Even the smallest can make a big difference!

www.terezanet.cz
TEREZA Association

• **LIKE** the nature and their surroundings

• **UNDERSTAND** the nature, the environment and the sustainable development principles

• **CONTRIBUTE** to the healthy environment

- more than **800 schools** from all the Czech Republic participate
- **94 000 children** in educational programmes
- more than **4 000 teachers**
International Programmes

ECO-SCHOOL
298 schools in the Czech Republic are involved in the programme

GLOBE
Explore the nature in the surroundings of your school, as pupils and students from 111 countries do!

FOREST AT SCHOOL
*Experience the forest and learn from it!*
General partner of programme
FOREST AT SCHOOL

- cooperation
- financial support
• Call for Action - IKEA FAMILY members
• Designers’ Workshop
• 3R exhibition
• Internet Auction
• Competition
  AMATERS / PROFESSIONALS / SCHOOLS
IKEA FAMILY Call For Action

• involvement of IKEA FAMILY members

• call for action in 3R competition

• form of application
  (artefact name, description, proportions, photography resolution etc.)

• the chosen IF members will participate on the designers’ happening – 5 members

• all IF members´ artefacts involved to the 3R competition (category AMATER)

• timetable:
  November - call for action, end of January - deadline, March/April – competition assesment
Designers’ Workshop

• **duration:** 5 days / 28. 5. – 2. 6.

• **number of participants:** cca 30 designers + 5 IF members

• **place:** MeetFactory - Prague

• **OBJECTIVE**
  creating attractive and exclusive artefacts from waste material
  waste material = damaged IKEA furniture and accesories

• **GOAL:**
  - to draw public attention to the waste topics in an innovative way
    (the idea of 3R: Reuse – Reduce – Recycle)
  - to promote TEREZA Association and IKEA activities
3R Exhibition and Auction

- **public exhibitions**
  Night of Museums 8. 6. 2013
  DesignBlog in Prague 7. – 13. 10. 2013

- **auction in DOX Centrum**
  15. 10. 2013 = Tereza’s name day
  All artefacts made by designers and the chosen ones from IF members

- **GOAL:**
  - to draw public attention to the waste topics in an innovative way
    (the idea of 3R: Reuse – Reduce – Recycle)
  - to promote TEREZA Association and IKEA activities
  - to raise funds for TEREZA
Competition

- **3 categories:**
  1. IKEA FAMILY
  2. PROFESSIONALS – the designers’s workshop art-pieces
  3. SCHOOLS

- **internet competition** on www.3xR.cz

- **competition promotion:** IKEA + TEREZA (Radio F1, Reflex, Marienn ...)

- **GOAL:**
  - to draw public attention to the waste topics in an innovative way
  - to promote TEREZA Association and IKEA activities
  - to involve public
  - to enclose the year´s volume of 3 R
Thank you for your attention.

On behalf of the TEREZA Association
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