

Team Verde



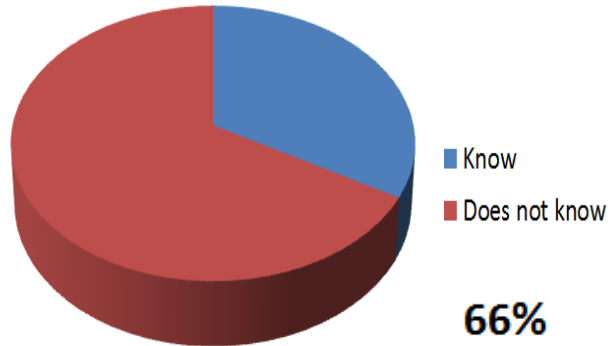
Emma Henselbecker
Sara Dumit
Brandon Cantu

Kimberly Rogers
Emelia Stephan
Ivan Valdovinos

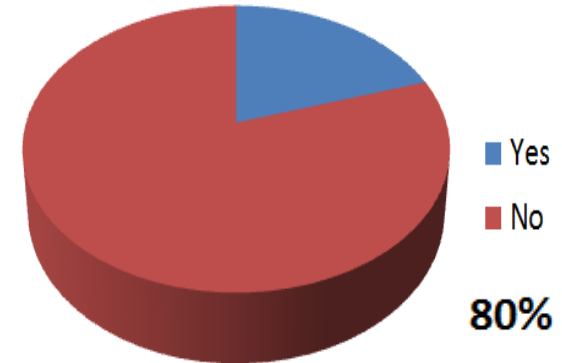
Problem:

Lack of education and responsibility towards the environment:

What is Sustainable Consumption?

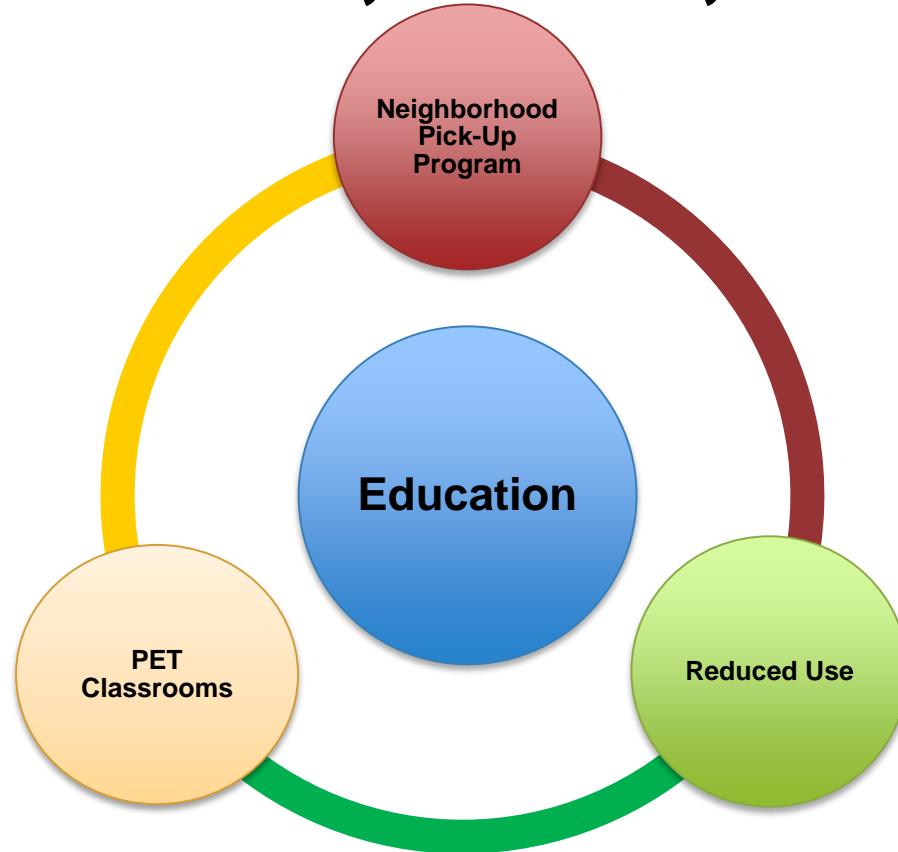


Participation in actions towards the Environment lately: Home, Work or at the Community



(Brazil, 2012)

Rethink, Reduce, Reuse, & Recycle



Community-Based Learning



Education



Green Week in Schools

- ❖ Health
- ❖ Arts and Crafts
- ❖ Environmental Issues
- ❖ Social Issues
- ❖ Recycling 101

→ Interschool competitions



Including Existing Infrastructure

Waste Pickers - Catadores

- Social & environmental movement
- Supported by the government
- 11 associations in Manaus
- Provides education opportunities



Green Week in the Community

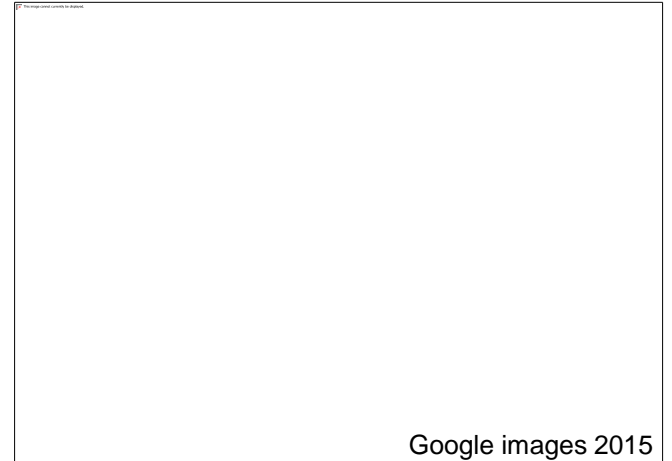


- Marketing
 - Visual Campaign
 - Social Media
- Neighborhood Pick-Up Program
- Corporate Sponsors
 - Sony
 - PepsiCo
 - Alpla



Bottle School

- Funded by donors (\$6,500 per classroom)
- Mostly volunteer labor, some skilled labor
- Building communities while building a school
- Cleaner environment
- Functional and important space



Funding

- Training

- Partnership with WSU
- Partnership with Brazilian Universities
- Grants
- Fulbright Scholar Program

- Green Week Costs

- NSF - I/UCRC
- Proceeds from Green Week Activities
- Corporate Sponsorships



Wrap-up

Phase 1

- Create Partnerships with Schools, Alpa, PepsiCo, Sony, Catadores
- Marketing Campaign
- Apply for Funding

Train the Trainer Programs & Education for Catadores

Phase 2

- Launch Green Week in 6 Schools
- Launch Neighborhood Pick-Up Program in 10 Neighborhoods
- Build 1st PET Classroom

Collect Information to Measure Success of Program & Continue to Build Partnerships with Educational Institutions

Phase 3

- Green Week in Every School
- Neighborhood Pick-Up in Offered 70% of the City
- Continue to Build PET Classrooms

Muito Obrigado!
(Thank you very much!)



References

- Alpla Sustainability Statement. (n.d.). Retrieved March 8, 2015, from <http://www.alpla.com/en/sustainability/sustainability-statement>
- Barrett, M. (2012, August 1). An Introduction to Community-Based Learning. Retrieved March 5, 2015. Barrett, Mike. "The Numbers on Plastic Bottles: What Do Plastic Recycling Symbols Mean?" Nation of Change. n.d. Web. 08 Mar.2015. .
- Brazil Federal Government. (2012, April). O que o Brasileiro pensa do meio ambiente e do consumo sustentável – Pesquisa Nacional de opinião. Retrieved March 5, 2015. Access: http://www.akatu.org.br/Content/Akatu/Arquivos/file/12_08_20_ConsumoConsciente_PesquisaMMAQuanti_Completa_agosto2012.pdf
- Campos, H. K. T. (2014). Recycling in Brazil: Challenges and prospects. Resources, Conservation and Recycling, 85, 130-138.
- City of Manaus invests in the professionalization of recyclable solid waste pickers. (n.d.). Aliancas Publico Privadas. Accessed on 5-4-2015: <http://www.aliancaspublicoprivadas.org.br/en/manaus/>
- Dias, Sonia. 2011. "Integrating Informal Workers into Selective Waste Collection: The Case of Belo Horizonte, Brazil." Urban Policies Briefing Note No. 4. Women in Informal Employment: Globalizing and Organizing. http://wiego.org/sites/wiego.org/files/publications/files/Dias_WIEGO_PB4.pdf
- Hug it Forward Bottle Schools - HIF. (n.d.). Retrieved March 8, 2015, from <http://hugitforward.org/>
- Mansour, Ashraf and Ali, Subhi. Feb. 2015. "Reusing plastic bottles as an alternative sustainable material." Energy for Sustainable Development, 24, 79-85.
- Marello, M., & Helwege, A. (2014). Solid Waste Management and Social Inclusion of Waste Pickers: Opportunities and Challenges. Accessed March 2, 2015: <http://www.bu.edu/pardee/files/2014/09/Social-Inclusion-Working-Paper.pdf>
- Medeiros, L. F. R. and Macêdo, K. B. (2006). Catador de material reciclável: uma profissão para além da sobrevivência? (RECYCLED GARBAGE PICKERS – A PROFESSION BEYOND SURVIVAL?) Universidade Católica de Goiás. <http://www.scielo.br/pdf/psoc/v18n2/08.pdf>
- Millett, D. (2010, October 21). Brazil: Manaus gateway to the Amazon. Retrieved March 8, 2015, from <http://www.examiner.com/article/brazil-manaus-gateway-to-the-amazon>
- Vieira, A. K., & Vieira, R. K. (2011). Study Of Recycling Of Polymeric Waste In The City Of Manaus: Part 1-The Case Of Waste Scavengers.