



UNRIC, the United Nations Environment Programme (UNEP) and Fabrica, Benetton's communication research centre, have joined celebrations to mark [World Environment Day](#) with a series of videos in support of this year's global campaign theme - "Think. Eat. Save: reduce your footprint".

From New York to London, from Barcelona to Almaty, the latest [Live Windows Project](#) videos are being showcased globally. One of them, produced by Fabrica's resident creative, Gastón Lisak, is being screened on giant monitors in Times Square, New York, and Piccadilly Circus, London. All of them are featured in Benetton's megastores worldwide equipped with the Live Window media-walls.

A banana, an apple, a tin of tuna, some peppers and a lettuce, are part of a succession of fruits and vegetables that take centre stage on screen in Gastón's contribution. The video invites viewers to reflect on food consumption and waste. "Food is precious, but in our daily lives we take it for granted, and we do not notice its beauty", says Fabrica's Gastón Lisak, 23, from Barcelona.

This video, along with the [three others](#) produced to mark the day, are part of Fabrica's [Live Windows project](#)

. A network of prestigious European design schools and academies who produce short videos to help promote a series of social causes, among them a number of UN International Observances.

Two of the videos produced for WED were produced by students at [ECV Atlantique](#) and highlight the importance of preserving and protecting the natural aspects of the world.

The network with schools and academoes was established by Fabrica to promote youth creativity. Selected videos are promoted by the UN and partners, and showcased on Benetton storefront [Live Windows](#) .

Additional links:

- [Live Windows Project](#)
- [UNRIC | Live Windows partnership page](#)
- [World Environment Day](#)
- [Think. Eat. Save: reduce your footprint](#)

For this year's WED celebrations, the Live Windows network produced four films to spread the word about the absurdity of [food waste and loss](#) Two of them have been created by [ECV Atlantique](#) and highlight the importance of preserving and protecting the natural aspects of the world