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“CLEANER PRODUCTION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS”

Strategies for the Expansion of Environmental Awareness Effects

DE BASTIANI, A.^a, PETRY, C.^a, DOURADO, I.P.^a, DE MEDEIROS, J. F.^{a*}, D'AGOSTIN, A.^a

a. Programa de Pós-Graduação em Ciências Ambientais, Universidade de Passo Fundo, Passo Fundo-Brasil

**Janine Fleith de Medeiros, janine@upf.br*

Abstract

Although widely discussed and disseminated in environmental education vehicles, the theoretical reflections about Environmental Awareness and its effects on pro-environmental behavior are scarce, in the sense of analyzing and understanding its purpose, the way it was use and what are the most effective methods for its application. In view of this, the objective of this research was to carry out a narrative review on environmental awareness and propose, through a systematization, strategies to increase the efficiency of its application in the most varied segments of society. Initially, the review prioritized the analysis of understandings about environmental awareness and behavioral science. Subsequently, the motivating and inhibitors factors of pro-environmental behavior were mapped, which were divided into public and private behavior. Next, four strategies were proposed to increase the effectiveness of environmental awareness: (i) redesign of public policies; (ii) binding communication; (iii) product design for sustainable behavior; and (iv) social and environmental marketing.

Keywords: pro-environmental behavior; environmental awareness; marketing and environmental communication.