

## Green Rondonópolis: support for environmental NGOS through university extension

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*Sustainable Development Goals / ONU*  
Resilient and sustainable cities and communities  
Quality education  
Actions to combat climate

**Abstract.** The present work presents the Green Rondonópolis project, an initiative linked to the Accounting and Fiscal Support Center of the Federal University of Rondonópolis (NAF/UFR), whose purpose is to support nongovernmental organizations (NGOs) and environmental associations in strengthening their activities, especially with respect to tax regularization, administrative management, fundraising and the development of sustainable practices. The proposal arises from the realization that many environmental entities face structural and financial difficulties, which compromise their performance in favor of environmental preservation. The project aims to articulate the university, through university extension, to meet the needs of civil society, involving students in practical activities, mentoring, workshops, joint efforts and environmental education actions, especially with children and adolescents. The initiative is supported by the guidelines of the National Policy for University Extension (FORPROEX, 2023) and the National Policy for Environmental Education (Law No. 9,795/1999). The partial results of this project promote the strengthening of environmental NGOs and the citizenship education of students. directly linked to Sustainable Development Goal 11, by promoting more inclusive, safe, resilient and sustainable cities and communities; SDG 4, by encouraging quality education through training and extension practices; and SDG 13, by stimulating actions to combat climate change.

**Keywords:** Environmental Education, Third Sector, Sustainability.

### Contextualization and goals

Nongovernmental organizations (NGOs), also called civil society organizations (CSOs), represent the third sector; that is, private social entities are distinct from private entities that aim at profit and government institutions. In the environmental field, these entities act to prevent the degradation of nature and promote sustainable forms of development, configuring themselves as strategic actors in the face of contemporary socioenvironmental challenges (OLIVEIRA; SOARES, 2018).

Given the complexity of environmental issues, which demand multifaceted solutions for a very heterogeneous public, NGOs have increasingly sought partnerships with the community, governments and private sector. The Rondonópolis

Verde project, linked to the Accounting and Fiscal Support Center (NAF) of the Federal University of Rondonópolis (UFR), arises as a response to the difficulties faced by environmental NGOs, especially in fiscal and tax management and fundraising. The proposal seeks to support environmental associations and entities, especially those that work with children and adolescents, combining environmental education, technical support and extension practices.

The university's involvement is a two-way street: it promotes the sustainability of the organizations served and offers students a transformative experience. According to the National Forum of Pro-Rectors of Extension and Culture (FORPROEX, 2023), university extension must articulate teaching, research and social demands,

transforming realities. In this sense, the project unites the environmental preservation, fiscal citizenship and citizenship training of students, in line with the National Extension Policy (BRASIL, 2018).

In addition, mentoring and joint efforts are excellent ways to create an immediate impact on preservation activities. Many NGOs and environmental associations face challenges in fundraising and in the fiscal context. This project can contribute to facing these challenges and make a difference.

Environmental preservation is one of the greatest and most urgent challenges of our time, requiring joint actions between the government, the private sector and civil society. Environmental NGOs play an essential role in the recovery of ecosystems and the promotion of environmental education but face difficulties in terms of financial sustainability and organizational management (ULAIA, 2023).

The Green Rondonópolis project aims to engage students in practical actions, promoting more critical university education committed to sustainable development. This proposal is also justified by the multiplier impact of working with children and adolescents in projects such as the Eyes on the Future Nursery of the Association of Water Protectors of Rondonópolis (APAR). For this public, environmental education contributes to the formation of conscious and engaged citizens, as provided by the National Policy for Environmental Education (BRASIL, 1999).

The main objective of the Rondonópolis Verde project is to support nongovernmental organizations and environmental associations in strengthening their activities through training, fiscal and tax guidance, support in fundraising and encouragement for the development of sustainable practices. In this sense, it is intended to engage the academic community in joint efforts and educational actions, especially with children and adolescents served by the entities, promoting environmental awareness from childhood and strengthening the role of the university as an agent of social transformation.

## Methodology

The project's methodology is structured on the basis of the integration of teaching, research and extension, as recommended by the National Policy for University Extension (BRASIL, 2018), articulating the outlined objectives with the extension practices and the Sustainable Development Goals (SDGs) previously mentioned.

The actions are developed through workshops, mentoring, and individual and collective assistance, prioritizing active learning methodologies that allow the participating women to appropriate knowledge applicable to the reality of their enterprises. In this process, students act as

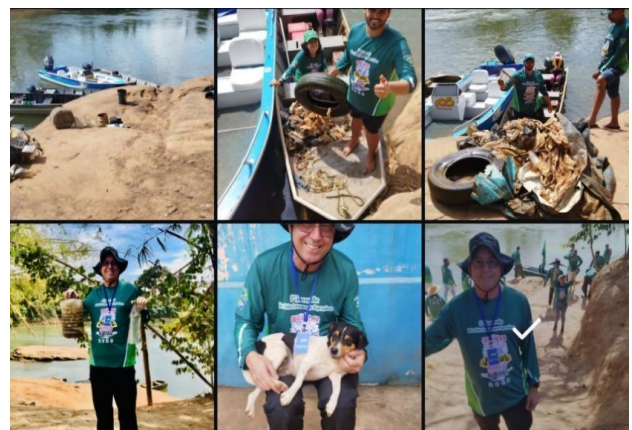
protagonists in the mediation of financial education, management, accounting and taxation content under teacher supervision while promoting critical and practical training.

The creation of collaborative spaces and support networks among women entrepreneurs is encouraged, in line with SDG 5 (Gender Equality) and SDG 10 (Reduction of Inequalities), whereas the use of digital technologies is incorporated as a pedagogical tool and business strengthening, in line with SDG 4 (Quality Education).

Finally, the guidance for access to credit lines and development aims to contribute to the promotion of decent work and inclusive economic growth (SDG 8), consolidating university extension as a space for social transformation and strengthening citizenship.

## Results and Discussion

The execution of the project is being carried out within the scope of the NAF/UFR, in articulation with university courses, environmental entities and the external community, aiming to establish partnerships that strengthen the proposed actions. Initially, the demands of the NGOs were diagnosed through meetings and a survey of needs to guide the planning of activities. The participating students were then trained to offer specialized services in the fiscal, tax and management areas, ensuring the provision of technical support to the organizations involved. From this preparation, practical actions were developed that include mentoring, the development of fundraising strategies and the realization of environmental task forces to contribute to the institutional strengthening of the entities.



**Figure 1.** Cleaning of the Lourencinho River. District of São Lourenço de Fátima 2025.1

In the future, environmental education will be promoted with children and adolescents through workshops, conversation circles, educational games, artistic activities and planting seedlings, stimulating the awareness and engagement of the young public in socioenvironmental issues.

## Final Considerations

The Green Rondonópolis Project reaffirmed UFR's commitment to integrating the environmental agenda with extension practices, promoting the preservation of natural resources, fiscal citizenship and academic training in an inseparable way. Its relevance is manifested in the institutional strengthening of environmental NGOs, in the mobilization of the university community and in the engagement of children and adolescents in environmental education and sustainability practices. Thus, the project contributes not only to the financial and operational sustainability of the entities but also to the construction of more inclusive, resilient and environmentally responsible cities and communities in alignment with Sustainable Development Goal 11 of the 2030 Agenda. By articulating academic knowledge with social and environmental demands, the initiative reinforces the university's strategic role as an agent of social transformation and as a promoter of innovative solutions to the contemporary challenges of urban and community sustainability.

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## Ethical and Peer Review Principles

The authors confirm that this publication has been peer-reviewed by expert committees from a participating institution in the United Nations Academic Impact (UNAI).

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