



**REUSE**  
**REDUCE**  
**RECYCLE**  
OR  
**REGRET**

A MESSAGE FROM:  
**dentsu**  
PHILIPPINES



**REUSE**  
**REDUCE**  
**RECYCLE**  
OR  
**REGRET**

A MESSAGE FROM:  
**dentsu**  
PHILIPPINES



An aerial photograph of a densely packed informal settlement, likely a slum. The buildings are closely packed together, and a large, prominent pile of waste and debris is visible in the center-right of the image. The overall scene is one of urban overcrowding and environmental neglect.

**REUSE**  
**REDUCE**  
**RECYCLE**  
OR  
**REGRET**

A MESSAGE FROM:  
**dentsu**  
PHILIPPINES