



# Event adopts a can-do attitude about recycling

SHENZHEN — Organizers have said the Universiade can build the concept of recycling drink containers. And recycled drink containers are, in turn, being used to build the concept of the Universiade.

About 2 million recycled cans were used to construct the opening ceremony's stage in the Shenzhen Bay Stadium.

And a massive soda can-shaped device, known as the "happy recycling machine", will be installed in downtown Shenzhen's shopping malls. The machines are part of Coca-Cola's "Recycling lights up a green Universiade" campaign.

The machine will spit out gifts for users who insert two cans.

The gifts include rainbow-colored umbrellas, figurines of the Games' mascot, UU, and flowers.

An additional 600 recycling containers will be distributed throughout the venues as part of the campaign.

"The Green Universiade is the concept we have stuck with from the very beginning, and the recycled bottles have been the biggest highlight," Universiade organizing committee member Zheng Mingjun said at the program's opening ceremony in the Village on Monday.

"The new ideas will encourage more citizens to become involved in environmental protection."

Singaporean pop singer JJ Lin joined the campaign, performing a B-box show and issuing an "eco-friendly vow". Lin said he liked the "happy recycling machines" very much after becoming the first

person to try one.

"I find the big machine very interesting and 'friendly,'" Lin said.

"Young people especially will love it, and, consequently, more bottles will be recycled rather than tossed in the dustbin."

Director of Coca-Cola Greater China's sustainability platform Aurora Chen agreed.

"The Universiade is such a fantastic event that gathers youth from all over the world, and it is a great opportunity to engage them in the idea of sustainable development," she said.

The company also made 15,000 T-shirts and 7,000 sun-bonnets out of recycled plastic bottles for the Beijing Olympics, Chen said.

CHINA DAILY



PROVIDED TO CHINA DAILY

Singaporean pop singer JJ Lin puts a used bottle into a massive soda can-shaped device. It is part of Coca-Cola's "Recycling lights up a green Universiade" campaign.



Universiade SHENZHEN 2011

UNIVERSIADE Union  
大运联盟

合作伙伴



赞助商



独家供应商



供应商



官方合作媒体

