

Abstract

The town of Cerrito, Paraguay is plagued with plastic litter. Our group focused on developing and implementing a competition in Cerrito as a solution that both cleans up litter in the town and educates the community about proper waste disposal. The Clean-Up Day will involve students taking a day off from school to clean litter from their local environment. With the plastic litter properly collected, it can then be recycled. If the program is successful it is scalable to the rest of Paraguay.

Problem Context

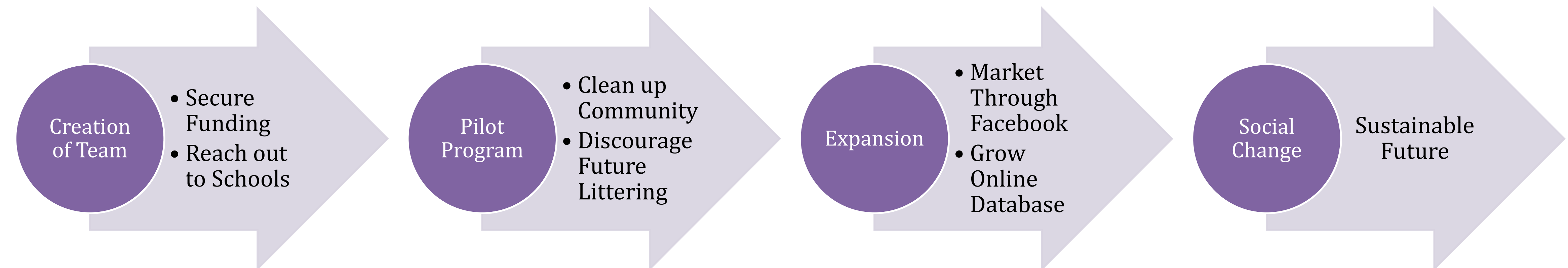


Above: A map showing Cerrito, Paraguay.
Below: A polluted river in Asunción, Paraguay.



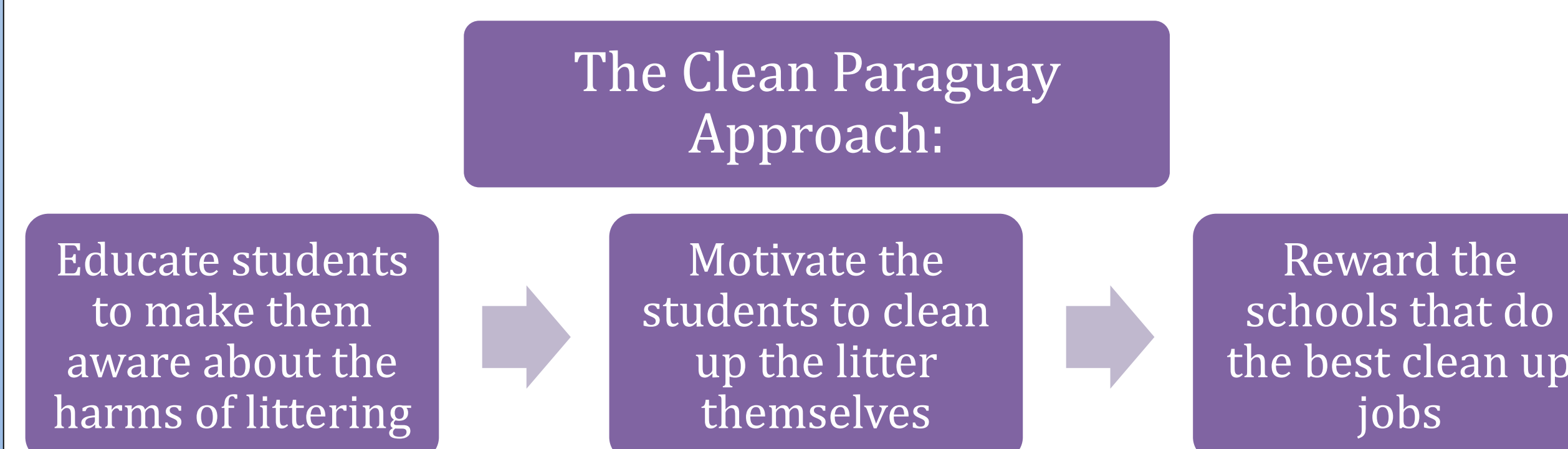
- Residents of Cerrito do not have access to garbage removal, which encourages littering.
- Litter affects both the environment and the health of the people in the surrounding area.
- Nothing is currently being done to combat this litter problem.
- There is a lack of education in the local community on the harmful effects of waste.

Stages of the Initiative



Methods

The team created a self-sustainable and gamified educational campaign for Cerrito.



This initiative will be done with help from the School Enterprise Challenge Organization. Messengers from the organization will reach out to Cerrito schools and encourage them to participate in this challenge. From there, communication for the challenge will be done online through the organization's website and Facebook page. The competition will occur on Earth Day: April 22nd. Before the clean up event begins, schools will learn about categories of waste and the harmful effects they have on the environment. During the challenge students will clean up their local area, competing with other schools to have the greatest visual effect and dispose of the largest amount of litter for a monetary prize to go to their school.

Implementation

Cerrito is the perfect city to pilot our plan in because extensionists from the School Enterprise Challenge already work with the town. Additionally, there are multiple schools in Cerrito, so there will be competition to have the greatest impact and win the prize.



Conclusions and Recommendations

We recommend implementing our program in Cerrito schools because:

- Education will give the act of littering a negative connotation.
- A focus on recycling will promote a sustainable way of life.
- Having a community that is clean from litter will promote prideful standards of living.

Acknowledgements

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Selected Sources

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