



THE OVERUSE OF PLASTICS

By: Sara García, Olivia de Santiago, Olivia Fernández,
Lucia Nieto, Julia Hidalgo and Clara Sorlí.

2ND ESO

IES GERARDO DIEGO
POZUELO DE ALARCÓN
MADRID-SPAIN.

TODAY'S PRESENTATION

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- SOLUTION
- WHAT THE COMMUNITY WANTS
- ENVIROMENTAL IMPACT





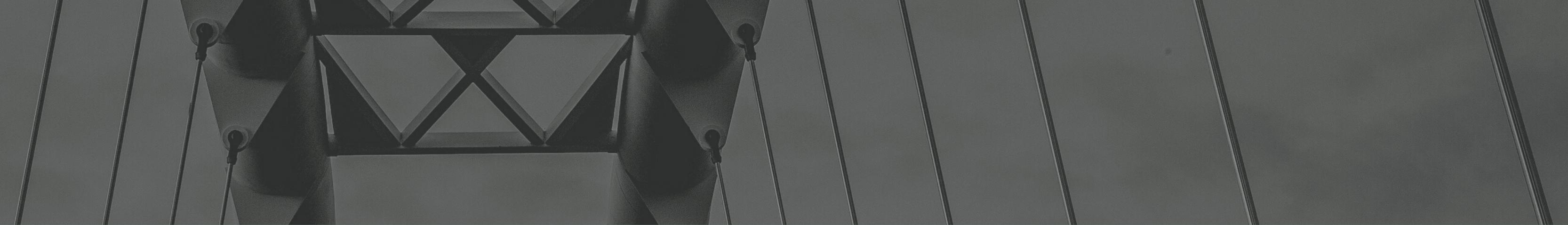
PROBLEM

WHAT HAVE WE CHOSEN?

The problem we have chosen to solve is simple: the overuse of plastic. The difficult part is finding an effective solution. Plastic pollution has become one of the most concerning environmental issues, all over the world but also in our close community, Pozuelo. Every year, about 380 million tonnes of plastic is being produced, for utilities in our daily life (bags, accessories, school material...), most of these end up polluting our habitats and our planet. Plastic trash has become so dangerous that it has made the United Nations write a negotiated treaty to deal with it. There are many potential solutions experts have come up with, and we want to contribute to helping deal with this issue.

WHAT THE COMMUNITY WANTS





OBJECTIVE

WHAT ARE WE GOING TO DO?

We want to help our town, Pozuelo, to be a better and cleaner space. We think that a big issue right now is the pollution of plastics in our daily life environments, the bad use of them. We want to help by doing two things: Raising money for the city hall to use it to improve the conditions we are in right now (adding more trash cans, cleaning the streets more often...etc.) and encouraging young people to recycle the materials they would usually just throw away into giving them another use, a second life.

SOLUTION

We thought a good solution for this negative overuse of Plastic in Pozuelo. To create a market in our school (Ies Gerardo Diego) for students of all courses to voluntarily participate and create objects made out of recycled plastic they have in their houses or create biodegradable products to sell them. With the money raised, we would donate it to the city hall of Pozuelo, to use it to put new bins in the streets and improve the conditions regarding plastic contamination.



ACTION PLAN

WHAT?

Make a market of biodegradable plastics. Selling hand-made crafts from our students.

HOW?

We would ask for volunteers in the school (IES Gerardo Diego) to help us prepare the products for the sale.

WHY?

To raise money for the financing of environmental and ecological purposes in Pozuelo. (donate) And to raise awareness in this matter. All money collected would be used to improve this town.

WHERE?

The market would be held in the school playground, the doors would be open for any citizen of Pozuelo.

WHO?

Our group (Olivia, Sara, Olivia, Lucia and Clara). We would organize and direct the sale of the products.

WHEN?

It would be on one specific school day, after classes. Students will be invited to bring their own food from home, so later in the afternoon the event would start.

PROJECT TIMELINE

PROMOTING

First, we have to advertise our campaign. So people come to the market. Make posters, leaflets, and also promoting it online.

MAKE THE PRODUCTS

We make the products for the sale. The jewelry, decorations...

MARKET

Here we prepare the stalls for the market, All that is relative to the installation of the products.

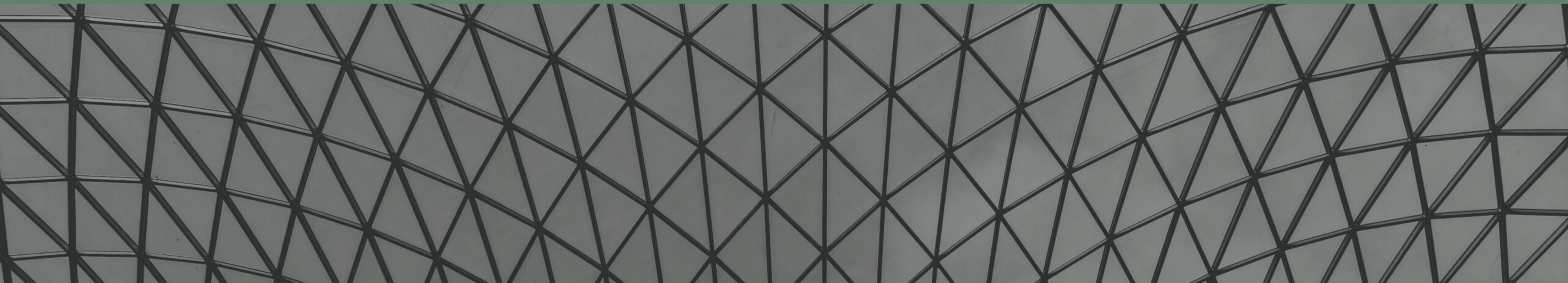
SALE TIME

Finally, time to sell! We open the market to the public.

EFFECT IN OUR DAY TO DAY LIFE

The effect won't be very noticeable for us, because the biodegradable plastic has the same appearance as virgin plastic (the kind we use now). But it's going to make quite a difference in the environment for different reasons.

- First, when we produce plastic, dangerous gases (such as CO₂ and methane) are released into the atmosphere causing greenhouse effect and global warming.
- Secondly, this plastics won't be so harmful for animals.
- Thirdly, as they are biodegradable, they will not affect so much to the environment because they will biodegrade better and faster.



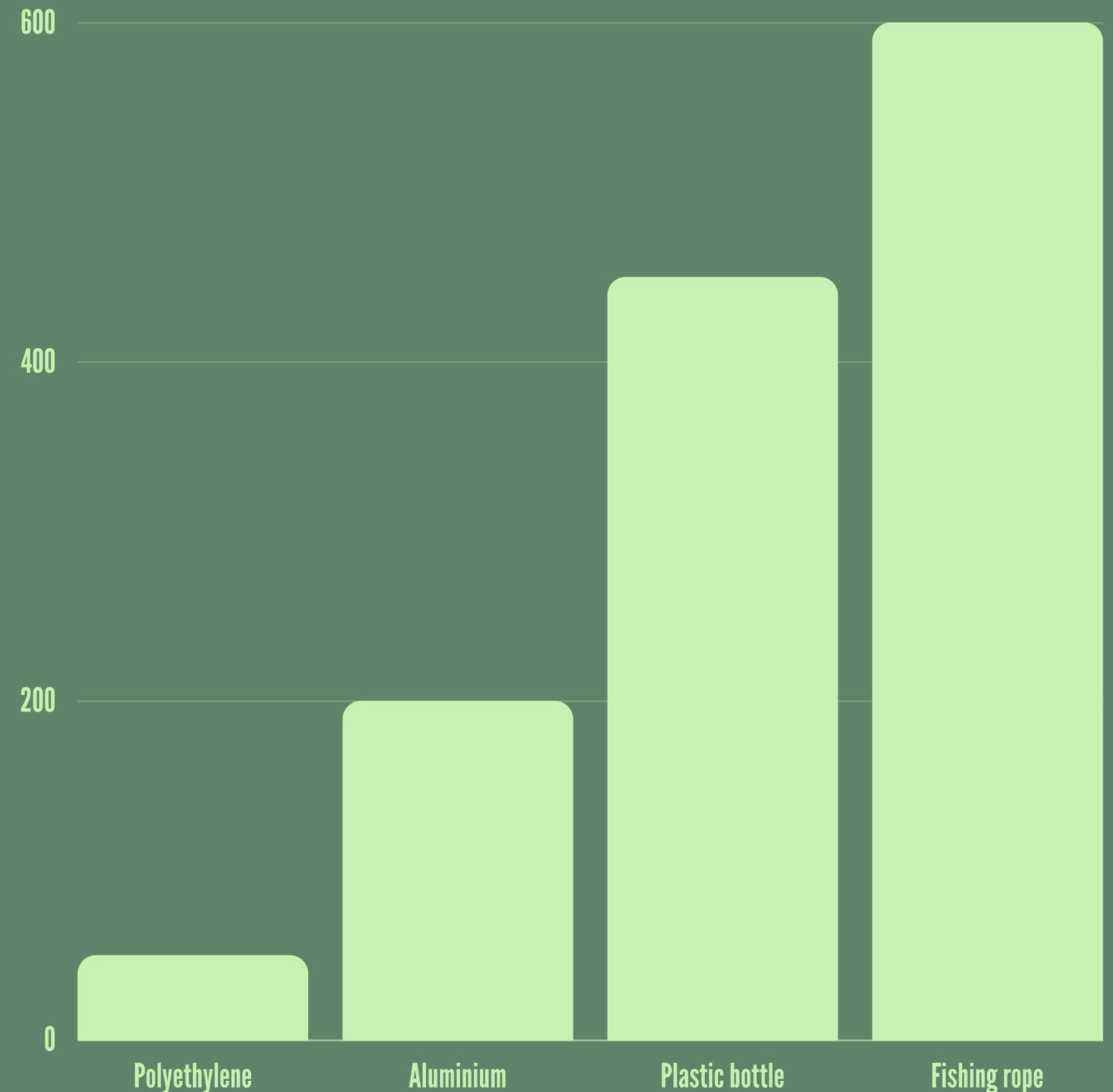
ENVIRONMENTAL IMPACT

IN THE LAST FEW YEARS

This graphic shows the time these objects take to biodegrade.

As we can see, a lot of time that we do not have.

The solution is biodegradable plastic. This one only takes three years to biodegrade.



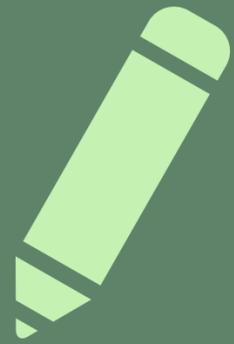
HOW CAN WE MAKE IT?

The renewable raw materials used to make biodegradable plastic are cellulose, legumes, cornstarch and fruit peels. As these materials are organic, when they come into contact with some microorganisms they disappear completely, due to the function that microorganisms do, which is mainly to eat them.

First you have to put the material that you want to use in a container. Then add about four tablespoons of water and stir the resulting mixture until the material is completely dissolved. Once this is done, add a tablespoon of glycerin and another of vinegar and stir the mixture again.



MARKET PROMOTIONING



POSTERS

Posters designed by us will be placed in public spaces for people who walk by to see them. This is going to be our biggest promotioning way.

We will be letting people know by posting the online version of the posters in Gerardo Diego's IG account, for example.



TWITTER



FACEBOOK



INSTAGRAM



THE END

“There is no such thing as ‘away’, when we throw anything away it must go somewhere”.

ANNIE LEONARD

