

ME Environment Medallion - proposed



FRONT



BACK

My Environment Medallion ("ME Medallion") is a large decorative coin with a number (e.g., 30). This number represents the pieces of trash that a person will pick up and dispose of properly (i.e., place in the right dispenser for recycling, land fill, compost, etc.). If your medallion's number is 30, your goal is to pick up 30 pieces of garbage. After your 30th piece is picked up, you will log onto the ME-Medallion website and enter your location, and then pass your medallion to a new person for them to do the same (pick up 30 pieces of trash, enter their location onto the website, and pass it on to another person).

The medallions will promote trash pick up and leverage its impact to multiple people and new places as it is passed around. Through documenting the locations where the medallion has been used, owners will see the path that their medallion has taken and be able to measure where and the amount of trash picked from their medallion's use.

Ripple Effect - the medallions will have a positive impact in communities. People will see others practicing public litter collection. Not only will a user potentially develop a habit of picking up trash in public spaces, but others who see this litter pick up may change their practice and start doing the same.

Many groups perform trash pickup outings (like Adopt A Highway). ME Medallion can be an individualized or group activity for people who want to see their trash collection continued and further impact their communities any time (not just on Earth Day or another environment celebratory day).

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