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IMPACTO AMBIENTAL DO POLIETILENO DE BAIXA DENSIDADE: A RECICLAGEM COMO PRÁTICA EDUCATIVA

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What is precycling?

Precycling means to avoid recycling. The concept derives from the idea of reducing the production of waste at the time one is buying groceries, trying not to use plastic bags in order to generate a smaller amount of packaging waste. The existing knowledge or consciousness about the importance of domestic waste generation in the environment is still small, and it is directly linked to personal choice in the act of consumption.

In supermarkets, low-density polyethylene, in the form of transparent plastic bags offered in the fruit and vegetables sections, was incorporated into the routine of the consumer, as if it were indispensable for the act of choosing, purchasing and storing the items. One of the main reasons for the increase of household waste is the large number of packaging, some of which totally unnecessary, since at the time the items are brought home, they are often immediately disposed.

The objective of this work is to demonstrate the importance of precycling as an educational practice, in which behavioral changes are proposed to modify this consumption pattern.

After a bibliographical research on low density polyethylene, consumption and environment, the work developed, as educational product, an animated video in the *Draw my life* format which is intended to go viral in the internet. The video aims to incorporate precycling as a daily life practice, informing and contributing to rising an environmental conscience regarding the use of low density polyethylene bags when shopping, thus modifying their behavior during that daily life situation.

PRECICLAR

PRECYCLING.



means avoiding the generation of garbage.



It is a change of behavior during consumption

**REUTILIZAR
RECICLAR**

where to reuse and recycle are not necessary.

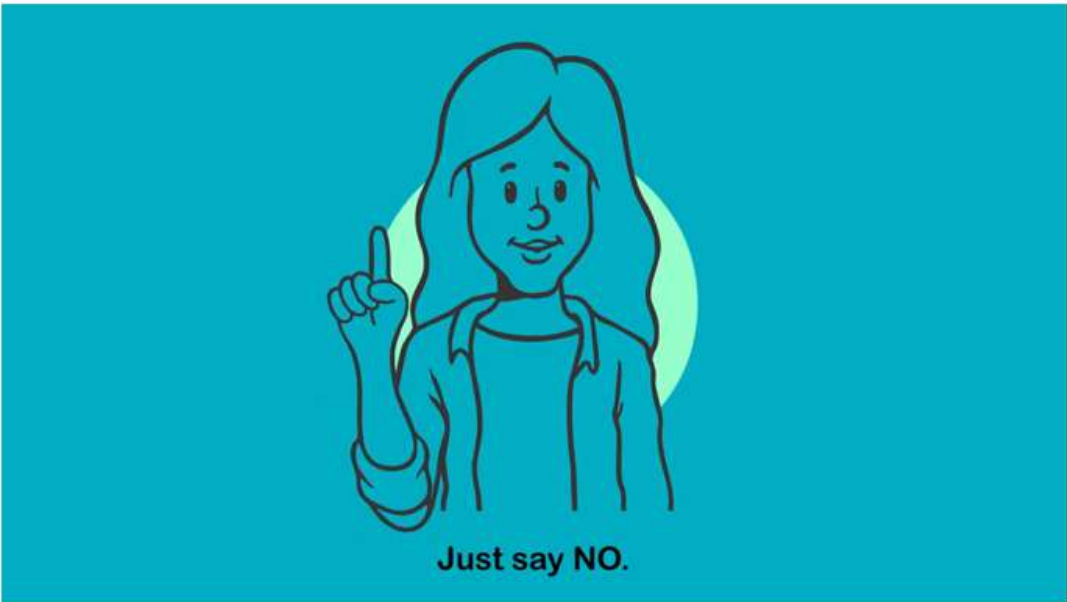


It is always possible not to use packages.





Therefore, recycling is for everyone



Just say NO.



They are made of low density polyethylene



that takes more than one hundred years to decompose.



You can weight them directly and...



Goal! You precycled!

And generated less trash.

A PALAVRA AGORA É
NÃO GERAR

The word now is not to generate trash

A PALAVRA AGORA É
NÃO GERAR
RECICLAR
REUTILIZAR

and “recycle” and “reuse” are secondary.

PRECICLAR

É A AÇÃO DEPOIS DE

REPENSAR

E RECUSAR

Precycling is the action after rethinking and refusing.



Those who have a returnable bag also score a goal.



VIU COMO É SIMPLES?

See how simple it is?



Change your attitude



Content

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Full video: <https://www.youtube.com/watch?v=YYL0dqmHVvY&feature=youtu.be>