

Project Biography: Sustainable Recycling Platform

This project was developed with the aim of promoting sustainable consumption and production, in alignment with the United Nations Sustainable Development Goal 12 (ODS 12). The idea emerged from the observation that many people face difficulties in properly disposing of recyclable materials due to lack of information and access to recycling services. The solution proposed is a digital platform that connects citizens with recycling companies, facilitating the correct disposal of waste such as plastics, cooking oil, and electronic devices. Initially implemented in the state of Sergipe, the project aims to expand to other regions of Brazil. By encouraging recycling and supporting the circular economy, the platform contributes to reducing environmental impacts, generating income opportunities, and increasing environmental awareness among the population. The project represents a practical and accessible tool to address modern environmental challenges.