

## **SUMMARY**

The present work has as purpose to improve the residents' of the Community of San Francisco de Manzana habits attitudes, which summarizes it to him in the following way: The topic; "Habits and attitudes have more than enough the residents' of the community of San Francisco de Manzana environmental conservation, parish El Sagrario, canton Ibarra." The opening and execution has been possible thanks to the collaboration and bias of the authorities of the school, community and residents in general for the development of this thesis was necessary the advice of professionals of the UTN, the bibliographical consultation of texts, of magazines, pamphlets, internet, among other consultation materials, in this work one should write down that it was on causes and consequences of environmental contamination, its possible solutions to the serious problems of contamination; then he/she is carried out an analysis of the results that they were obtained when carrying out the respective surveys to the children, girls, youths and adults of the community ending up establishing summations and recommendations for the improvement of habits of environmental conservation, to get a full development and a true understanding of the environmental impacts that he/she causes not knowing as managing the daily activities with relationship to the environment thinks about the proposal, the same one that consists on the elaboration of a pamphlet, as alternative to improve the habits and attitudes of environmental conservation in front of the nature that was designed thinking of the cultural level of the residents of the community and existing the fervent commitment of the same ones to attend to receive this training for the good of the inhabitants of the community and to contribute to maintain a balance in the ecosystem for not deteriorating more its natural landscape.