

WANT TO GET A  
PRINTED COPY OF  
THIS BOOK?

VISIT:  
[WWW.OUICHOOSE.COM](http://WWW.OUICHOOSE.COM)

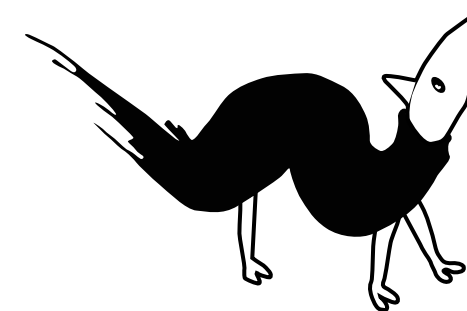
OUICHOOSE  
PRESENTS:

THE **BIG**  
**PICKSURE**  
**BOOK**



A TALE OF CONSCIOUS CONSUMPTION FOR KIDS





BY  
INBAR HYAMS

DESIGN  
Yael Nahum Levy

ILLUSTRATIONS & INSIGHTS  
AMANDA BENJAMIN

INDEPENDENTLY PUBLISHED BY QUICHOOSE  
PRINTED BY ECOPRINT LTD  
COPYRIGHT © 2016 BY INBAR HYAMS AND Yael Nahum Levy  
ALL RIGHTS RESERVED

[WWW.QUICHOOSE.COM](http://WWW.QUICHOOSE.COM)



ISO  
14001



ELEMENTAL  
CHLORINE  
**FREE**  
GUARANTEED





---

TO ANNIE JO & RUMI,  
OUR LITTLE CONSCIOUS CONSUMERS OF THE FUTURE

Bojo Bandango lived in a hole in the city  
The streets had no name, the view wasn't pretty.

Wherever he walked, things littered the ground  
Until one day those things turned into a mound.



On Monday, four things  
On Tuesday, five things  
On Thursday, one thousand and twenty nine things  
Big and small.  
By Sunday they stood a giga-kajillion things tall.

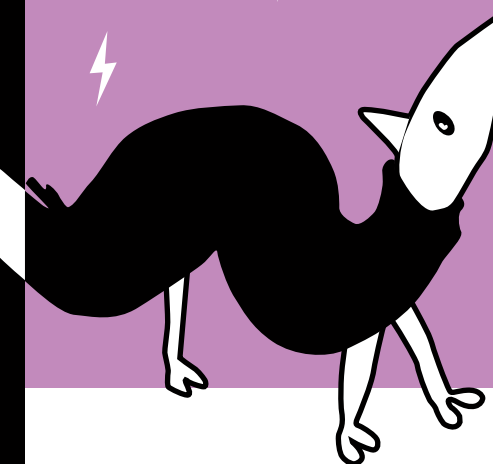


**D - D - D - DANG !!!**

BOJO **BOOMED** LIKE THUNDER

**WHEN WILL THIS PILE STOP GROWING ?**

I WONDER...

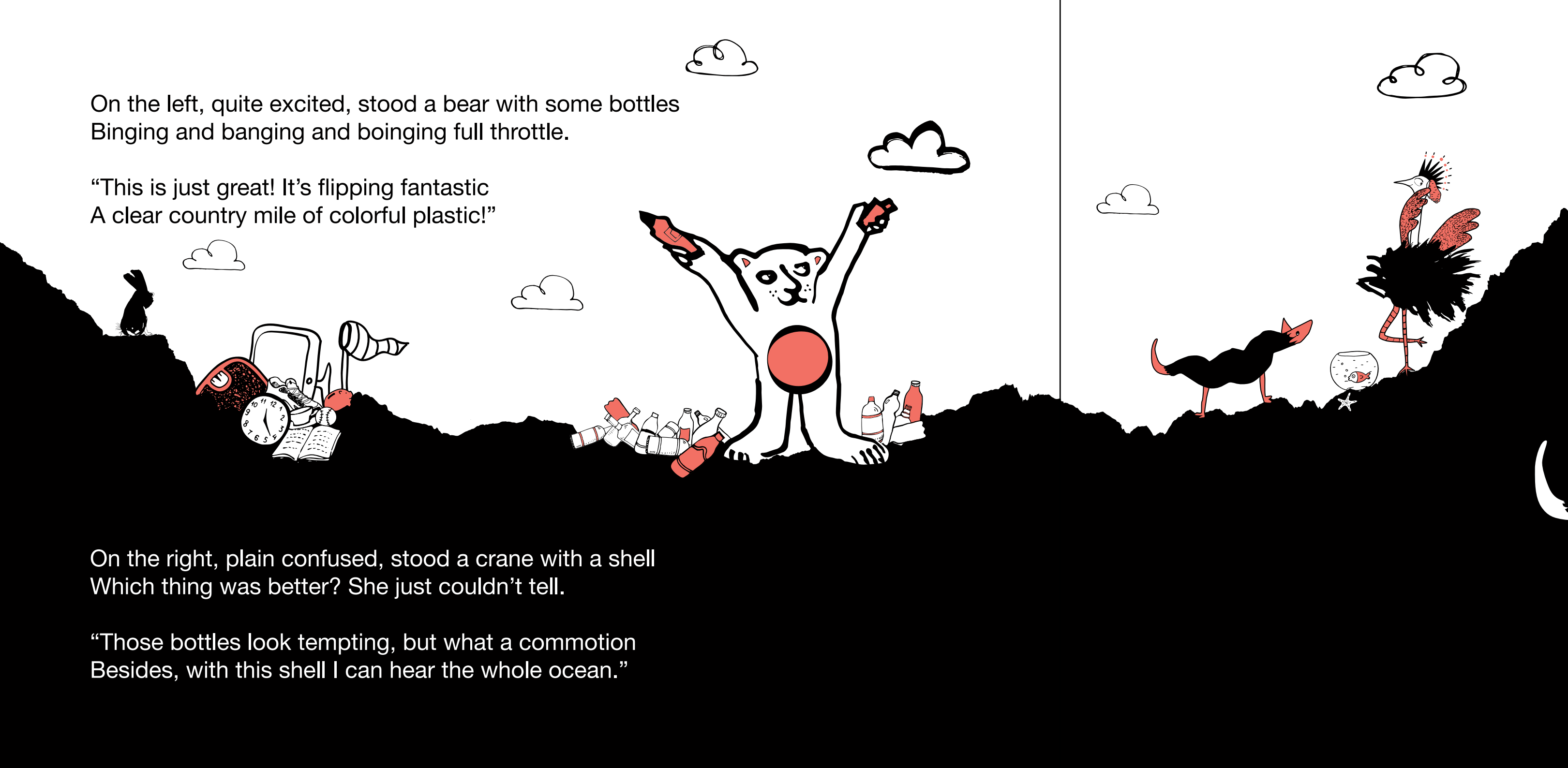


With nowhere left to go but up  
he stepped onto the pile.



On the left, quite excited, stood a bear with some bottles  
Binging and banging and boinging full throttle.

“This is just great! It’s flipping fantastic  
A clear country mile of colorful plastic!”



On the right, plain confused, stood a crane with a shell  
Which thing was better? She just couldn’t tell.

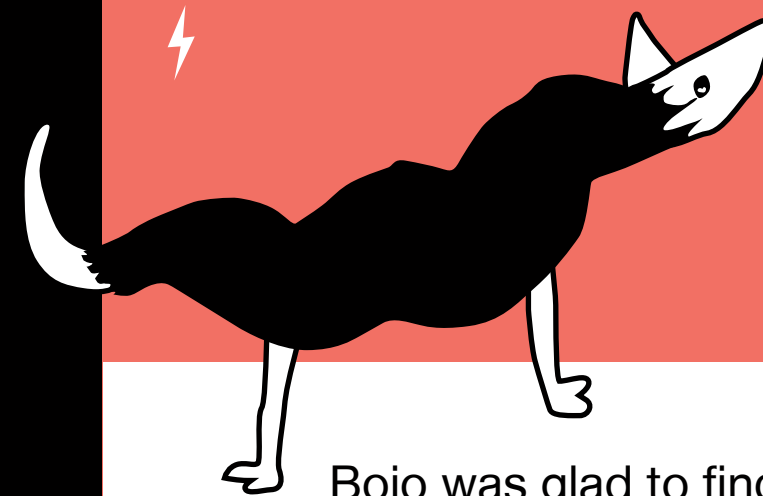
“Those bottles look tempting, but what a commotion  
Besides, with this shell I can hear the whole ocean.”

**D - D - D - DANG !!!**

**BOJO BOOMED LIKE THUNDER**

**WHAT KINDS OF THINGS MAKE US HAPPY ?**

**I WONDER...**



Bojo was glad to find others in  
among the pile and threw them  
a wave as he passed by.

Smack dab in the middle of that mismatched pile  
Sat two prickly hedgehogs sharing a smile.

Clutching close in their paws a small chocolate square  
Which they'd dug out together, that diggable pair.

She said, "This is perfect."  
He said, "It smells right!"  
Then together, "Let's eat it for dinner tonight."

"Meh... just one piece of chocolate? What's there to love?  
We ate six bars for breakfast," cooed a fat flock of doves.

**D - D - D - DANG !!!**

**BOJO BOOMED** LIKE THUNDER

**HOW MUCH DO WE NEED?**

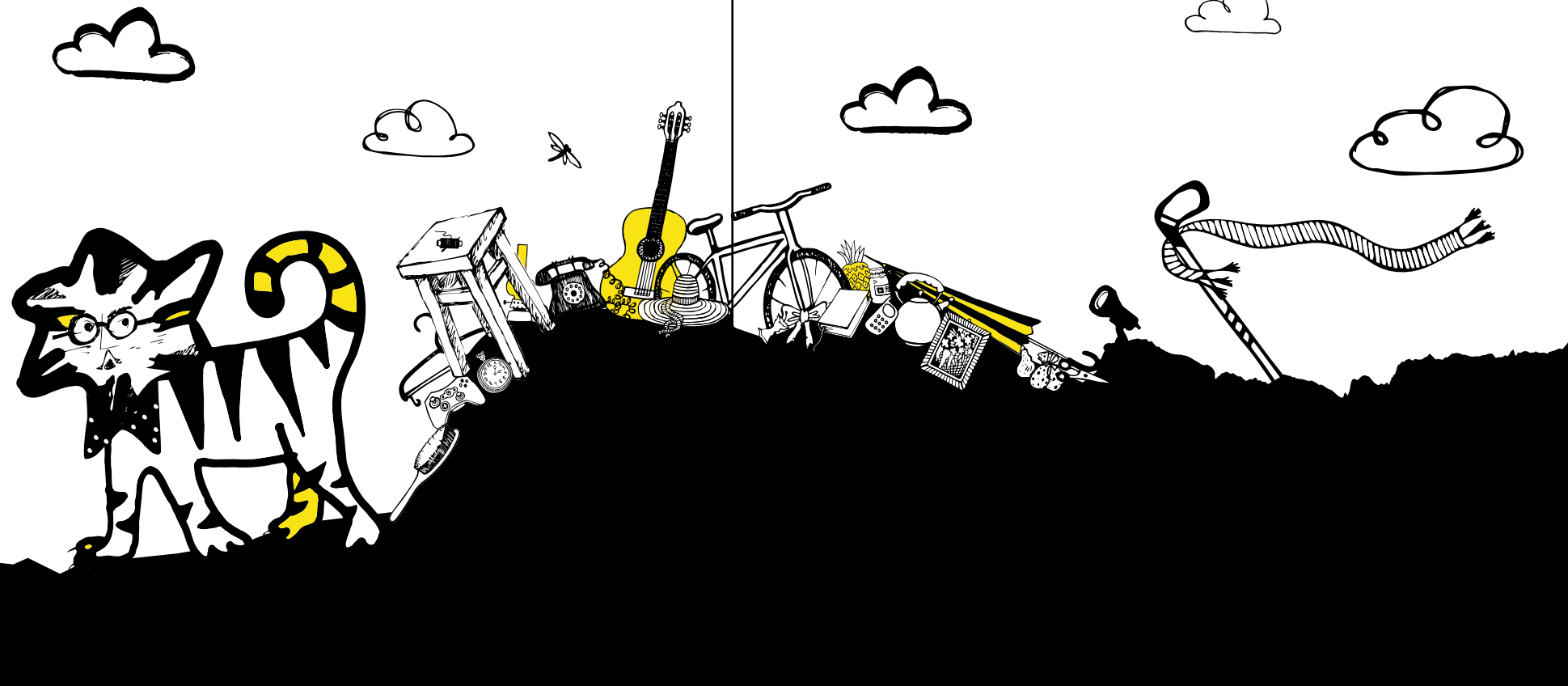
**I WONDER...**

Bojo hoped that he too would  
find something he liked while  
making his way.



“Ahem!”  
What was that?  
Not quite snarl. Not quite growl.  
Could it be a wild tiger out on the prowl?

Bojo was frightened, his toenails were shaking  
The ground below trembled like oatmeal quaking.



A grumpy old tiger emerged from the heap  
Rubbing his eyes, wishing for sleep.

“I used to live here in peace and in quiet  
Until this great mess broke out like a riot.”

**D - D - D - DANG !!!**

**BOJO BOOMED LIKE THUNDER**

**WHO ELSE HAS THIS PILE DISTURBED ?**

**I WONDER...**



This time Bojo paid a little  
more attention to where he  
was stepping.

Up ahead, Bojo noticed a little black speck  
“Hey! Over here...” it yelled, and then—“Oh, heck.”

An ant, so ruffled her feelers had crossed  
Was sorting through jumbles of stuff, freshly tossed.

She’d turned every leaf, every rock she had rolled  
Gone up peaks, through valleys, round bends and down holes.

“This pile came from nowhere and buried my pack  
Please help me dig deep and get them all back!”



**D - D - D - DANG !!!**

**BOJO BOOMED** LIKE THUNDER

**WHERE DID ALL THESE THINGS COME FROM ?**

**I WONDER...**

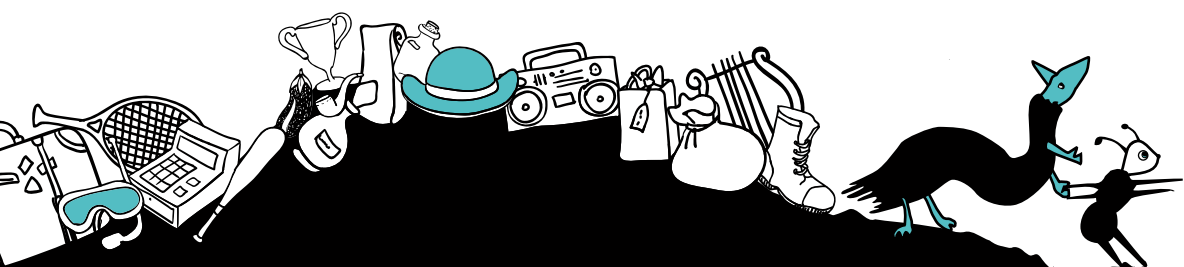


I can’t turn back now,  
Bojo thought.



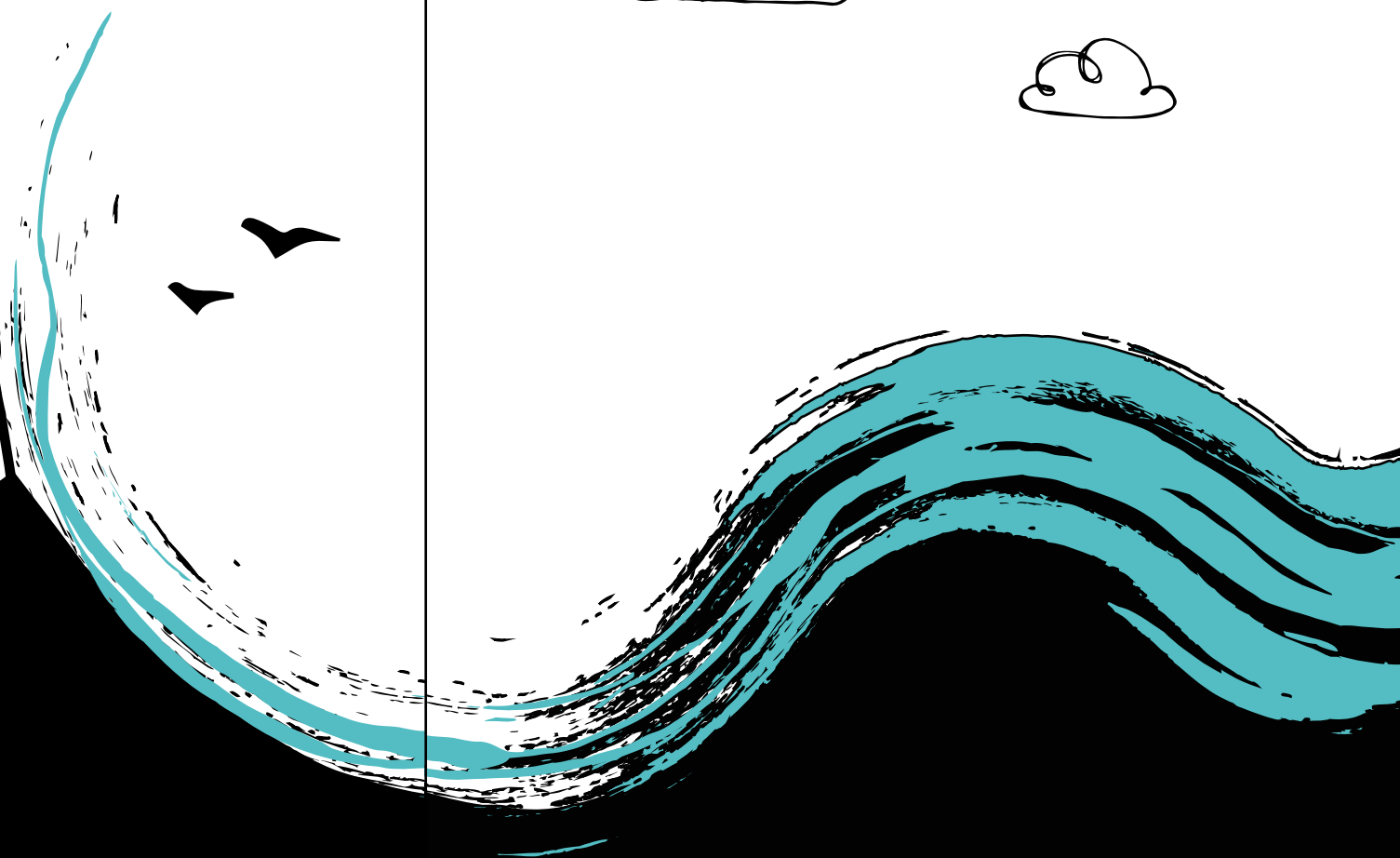
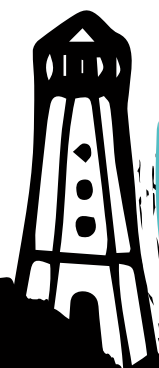
As ant and mouse balanced on the mountain  
It rumbled, then tumbled—shot up like a fountain!

They rode on its rubble like thick lava flowing  
Unsure where the wind and their futures were blowing.



The ant licked her finger, held it high in the air  
“Sweet cheese!” Bojo yelled. “Is this thing headed for... there?!”

Bravely, they faced what the danger might be  
“If we don’t stop,” said the ant, “we’ll land up in the sea.”

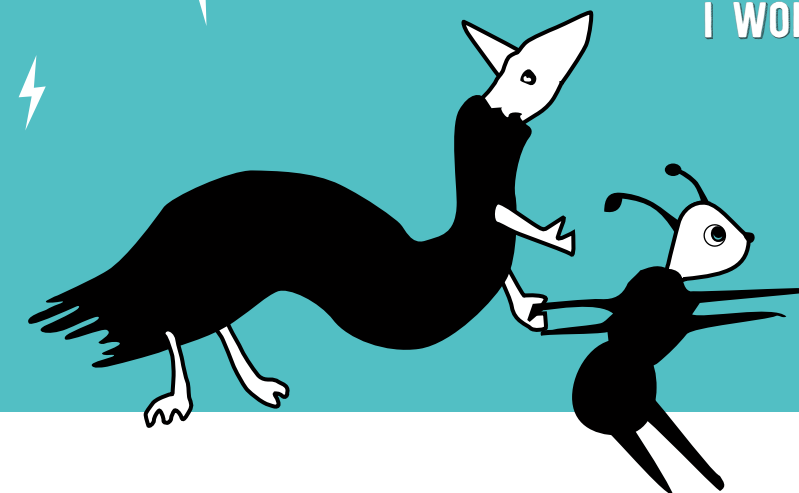


**D - D - D - DANG !!!**

**BOJO BOOMED LIKE THUNDER**

**WHERE WILL ALL THESE THINGS GO ?**

**I WONDER...**



Bojo grabbed the ant’s hand  
and squeezed it tightly.

Far off, drums pounded at a quickening pace  
As mighty forces approached with unstoppable grace.

In their wild hearts and bones the world's animals knew  
The answer wasn't "Huh?" —it was hot diggity "Do!"

Elephants, monkeys, gazelles from the plain  
Snakes, lizards and birds all poured in like rain.

Each one chose a treasure, something needed or loved  
One took a ball, one a left-handed glove...

A book to a shelf, a shell to a shore  
Until that dang pile existed no more.

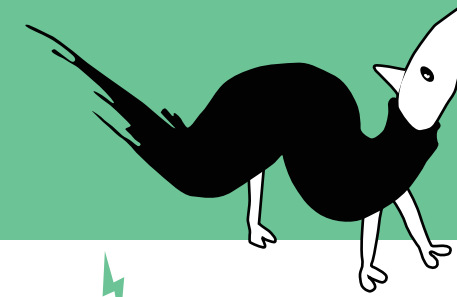


Bojo Bandango, in a world without end  
Had come out of his hole to find on each page a friend.

"The trees, the breeze, the soil and seas  
We're all connected," Bojo reflected  
"By what we choose and choose to use."



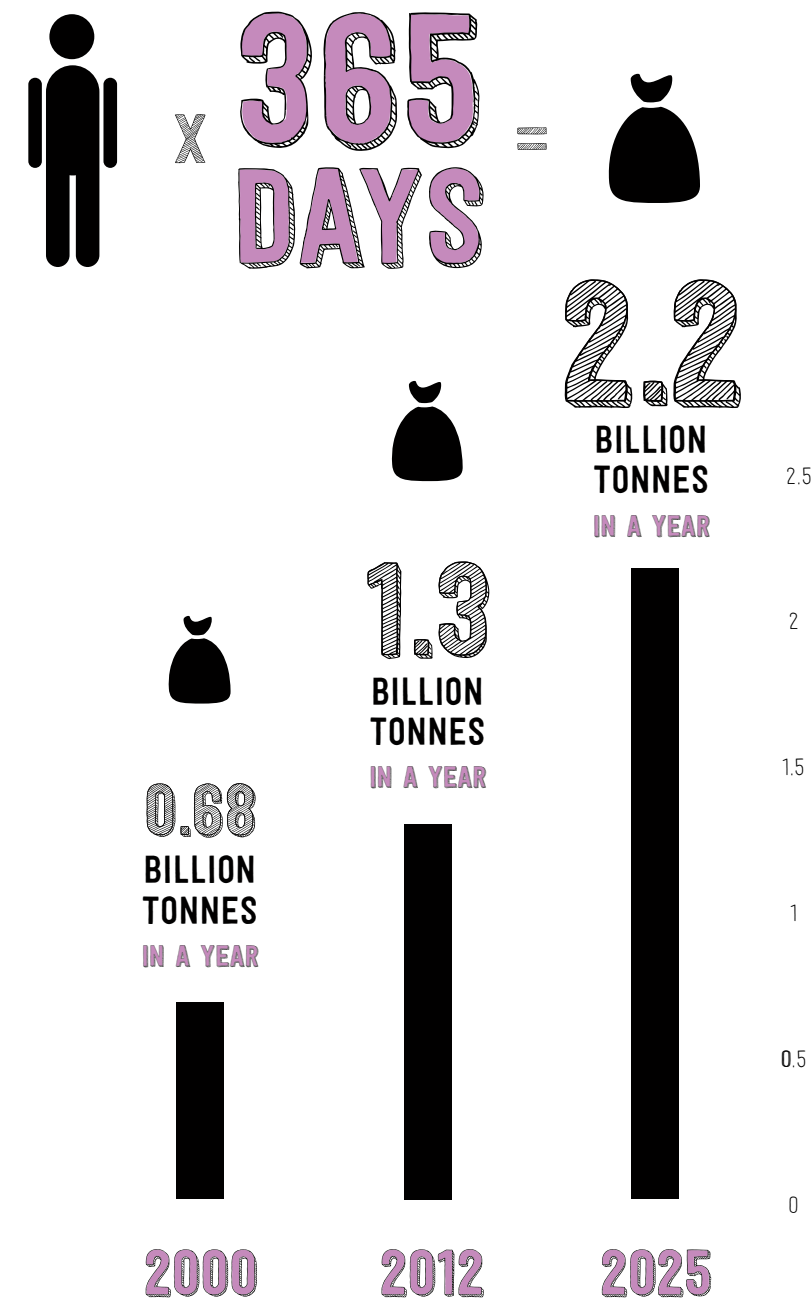
# READY TO SEE THE BIG 'PICKSURE'?



THE EASY-TO-READ INFOGRAPHICS ON THE FOLLOWING PAGES  
WILL HELP YOU CONNECT THE DOTS AS TO WHERE THINGS  
COME FROM, WHERE THEY GO AND WHY IT MATTERS.

# HOW MUCH WASTE DO THE WORLD'S URBAN RESIDENTS CREATE IN A YEAR?

SOURCES:  
THE WORLD BANK GLOBAL REVIEW ON SOLID WASTE  
MANAGEMENT AND THE UNITED NATIONS POPULATION  
DIVISION'S WORLD POPULATION PROSPECTS

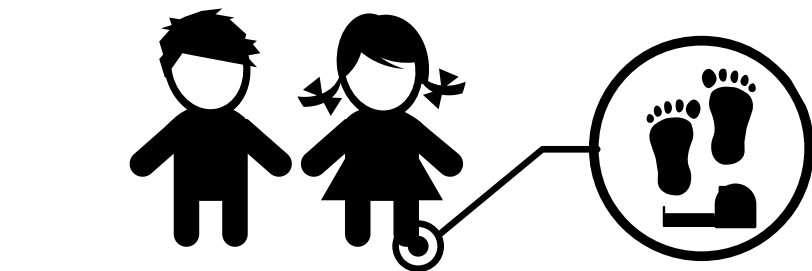


WHAT CAN WE FIND AMONG ALL THAT WASTE?

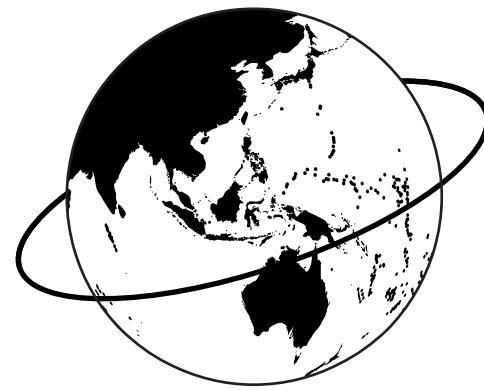
## LET'S TAKE A CLOSER LOOK AT ONE COMMON ITEM: CHILDREN'S SHOES

BETWEEN THE AGES OF 1-10,  
CHILDREN'S FEET GROW AT AN  
AVERAGE RATE OF

**1.85 SHOE  
SIZES A YEAR**



IF EACH KID OWNED JUST  
ONE PAIR PER SIZE,  
LINED UP IN A ROW  
THEY'D CIRCLE THE EARTH



**11.01 TIMES!**



# WHAT'S REALLY THE HAPPIEST PLACE ON EARTH?

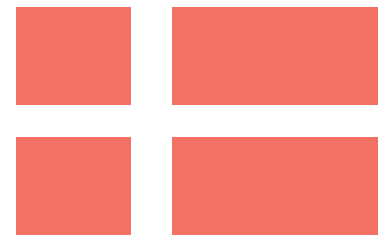
## SOURCES:

THE WORLD HAPPINESS REPORT BY THE UNITED NATIONS SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK AND THE GOVERNMENT OF DENMARK

ACCORDING TO THE UNITED NATIONS' 2016 WORLD HAPPINESS REPORT



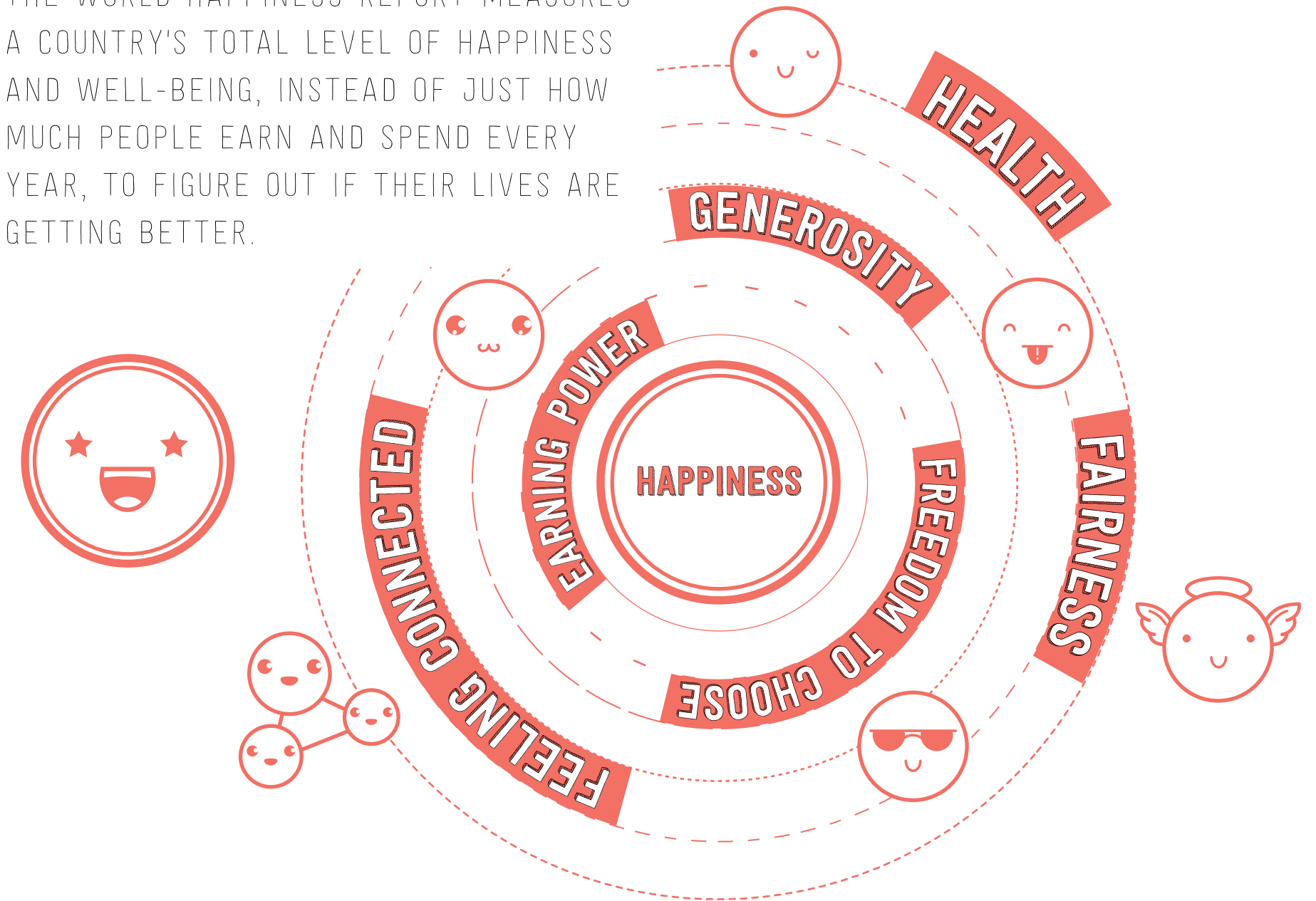
DENMARK



## HERE'S WHY:

THE DANES ARE RELATIVELY HEALTHY, THEY HELP EACH OTHER OUT, ARE LESS LIKELY TO JUDGE ONE ANOTHER, AND THEY EARN WELL BUT VALUE SOCIAL LIFE MORE THAN MONEY. PLUS, IT'S CLEAN AND GREEN!

THE WORLD HAPPINESS REPORT MEASURES A COUNTRY'S TOTAL LEVEL OF HAPPINESS AND WELL-BEING, INSTEAD OF JUST HOW MUCH PEOPLE EARN AND SPEND EVERY YEAR, TO FIGURE OUT IF THEIR LIVES ARE GETTING BETTER.





# HOW DO CONSUMPTION RATES VARY AROUND THE WORLD?

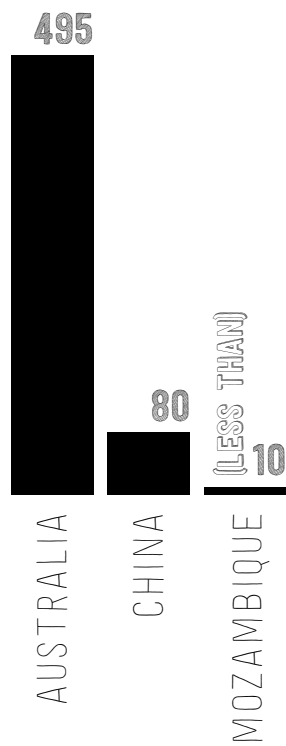
SOURCES:

WATER: UNITED NATIONS DEVELOPMENT PROGRAM - HUMAN DEVELOPMENT REPORT;  
MEAT: UNITED NATIONS FOOD AND AGRICULTURE ORGANIZATION - WORLD AGRICULTURE: TOWARDS 2015/2030; SUGAR: WASHINGTON POST - 'WHERE PEOPLE AROUND THE WORLD EAT THE MOST SUGAR AND FAT'; CLOTHING: STATISTA - GLOBAL PER CAPITA APPAREL EXPENDITURE;  
ELECTRICITY: UNITED NATIONS DATABASE FOR 'SUSTAINABLE ENERGY FOR ALL'; PAPER: BUREAU OF INTERNATIONAL RECYCLING

WATER



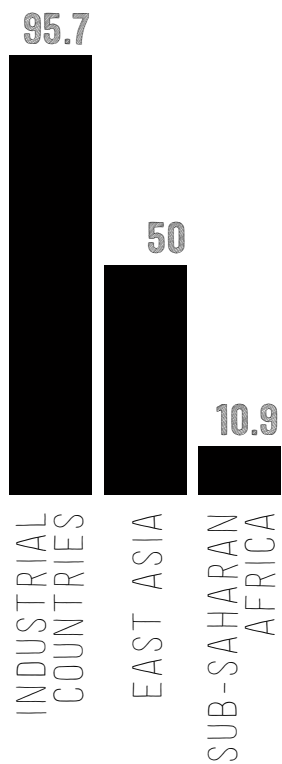
IN LITERS,  
PER PERSON  
PER DAY



MEAT



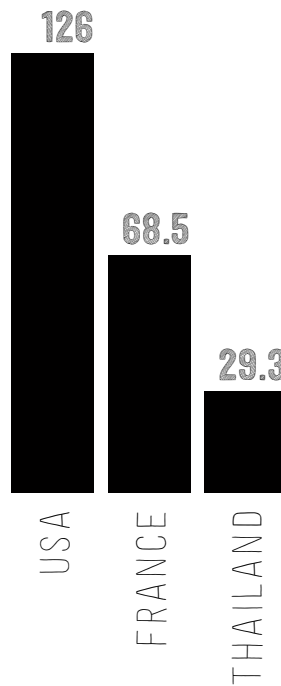
IN GRAMS,  
PER PERSON  
PER DAY



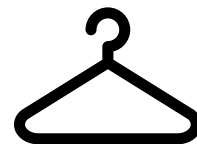
SUGAR



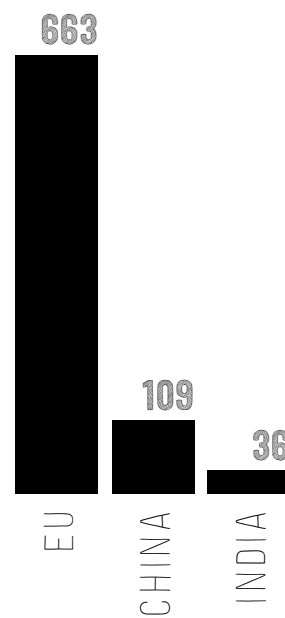
IN GRAMS,  
PER PERSON  
PER DAY



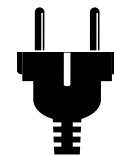
CLOTHING



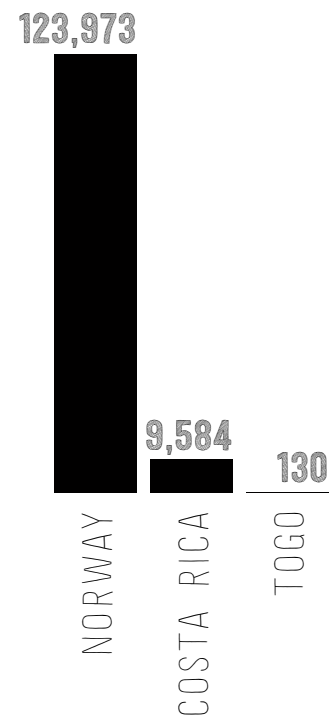
IN USD,  
PER PERSON  
PER YEAR



ELECTRICITY



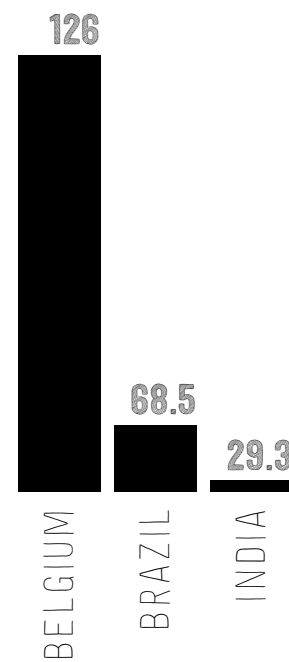
IN GIGAWATTS,  
PER HOUR  
PER YEAR



PAPER



IN 12M TREES,  
PER PERSON  
PER YEAR



# HOW DO HUMAN CONSUMPTION PATTERNS AFFECT WILDLIFE?

SOURCES:  
THE WORLD WILDLIFE FUND  
LIVING PLANET INDEX AND PRIORITY  
PLACES: BORNEO FORESTS; GREENPEACE:  
'AFRICA'S PRIMATES UNDER THREAT  
FROM PALM OIL EXPANSION'



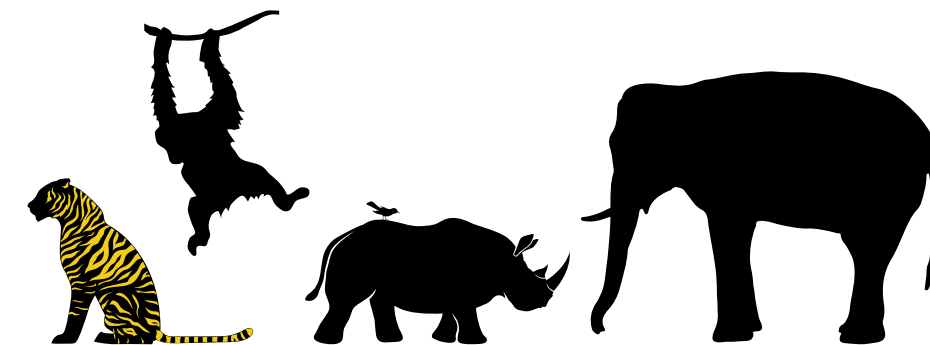
THE NUMBER OF MAMMALS, BIRDS,  
REPTILES, AMPHIBIANS AND FISH  
ACROSS THE GLOBE IS, ON AVERAGE,

**HALF** THE SIZE IT WAS  
**40 YEARS AGO**

**DID YOU KNOW?** IN THE MID-1980S,  
OIL PALM PLANTATIONS BEGAN  
SPROUTING UP IN THE RAINFORESTS OF  
SOUTH EAST ASIA TO MEET THE  
WORLD'S DEMAND FOR STUFF THAT'S  
MADE WITH THIS CHEAP INGREDIENT.



**BUT AT WHAT COST?** MANY OF THE  
ANIMALS THAT HAD BEEN LIVING IN  
THOSE FORESTS LOST THEIR HOMES.



OIL PALM MANUFACTURERS ARE NOW  
LOOKING TO EXPAND TO AFRICA,  
WHERE NEW OIL PALM PLANTATIONS  
ARE EXPECTED TO THREATEN THE  
ENDANGERED GREAT APES THAT LIVE  
THERE.



MONEY  
DOESN'T GROW  
ON TREES,  
BUT...  
CHOCOLATE  
DOES

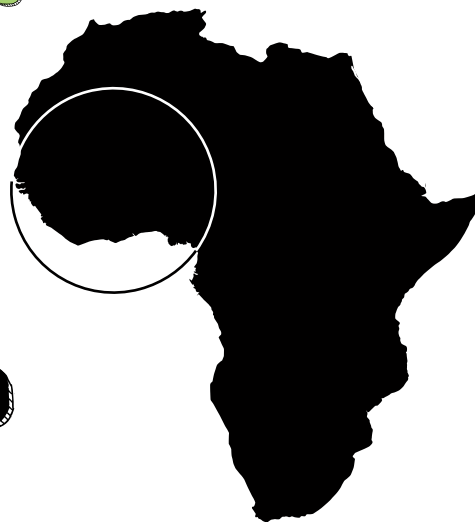
SOURCES:

THE WORLD COCOA FOUNDATION

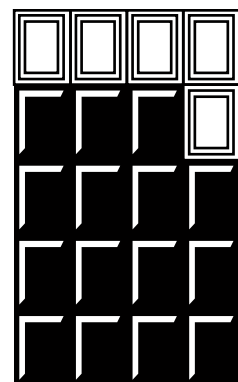
THE INTERNATIONAL COCOA ORGANIZATION

THE 2015 EDITION OF THE COCOA BAROMETER

WEST AFRICA  
PRODUCES  
NEARLY



75%



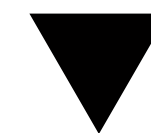
OF THE WORLD'S  
COCOA BEAN  
SUPPLY

AFRICA ITSELF CONSUMES ONLY

3%

WHICH IS USED TO DRIVE NEARLY

\$100 BILLION A YEAR  
IN GLOBAL CHOCOLATE SALES



MOST OF THE FARMERS WHO  
HARVEST THIS IMPORTANT CROP

EARN LESS THAN

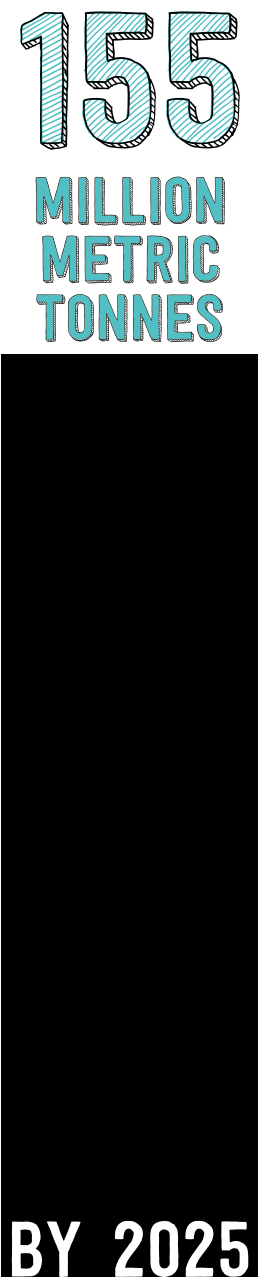
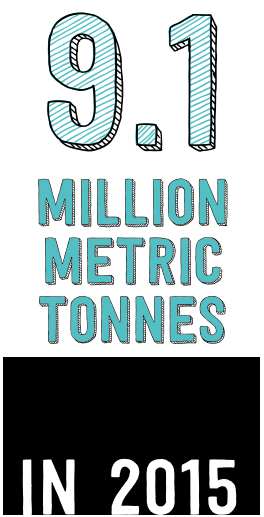
\$1 A DAY

ACCORDING TO THE INTERNATIONAL COCOA ORGANIZATION, THERE ARE OVER TWO MILLION CHILDREN WHO WORK IN COCOA FARMING, MOST OF WHOM HAVE NEVER TASTED CHOCOLATE.



# HOW MUCH PLASTIC ENDS UP IN THE OCEAN EVERY YEAR?

SOURCES:  
SCIENCE MAGAZINE: PLASTIC WASTE  
INPUTS FROM LAND INTO THE OCEAN  
AND NATIONAL GEOGRAPHIC



155 MILLION METRIC  
TONNES IS THE PLASTIC  
EQUIVALENT OF  
775,000



BLUE WHALES  
(THE LARGEST ANIMAL EVER  
KNOWN TO HAVE EXISTED)  
BEING DUMPED  
IN THE OCEAN

AS FOR REAL BLUE WHALES,  
TODAY THERE ARE ONLY AROUND



ABOUT 100 YEARS AGO



THE BIG PICKSURE BOOK TELLS THE STORY OF BOJO BANDANGO, A RADICAL  
RODENT WHO SETS OFF TO CLIMB A MYSTERIOUS PILE OF THINGS GROWING  
UNCONTROLLABLY OUTSIDE HIS FRONT DOOR. ALONG THE WAY, HE MEETS  
SOME QUIRKY CHARACTERS AND BEGINS TO SEE THE 'BIG PICTURE'—  
HOW WE'RE ALL LINKED TOGETHER BY WHAT WE USE.

**D-D-D-DANG... CHOOSE WISELY!**

-ANCIENT CHINESE PROVERB

...FOR WE ARE ALL CONNECTED



OUI CHOOSE

WANT TO GET A PRINTED COPY OF THIS BOOK?  
VISIT: [WWW.QUICHOOSE.COM](http://WWW.QUICHOOSE.COM)