

A Recycling Campaign as a Playful Strategy for Promoting Environmental Values

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ABSTRACT

Environmental degradation and the lack of ecological awareness represent urgent challenges that demand innovative educational strategies capable of transforming school community practices. The purpose of this research was to propose a recycling campaign as a playful strategy to promote environmental values among students at the Simón Bolívar Elementary School in Calabozo, Guárico state, Venezuela. The study drew theoretically on the contributions of Giddens (2009), Novo (2010), Bruner (1960), and Freire (1970), among other authors who ground the relationship between education, values, and environmental practice. Methodologically, the study followed a quantitative approach with a descriptive level and a feasible project modality, using a non-experimental, cross-sectional field design. The population comprised 586 subjects and the sample included 28 participants—27 sixth-grade students from section "A" and one teacher. Data were collected through two structured questionnaires validated by experts; reliability was established using Cronbach's Alpha coefficient. Results showed that the teacher possesses solid theoretical knowledge about recycling and a positive attitude toward environmental education; however, a significant gap was identified among students, who demonstrated limited conceptual knowledge about waste classification and its ecological impact. It is concluded that implementing a playful and participatory recycling campaign constitutes a pertinent strategy for strengthening environmental values in the school context.

Keywords: Recycling, environmental values, environmental education, play strategy, ecological awareness, primary education.

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