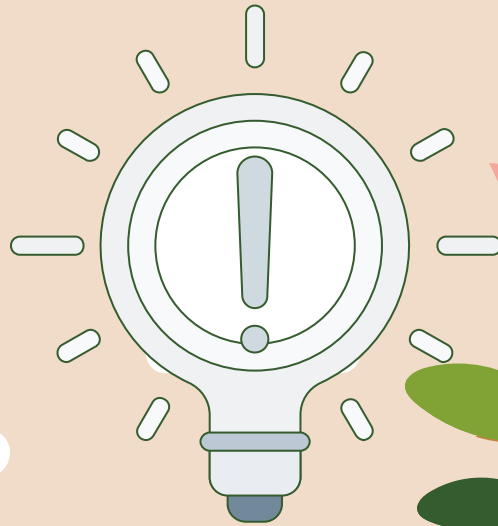


Mask Pollution

By: *Earthify*



Introduction

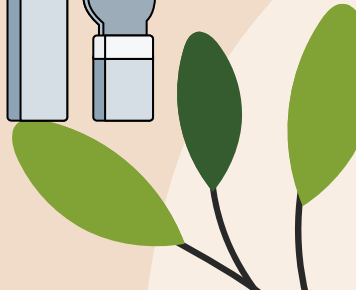
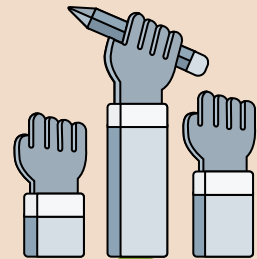
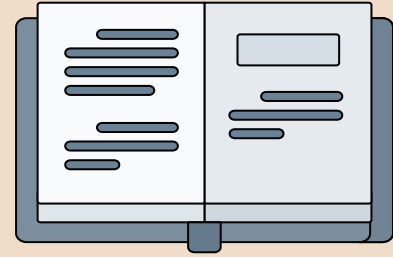
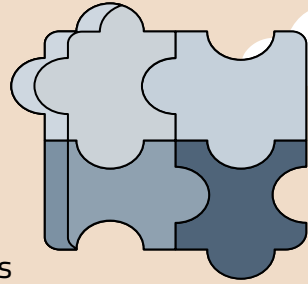
Our problem is that mask pollution due to COVID-19 causes a waste of about 3 million masks per minute! Our innovative solution is to advocate for lesser single mask use on social media. Our solution is called Earthify! Let's walk you through how we got here.





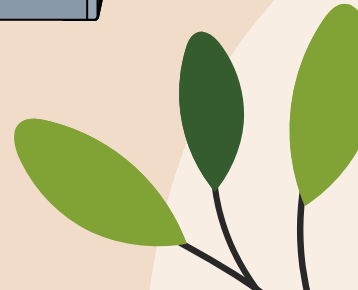
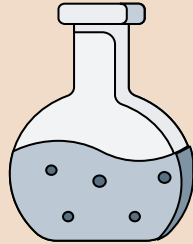
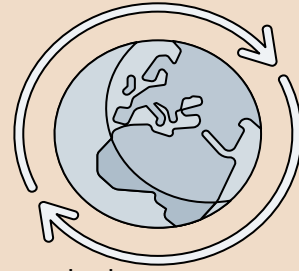
Comprehensive Scope

Over the course of these few months, we have learned all about the environmental struggles of the world. From burning plastic to illegal waste dumping, we chose the topic of mask wastage as it affects our world currently. We as Earthify have the responsibility of informing others about these issues. This information is spread through posters about our project in short phrases and in a more fun way than paragraphs. Each committee helped the other. The print committee used the information our research committee had given us. Our company name and logo was created by the Media team. Some of our slogans were "It's a Simple Task! Don't Pollute With Your Mask!" and "Trash That Mask!" In the future, we hope to make internet content to spread awareness about mask wastage and how it affects our environment negatively. Our Earth Force project can help show how mask wastage is a serious problem and possible ways that we, Earthify, can fix it.

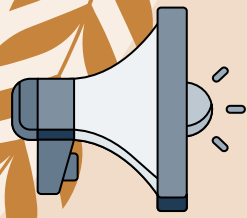




Environmental Impact

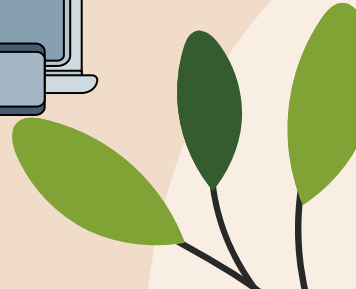
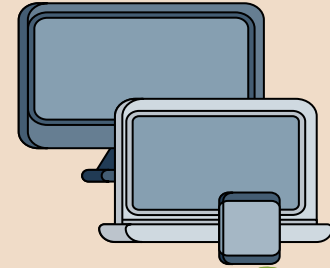
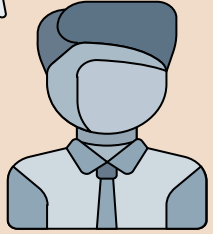
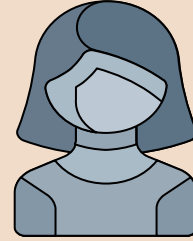
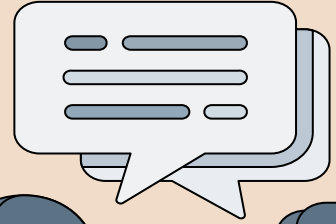


Throughout our research, we learned many things that proved that masks are harmful towards the planet. Animals may accidentally ingest masks, and choke on them mistaking them for food. A study also found that when masks are submerged in water, they release poisonous heavy metals such as lead that can cause cell death, genotoxicity, and cancer. As of February 2020, China is producing 1.4 million masks per day. This poses a huge risk to the environment. These masks take hundreds of years to decompose, so they will affect our environment for as long as anyone alive today will live. Masks cannot be recycled and any masks that are improperly disposed can infect trash sorters. As you can see, this is a huge problem, and we must take action. If we spread the word about this problem through social media, people might be more careful about what they do with their masks. They could be more aware of how they dispose of their masks, purchase reusable masks, or even try to decontaminate used masks.



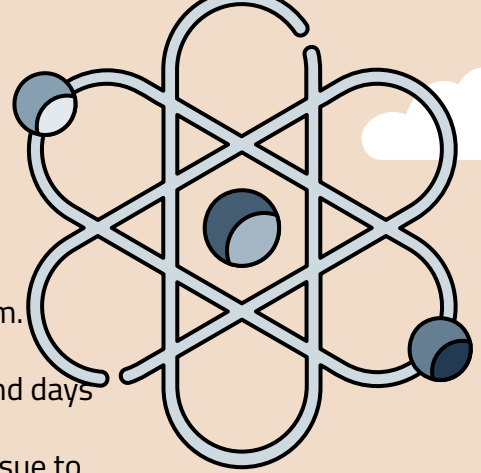
Communications

In the Communications Committee, our job is to speak with people who can potentially help our project move forward. In the earlier days of our project, we decided to survey staff at Eastern Middle School to figure out what the most popular social media platforms were in each general age group. After teachers filled out the form we made, the data revealed that FaceBook was the most popular among our staff. The students took a survey as well. Having that information will help when we set up a social media account and we need to decide which platform to use. After that, our next job was to email content creators who want to save the planet. We drafted an email asking for help and support, advice, and shout outs. In the email draft, we named several issues about mask pollution and, when our account is stable, asked for promotion. We also asked for advice on creating content that people will act on. The Communications Committee has done it's part to contact staff, coworkers, and stakeholders.



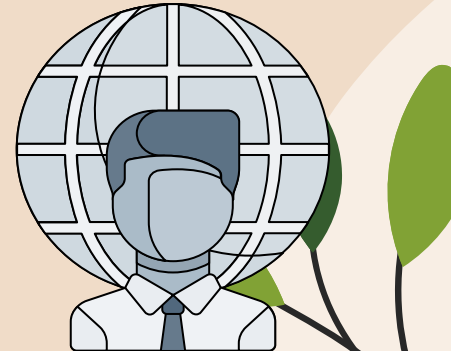
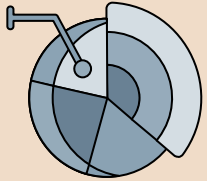
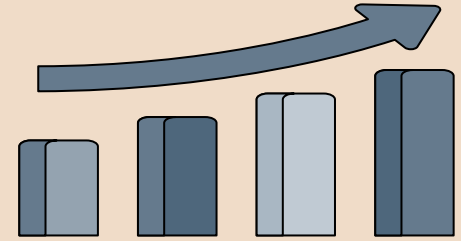
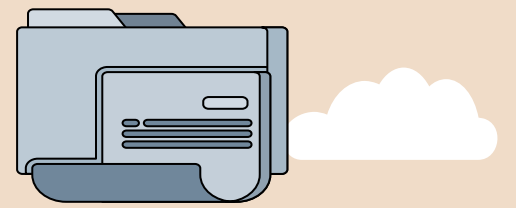
Innovation

The issue of mask pollution is new and hasn't been thought to have any profound impact on the world. As a result, world leaders haven't paid enough attention to this problem. However, we want to change that. Our Earth Force group, Earthify, has worked long hours and days to gather statistics on this little-known issue and we are trying our best to help this major issue to come to light. We as an Earth Force group, along with our classmates and leaders, have come up with different innovative ideas to help improve the pollution given off by masks. We have come to an innovative solution to use social media to advocate for the use of eco-friendly masks is the best solution to this problem. We also thought up ways to combat mask pollution, involving prohibiting the use of single-use masks. They are more harmful to the environment than multiple-use masks, accounting for more than 75% of total plastic mask pollution. We have so much innovation in our project, and this helps us develop our solution.



Budget + Realistic Solution

As the finance group, we make sure we use our money carefully and effectively to solve our problem of mask pollution. When it comes to our budget for our project, we would want to get a good deal for what we pay and the aftermath of what we get. We think our budget will be close to 100 dollars for the ads. When advertising on social media platforms, we can choose how much we would like to spend on ads which is a great resource towards spending funds wisely and getting the most out of it. We will make a budget plan for our ads about mask pollution since that helps us keep track of what items are efficient and affordable for our project and we will make sure we have extra funds in the future for issues on our project. We acknowledge the importance and value of money in our project and make sure to use it to our advantage since it is important as it allows for our project funds to be at a steady rate. This makes it so that planning our budget would be way easier, faster, and efficient.





Thank you To:

Leaders:

Nikhil R.
Israa N.
Dylan Z.
Rebecca M.
Nardos S.
Ahana S.
Samanayu S.
Max W.
Bella A.
Dalva L.

Electronic Media:

Anastasia F.
Leo F.
Vanessa G.
Veronica
Greidys
Hadley H.
Will T
Dylan Z.

Special thanks to:

Mrs. Rowe
Mr. Wyche
The Staff of Eastern Middle School
Earth Force
Slidesgo for template

Communications:

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Rebecca M.
Alex P.
Jaden C.
Scarlett E.

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Rhys H.
Avery
Natalie
Isabel

Finance:

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