused soil damage, water pollution and deforestation. Go to paragraph 60..

— 101 —

If you are reading this paragraph it means that you have managed to reach the product “avocado”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 12 go to paragraph 114
- b) if the key number is 10, go to paragraph 141
- c) if the key number is different, go to paragraph 29

— 102 —

Yes, we know that Europe sends thousands of tons of electronic waste abroad by ship every year, this garbage arrives in countries like Ghana or Nigeria with little or no legislation on waste management and its accumulation and handling damage the health of people and the environment. Approximately each person in the United States and Canada produces 20kg of electronic scrap per year, in the European Union about 19kg while in Africa a person generates an average of 1.9 kg per year. Although the population of Africa hardly generates electronic waste, however, they are the ones who receive it. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we like to have latest model electronic devices (Write down on your sheet a red footprint).
- b) Although we use electronic devices, we take care of them so that they last us and we only change them when they get broken (Write down on your sheet a yellow footprint).
- c) Our consumption of electronic devices is minimal, we take care of them so that they last a long time and when they get broken we try to fix them. In case of having to discard any electronic device we always do it ensuring their correct treatment and recycling. (Write down on your sheet a green footprint).

Go to card number 3 of the product “laptop”.

— 103 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 104 —

If when solving card 2 of the product “toothpaste” the number you have found is,

- a) 220. It's the right number, go to paragraph 46
- b) A number other than 220. It is an incorrect number, go to paragraph 2.

— 105 —

You should not be here. Go back and check.

— 106 —

If when solving card 2 of the product “jeans”, the number you have found is

- a) 35. It's the correct number, go to paragraph 37
- b) A number other than 35. It is an incorrect number, go to paragraph 58

— 107 —

If you are reading this paragraph it means that you have managed to reach the product “plastic bottle”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 11 go to paragraph 72
- b) if the key number is 15, go to paragraph 112.
- c) if the key number is different, go to paragraph 103.

— 108 —

“Mentally,” you are in the boreal forest of Canada. Go to paragraph 32

— 109 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must subtract the number of smartphones hidden in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore.

(Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 110 —

You should not be here. Go back and check.

— 111 —

Something is not working. This is not where you should be.

— 112 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, a plastic island in mittens of the Pacific Ocean. How many millions of km² does this plastic island occupy? Find out the number in card 2 of the product.

— 113 —

If you are reading this paragraph it means that you have managed to reach the product “car”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 5 go to paragraph 73
- b) if the key number is 3, go to paragraph 65
- c) if the key number is different, go to paragraph 9

— 114 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, an avocado exporting warehouse in the Dominican Republic. How many kilometers separate the Dominican Republic from Europe (specifically Spain)? Find out the number in card 2 of the product.

— 115 —

If you are reading this paragraph it means that you have managed to reach the product “toothpaste”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 8 go to paragraph 90.
- b) if the key number is 7, go to paragraph 75.
- c) if the key number is different, go to paragraph 132.

— 116 —

If you are reading this paragraph it means that you have managed to reach the product “toilet paper”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 1 go to paragraph 149
- b) if the key number is 5, go to paragraph 89
- c) if the key number is different, go to paragraph 127

— 117 —

The accumulation of greenhouse gases makes temperatures increasing more and more, oceans with higher temperatures and ice melting both at the north pole, where you have “mentally” been transported to, and also at the south pole, among other consequences, putting at risk the lives of animals such as polar bears. Did you know that air transports are one of the main emitters of greenhouse gases?

- a) Yes, go to paragraph 61
- b) No, go to paragraph 155

— 118 —

No, we did not know about the impact of the textile sector on the planet's water resources, we were unaware that cotton, the main raw material of jeans, accounts for more than 3% of the water consumed in the world. At the rate of current consumption, the cultivation of fibers such as cotton for the textile industry will need 35% more land by 2030, equivalent to the area of a country like Colombia. Human activities, such as deforestation to expand land for cattle ranching and intensive agriculture and the overexploitation of aquifers, among others, accelerate desertification, aggravated by the effects of climate change, also driven by humans. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we love to buy new clothes and shoes, eat hamburgers and not being aware of whether or not the tap is open when we brush our teeth (Write on your sheet a red footprint).
- b) We try to inform ourselves about the water expenditure involved in the products we consume and we try to opt for those that have less impact on the environment (Write a yellow footprint on your sheet).
- c) We choose products with less water expenditure in our daily diet, we hardly buy clothes or footwear and if we do we use clothes of second hand and / or sustainable fashion. We share our concern about the impact of our consumption with friends and family (Note on your sheet a green footprint).

Go to card number 3 of the product "jeans".

— 119 —

The key number is incorrect. Even so, "mental transportation" to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 120 —

The key number is incorrect. Even so, "mental transportation" to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 121 —

Oops, it seems that we have complications, but it is not all lost. Count the number of clouds that appear in card 1 and that's it! Go to paragraph 32.

— 122 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must add the number of "plastic bottles" hidden in the picture in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 123 —

"Mentally", you are in the Dominican Republic, one of the main avocado producers in the world. Go to paragraph 142.

— 124 —

The expansion of African palm cultivation globally is causing particularly severe environmental damage in Southeast Asia and Latin America, replacing tropical forests, natural pastures and traditional growing areas. Oil palm production leads to several environmental problems such as soil erosion and loss of fertility, deforestation, water and air pollution due to the application of fertilizers and pesticides... the destruction of ecosystems affects plants and animals, as well as human populations. Many environmental activists, especially women, are denouncing these situations, suffering threats to their lives. Now we know these effects of the agribusiness of palm monoculture and we also know that products that carry palm oil such as industrial pastries are not healthy. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, it is very complex, better not even think about it, let's continue as before. (Write on your sheet a red footprint.)
- b) We look at the ingredients on the label of the products and opt for those without palm oil. (Write down a yellow footprint on your sheet.)

c) We reject products with palm oil (processed products in general) and we opt for those that are natural, local and with seals that guarantee environmental and labor respect. (Write down on your sheet a green footprint.)

Go to card number 3 of the “chocolate” product.

— 125 —

If you are here is that you have found the solution to card 3, this number will serve to find the exit code of the padlock. Now, you must subtract the number of “toilet paper rolls” camouflaged in card 1 to the number obtained in card 3. When you have the result, your mind will be transported back to the superstore. (Important: when you have the result, remember to stop the chronometer and write down on the sheet of paper your results about this product: the color of your footprint and the number).

— 126 —

Oops, it seems that we have complications, but it is not all lost: count the number of garbage bags inside the boat that appear on card 1 and, that’s it! Go to paragraph 43.

— 127 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 128 —

You should not be here. Go back and check.

— 129 —

Something is not working. This is not where you should be.

— 130 —

If you are here, something is wrong. Try again.

— 131 —

If when solving the card 2 of the T-shirt product, the number you have found is,

a) 1134. It is the correct number, go to paragraph 146

b) A number other than 1134. It is an incorrect number, go to paragraph 83.

— 132 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 133 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 134 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 135 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 136 —

Yes, we know that transporting foods such as fruit from long distances in refrigerators to ensure their good status generates greenhouse gases that contribute to global warming and, therefore, climate change. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, in the end everything produces greenhouse gases, so everyone is free to eat what they prefer. (Write down a red footprint on your sheet.)
- b) We consume seasonal fruit. (Write down a yellow footprint on your sheet.)
- c) We consume seasonal fruit from local markets, which means they do not exceed 100 kilometers distance from their production place, and we encourage friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product "avocado".

— 137 —

If you are here, something is wrong. Try again.

— 138 —

The key number is incorrect. Even so, "mental transportation" to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 139 —

You should not be here. Go back and check.

— 140 —

You should not be here. Go back and check.

— 141 —

The key number is incorrect. Even so, "mental transportation" to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 142 —

Avocado importations into Europe have increased fourfold since 2000. You have "mentally" transported to a warehouse in the Dominican Republic where this fruit is being packaged for exportation. In the European market, the main suppliers of this fruit are Peru and Chile. The avocado is part of the so called "kilometric foods" which are those that travel long distances from their place of production to their place of consumption, generating in this transfer greenhouse gases such as CO₂. 1 kilo of kilometric fruit that travels to Europe means an average emission of 0.25 Kg of CO₂ into the atmosphere. Did you know the effect of consuming imported fruit on global warming?

- a) Yes, go to paragraph 136
- b) No, go to paragraph 157

— 143 —

The Mediterranean Sea, where you have been "mentally" transported to, accumulates only 1% of the world's water but 7% of global microplastics. Did you know that most toothpastes throw microplastics into the sea?

- a) Yes, go to paragraph 96
- b) No, go to paragraph 81

— 144 —

Oops, it seems that we have complications, but it is not all lost. Count the number of palm trees fallen on the ground that appear in card 1 and that's it! Go to paragraph 160

— 145 —

You should not be here. Go back and check.

— 146 —

"Mentally", you are in Bangladesh, a country in South Asia where much of the world's textile production is concentrated. Go to paragraph 12.

— 147 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 148 —

By accounting the kilos of greenhouse gases generated throughout the production of 1 kilo of food, it was found out that the foods that generate between 0 and 5 kilos of greenhouse gases per kilo are all ovo-lacto-vegetarian (only cheese, coffee and dark chocolate are placed above). Chicken generates twice as much: 9.7kg of greenhouse gases per 1 kilo of food, pork produces 12.31 kg, fishes 13.63kg, farmed prawns 26.87kg, lamb 39.72kg, and cattle is the one that emit the most since 1 kilo of beef emits 99.48kg of greenhouse gases. Considering all the greenhouse gas emissions of meat consumption, what do we do? (agree on a single answer):

- a) We do nothing, we like hamburgers and we are not going to change them for a plate of vegetables (Write down on your sheet a red footprint).
- b) We inform ourselves about the origin of the meat we consume due to the contamination and lack of animal welfare usually associated to industrial livestock, in addition to reducing our meat consumption (Write down on your sheet a yellow footprint).
- c) We reduce our consumption to the 300 grams of meat a week recommended as healthy and sustainable, choosing less polluting meat such as chicken from organic farms. We also introduce this debate to our family and friends so that more and more people change their diet. (Write down on your sheet a green footprint).

Go to card number 3 of the product “hamburger”.

— 149 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, a forest in Canada whose trees are being cut down. How many kgs of toilet paper consumes, as average, every person per year? Find out the number in card 2 of the product.

— 150 —

Something is not working. This is not where you should be.

— 151 —

If you are reading this paragraph it means that you have managed to reach the product “smartphone”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 4 go to paragraph 38.
- b) if the key number is 3, go to paragraph 26.
- c) if the key number is different, go to paragraph 1.

— 152 —

You should not be here. Go back and check.

— 153 —

“Mentally”, you are in the Arctic, one of the places on the planet most affected by the consequences of global warming. Go to paragraph 117.

— 154 —

If you are here, something is wrong. Try again.

— 155 —

No, we are not aware that the impact of air transports on global warming -and thus on climate change- is so severe. However, if global aviation were a country, it would rank among the top 10 emitters of greenhouse gases The European Union’s greenhouse gas emissions from international aviation have more than doubled since 1990. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we have the opportunity to travel by plane, we choose plane. (Write on your sheet a red footprint.)
- b) Although it requires more time and may even be more expensive, we will try to travel by train and not by plane in order to reduce our environmental impact (Write on your sheet a yellow footprint).
- c) If we have to travel long distance, we do it by train or by car with all the seats occupied, but we try to avoid this type of trips, and for our leisure trips we prefer to make a walking route or by bicycle. (Write on your sheet a green footprint).

Go to card number 3 of the product "travel".

— 156 —

Something is not working. This is not where you should be.

— 157 —

No, we did not know that it had that ecological impact, especially when data for 2019 reflects that the European Union imported 14 million tons of fruit and vegetables. Transporting food from long distances in refrigerators to ensure their good condition generates greenhouse gases that contribute to global warming and, therefore, to climate change. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, in the end everything produces greenhouse gases, so everyone is free to eat what they prefer. (Write down a red footprint on your sheet.)
- b) We consume seasonal fruit. (Write down a yellow footprint on your sheet.)
- c) We consume seasonal fruit from local markets, which means they do not exceed 100 kilometers from their production place, and we encourage our friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product "avocado".

— 158 —

If when solving the card 2 of the product "toilet paper", the number you have found is

- a) 8. It is the correct number, go to paragraph 108
- b) A number other than 8. It is an incorrect number, go to paragraph 121

— 159 —

Yes, we know that more and more plastic objects are produced, some of which are used only once as water bottles, and that not disposing them correctly means that they end up in the sewer, in the rivers and finally reach the sea, due to the action of wind and rains. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, if we are thirsty we buy a bottle of water or some soft drink in plastic container. (Write down a red footprint on your sheet.)
- b) We avoid single-use plastics and when we use them we always deposit them in containers for recycling. (Write down a yellow footprint on your sheet.)
- c) We don't use plastic objects, we carry our own reusable bottle, our cloth bag... and we encourage friends and family not to use them, as well as asking governments for more ambitious measures to end plastic (Write down a green footprint on your sheet).

Go to card number 3 of the product "bottle".

— 160 —

Several typhoons have affected Mindanao, an island in the Philippines, in recent years, where you have been "mentally" transported to. Typhoons, also called hurricanes or tropical cyclones, are intensifying due to ocean warming which, according to studies, has absorbed approximately 90% of the planet's excess heat trapped by greenhouse gases emitted by humans. Road transportation is one of the major drivers of CO₂ emissions. Did you know that your consumption habits and way of transporting have an effect on the frequency of typhoons suffered by countries like the Philippines?

- a) Yes, go to paragraph 85
- b) No, go to paragraph 63

— 161 —

The key number is correct, you have been “mentally transported” to the scenario in card 1, to the Arctic, where polar bears are in danger of extinction due to the destruction of their habitat. How many tons of ice are estimated to have melted in the last three decades? Find out the number in card 2 of the product.

— 162 —

The key number is incorrect. Even so, “mental transportation” to the scenario in card 1 is still possible if you manage to solve the test in card 2.

— 163 —

Oops, it seems that we have complications, but it is not lost, count the number of trees that appear in card 1 and voilà! Go to paragraph 60.

— 164 —

“Mentally,” you are in the middle of the Pacific, where there is one of the recently discovered five garbage islands that there are in the planet. Go to paragraph 43

— 165 —

Something is not working. This is not where you should be.

— 166 —

You should not be here. Go back and check.

— 167 —

If you are reading this paragraph it means that you have managed to reach the product “jeans”. You should have obtained a number in your path through the labyrinth

- a) if the key number is 4 go to paragraph 138.
- b) if the key number is 5, go to paragraph 20.
- c) if the key number is different, go to paragraph 119.

— 168 —

No, we do not know that toilet paper is made from virgin fiber and that the more layered and padded the paper is, the more fiber it requires and that recycled toilet paper is not easily found in stores. Toilet paper therefore contributes to deforestation and not only destroys the carbon sink, but also implies the habitat loss for millions of species, reducing biodiversity. Considering this, what do we do? (agree on a single answer):

- a) We do nothing, we like padded toilet paper that is very soft. (Write down a red footprint on your sheet.)
- b) We consume toilet paper from sustainable forests. (Write down a yellow footprint on your sheet.)
- c) We consume recycled toilet paper that is not wrapped in plastic and encourage friends and family to do the same. (Write down a green footprint on your sheet.)

Go to card number 3 of the product “toilet paper”.

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