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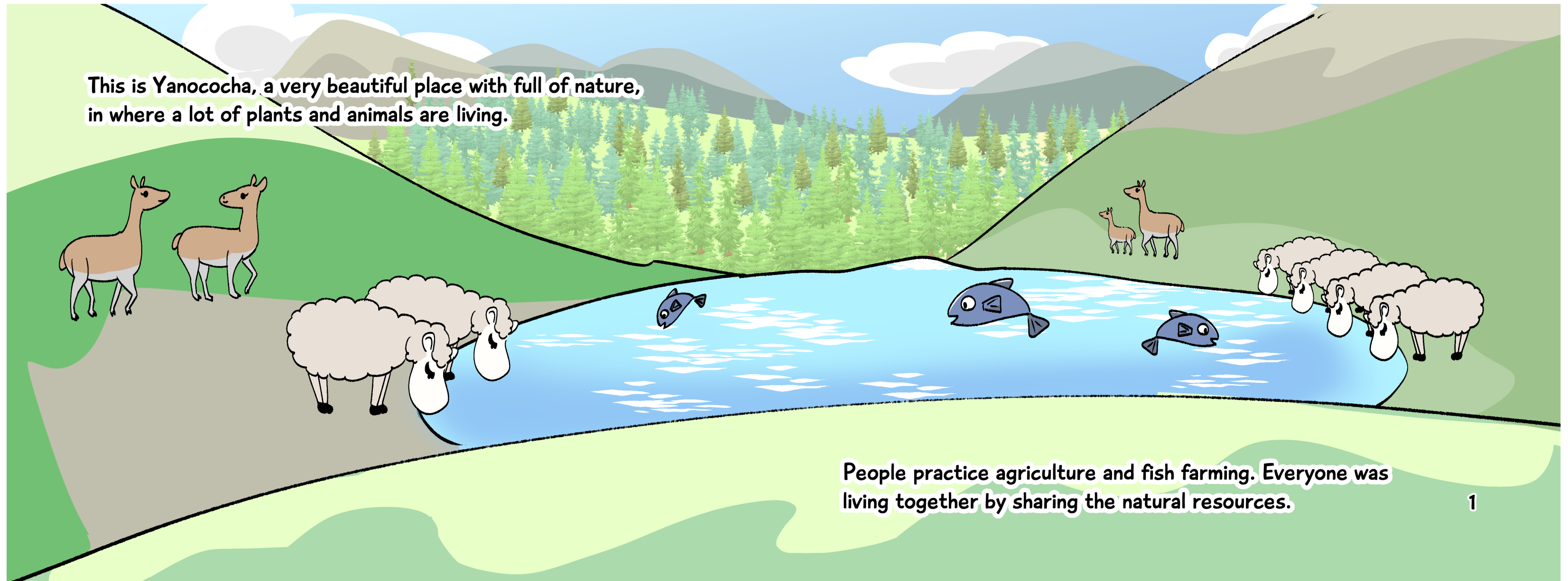
Plant
Trees
Grow
Smiles

Plant Trees Grow Smiles

- Sustainable way of living together with Mining -



This is Yanococha, a very beautiful place with full of nature,
in where a lot of plants and animals are living.



People practice agriculture and fish farming. Everyone was
living together by sharing the natural resources.

This is Flor, she used to go out with her friend Eve, a sweet Llama. They came to this favorite place very often for relaxing and seeking something to eat in the nature.



"I am hungry Flor," said Eve.
"It's time to eat Eve. Come on!"
replied Flor.



"This is my small farm. I'm raising animals, growing vegetables and fruits," said Flor.
"They are all growing well," Eve replied excitedly.

Flor was feeling very blessed with the nature.

One day, when Flor and Eve were on the way to the small farm as usual, they saw some men drilling into the ground.

"Who are they?" Eve asked Flor.

"I don't know Eve, look like they found something from the ground."

"Jackpot!! Many golds here!!"
The strangers said with glee.



After a few weeks, many trucks and heavy machines began to arrive in the mountain.

"Sorry!! You cannot pass now!!"

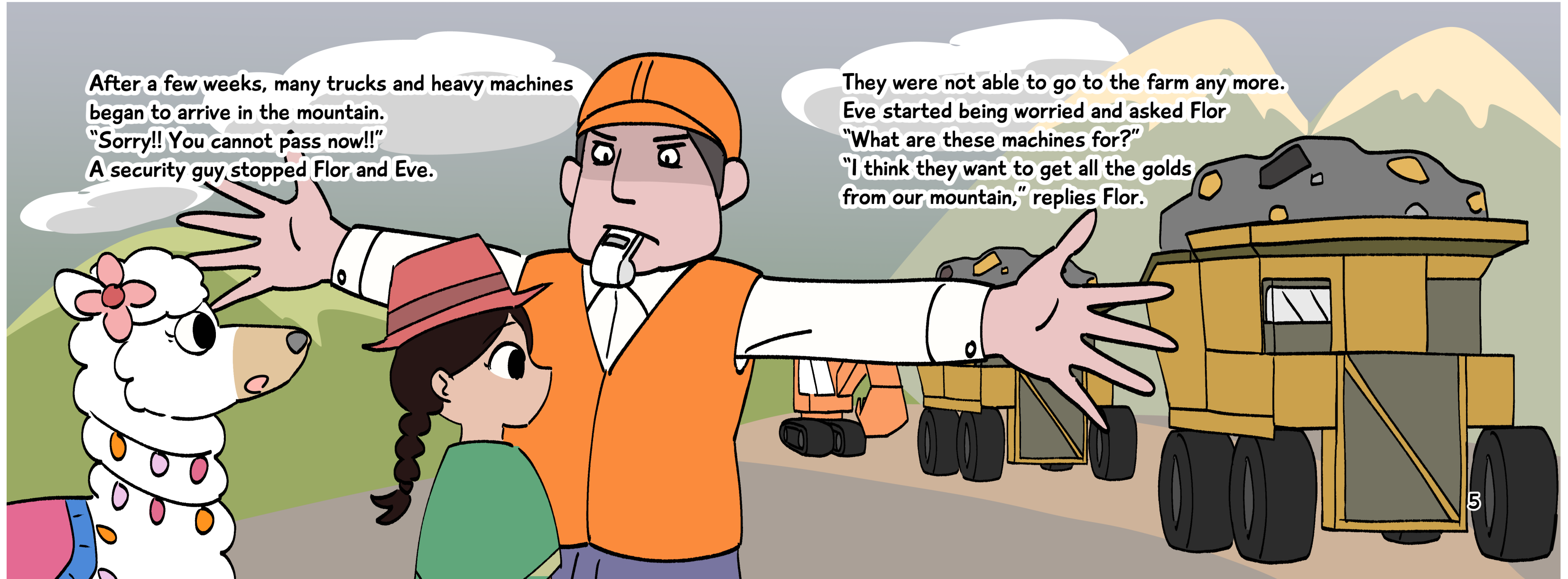
A security guy stopped Flor and Eve.

They were not able to go to the farm any more.

Eve started being worried and asked Flor

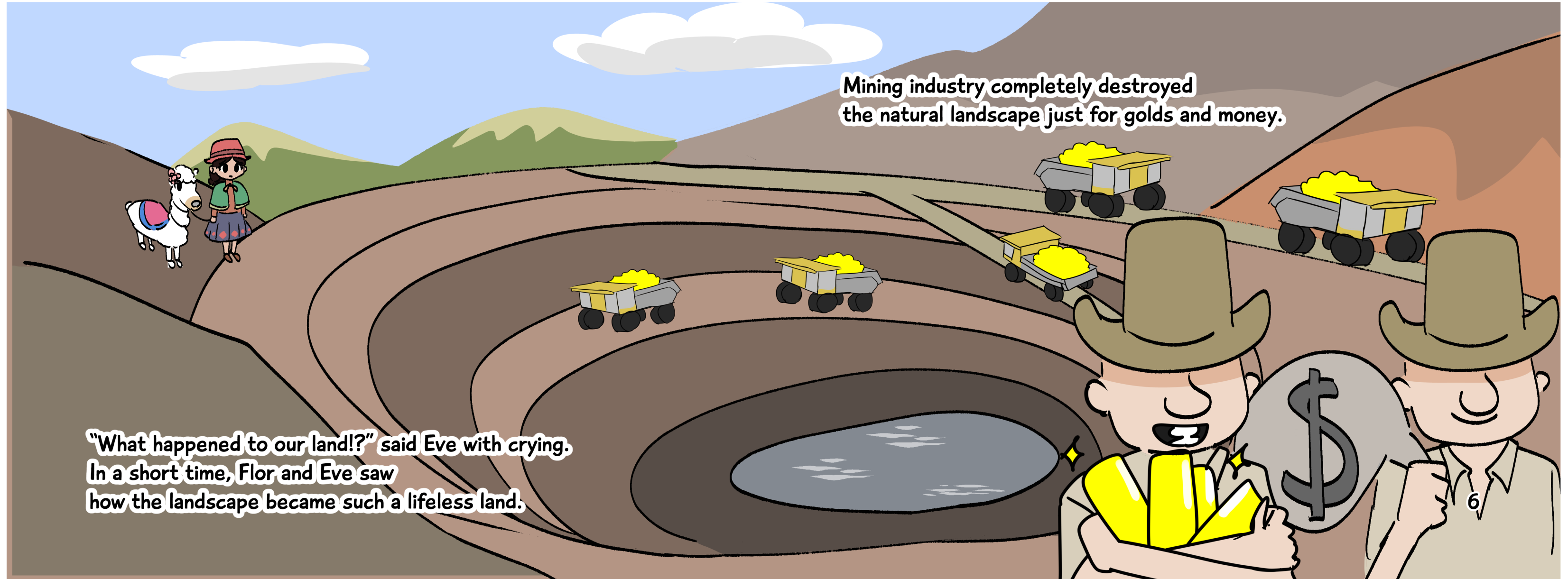
"What are these machines for?"

"I think they want to get all the golds from our mountain," replies Flor.



Mining industry completely destroyed the natural landscape just for golds and money.

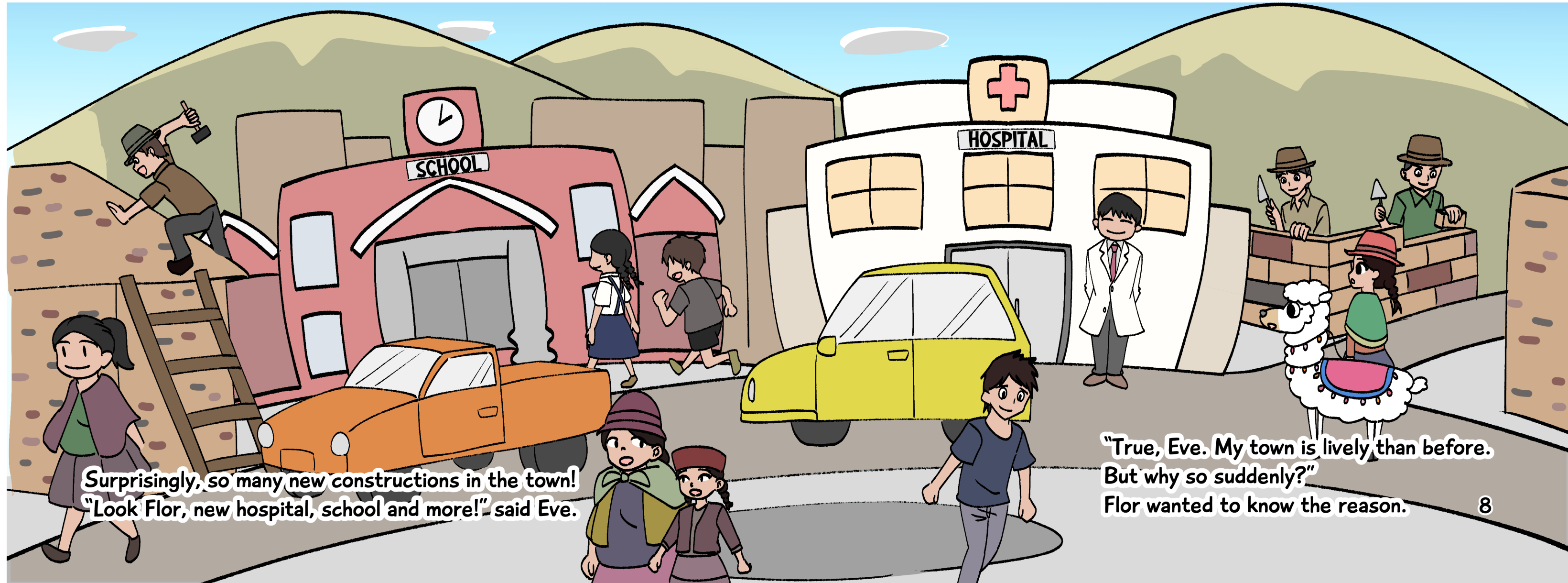
"What happened to our land!?" said Eve with crying. In a short time, Flor and Eve saw how the landscape became such a lifeless land.



"Sorry Eve, I have no food for you now," Flor muttered.
"I know Flor, plants and animals no longer survive here,"
replied Eve.

Mining has taken away not only the beauty of landscape,
but also their favorite place.





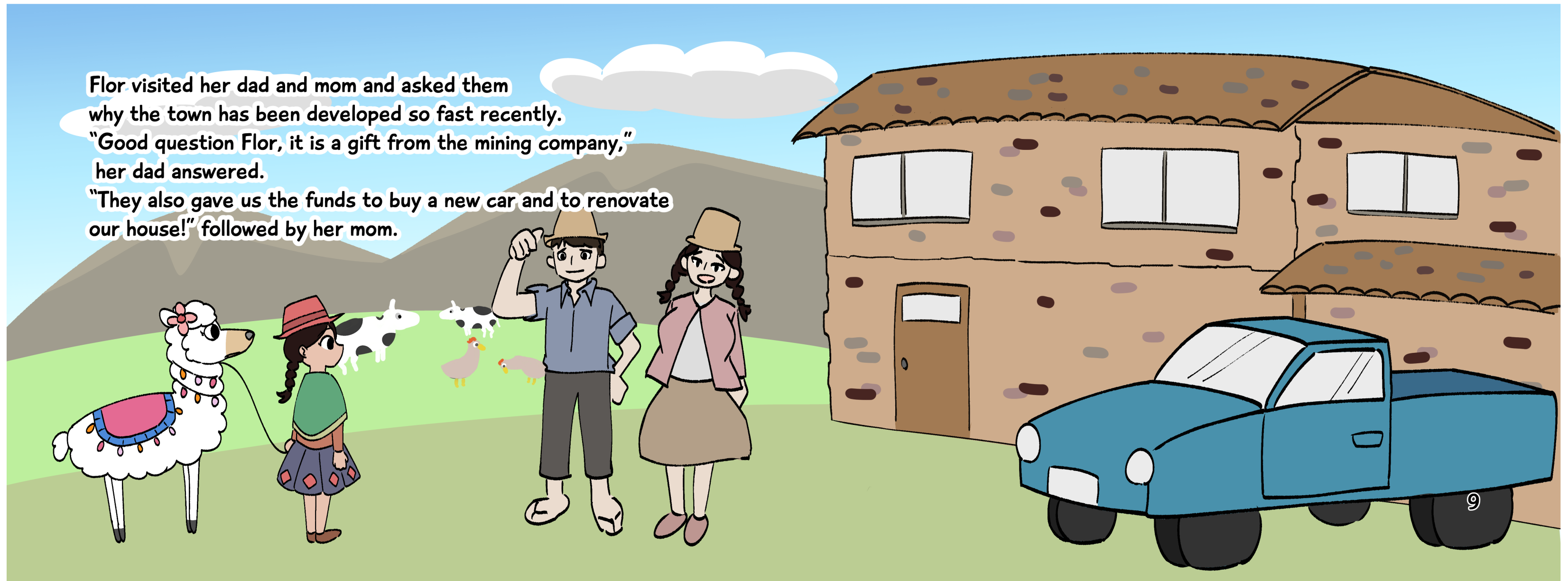
Surprisingly, so many new constructions in the town!
"Look Flor, new hospital, school and more!" said Eve.

"True, Eve. My town is lively than before.
But why so suddenly?"
Flor wanted to know the reason.

Flor visited her dad and mom and asked them why the town has been developed so fast recently.

"Good question Flor, it is a gift from the mining company," her dad answered.

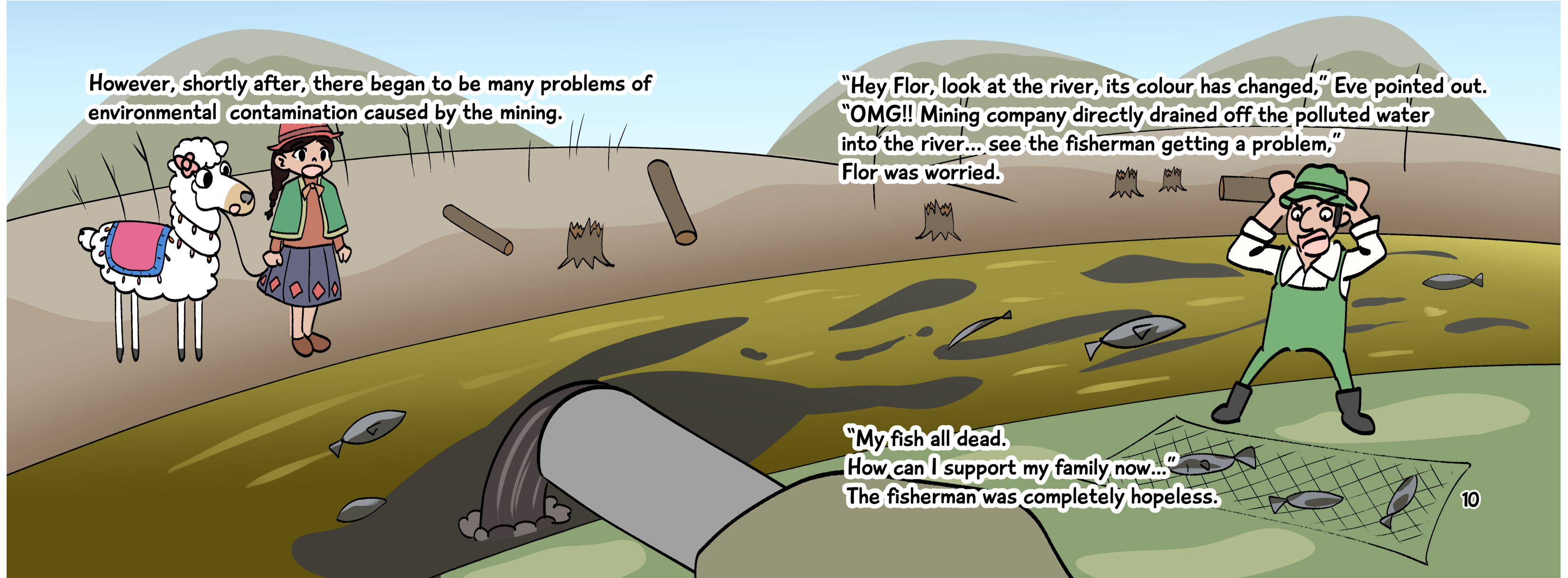
"They also gave us the funds to buy a new car and to renovate our house!" followed by her mom.

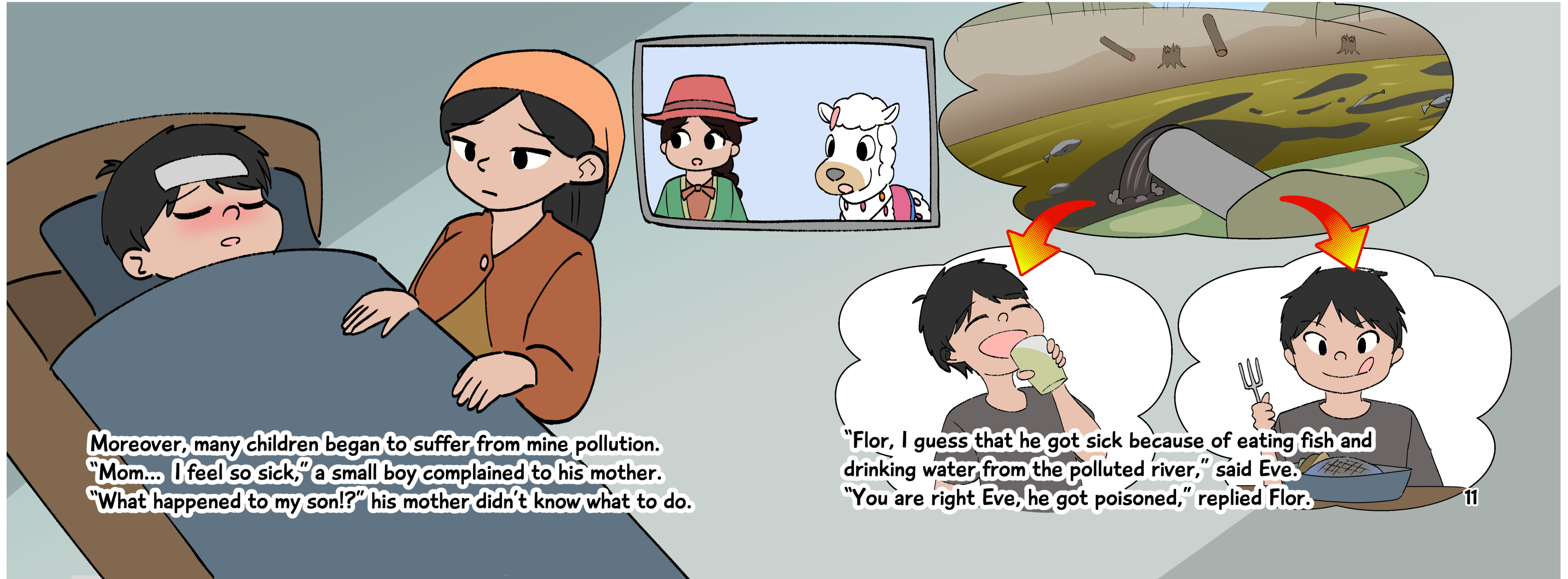


However, shortly after, there began to be many problems of environmental contamination caused by the mining.

"Hey Flor, look at the river, its colour has changed," Eve pointed out. "OMG!! Mining company directly drained off the polluted water into the river... see the fisherman getting a problem," Flor was worried.

"My fish all dead. How can I support my family now..." The fisherman was completely hopeless.





Moreover, many children began to suffer from mine pollution.
"Mom... I feel so sick," a small boy complained to his mother.
"What happened to my son!?" his mother didn't know what to do.

"Flor, I guess that he got sick because of eating fish and drinking water from the polluted river," said Eve.
"You are right Eve, he got poisoned," replied Flor.

Concerns were growing in the town.
"There are many people gathering," said Eve.
"Oh Yes, Eve, this is a demonstration for demanding the environmental conservation to the mining company," said Flor.



"Stop pollution!!"
"Repair our environment!!"
People were accusing.

STOP!! POLLUTION



After several conversations between local people and the mining company, they finally reached a new agreement.

"We, mining company, will carry out reforestation activities with you, and we will stop polluting the nature," a miner said.

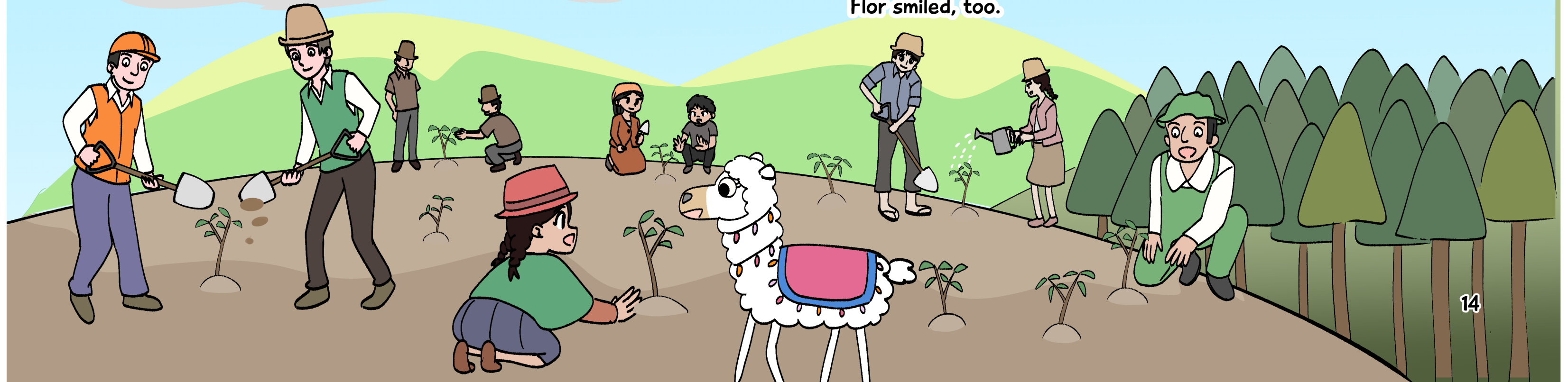
"Thank you for your understanding, we are so happy to develop our town environmentally friendly way," replied a town leader.



Soon after, the mining company with local people began reforestation in the mountain.

"I'm happy to see our land are greening again,"
Eve smiled.

"I'm happy to see people in my town working together,"
Flor smiled, too.



Eventually, we found the way of harmonizing among People, Profit and Planet, The 3 Ps.

This is sustainable way of living everyone together in this planet for a long time.

People

Planet

Profit

Every group or individual can live together by receiving a fair share of benefits from the 3 Ps.

