

DRAFT COPY FOR GLASS RECYCLING TEAM: *NEW GREEN FOR NABLUS*

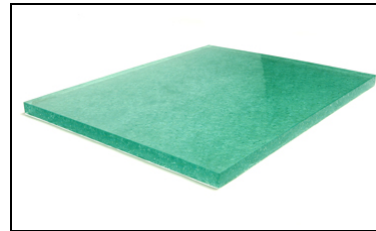
TO BECOME FAMILIAR WITH WITH GLASS RECYCLING PROCESS AND PRODUCTS, visit the Web site of the [American Glass Packaging Institute](#) and [Earth911.com](#). Learn how **cullet**, the raw material of recycled glass, can be turned into durable new industrial materials, such as flooring or countertop. Learn how individual glass bottles can be fashioned into new home furnishings or personal accessories.



1) GLASS BOTTLES



2) RECYCLED GLASS CULLET



3) RECYCLED GLASS COUNTERTOP



1) GLASS BOTTLES



2) RECYCLED GLASS LIGHT



3) RECYCLED GLASS LANYARD

Watch the video from the Enviroglass company, which presents the manufacture of [terrazzo flooring](#) from cullet: <http://www.enviroglasproducts.com/making.mov>

Investigate another, decorative use of cullet [in gardens and public spaces](#):



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Explore the Web sites of designer Kathleen Plate, featuring her lines of [modern jewelry](#), and collections of [lighting and wall art](#), both handcrafted from recycled glass bottles. Note that Ms. Plate has created a line of jewelry from classic Coca Cola bottles. Now the huge beverage corporation partners with her small company, SmartGlass, to [market these popular items](#).



A NECKLACE AND EARRINGS FROM KATHLEEN PLATE'S COKE BOTTLE JEWELRY COLLECTIONS



As you explore the processes and products highlighted in these Web sites—and their links—ask yourself the following questions:

1. Is my idea for a new recycled glass product most suitable for Palestinian [light industry](#) (to be made in a small factory), [cottage industry](#) (to be made by family workers in their home), or an individual [designer/artisan](#) (to be made in a private studio/workshop)?
2. What [kind/color of glass](#) will I need for my recycled glass product?
3. How will I obtain the glass I need for my product? And approximately what will it cost?
4. Based on the [carbon calculator](#) provided by the Glass Packaging Institute, what will be the energy savings for my product? Could this information help me promote my product to consumers? Will it help me persuade the mayor of Nablus to support my prototype?
5. How could I give my idea for a new recycled glass product a recognizable Palestinian identity or “brand”?
 - For example, could I interest a Palestinian cement factory to partner with me, in order to develop distinctly Palestinian terrazzo designs? Below see some examples of surface designs sold in the US by [American Specialty Glass](#).

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GLASS TERRAZZO FLOOR PATTERN IMAGES COURTESY AMERICAN SPECIALTY GLASS

- or, is there a way I could draw on the surface patterns and colors of [Hebron glass](#) to brand my new, recycled glass product—the way Kathleen Plate says she drew on old [Murano glass chandeliers](#) for her [modern lighting designs](#)?
6. Based on the Palestinian branding/identity element(s) I choose to incorporate in my recycled glass product, what would be the best way to market it, locally and abroad?
- Following Kathleen Plate, should I think about a slogan, logo and graphic “look,” that reflect the essence of my new product?



- Are there other elements of Plate’s online promotional strategy that I might borrow?

SUMMARY:

Text: 465 Words;

Images: 13 embedded in text; numerous others available through hyperlinks

Videos: 2 (plus flash animation in Kathleen Plate Web sites)

Hyperlinks: 17;

URLS: 11, including both educational and commercial Web venues. Wikipedia, Flickr and You Tube, are vast repositories of online information on this and other subjects, meriting students’ independent exploration. The recycling site Earth911.org and the site created by the American Glass Packaging Institute (www.gpi.org), both have numerous subsections, essentially additional URLs. The commercial sites created by jewelry designer Kathleen Plate, and by the two industrial glass companies represented, all contain many internal links to other sites. There are three online dictionary-encyclopaedias represented here, along with an award-winning personal blog (“Broken Secrets”). The information environment for the Glass Recycling Team, presents a number of the Web’s affordances for education, including:

1. Multimedia learning environment (texts, images, animations, audio and video)
2. Large, up-to-date data sets (latest statistics on glass recycling in US)
3. Research materials (step by step explanations of glass recycling processes, procedures, & chemistry)
4. Space-time reach (information on glass production in Hebron, Palestine, from ancient era to present)