



**Environmental Educational Program and
case of Corporate Social Responsibility in
Venezuela for the
Prevention of Plásticosis.**

www.plasticosis.com

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INTRODUCTION

The protection and care of the environment is the responsibility of everyone, and to make all people aware of the importance of caring for our planet, the first thing to do is educate.

This task is constant work, which depends on everyone's participation, especially companies that, through their economic contributions, could contribute to the consolidation of different development projects. Corporate Social Responsibility (CSR), where workers participate, managers and community in general.

In Venezuela, as in many other countries, SMEs do not comply with its CSR, and that is why we can start by creating programs educational for the formation of all, allowing to understand and know the problem, while planning strategies that can lead us to execution of action plans to help the planet.

Plasticosis is a group of pathologies that affect different organs and systems in living beings as a consequence of exposure to macro, micro and nano plastics. The most compromised organs are the brain, heart, lung and intestine, as well as the endocrine, reproductive and immune systems, in multiple specimens of aquatic fauna and

terrestrial, and especially, of human beings. To the extent that design new studies and increase the interest of the scientific community, It is considered that effects on other species, organs and systems.

As the plastic problem continues to grow, we must work quickly and intelligently to take decisive measures to reverse the situation of plastic waste.

To our regret, we humans are the only ones responsible for this evil, which is a progressive and global problem. Each the number of tons of plastic dumped into the environment doubles each year atmosphere. If corrective actions are not taken, by 2030 it is estimated that 130 million tons of plastic will be dumped into the seas and oceans. It is a global situation since it affects land, rivers, seas, oceans, air, plants, in addition, it harms fish, animals terrestrial, and very especially to the man.

We propose to carry out a CSR objective in Venezuela, taking The main objective is the protection of the environment to collaborate with the prevention of Plasticosis in all species.

DEVELOPMENT

With the intention of being able to increase environmental efficiency through cleaner production methods, together with the prevention of pollution; Evaluate risks and control of chemical substances involved in the manufacture and processing of plastic; Determine the magnitude of environmental impact; To achieve an integrated waste management and develop a solid social responsibility, it is proposed to carry out different projects.

At the same time, we consider it necessary to stimulate research and experimental development work; Promote the analysis of the possibilities of efficient management of the flow of materials and energy in the plastic packaging industry; Reduce the impact on the ambient air of companies involved in plastic processing;

Expand the potential of specific individual renewable energy resources and those that make up the balance of energy resources associated with the oil industry; all with the purpose of identifying the eco-innovative technologies that are potentially applicable.

Above all, we propose to develop educational activities that can provide an opportunity to delve into the problems of the region and the country through open cooperation with all interested parties, advocating for the practical implementation of the concept of sustainable development in schools, high schools, and later, in colleges and institutes who may be interested in participating, thus promoting a responsible behavior, respectful of the environment and collaborating in the formation of an ecological culture.

Both the general public, as well as students and representatives of the regional government will be able to contact the most advanced scientists in the area, creators of technological and socially responsible innovations to discuss the optimal trends in change management, how

provide the necessary skills to guarantee the success of the sustainable development of the region.

It is in our greatest interest to collaborate so that companies Venezuelans take CSR seriously, since this allows companies to different activities or programs that are carried out contribute to the development of a better country.

Consequently, an educational program has been designed to disseminate the causes, characteristics and consequences of plasticosis, as well as very especially, implement at different levels the necessary actions to prevent its occurrence.

Only through organized education at all levels will we be in the ability to ensure that citizens can reduce the local impact, distant, current and future derived from the use of plastic and its release into the environment atmosphere.

We will call this proposal "**Plasticosis, A Disease Global**", which consists of an educational program for schools and high schools, to show students all health and environmental issues that causes the plastic that we throw away. Since we don't just throw it away us in the garbage of our home, but in turn the people who they look for materials on the street to sell (cardboard, plastic, aluminum), they find the plastic in the trash and throw it away again, this because they are paid more for paper or aluminum than for plastic. The interest of this program is that students can learn the importance of recycle and avoid the use of plastic, and are motivated to serve as multipliers of the information to their relatives.

We currently see the presence of forklift drivers in different areas, who are people dedicated to collecting cardboard from the garbage present in the streets and suburban areas. In order to take advantage of this reality,

we will design a program for “**sponsors**”, who will be businessmen interested in directly allocating a contribution of money to the forklift drivers, Enough to motivate them not to just collect the cardboard, but also to help collect the discarded plastic, in such a way that they can direct it to the institutions that process it for reuse.

Due to the large number of sectors that encounter large amounts of plastic on the street, it takes more than one SME to be able to hire enough forklift drivers to collect the plastic and take it to its processing center. This is where the second stage comes in.

called “**A wheelbarrow can save the planet**” which consists of get more sponsors interested in being part of this program, in exchange for a verifiable insignia, which can in turn be used in the advertising and on social media, being seen as contributors to a better country and a better planet.

CONCLUSION.

For many companies, caring for the planet today is a point important and relevant, since we are directly affected by the degree of contamination that has been seen in recent years. The issue of plastic in Venezuela has not reached the relevance it should, and this is largely due to the lack of information in this regard: it is urgent to recognize how harmful plastic can be as garbage, not only for the environment, but also for our health. Through education and work organized of collectors in streets and suburban sectors, we will be in ability to interrupt the flow of plastic into the environment, and in consequently, nullify the risk of development of plasticosis in all species.

ANNEXES.



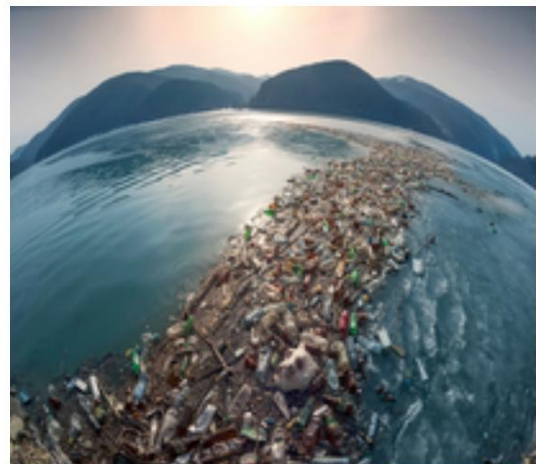
Trash



microplastics



Plastic seas.



plastic islands.



Plastic islands start at home