



HOW TO PROTECT NATURE LIKE A KING!

Štěpánka Sekaninová
Jakub Cenk

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Sad kingdom

Once upon a time there was a king, and one morning this king stroked his silver beard and asked himself: "How much time has passed, Francis, since you last rode around your kingdom to check that all was well?" "Much time indeed," he answered himself. Then he climbed into the royal carriage and whizzed away. He drove on and on, looking from the window at the land of his birth, becoming sadder with every passing mile. "What has happened to my kingdom?" he moaned. "It's all run-down and sad-looking. And it smells bad!" "Is there any wonder?" said a thin voice next to his ear. Elvira the little fairy had landed on the carriage, come to offer the old king her help. No one knew better than Elvira how the kingdom could be healed.

“First of all, my dear king, you must get out of your car and tell your subjects not to drive so much. Just look at your country! It is one big road filled with cars sending out unhealthy, toxic fumes and greenhouse gases! How is your kingdom to smell nice when its nature can’t find fresh air in which to breathe properly!”

MEANS OF TRANSPORT
HARMFUL TO NATURE

Car



Motorcycle



Quad bike



Truck



Aeroplane



Tanker



“That’s easy for you to say!” said the king. “You have wings, so you can fly. But how am I to travel and conserve the environment at the same time?” Elvira the fairy laughed, turned in the air, and coughed to clear her throat of unpleasant fumes from passing cars. Then she said: “The best thing you can do is walk.”

NATURE-FRIENDLY
MEANS OF TRANSPORT

Feet-human



Bicycle



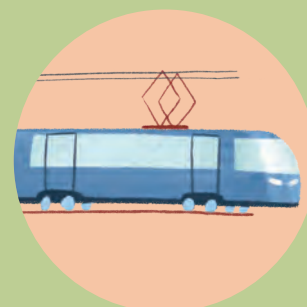
Scooter



Tricycle



Train



Sailing boat



Food from near and far

So King Francis continued on his own two feet. When he needed to travel more quickly, Elvira conjured up a bicycle, which was especially good at racing down hills. At one point, Elvira tugged on his sleeve and pointed to a truck that was thundering along with a load of pineapples and bananas on its deck. “Why do you have exotic fruits imported into your country when you have orchards full of peaches, apricots and apples?” she asked. “By favouring local and seasonal produce, you will reduce harmful road traffic, so benefiting the countryside.”



LOCAL, OR EXOTIC FOODS?

If we eat mainly local and seasonal foods, nature will thank us for it! Local produce is food cultivated in the home country. Seasonal produce is food that ripens at a certain time of year. Strawberries ripen in summer, and apples and pears ripen in autumn, for instance.



Animal farming

King Francis felt better with each step he took and each change he made. Elvira flew merrily around his grey-haired head, and the birds were singing. Suddenly, the birdsong was interrupted by a long, sad mooing sound. “What was that?” said Francis with surprise. Elvira the fairy froze in the air. “Your kingdom has lots of places where animals are farmed on a large scale,” she said. “That’s another problem.” “Is it harmful to nature, too?” asked the king, looking guiltily into the fairy’s angry gaze.



“Well, Francis, how would you like to live in the kind of cramped conditions in which these poor animals are forced to spend their lives? Cows huddled together, pigs the same. Chickens in cages so small they can barely turn round. In these conditions, they lay egg after egg, which you humans buy for very little money in supermarket chains. Can you imagine how these poor creatures must feel?

“Apart from that, so many animals crammed in a small space produce harmful gases that pollute the air like car fumes do, so burdening the environment. The only good way to deal with this is to stop large-scale animal farming and keep animals on small farms instead, so preserving their dignity. Animals have rights just as humans do!”

WHAT CONDITIONS ARE BEST FOR ANIMALS?



Cow

Cows are happiest when grazing free and enjoying the fresh grass of the meadow. They are unhappy when closed up in the cramped conditions of a cowshed.

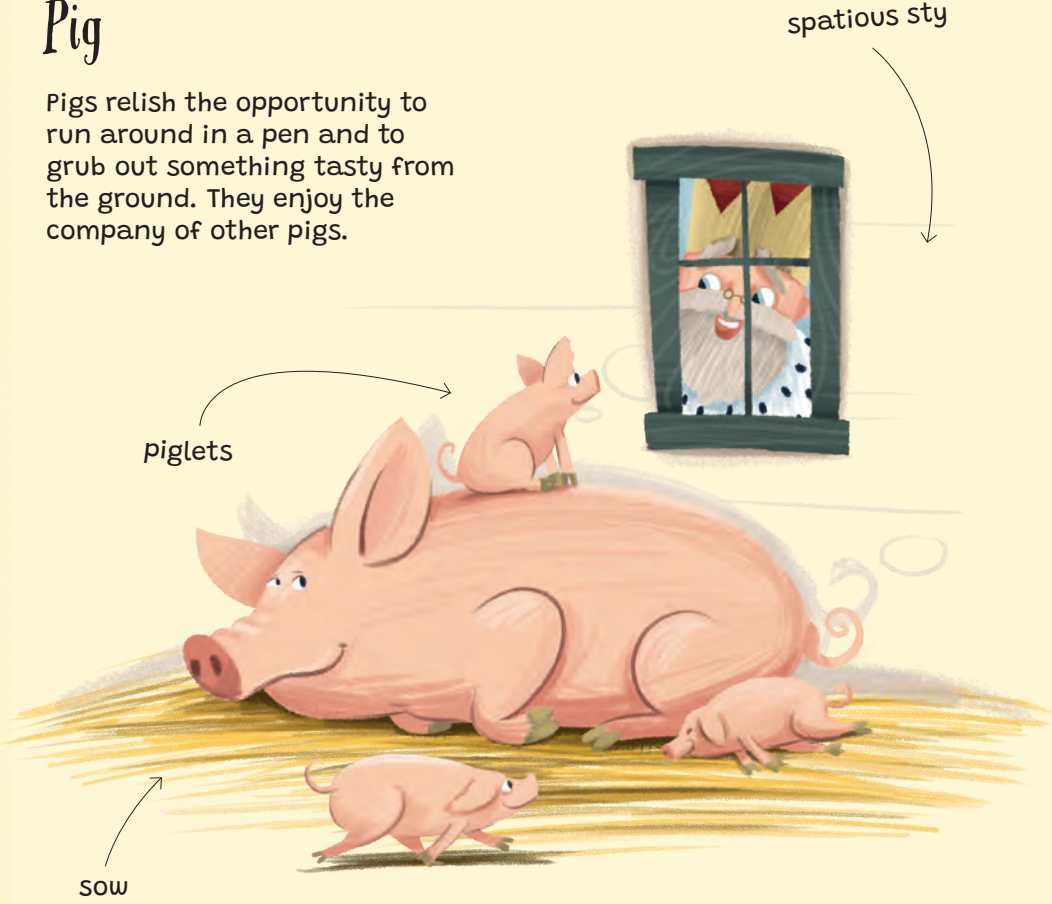


Hen

Hens like being in a cosy chicken coop, with a nest of their own in which to lay their eggs. They also enjoy running free and dust-bathing in a yard.

Pig

Pigs relish the opportunity to run around in a pen and to grub out something tasty from the ground. They enjoy the company of other pigs.





Precious energy

The sad eyes of animals imprisoned on large farms – and happily freed by Elvira – stayed in the king’s thoughts, and he said nothing for quite a while. He was barely beyond the next hill when the sky filled with dark clouds. Fearful of a coming storm, the king asked the fairy to conjure him up a raincoat. “There will be no storm,” she replied, laughing oddly. “Those aren’t rain clouds. They are the breath of the cooling towers of coal-fired power stations.” No sooner had she said this than she started coughing. Tiny fairies aren’t as sturdy as humans, and unclean air bothers them more. Dragons are the same. For this very reason, one dragon has just decided to leave this polluted kingdom.

“I won’t stay in this polluted kingdom one minute longer!”



Coal-fired power stations really do pollute the air. What's more, to do so they consume coal, reserves of which are so limited that the kingdom might soon run out of it altogether. The king looked pleadingly at the fairy as he pondered on how this problem could be solved. Elvira waved her magic wand at the power station and made a choking sound. She would try her best. "Look, king!" she exclaimed.

NATURE-FRIENDLY

SOURCES OF ENERGY



Wind

The sky cleared, and the clouds of smoke disappeared. In the place of the huge coal-fired power station there now stood a group of slender, elegant turbines, their blades turned by the wind, so transforming the inexhaustible power of the wind into electricity. No noise, no air pollution.

Water

Small hydroelectric power plants are similarly safe and environment-friendly. They use the power of water.



small hydroelectric power plant

flowing river



Support small farms

HOW TO PROTECT NATURE LIKE A KING!

Written by Štěpánka Sekaninová
Illustrations by Jakub Cenkl

The trees are dying, fumes fill the air and all over the kingdom there is more litter than plants or birds... Even dragons are leaving this formerly beautiful land! No wonder, who would choose to live in a kingdom with so neglected natural environment that it is difficult to breathe properly? So, what is the good king to do? Can the kingdom still be saved? Of course it can! After all, the king has a magic fairy to help him. Would you like to learn how to treat nature with kindness, so that it doesn't suffer? Then join the king and his fairy companion! They will surely be glad to take you along...



Save water

Eat local food



LEARN HOW TO PROTECT NATURE!



Go on foot



Sort your waste

Recycle old things



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CE

WARNING:
Choking hazard.
Not suitable for children
under 36 months.

