



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: change 1 habit

Destination Name: Pedro Gomes - MS

Country: Brazil

Submitter name: Jackeline Figueiredo

Email address: sematurpg@gmail.com

Position: Secretary of Environment and Tourism

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

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DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice

Pedro Gomes is a Brazilian municipality located in the state of Mato Grosso do Sul. It is a city that has 7,568 inhabitants and has agriculture as one of its main economic activities, in addition to industry and the service sector. The municipality is located in the region of influence of the Cerrado, in addition to having floodplains and farming. Pedro Gomes has several tourist attractions, among all we can mention the main one, the Água Branca waterfall with 86 m in height, it has trails to reach the top and base of the waterfall, there is a beautiful view. Among other tourist attractions in Pedro Gomes are Estancia Dallas Água Branca, Água Branca Waterfall, Tauá Waterfall, Flora by Pedro Gomes, Morro Timbiari, Ralto das Bromélias, Salto do Macaco and Salto do Tauá and Quilombo Família Quintino. The Change 1 Hábito program emerged to create awareness in the population with environmental education building a right path to improve the future. First we need to change our consumption habits, practicing conscious consumption, avoiding waste, performing the correct disposal of waste, this change will bring significant results in the future. Concerned with creating awareness in the population regarding environmental education, change in consumption habits, improvement in care for the environment, conscious consumption and in relation to the separation of recyclable material, the Municipal Secretary of Environment and Tourism, together with the city hall Municipality of Pedro Gomes, developed the Mude 1 Hábito program, which aims to contribute to the preservation of the environment, through campaigns, training, workshops, lectures, ecological pedaling, cleaning efforts, campaign to collect recyclable solid waste, batteries and , tire, glass and environment week with environmental awareness actions. The Mude 1 Hábito program started in 2021 and remains today and has as its main objective a set of actions aimed at environmental education, among them are preservation of the environment, 5 "Rs" (Rethink, Refuse, Reduce, Recycle and Reuse), selective collection. The program involved the entire population of Pedro Gomes/MS with actions aimed at raising awareness and preserving the environment.

Methods, steps and tools applied

The concern to preserve the environment must be part of everyone's life. Therefore, it is necessary to change habits, create an ecological awareness in the population, engaging in the preservation of the Earth. However, working on the theme goes far beyond simply awakening this awareness. The aim is to provide situations that allow reflection and make people, in fact, be the difference in the world. At first, it was necessary to make the population of the destination understand the recycling process, reflect on the responsibility of citizens towards the waste produced, recognize which human actions are harmful to the environment, encourage a change in habits, encourage the adoption of beneficial practices to nature, dealing with basic knowledge of ecology, raising awareness about the importance of recycling, encouraging the practice of recycling in the municipality of Pedro Gomes MS. In addition to all environmental preservation actions, such as recycling and reuse, it is necessary to raise awareness of all those involved in the project about a very relevant method, which is to significantly reduce the inappropriate disposal of waste and environmental pollution. And this is only possible if we consume less and efficiently, always rationalizing the use of material and product in our daily lives, that is, a change in habit must actually occur. Within this context, the Change 1 Habit program was implemented to develop environmental education activities, aiming at raising the population's awareness of waste generation, and recycling processes





emerge, within an integrated waste management system, as important stages, as they constitute processes based on ecological principles, environmental preservation and social participation.

The program was designed and implemented by the Municipal Department of Environment and Tourism of Pedro Gomes MS together with the Municipality of Pedro Gomes MS. With the beginning of the program, cleaning actions/works were carried out in the city of Pedro Gomes-MS, implementation of recyclable collection points, orientation actions in the Santa Maria settlement, conventional collection, selective collection, electronics collection, mouth cleaning wolf, urban cleaning, garbage dump cleaning, installation of public dumps, public cleaning effort, collection of batteries, tire collection, environment week, waste health services (RSS) and street sweeper training. Guidance actions in the Santa Maria settlement were carried out in the community itself, advising them on the environment and how to preserve it, as well as correctly disposing of solid waste, installing signs with environmental preservation messages and planting native seedlings. Cleaning was carried out at the place where there was irregular disposal, removing all irregular waste. In the orientation action, community residents were introduced to the importance of correct disposal and the consequences of incorrect disposal. Conventional collection also took place, that is, all the waste disposed of in urban dumps was collected, collecting them directly from the population's homes. These residues are directly sent to the destination dump. Associated with these practices, there was also the implementation of selective collection, which is carried out through the collection of waste, that is, through classification according to its origin and deposited in bins indicated by colors, which can be organic or material waste. recyclables such as paper, plastic and glass.

In addition, voluntary delivery points were set up for recyclable materials distributed in various locations in the destination, with the delivery of leaflets with messages to the population about the correct disposal of recyclable waste. Nowadays, recyclable points are in operation, as they were adhered to by the pedrogomense population, generating income for the city's collectors, as well as the destination receives incentives through the ecological ICMS for carrying out activities that preserve the environment. The Ecological ICMS is a mechanism for sharing tax revenues belonging to the municipalities, based on a set of environmental criteria, established to determine how much each municipality will receive from the financial resources collected with the State ICMS. Associated with the Environment Week, in 2021, due to the covid-19 pandemic, a live was held with online lectures, a photo contest, a video contest, an essay contest, as well as joint efforts to clean the dump, streams, distribution of t-shirts and bottles to employees of the municipal government of Pedro Gomes MS, activities, actions on environmental preservation, tree planting, training for street sweepers and cleaning efforts. In 2022, lectures and workshops were held with all schools in the municipality with the theme Change 1 Habit, addressing topics of selective collection, correct waste disposal and recycling, cinema Change 1 Habit, eco bike Change 1 Habit, installation of garbage cans, distribution of t-shirts, distribution of bottles, delivery of containers to municipal bodies, among several other actions carried out in the destination in favor of the environment and sustainability.

Key success factors





What helped you tackle the issues?

To make a change of habit meaningful, it was necessary for the proposed project to have a clear and defined method. One of the ways to do this is through the definition of phases. For this it was necessary to reflect and create your own project, according to the existing need. First, the presentation and discussion of the project was carried out, with the defined stages, as well as the schedule. It was thought of ways to make the population understand their involvement and their fundamental participation. Second, the problematization of the theme was listed. In this phase, a survey was carried out on the existing situations/problems in the municipality related to the proposed theme and solutions to these eventual problems were listed. Finally, the implementation of the Change 1 Habit program was successful due to the fact that it presents a complete structure, in addition to the Union and collective work adhered to by municipal servers in addition to the population of the destination, through the mobilization of the community and dissemination of the program.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

All stages are necessary for the production of significant material with the objective of changing a reality, that is, the environmental issue involves sociocultural and economic aspects, and this connection must be understood as the main step towards a better quality of life, that is, the destination population had to change a reality, but the main challenge was to fight with the initial resistance of the community to join the change 1 habit program. At the beginning of the program, the destination community had difficulty in changing habits, that is, it was necessary to carry out many campaigns to encourage this change, through the environmental education of the population, educating them on the correct disposal of solid waste and how to implement recycling, in addition to other actions in favor of the environment, was a construction process until the population began to embrace the program, that is, until a change in habits occurred.

A very common problem in the community was the mixing of common waste with recyclable material, the community had difficulty understanding why and the importance of separating. Throwing electronics, batteries and batteries in the common waste was also a great challenge to be overcome, as the population performed this incorrect disposal, it was necessary to implement collection and awareness campaigns, at first they showed resistance to adhering, but eventually they understood the importance of this disposal. correct. There is no way not to produce garbage, but you can reduce its production through reuse, reusable and recyclable materials. The destination community needed to be aware that solid waste needs a correct destination, as a series of benefits can and should be implemented in the community.

Results, achievements and recognitions





What were the qualitative and quantitative results of the good practice?

- In 2020, 153.6 t/year tons of recovered recyclables were collected, compared to 2021, showing a significant increase with 323.83 t/year of recovered recyclables;
- Electronic waste collection collected 1,720 tons of electronic waste;
- Correct disposal of residues from mouth cleaning that were in inappropriate places;
- Cleaning works were carried out at the destination dump, in which machines were sent to the place to perform the cleaning in order to keep it clean;
- Installation of information boards on the correct disposal of waste;
- In 2021, public garbage bins were installed, distributed in various parts of the city in order to mobilize the population to carry out the correct disposal. In 2022, the installation of new public dumps and containers was carried out at various points of the destination.
- Tires were collected in 2021 and up to the present day, which are destined for recycling.
- In 2021 and 2022, the environment week was held as the main objective of environmental education for the population of the destination, with various actions in favor of environmental conservation.
- Training attended by street sweepers from the Municipality of Pedro Gomes MS, lectures were offered on paper, the importance of sweepers and occupational safety.

Additional references





Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

<https://instagram.com/pedrogomes.ms?igshid=YmMyMTA2M2Y=>

Attached is the link with the images of the actions carried out at the destination Pedro Gomes MS:

<https://trello.com/c/cnqZhKng/1-imagens>

https://m.facebook.com/story.php?story_fbid=pfbid02WuzV7SEUHmRnDZz8kzMBuBi8ABsX8xicJUdo9FzK3Dvr1ni4YF16XQYqcT7R13aUl&id=104966404883113&__entstream_source=timeline

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