

There is no gold in the Netherlands, and we don't have the climate to grow avocado's. When you buy one of these products, it's easy to forget that they must have come from somewhere. They don't just show up at the jewelry store or pop up in the supermarket.

Because we don't see the origin of these products, we also don't see how the mining and growing of these products affect the world we live on. The problems are just as invisible as the production of our products.

We decided to go out on the streets and interview tourists. We asked them about their home country and their experiences with the changing environment. A lot of people, often originating from countries with warmer climates, told us about deforestation. In Surinam, forests are being chopped down for gold mining, in Ghana for cacao, and in Mexico for avocado's. In countries that are popular holiday destinations, forest was removed in order to build accommodations for tourists.

We decided to do research into satellite images on google earth, and look for differences in the amount of forest between now and 40 years ago. Some results really shocked us; there was often much less green than 40 years ago. After some research on ecology, we discovered that deforestation actually causes major environmental problems, which will affect the entire world.

We decided that we should look for a way to show the people over here what kind of consequences their buying behavior has for the countries that cultivate their products. The process before the moment that we pick up our products and groceries from the store, should be more visible in order to create awareness of what's happening on the other side of the world.