

## A new paradigm of sustainable campus, from the development and implementation of a socio-environmental management system, for the awareness and conservation of the natural environment at the U.M.R.P.S.F.X.Ch. in the management of 2011

### Un nuevo paradigma de campus sustentable, a partir del desarrollo e implementación de un sistema de gestión socio ambiental, para la sensibilización y conservación del entorno natural en la U.M.R.P.S.F.X.Ch. en la gestión 2011

POVEDA, Pablo, CUELLAR, Kelly and CUIZA, Paola

*Mayor, Real y Pontificia Universidad de San Francisco Xavier de Chuquisaca, Facultad de Ciencias Agrarias, Calle Calvo N° 132, Sucre, Bolivia.*

ID 1<sup>st</sup> Author: *Pablo, Poveda*

ID 1<sup>st</sup> Couthor: *Kelly, Cuellar*

ID 2<sup>nd</sup> Coauthor: *Paola, Cuiza*

DOI: 10.35429/JEH.2021.9.5.8.11

Received September 21, 2021; Accepted December 19, 2021

#### Abstract

With this work we want to achieve awareness and environmental conservation achieved minor impact and environmentally sustainable activities within the central campus, which includes the participation of all members of the community of San Francisco Xavier de Chuquisaca, ceasing to be an administrative initiative or academic proposal but a comprehensive project. Developing a Sustainable Campus prototype, based on the implementation of a Social and Environmental Management System, embodied in an environmental landscape architectural proposal. Intifying as the main comparative advantages of developing and implementing environmental management systems partner, And so, we can develop the new proposal for a new paradigm of Sustainable Campus, from awareness and conservation of the natural environment throughout the evaluation based on a short questionnaire given to visitors who can assess the effectiveness of the intervention (educational and environmental process), especially since of attitudes, values, indicators and behavior data.

**Environmental awareness, achieve lower impacts.**

#### Resumen

Con este trabajo queremos lograr una concientización y conservación ambiental que logre impactos menores y actividades ambientalmente sostenibles dentro del campus central, que incluya la participación de todos los miembros de la comunidad de San Francisco Xavier de Chuquisaca, dejando de ser una iniciativa administrativa o una propuesta académica sino un proyecto integral. Desarrollar un prototipo de Campus Sostenible, basado en la implementación de un Sistema de Gestión Socioambiental, plasmado en una propuesta arquitectónica de paisaje ambiental. Así como identificar las principales ventajas comparativas del desarrollo e implementación de sistemas de gestión socioambiental. Y sólo así podremos elaborar la propuesta de un nuevo Paradigma de Campus Sostenible, basado en la concientización y conservación del medio natural. A través de la evaluación de los datos basados en un breve cuestionario entregado a los visitantes que permite evaluar la eficacia de la intervención (proceso educativo-ambiental), en particular a partir de indicadores de actitudes, valores y comportamientos.

**Pkeywords: Concienciación ambiental, lograr impactos menores**

**Citation:** POVEDA, Pablo, CUELLAR, Kelly and CUIZA, Paola. A new paradigm of sustainable campus, from the development and implementation of a socio-environmental management system, for the awareness and conservation of the natural environment at the U.M.R.P.S.F.X.Ch. in the management of 2011. Journal-Economic History. 2021. 5-9: 8-11

\* Correspondence to Author (e-mail: sheilaxolo@hotmail.com)

† Researcher contributing as first author

## Introduction

The environment global manifests, increasingly, a greater deterioration due to the indiscriminate use of resource natural and insufficient to attention, in general, that is given to the solution of the negative effects that this produces in the natural environment.

We can affirm that development understood in terms of sustainability implies an enrichment, a complexity of the human experience in terms of creation of: alternative values and ideas, ways and styles of life, ways of appropriation and organization of the territory, modes of production and of satisfaction of needs.

This is the commitment of the Universities regarding the protection of living ecosystems, through initiatives and action plans against the serious socio-environmental crisis that affects us all, individually and collectively.

Therefore, the purpose of the Institutional Strategic Plan of the University will be to contribute and forge more harmonious relationships between society and nature, promoting actions at different levels and scales, stimulating the initiative called "Sustainable Campus" whose main intention is to gradually promote a socio-environmental management system that guarantees better levels of coexistence between the university community and the natural environment of the campus, faculties and/or regional campuses.

In this sense, this scientific research process seeks to develop and implement an environmental program model for the University, which becomes the programmatic base to achieve the central purpose of the "Sustainable Campus" initiative. Adopting the systems approach to analyze the socio-environmental reality of the university campus, which is strictly framed in the field of architecture and sustainable construction.

This new wisdom and socio-ecological literacy must be present in the daily habits of university life, whose practices must be reoriented towards the demands of environmental and landscape care in all exchanges and consumption that incorporate biophysical, material and energetic elements, to that universities begin to be places of ecological enlightenment and planetary ethics.

## Problem statement

In a world of complex relationships between all the components of the environment, an impact to environmental and in one place, it will influence the City of the general environment.

To address the issue of Sustainable Universities, it is necessary to characterize, initially, the notion of Sustainable Development, as well as the way in which it should converge in university knowledge from its main problems: economic, social, environmental.

These evaluations about the University are restricted, on the other hand, to an analysis that points rather to its own interiority, rather than to its connection with realities that condition its existence as an institution. Situations of deep fragmentation of knowledge are currently detected, resulting from the multiplicity and diversity of knowledge-emitting centers, faculties, schools, departments, as well as a limited capacity or willingness to associate to face actions or solve problems that often require methods and resolution models shared between different knowledges.

Likewise, the consideration of the main conceptual and methodological discussion axes that concern the problem of Sustainable Development and its incorporation into the agendas of the study houses is not observed, which weakens an active and efficient role of the study houses in this theme.

The public recognition of the profound damage inflicted on the natural environment, which urgently requires socio-environmental initiatives and projects, undoubtedly affects the university institution in all its complementary and recreational activities and, above all, in the preservation of the environment.

## Research objectives

Lawareness and environmental conservation that achieves minor impacts and environmentally sustainable activities within the central campus, which includes the participation of all members of the community of San Francisco Xavier de Chuquisaca, ceasing to be an administrative initiative or an academic proposal but rather a comprehensive project

## General objective

Promote the initiative called "Sustainable Campus", based on the development and implementation of a socio-environmental management system that raises awareness and preserves the natural environment, guaranteeing better levels of coexistence between the university community and the natural environment.

## Specific objectives

- Prepare a situational diagnosis of awareness and conservation of the relationships between nature and the socio-environmental components of the University.
- Develop a prototype of a Sustainable Campus, based on the implementation of a Socio-environmental Management System, embodied in an environmental landscape architectural proposal.
- Compare the processes of development and implementation of socio-environmental management systems in Sustainable Campuses.
- SDIIdentify the main comparative advantages of the development and implementation of socio-environmental management systems.
- Prepare the proposal for a new Sustainable Campus Paradigm, based on the awareness and conservation of the natural environment.

## Hypothesis

That from the profound damage inflicted on the environment, due to the lack of initiatives, plans and environmental projects, a model of Sustainable Campus is proposed, which develops and implements a socio-environmental management system, which guarantees awareness and conservation of the natural environment at the UMRPSFXCH. in the 2011 administration.

## Importance or Justification

Today, both the approach and the sustainable discipline are positioning themselves at the height and vanguard that economic, social and environmental needs are demanding. The low market system, a macroeconomic approach requires day by day, and forcefully at the organizational level, investment proposals that predominantly include a sustainable approach in such a way that if it does not have it, the project may lose viability. The field of upper secondary and higher education is ideal for achieving systemic awareness and awareness that affect the student population in terms of ecology, environment and sustainability. It is through the processes of the Sustainable Campus where the sustainable approach is developed that is transmitted to the labor, social and economic community a clear conscience,

## Materials and methodology

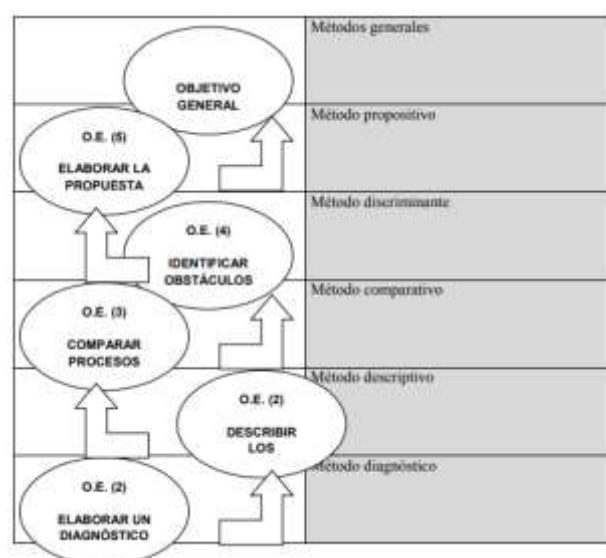


Figure 1 Metodology

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|-----------------------------------|---------------------|
| <b>Documentary Research:</b>      | Bibliographic Files |
| <b>ANDinterview:</b>              | cuestionary         |
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| <b>Tis Single:</b>                | Form T.Ind.         |
| <b>TInstitutional status:</b>     | Form T. Inst.       |
| <b>Content Analysis:</b>          | Speech analysis     |

Table 1 Techniques and Instruments

## Conclusions

Our university today has not been able to create the critical mass necessary for a paradigm shift in the apprehension of this concept and its projection to society, less than setting itself up as a social organization as an example for this paradigm shift.

In turn, the global problem regarding the ecological crisis has not been the subject of debate within the university, since it has not yet been understood that it is not the subject of a few specialists but rather the concern and competence of all areas of knowledge. due to the holistic nature of its causes and effects.

In this sense, we believe it is urgent to create and strengthen discussion spaces on how we understand and want sustainable development for our country, as well as those that provide a practical response for the achievement of the stated objectives and are aimed at influencing the development that society adopts.

The Sustainable Campus proposal aims to incorporate the environmental and ecological dimension in an integral and interdisciplinary manner in all areas of the university's institutional development.

## Thanks

The researchers thank the Science and Technology Research Department (DICYT) of the San Francisco Xavier University of Chuquisaca for the support provided in the development of this work.

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