



"CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD"

Development of Actions of Socio Environmental University Responsibility in Semiarid Northeastern

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Abstract

Socio Environmental Responsibility University (RSU) is the way universities relate to the environment and stakeholders. This term can be given to actions taken by other social groups, including Corporate Social Responsibility (RSC). The capacity that the university has to put into practice the knowledge, through processes such as management, teaching, research and extension, giving answers to the academic community and the country itself, featuring the RSC. The Environmental Management Group in Pernambuco (Gampe), Department of Rural Technology (DTR), Federal Rural University of Pernambuco (UFRPE) developed actions in the community of Poço da Cruz, Municipality of Ibimirim - PE. The RSC activities were structured by the group through three distinct actions, such as Easter, Christmas and Reading Solidary. The projects were based on the methodology of action research, given this community to be under focus in several research projects and extension UFRPE. This initiative represents a mutual gain for the university and society, as humanize the process of teaching and learning, raises the social commitment of the student, creates greater connection with the various segments of society and contextualizes the academic knowledge. The communities of the semiarid region of Pernambuco are characterized as places of lower Human Development Index in Brazil, to the detriment of the lack of basic infrastructure, as a poverty state of the population, privation and total absence of the presence of public power, as concerning the structure of the minimum conditions for a life with human dignity. This way UFRPE and GAMPE Group has been developing projects and actions that can subsidize the empowerment of this community in endogenous processes of local development. In this sense the present paper aims to portray the actions of RSU and discuss the results derived from these activities

Keywords: university extension, semi-arid, rural communities