




CEMPRE

*International Seminar on the Impact of
Street Collectors on Separate Collection*

Istanbul, Turkey, May 21-22nd, 2015

WHAT IS CEMPRE?

A white callout box with rounded corners and a dark teal drop shadow, connected to the green bar above by a thin white line and a small circle.

A non-for-profit organisation
created (1992) and
maintained
by private companies

OUR MISSION?

To improve recycling levels in Brazil

To enhance levels of environmental education, based on issues related to solid waste management

To promote the integrated management of municipal solid waste

OUR MEMBERS



CEMPRE BUILDING

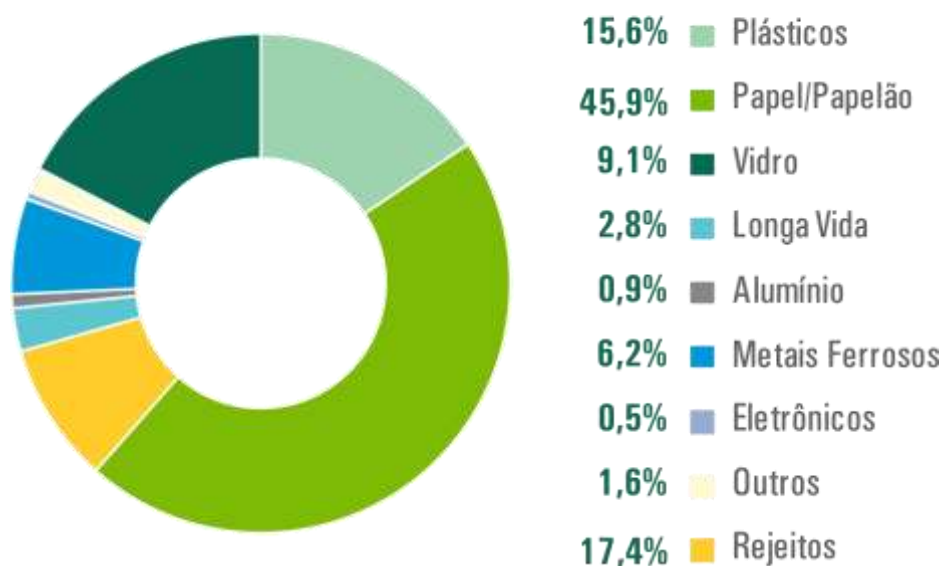
1993

First projects

- Publications
- Research projects (raising and compiling information – Facts & Figures)
- Events (seminars, workshops)
- Call center (phone, e-mail, etc)
- Toolkit for waste pickers (capacity building)
- Press
- Partnerships with governments
- Partnerships with stakeholders

FACTS & FIGURES

Média da composição gravimétrica da coleta seletiva



The lack of information hinders the development of coherent public policies

LIBRARY PUBLICATIONS



Cadernos de
RECICLAGEM 3
Coleta Seletiva nas Escolas



- Municipalities
- Waste Pickers
- SME
- Universities
- Schools
- Communities



EVENTS

- Seminars
- Workshops
- Trade Fairs
- Press conferences
- Capacity Building



EDUCATION



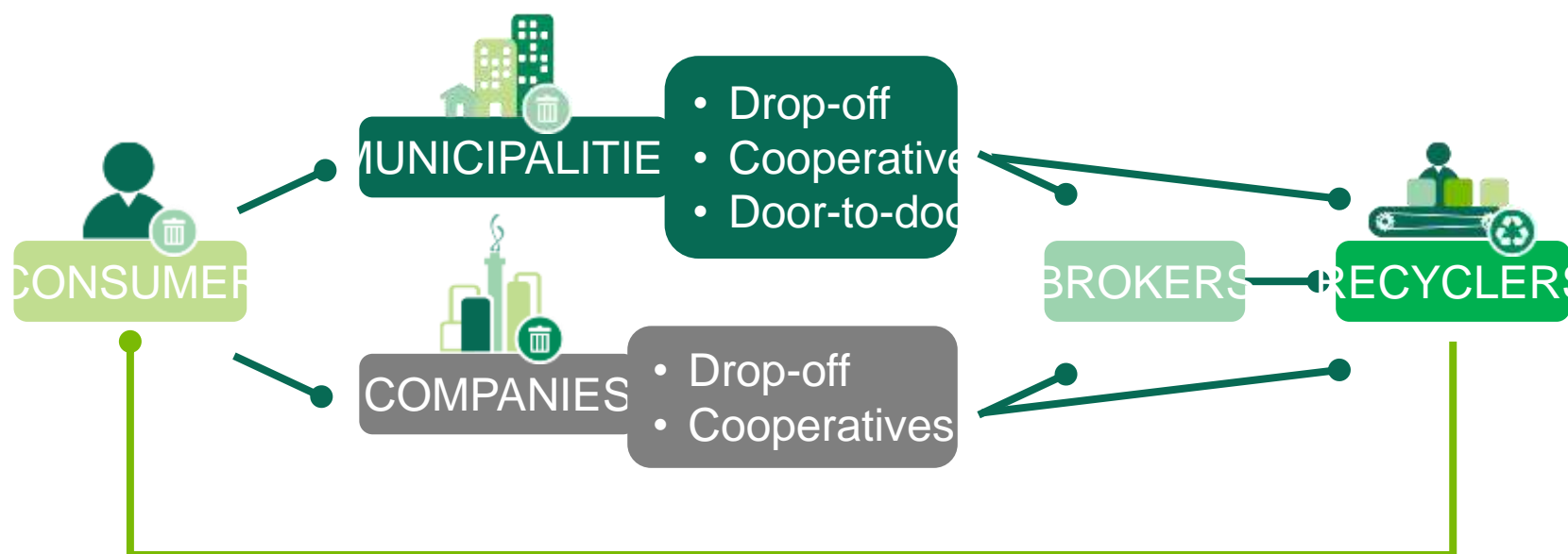
CEMPRE ONLINE

1998

- Website
- Facebook
- Twitter
- E-mailing



RECYCLING IN BRAZIL



STORY OF RECYCLING

Brazil: a successful story of recycling



SOLID WASTE

Brazilian National Law



In 2010, after 20 years of debate in Congress, President Lula sanctioned Law 12,305/10, important milestone for the step change of solid waste management in Brazil.

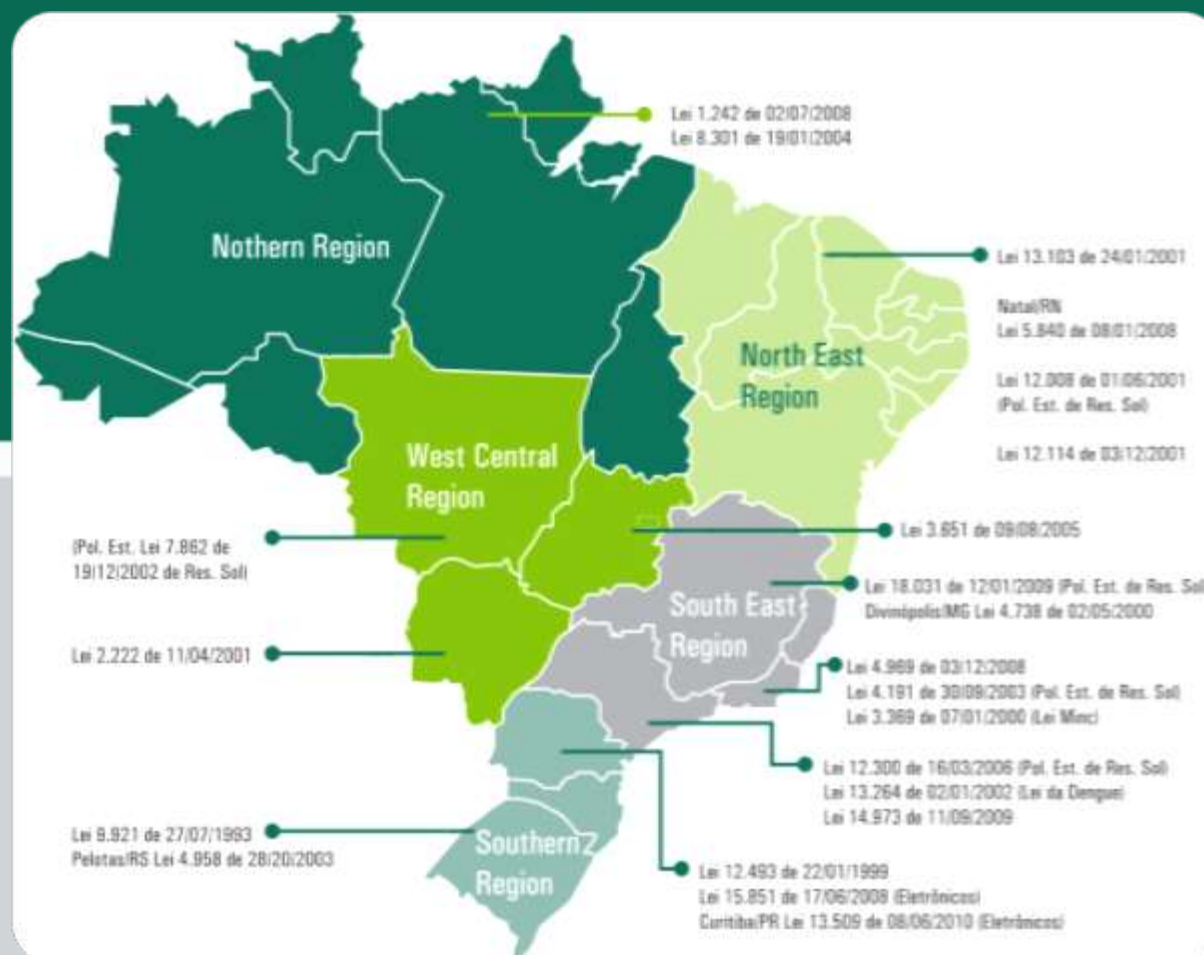


A CONFUSED SCENARIO:

impossible to comply

1999

More than 20
local and state
solid waste Law
and hundreds of
bills



Lack of a national SOLID WASTE POLICY:

A NATIONAL LEGISLATION THRU AN INTEGRATED STRATEGY

Political Support

Stakeholder Leadership

Media Support



2007

- Task Force at the Congress
- Engage congressmen and government

- Leadership at CEMPRE
- Companies alignment
- Engagement /events
- Partnerships
- Collectors (waste pickers)

- Voice to defend strategic position
- Message to selected opinion makers
- Discussion on the "headlights"
- Surf on "Sustainability wave"

GOVERNMENT PARTICIPATION:


2010



- President Lula's personal involvement
- 3,5 years of intense negotiation at the Congress
- Strong media discussion
- CEMPRE leadership

PILLARS

Pillars of the Sectoral Agreement

- promote continuous improvement of recycling chains in the country, respecting the historical achievements of the sector;
 - avoid actions that create instability in chains and harm the maturation of recycling cooperatives
 - the agreement must not generate competitiveness problems for companies involved and must not create any kind of monopoly
- 

PILLARS

Pillars of the Sectoral Agreement

COOPERATIVES

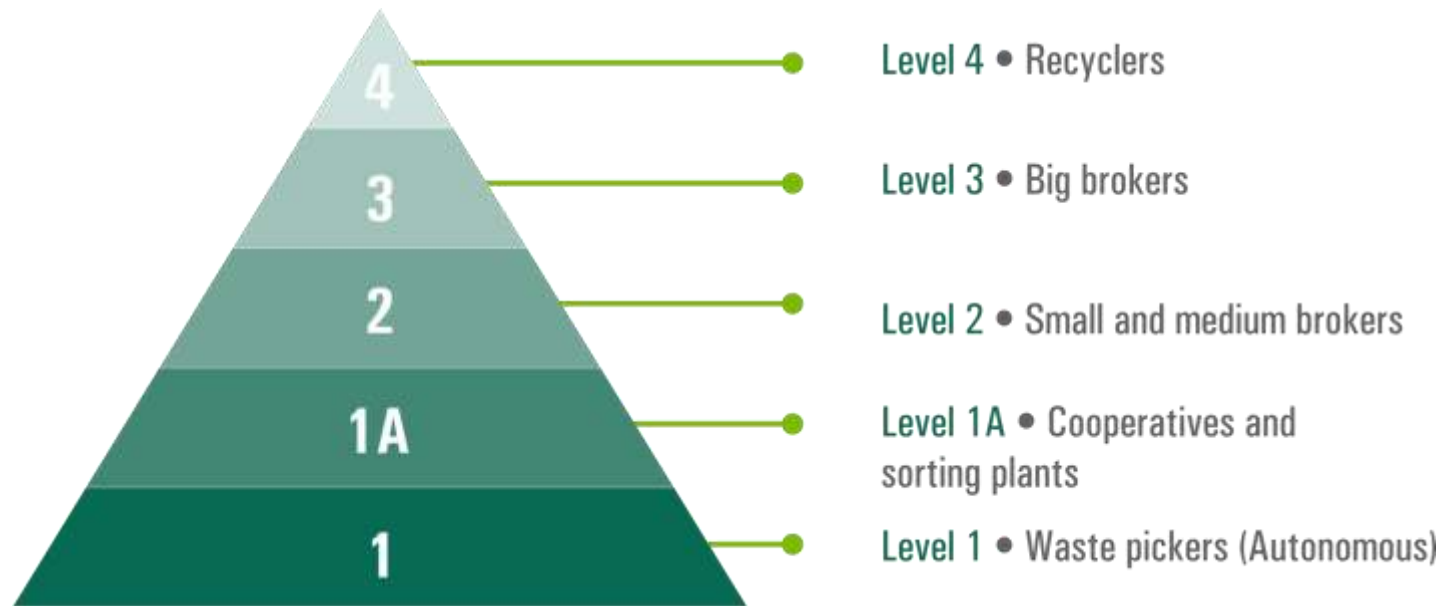
- Around 800,000 waste pickers in Brazil
- Around 1,000 cooperatives/associations registered
- More than 80,000 waste pickers in cooperatives/associations

PEV'S – DROP OF SITES

SELECTIVE COLLECTION

- Door-to-door
- Voluntary
- Cooperatives of street waste collectors (waste pickers)
- Street waste pickers – individually
- Brokers

MARKET RECYCLABLES



DOOR TO DOOR



Selective collection door-to-door in Brazil is usually held by municipalities and / or waste picker cooperatives.

VOLUNTARY

Voluntary drop-off sites are complementary to municipal selective collection programs



WASTE COLLECTORS



Brazil has around 800,000 waste pickers – 10% working in cooperatives.

CHANGING LIVES!

Cooperatives, moving to better conditions



LABOR INTENSIVE!!

Coops



COOPS

What do they need?

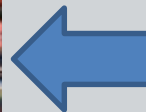


- Social welfare work
- Place to work
- Equipments
- Capacity building - technical support, management, marketing
- Financial support



COOPS

Capacity Building



COOPS

Capacity Building



COOPS

Capacity Building



COOPS

What do they need?

Average incomes for waste pickers (monthly)

= around US\$ 200 to US\$ 400 (average)

Jobs created

= more than 800,000 all over the country

Maximum incomes for a waste picker

= from US\$ 1,000 to US\$ 1,500 monthly

To create a cooperative

= from US\$ 30,000 to US\$ 100,000

EXAMPLES OF EFFICIENCY

SELECTIVE COLLECTION WITH/WITHOUT WASTE PICKERS



Municipality	Selective Collection <u>without</u> Waste Pickers	Selective Collection <u>with</u> Waste Pickers
Itaúna	140 ton/month	208 ton/month
Natal	42 ton/month	298 ton/month

- The refuse of the selective collection in Itaúna City was reduced from 70% to 30% in the first month of hiring waste pickers.

Municipality	Amount of Material	Cost - Entity
Belo Horizonte	871 ton/month	195 US\$/ton - Company
Londrina	1,000 ton/month	35 US\$/ton - Cooperative

RIO+20

Rio + 20 - Brazilian Model is recognized by UNEP as a reference for developing countries



MAIN CHALLENGES

- Insufficient Technical background - Municipalities and Waste Pickers
- Low level of environmental education
- Political discontinuousness – Government and other partners
- Developing recycling market & business
- Financial support for municipalities and cooperatives (better now!)

PUBLIC AUTHORITIES

What changes with the law Public Authorities

BEFORE

- No prioritization of urban waste
- Existence of garbage dumps in most municipal districts
- No utilization of organic waste
- Selective collection expensive and inefficient

AFTER

- Municipal districts will prepare plans and set targets with participation of waste pickers cooperatives
- Garbage dumps must be eradicated within 4 years
- Local governments start composting
- Cost control and measurement of service quality are mandatory

WASTE COLLECTORS

What changes with the law Waste Pickers

BEFORE

- Exploitation by brokers and health risks
- Informality
- Problems with quality and quantity of materials
- Lack of qualification and market vision

AFTER

- Reduced risks and increased income for waste pickers through cooperatives
- Cooperatives contracted by municipal districts for collection and recycling
- Increase in quantity and quality of material recycled
- Workers trained and qualified to expand production

COMPANIES

What changes with the law Companies

BEFORE

- No national law to guide company investments
- Lack of financial incentives
- Low post-consumption return of electrical/electronic products
- Economic wastage through lack of recycling

AFTER

- Legal framework will orientate business actions
- New financial instruments to drive recycling
- More recycling of post-consumption of products
- Recycling will boost some businesses and generate new ones, impacting income generation

PUBLIC CONSUMERS

What changes with the law Waste Collectors

BEFORE

- No-sorting of recyclable waste in homes
- Lack of information
- Deficient municipal collection services
- Few demands on authorities

AFTER

- Consumer will sort waste more effectively at home
- Educational campaigns to mobilize public
- Improved selective collection will result in more waste collected
- Exercise of citizens' rights to pressure local governments

GLOBAL COMMITMENT

United for a global commitment for recycling!



www.garsd.org



GARSD

GLOBAL ALLIANCE FOR RECYCLING
AND SUSTAINABLE DEVELOPMENT



BE WITH US

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