

3R PORTFOLIO
GOOD PRACTICES TO PROMOTE THE 3RS
Country: BRAZIL

MAJOR ACTIVITIES

1. GOVERNMENT

- **National Solid Wastes Policy**

The Brazilian Government is preparing a bill for submission to the National Congress that is currently under debate with society, containing the National Solid Wastes Policy. This policy uses the 3Rs as its basic principles and will be essential to establish new patterns of culture and consumption, broadening environmental awareness.

- **Strengthening of the National Environment Council**

The Council is composed of representatives of federal, state and local governments and all sectors of civil society. It deliberates on conflicts, proposes innovations and solves important issues in environmental policy and natural resource management. It is an innovative institution, which has been replicated in States and Municipalities. Its resolutions are binding and are enforced throughout the country.

- **Local Agenda 21**

Continuous Training Program for Local Agenda 21s, targeted for local governments, including Separated Solid Waste Collection as public policy.

- **Portal for disseminating environmentally sound technologies - EST**

Brazilian Government Portal where information on possible solutions for environmental problems as well as guidelines for the correct use of natural resources are found. Environmentally sound products and processes were identified and collected in this Portal as a means of encouraging the use and application of ESTs, for the adoption of cleaner production and consumption patterns. The Portal also provides technical, scientific and legal information related to ESTs.

2. GOVERNMENT AND SOCIETY

- **Promoting environmental preservation alternatives with a social focus**

The Government established an Interministerial Committee for Combating Hunger Associated to the Inclusion of Garbage Pickers and Eradication of Open Air Dumps to ensure decent living and working conditions for garbage pickers and to support sound management and disposal of solid wastes in municipalities; to coordinate sectoral policies; to monitor the implementation of programs for garbage pickers; and to define mechanisms for monitoring and evaluating the integrated actions in towns.

- **Promoting social inclusion**

Schools, companies, artists, NGOs, community movements and associations, and recyclable waste pickers associations develop projects in art and design using reusable materials and

projects in education and awareness raising on the ecological, social and economic importance of incorporating the 3Rs.

Relevant experiences such as that of Association of Paper, Board and Recyclable Materials Pickers - ASMARE, which has around 380 members and provides indirect benefits to more than 1500 people. In addition to the picking work carried out by its members, the Association develops partnerships with companies, schools, building administrations, public agencies and others for collecting recyclables. The recycled material provided by the partners is donated to the Association, which can thus generate and support jobs for pickers and former street dwellers. Organization of the production is followed by a process of recovering the self-esteem and citizenship awareness of a historically excluded population. Each month the institution collects about 450 tonnes of garbage containing paper, board, magazines, newspapers, aluminum cans, PET bottles and plastics. With the exception of glass and rubber, it accepts nearly every type of material. It is all separated, pressed and stocked before going on to recycling.

- **Promoting Cleaner Production and Environmental Management**

The Government established a Cleaner Production Strategic Committee - CPSC composed by public and private actors. The CPSC is in charge of establishing the Cleaner Production and Ecoefficiency National Politic and Cleaner Production and Ecoefficiency National Program, as an instrument of environmental management and competitiveness.

3. CORPORATE INITIATIVES

- **Fostering information dissemination**

CEMPRE – Corporate Commitment for Recycling - is a non-profit association that brings together major companies and whose mission is to encourage the best technical, economic and social alternatives for integrated solid waste management. CEMPRE actions include development of publications, dissemination of scientific information based on the potential of recycled and recyclable materials; promoting and sponsoring of events; search for alternatives to strengthen the sector; professional training and public awareness. CEMPRE introduces in companies a new awareness of the 3Rs.

- **“5 menos que são mais” (Less 5 means more) Program - Waste Reduction**

Program developed by the Service to Support Small and Medium Sized Companies – SEBRAE, a Brazilian institution, which aims to collect data from Brazilian companies on their consumption of water, electricity and raw materials. This will assist in drawing up a diagnosis of wastes, if they exist, proposing solutions to minimize them and also to help entrepreneurs identify unnecessary expenditures in the productive process and to propose corrective actions to decrease production costs, increase productivity and minimize negative environmental impacts.

4. ENVIRONMENTAL EDUCATION

- **Education for Sustainable Consumption**

Insertion of the issue in school curricula, particularly in the public education system, using the Sustainable Consumption Manual to provide society with knowledge of Brazilian consumption data so as to establish ties between nature and young people, expecting them to extend this experience to the home environment, where consumption decisions are made.

- **Program to develop ecotourism in the Legal Amazon – PROECOTUR**

This program establishes guidelines for ecotourism in the Amazon. PROECOTUR aims to maximize the economic, social and environmental benefits of this activity. Specific objectives of PROECOTUR are to: protect ecotourism attraction; implement basic services infrastructure; create a stable environment; assess national and international markets; propose a regulatory framework; provide for capacity building of human resources; encourage the use of appropriate technologies; enhance the value of local cultures; and contribute to biodiversity conservation.

- **National Ecotourism Program**

Program for ecological tourism in the Amazon. The program works in capacity building for tourism planning in areas protected by the Brazilian Government such as environmentally protected areas, national parks and national ecotourism centers. Planning of these tourist regions and their attractions, such as trails and walks, are based on tourist education, procedures for collection and ecologically sound disposal of wastes, with major encouragement for recycling, that is, education for tourism established on the 3Rs.

- **Implementation of the “Environmental Agenda for Public Administration” - A3P**

The Government, being a major user of consumer goods, drafted an Agenda that is an instrument for awareness raising applied to the whole administration. It supports those committed to the dissemination of concepts for reduction of natural resource use and minimization of negative impacts of their administrative and operational activities.

- **National Classification of Environmental Goods and Services**

Development of a reference base for international negotiations under the World Trade Organization as well as for various national public policies. These policies permit that activities in the area of solid wastes and recycling be considered products and services with fiscal and tax preferences in the Brazilian Legislation.

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