



## **Our aim is to promote a more sustainable future for the Internet or 'The Cloud'**

The Cloud has helped us gain a better understanding of the world around us. However, as we have increased our use of the Internet the energy demands have become much greater, leading to The Cloud becoming a significant contributor to climate change. Using terms like The Cloud helps us to imagine the way data travels around the world - yet, it does not tell us about the physical nature of the Internet, its location, and the amount of energy it uses.

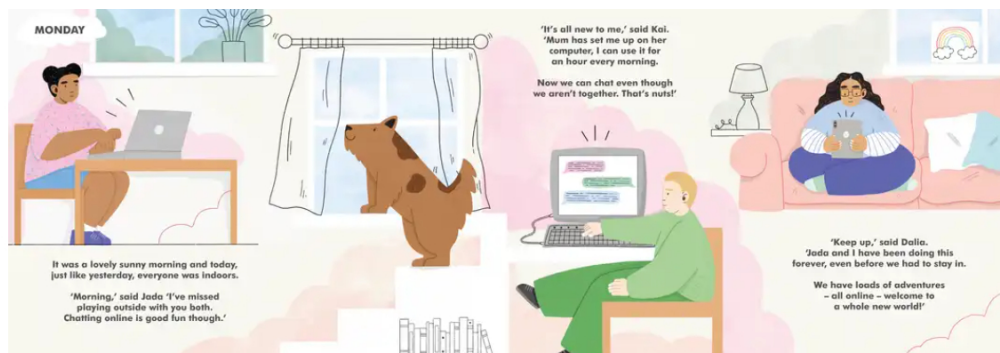
We believe that the Internet can be completely sustainable, and many companies are working towards this goal. The aim of this project is to educate people about the technologies behind the internet and raise awareness of the energy required to power our digital lives.

We must help children to better understand the technologies they are growing up with and help to make the world a greener place for their future. We are working on an augmented childrens book, co-designed with young people, to educate people on this issue and inspire them to get involved in technology and make change.

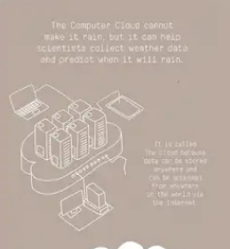
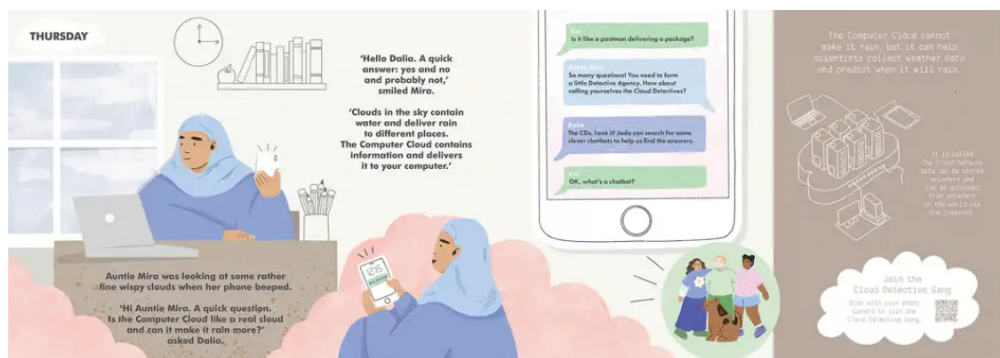
## **Looking for The Cloud Book**

Looking for The Cloud is an augmented reality children's book (ages 5-8) which invites readers on a quest with The Cloud Detectives Gang.





To learn how the Internet works and how we can make it more environmentally sustainable.



Readers can hold up your phone or tablet's camera to the pages of the book and you can join in the adventure through fun chatbot characters and pages that come to life with a 3D virtual experience.



Looking for The Cloud is written by the children's author Dr Jo Elworthy and the LFTC Team. Illustrations by Poppy Crew.

Dr Jo Elworthy is author of many children's books about the environment, horticulture and botany. She is Director of Interpretation at Eden Project Cornwall.

Join Jada, Dalia, Kai and Holly the dog on their quest to find out about The Cloud and how we can make it more sustainable.

Click [here](#) to join the cloud detective gang!



## The Team

This project was carried out by Re+Collective in collaboration with the Eden Project.

We are a design activist community who work together to advocate, upskill, and create opportunities for womxn in creative technology. We deliver projects and workshops to challenge the development and impact of new technologies on society, the environment and the individual.

Members include B Aga, Coral Manton, Nema Hart, Sam Howey Nunn, Rachel Smith & Ellie Foreman.

Collaborators on this project include Jo Elworthy, Misha Curson, Sarah Peake & Intercity.

**RE+**  
**COLLECTIVE**

Please contact us by emailing [contact@lftc.com](mailto:contact@lftc.com)

supported by:



**eden project**



website developed by Ellie Foreman and Rachel Smith

