

THE RED COLLECT

PICK UP



Collect plastic bottles thanks to red bins

TRANSFORM



Transform plastic bottles into pellets

BUILD



Build cycle paths from the recycled pellets

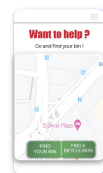
STEP 1 - RAISE INTEREST



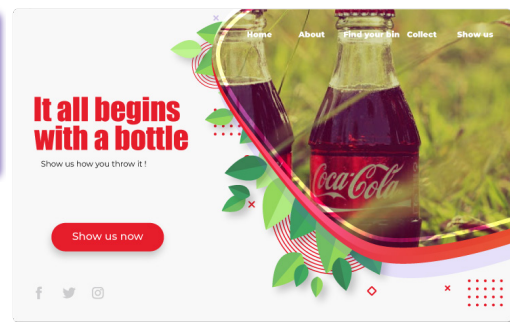
Creation of the **#RedCollectChallenge**.
Inviting to film yourself throwing plastic bottles in an original way in the Coca-Cola trash cans arranged across the city.
Massively relayed by **local influencers**.



STEP 2 - ENGAGE



Creation of a **website** to communicate the **results** in real time



STEP 3 - DUPLICATE

Duplicate the campaign to the other Slovakian's **cities** and European's **countries**

