

**2022**

**RECICLEIROS  
SOCIO-  
ENVIRONMENTAL  
IMPACT  
REPORT**



**recicleiros**  
somos pelo todo

MARIA DE NAZARETH ALVES - COOP MEMBER AT RECICLA GARÇA.



LUÍS FERNANDO ALVES - COOP MEMBER AT RECICLA GARÇA.

## Welcome to the world of the Recicleiros!

For the first time, we are publishing a social and environmental impact report, which will from now on be annual.

In this first issue, since it is the edition that will pioneer this journey, we are bringing a panoramic view of a broader time-period, besides the achievements of last year. We want to demonstrate, in a nutshell, where we came from. Like this, readers will better understand where we are and, ultimately, what we are doing and where we are heading to.

We have highlighted our main challenges, achievements, and learnt lessons, which has brought us so far, as well as our own future plans to promote the sustainable and inclusive circular economy.

We are a civil society organization (CSO), focusing on sustainable future. We position ourselves as a laboratory for innovation and creation of replicable socio-environmental technologies. Through recycling, we create social capital and we work on the development of public policies, community engagement, socio-professional development of waste workers, and market articulation. We invite you to step into our world, learn about our numbers and join us to build a fairer, more balanced and sustainable world.

Enjoy the reading!



**OUR CONSOLIDATED IMPACT**


 <p><b>951 K</b> people who have benefited from selective waste collection at the door of their homes</p>	 <p><b>2.8 K</b> tons of waste recycled in 2022</p>	<p><b>12</b> Recyclable Material Sorting Center (UPMRs) in operation and <b>3</b> being implemented</p>	 <p><b>12</b> established coops and in full activity</p>	 <p><b>3</b> coops in qualification process</p>	 <p><b>237</b> cities participated in the 2022 qualifiers</p>	 <p><b>3</b> new cities chosen to receive the 'Recicleiros Cidades' Program</p>	 <p><b>213</b> waste workers included in the project</p>	 <p><b>500</b> hours of training for waste workers and cooperative leaders</p>	<p><b>6.3 K</b> TONS RECYCLED IN THE 'RECICLEIROS CIDADES' PROGRAM</p>
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FOTO: RECICLEIROS' TEAM AND COOP MEMBERS FROM RECICLA GARÇA.

## DIMENSIONS OF THE IMPACT

What we are looking at and what type of results **we are pursuing in the quest of ensuring our positive impact** on environment and society.



### ENVIRONMENTAL

*Reduce the impact degree (that is caused on the environment due to waste generation) as a result of actions implemented by Instituto Recicleiros.*

*Mitigate the environmental impact of waste generation through initiatives implemented by Instituto Recicleiros.*



### SOCIAL

*Increase economic safety, planning capabilities and positive future perspectives for themselves and for the waste **workers'** families who participate in the 'Recicleiros Cidades' Program.*

*Improved quality of life and sanitary conditions of cities as a result of waste management strengthening in the territories.*



### POLITICAL

*Strengthening public policies, which encourage sustainable and inclusive waste management, as well as creating inspirational and replicable models.*

*Improving technical and administrative skills of Brazilian cities and sustainability of the territories.*



### CULTURAL

*Progress in constructing the perception of community and environmental responsibility, thus resulting in the development of a socio-environmental culture within the Brazilian population.*



#### MISSION OF THE RECICLEIROS

Instituto Recicleiros is an organization dedicated to mitigate waste impacts on the environment, as well as social development. Through recycling, environmental education and development of public policies, focused on sustainability. We create opportunities so the interests of citizens, the business sector and the public sector can create virtuous opportunities to raise awareness among the population, offer social mobility conditions for the most vulnerable part of the society and provide reintegration of waste into production chains, avoiding that more waste hits the environment.

## AGENDA 2030

### RECICLEIROS COMMITMENTS

When we talk about socio-environmental activities, about sustainable processes, connections, shared management, public policies and life-transformation, we are talking about effective actions that are committed to building a more sustainable planet. By following this path, Instituto Recicleiros finds inspiration in the 2030 Agenda guidelines, within the 17 propositions and 169 goals of the Sustainable Development Goals (SDGs), proposed at the United Nations General Assembly in 2015.

Over the next few years, these commitments will be expanded, monitored and measured – prioritizing the most relevant to the Mission and the Purposes of revolutionizing waste management in Brazil, and that are proposed by the Recicleiros.

**The Recicleiros' work-action is directly related to the guidelines of the following Sustainable Development Goals:**



**1**  
**No poverty:**  
*end poverty in all its forms, in all places.*



**8**  
**Decent work and economic growth:**  
*promote sustained, inclusive economic growth, full and productive employment, and decent work for all.*



**9**  
**Industry, innovation and infrastructure:**  
*build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.*



**10**  
**Reduced inequalities:**  
*reducing inequalities within and between countries.*



**11**  
**Sustainable cities and communities:**  
*make cities and human settlements inclusive, safe, resilient and sustainable.*



**12**  
**Responsible consumption and production:**  
*ensure production and consumption standards are sustainable.*



**13**  
**Climate action:**  
*Taking urgent action to fight climate change and its impacts.*



**17**  
**Partnerships for the goals:**  
*strengthen means of implementation and revitalize global partnership for sustainable development.*



**ERICH BURGER NETTO**

INSTITUTIONAL DIRECTOR

"We have ahead of us a huge 'valley' (gap) that separates us from where we are to where we should be - as a society. Our role is to create solutions that connect these two extremes, and create a flow of services and environmental solutions that can offer the society a new way of dealing with impacts, which we created, throughout the evolution of our species.

The vision of the Recicleiros is of an innovation lab, whose mission is to test the new, underline possibilities and share solutions. The organization's function is achieved just as we can be the driving force for a new social and environmental perspective regarding waste management, enabling other initiatives to replicate and innovate based on models developed by us. Then indeed we will have met our goal."



**RAFAEL HENRIQUE SIQUEIRA RODRIGUES**

DIRECTOR OF OPERATIONS

"There goes almost two decades of hard work pursuing a mission: to make waste management a powerful tool for environmental preservation and, at the same time, create dignified work and income for people who only need one thing to no longer be in economic and social vulnerability condition: an opportunity.

To this end, over the last few years, we have structured and operationalized public selective waste collection systems in close partnership with waste workers' coops, converging obligations of municipalities and of the business sector to create, organize and disseminate the necessary knowledge so inclusive recycling be a choice made, not only out of social responsibility, but because it is the best and most efficient solution for the country."



**ANA LUISA BEALL**

DIRECTOR OF COMPLIANCE AND GOVERNANCE

"To work for an initiative dedicated to fight poverty and to promote social mobility, via a project that aims to create work and generate income for people in situations of social vulnerability, is a journey that warms the heart and inspires the soul.

By constructing the Instituto Recicleiros, we are building bridges for a brighter future; where environmental concerns are interlaced with social well-being; and where every citizen, regardless of the circumstances, will have the chance to participate in building a fairer and more sustainable society. We are committed to continuing our search for innovative and inspiring solutions, always driven by the conviction that change is possible when we work together for a cleaner and more inclusive world."

## WE ARE MANY

**And we are together, but not always side by side.**

We are hybrid by nature; we are spread out. We are people collaborating from different cities in Brazil. We were, until this closing, 73 recyclers who permanently work in the Institute's projects, who have chosen to dedicate every day our time to the purpose of the organization.

## BUT WE ARE MORE

We are the ones who passed through here. Those who have just arrived. We are those who will come and the ideas. We are diverse, we are different, we are the same. We are the convergence of what exists in people and among them with the purpose.

**We are the every day experiment.** The result of trying, just like everyone tries, but like no one has ever tried. We are committed to learning and sharing.

## WE ARE FOR THE WHOLE



**TOGETHER FOR A BETTER WORLD**



THE STRENGTH AND DIVERSITY OF RECICLEIROS

73

COLLABORATORS

53

NEW COLLABORATORS IN 2022

54,9% WOMEN 45,1% MEN

Age Range

28%

UP TO 30 YEARS OLD

63%

30 TO 50 YEARS OLD

9%

+ 50 YEARS OLD

WE VALUE DIVERSITY, EQUITY, AND INCLUSION. IN THE CONTEXT OF THESE THREE PILLARS, OUR TEAM GREW 32.8% IN 2022, OVER 2021.



"Providing services to the Instituto Recicleiros, after 15 years working with Public Law, meant to me a dream come true: to work in favor of efficient and effective public policies. The third sector, committed to its statutory objectives, brings this benefit: the necessary speed to change lives on their end and professional dreams in support activities."

BRUNO SEGANTINI – LEGAL COORDINATOR



"Working at the Instituto Recicleiros represents to me an opportunity to positively transform the environment and people's lives. It means providing a new possibility for a better future for all through access to quality training and information. It means making sure that people, far or close to me, feel powerful, recognized and full of possibilities to make their best choices. It means turning waste into a resource, anonymity into protagonism, lack of self-esteem into dignity. It means turning bad habits into good habits for life."

DAIANA FERREIRA DE LIMA – ANALYST OF GOVERNANCE AND COMPLIANCE

## PROGRAMS AND ACHIEVEMENTS

The Instituto Recicleiros carried out several activities and projects during the year. All of them are focused on improving capability and performance of the 'Recicleiros Cidades' Program - a key operation model regarding the country's recycling expansion and creating job opportunities, generating income and social mobility for people in vulnerable situations. The main objective is to create knowledge and develop best practices for economic and operational viability and increase competitiveness of waste workers' coops throughout Brazil.



THE KEY PROJECTS FOR THE BASE FOUNDATION OF THIS JOURNEY ARE:





## RECICLEIROS CIDADES

The 'Recicleiros Cidades' Program is a solution geared towards the implementation of municipal selective waste collection and recycling systems, which operates in partnership with cities from all over Brazil.

The Program is based on the systemic view of solid waste management; on the rational equation of variables that have environmental, social, cultural, economic, operational, technological and public health character; on the shared responsibility of products' life cycle; on the respect for local and regional diversity; and, especially, on the articulation of technical & financial cooperation between the different stakeholders. It is based on the acknowledgment of recyclable materials as an economic asset, which has social value, and that generates work and income as well as being a citizenship promoter.

It offers to municipal public managers the technical support to develop selective waste collection as being a public policy, making it a sustainable element of the public urban cleaning system. In addition, it implements in the city, the 'Academia Recicleiros do Catador' (Recicleiros' Academy for Waste Workers), a social enterprise focused on the recycling of post-consumer solid waste and the incubation of waste workers during the period of operational and management capability development and strengthening.

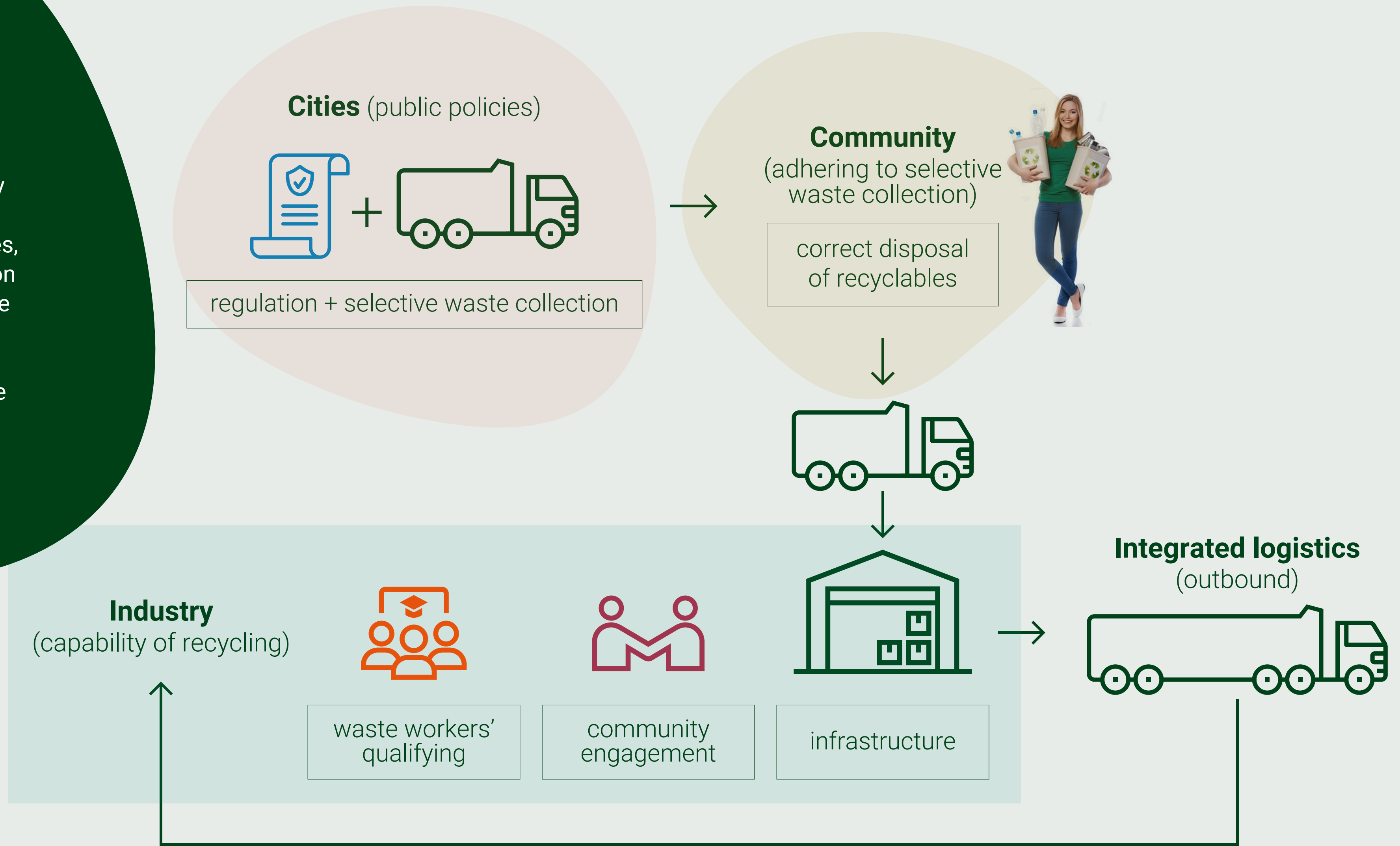
It is through the "Academia Recicleiros do Catador" (Recicleiros' Academy for Waste Workers) that Instituto Recicleiros develops operational, management, autonomy, independence and competitiveness capabilities so coops from all over Brazil can play a decisive role in increasing recycling rates in the country.


**While all this is happening, the Recicleiros develops educational and communication actions with citizens, for engagement and awakening of community and citizen responsibility.**

Finally, we connect the production of these sorting units directly with recyclers, in order to ensure better profitability and security for long-term contracts. In this integration framework, the Recicleiros consolidates, in Brazilian cities, an inspiring and successful socio-environmental technology.

'RECICLEIROS CIDADES' - SYSTEMIC SOLUTION





The proposed systemic solution model considers the full exercise of Shared Responsibility (provided by law) with an arrangement where the municipal services, the population's participation and the capability to recycle are added to the work of the coops in a synergistic and convergent way for the viability of the model.



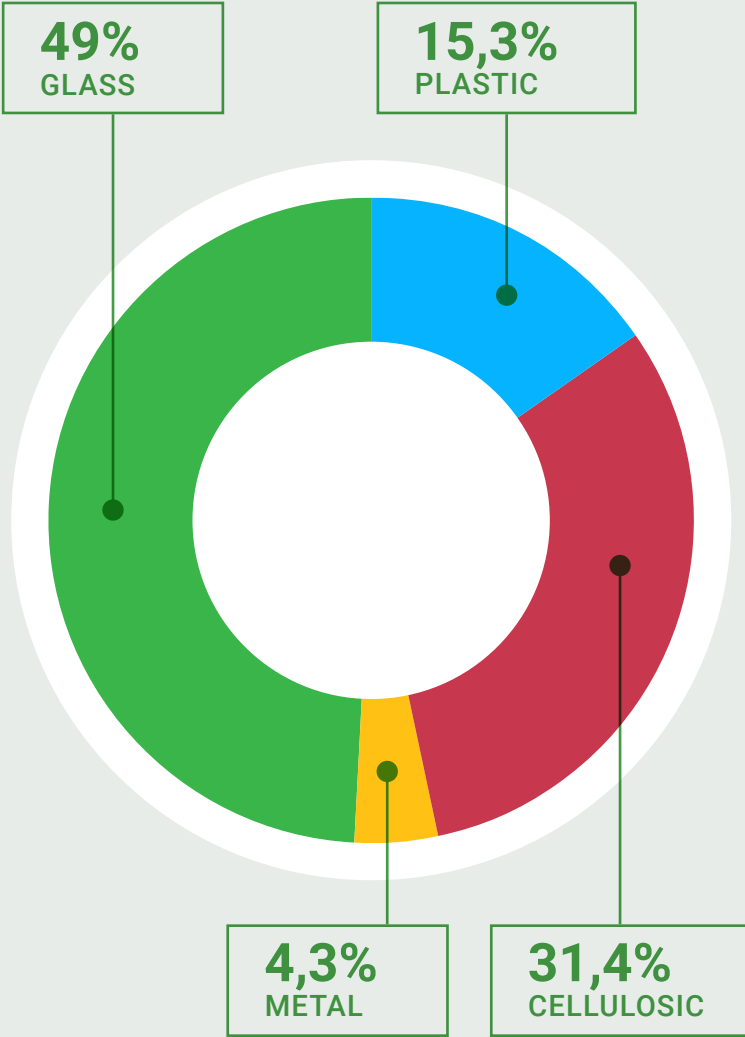


# NUMBERS OF THE 'RECICLEIROS CIDADES' PROGRAM BY MUNICIPALITY

### Cooperative of Waste Workers Jericoacoara

 Region: <b>Northeast</b>	 State: <b>Ceará</b>
 Population: <b>3.000 (2022)</b>	 Started: <b>2016</b>

**252 TONS** of materials sent to recycling in 2022

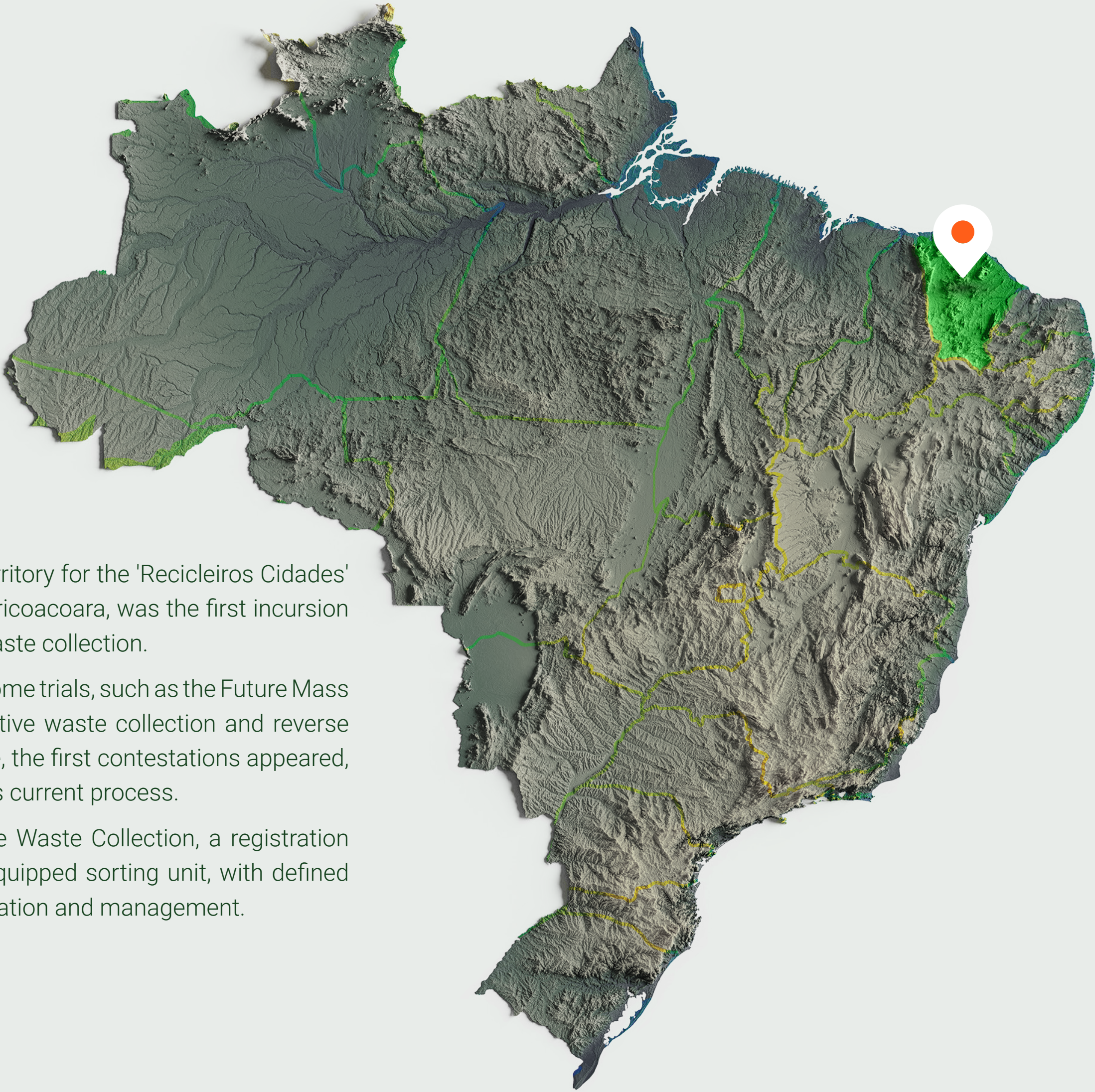


#### VILA DE JERICOACOARA – OUR PILOT PROJECT

Jijoca de Jericoacoara, in the state of Ceará, was the pilot territory for the 'Recicleiros Cidades' Program. The Village of Jericoacoara, district of Jijoca de Jericoacoara, was the first incursion into the model of structuring municipal/territorial selective waste collection.

In this project, we applied concepts that were being tested in some trials, such as the Future Mass Structuring investments, the interrelation of municipal selective waste collection and reverse logistics for packaging, among other experiences. From there, the first contestations appeared, which shaped solutions of the 'Recicleiros Cidades' Program's current process.

Currently, the municipality has a Municipal Law on Selective Waste Collection, a registration and inspection system for large waste generators and an equipped sorting unit, with defined production processes and trained waste workers for the operation and management.





# COOPERATIVA RECICLA CAÇADOR

Region: **South**

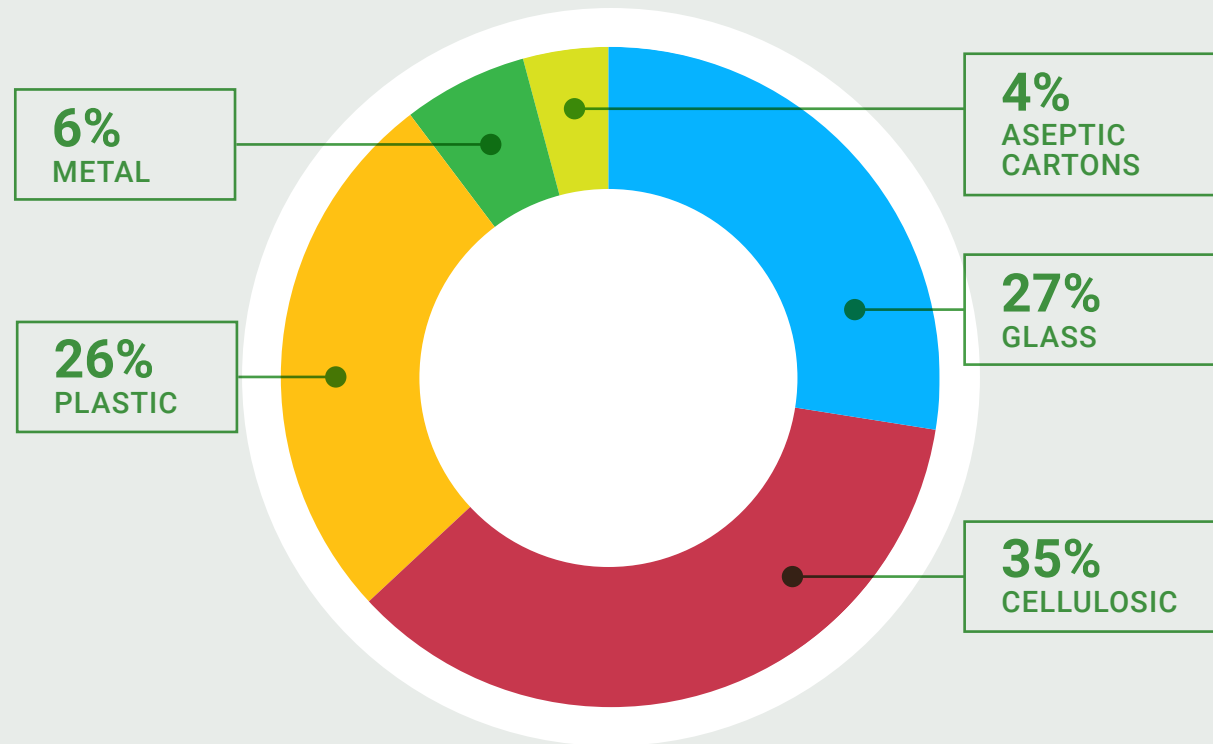
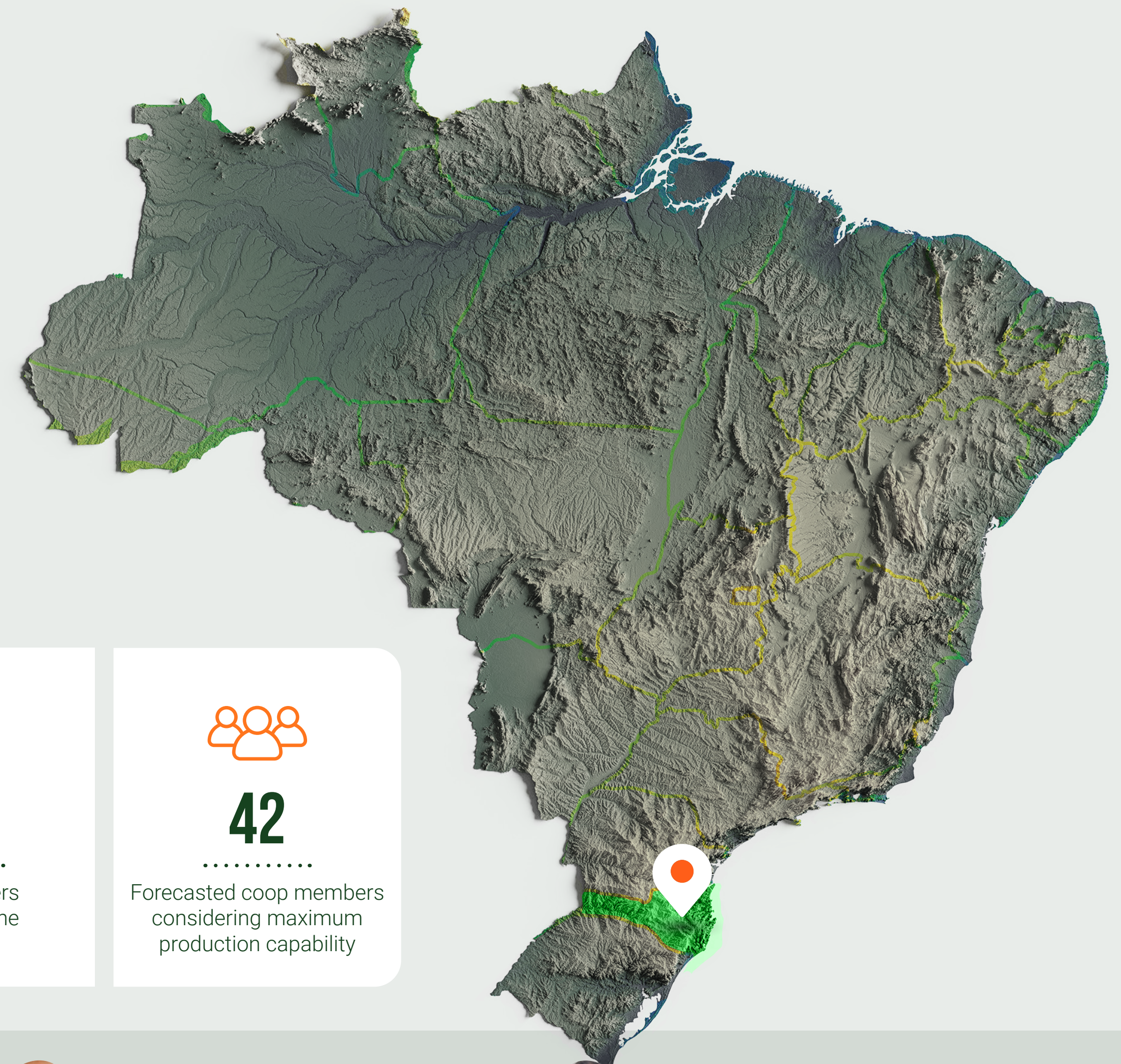
State: **Santa Catarina**

Population: **73.720 (IBGE/2022)**

Start of operation: **march 2022**

Production Capacity: **240 ton/month**

**239 TONS** of materials sent to recycling in 2022



**100%**  
of the population benefited from selective waste collection

**18**  
waste workers included in the project

**42**  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

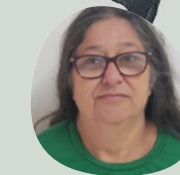
Applied the UPMR macro-space planning, using SLP (Systematic Layout Planning) methodology. Based on the results, a framework was built to elaborate the ideal layout, positively impacting sorting, intermediate and final stock, which ended up in a 38.8% reduction in cooperative members movement.

## TESTIMONIALS



"The Recicleiros project is innovative. I have a degree in Production Engineering and working here is an opportunity to develop several processes in my area. And most importantly, to work in a program that takes care of a city."

**PEDRO NOGUEIRA**  
PRODUCTION SUPERVISOR AT UPMR CAÇADOR



"Being a coop member at Recicla Caçador is a great pride for me. Today, I have a purpose in life and I'm happy about it. This coop changed my life and of all the cooperative members, because it generated jobs and dignity for us."

**MARILÉIA BORGES**  
COOP MEMBER AT RECICLA CAÇADOR





# COOPERATIVA RECICLA CAJAZEIRAS

Region: **Northeast**

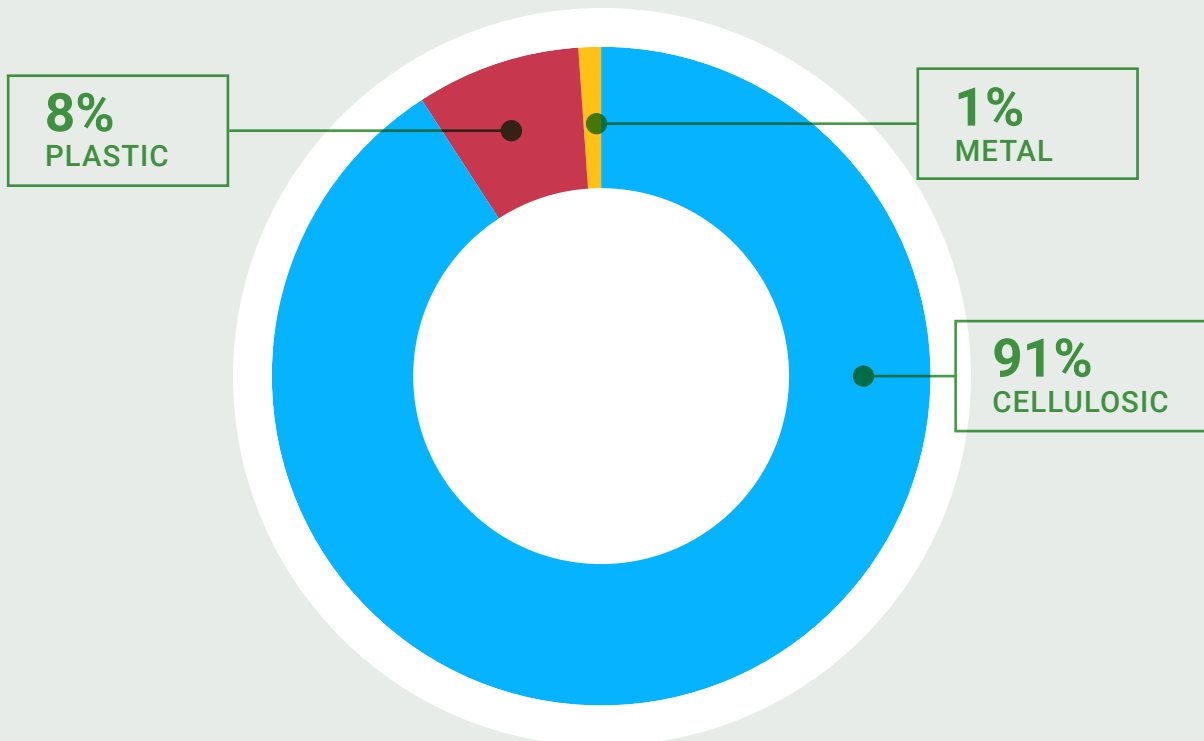
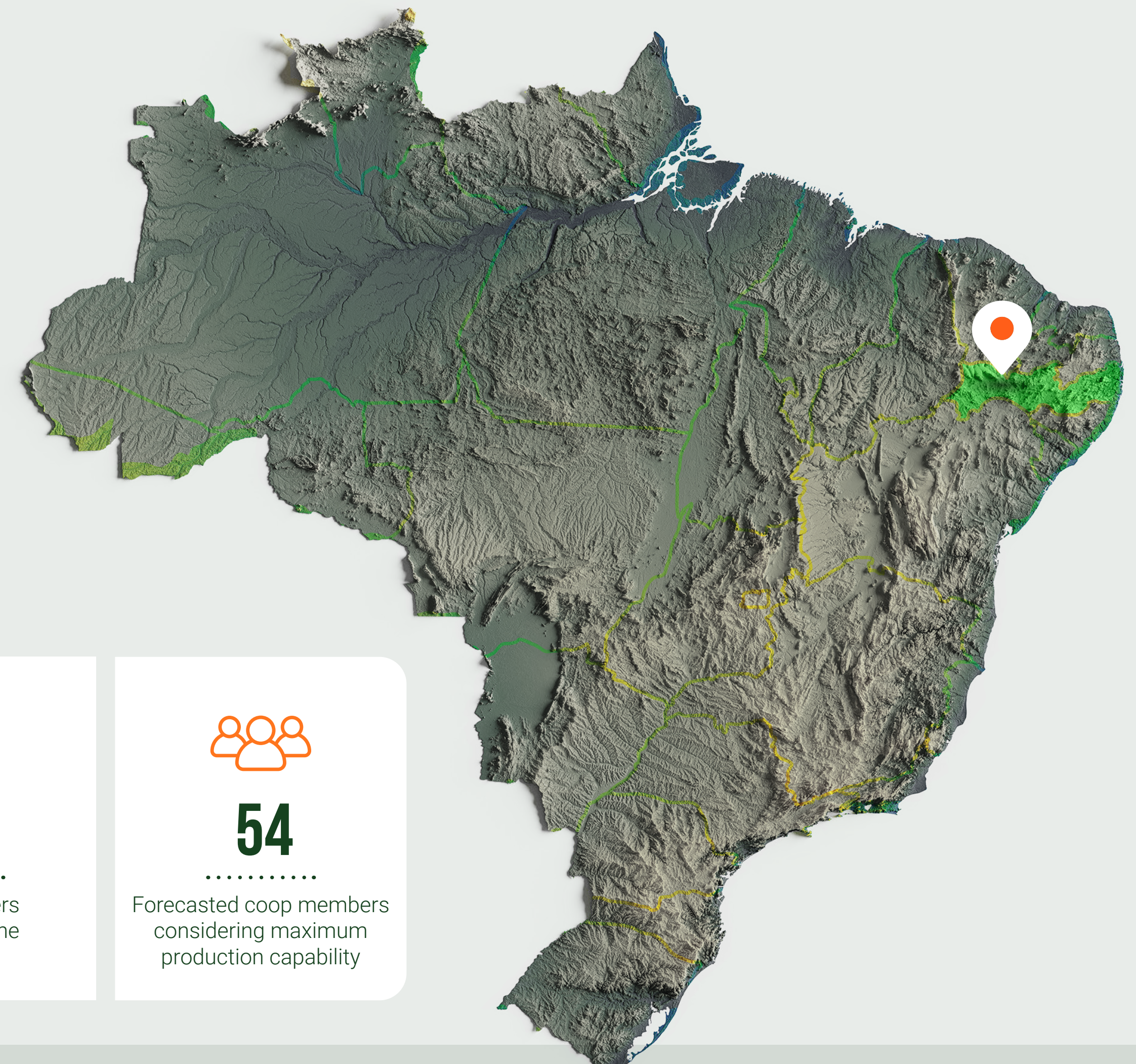
State: **Paraíba**

Population: **63.239 (IBGE/2022)**

Start of operation: **december 2021**

Production Capacity: **240 ton/month**

**91 TONS** of materials sent to recycling in 2022



**100%**  
.....  
of the population benefited from selective waste collection

**20**  
.....  
waste workers included in the project

**54**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

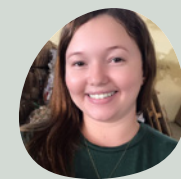
Improvements in the warehouse ventilation - air cooler installation.

Several courses were offered – highlighting the Family Financial Management course in partnership with Santa Maria University (UNISM).

Psychological Listening - coop members have access to psychological listening and thematic lectures.

In partnership with Faculdade Santa Maria, coop members have access to health consultations and treatments (dental, cardiological, physiotherapy, speech therapy, among others) at subsidized prices.

## TESTIMONIALS



"With Recicleiros we are trained and we have full operational, social and administrative assistance. Besides bringing opportunities to our city, Recicleiros brought knowledge to the City Hall. This program changed our lives."

**DEIZIDERIA SARAIVA DA SILVA**  
COOP MEMBER AT RECICLA CAJAZEIRAS



"Cajazeiras (PB) is awakening to the importance of recycling, thanks to this wonderful work of the Instituto Recicleiros. I am proud to be a 'Recicleira' (Recycler) in the sense of disposing correctly my waste."

**THUANE NASCIMENTO**  
RESIDENT OF CAJAZEIRAS



# COOPERATIVA RECICLA CALDAS NOVAS

Region: **Midwest**

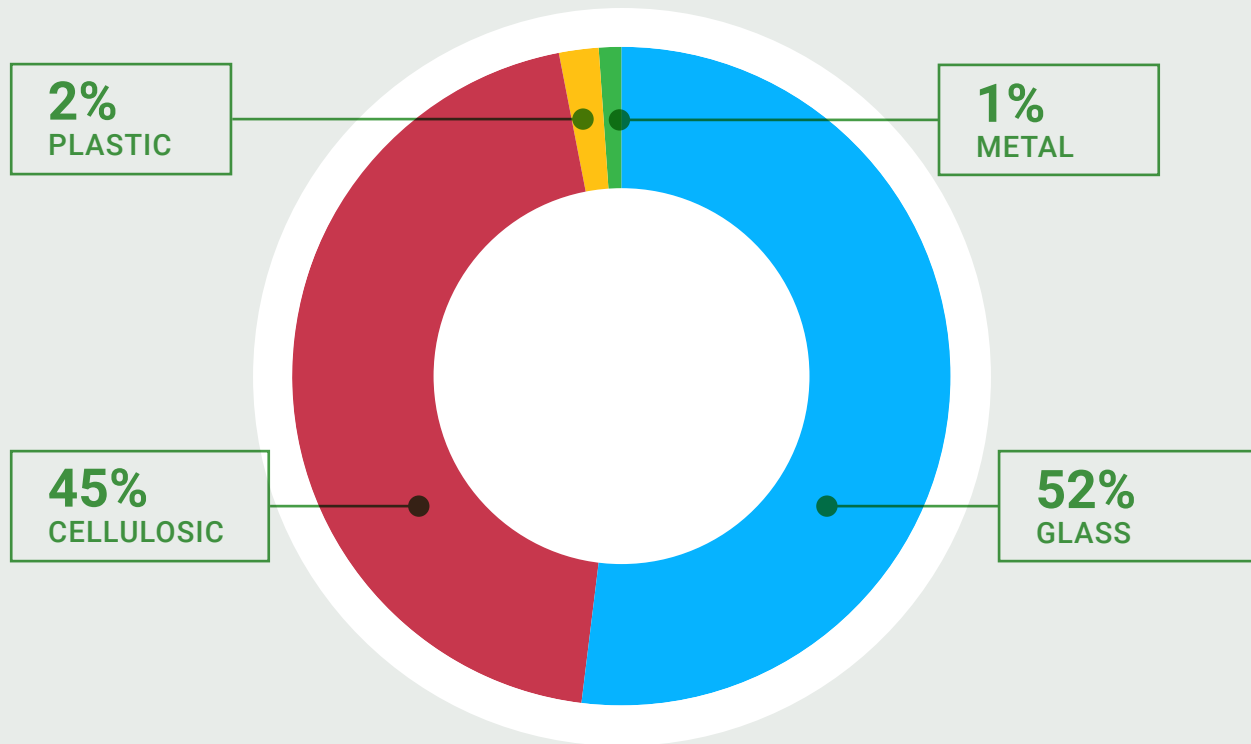
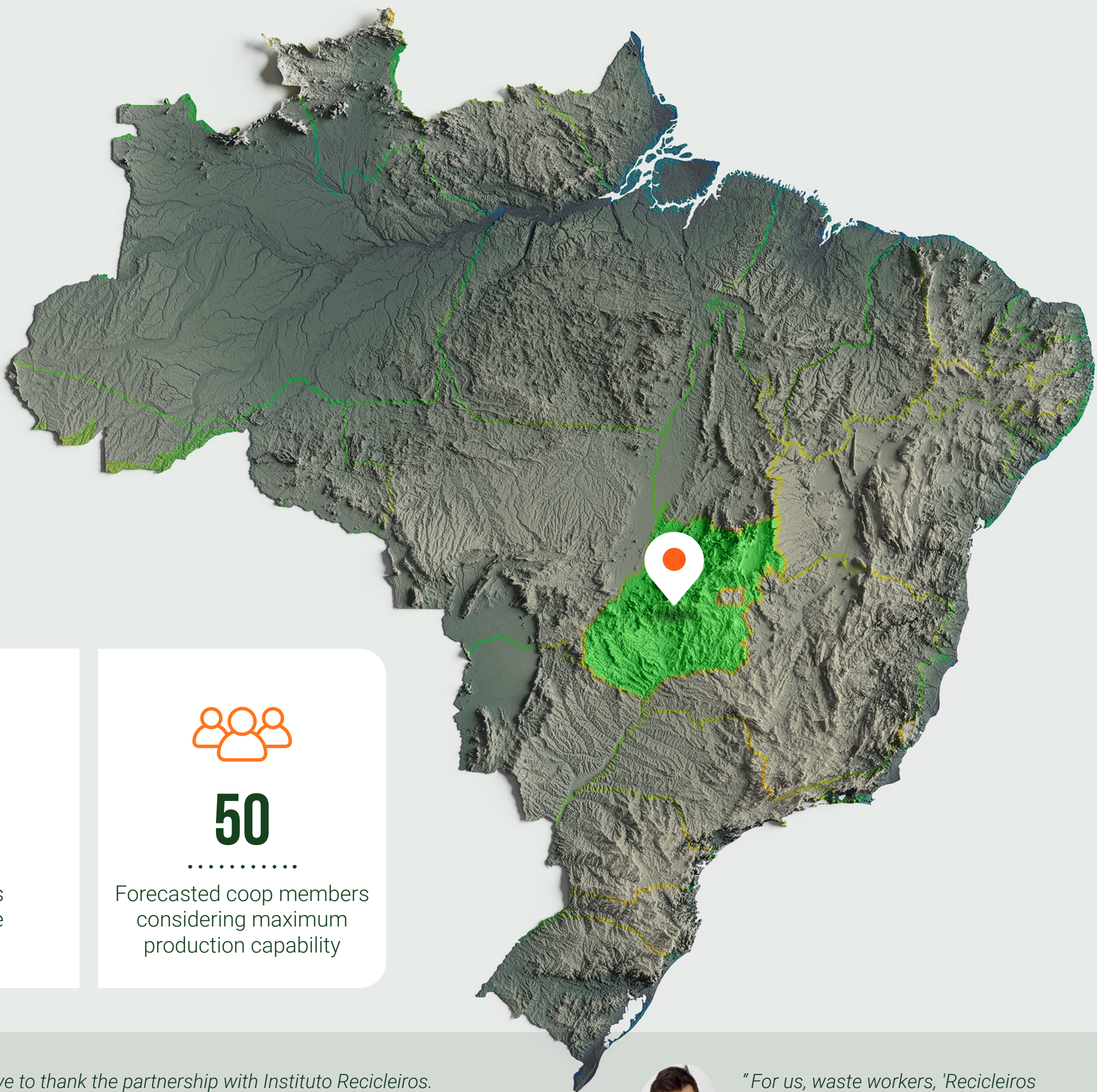
State: **Goiás**

Population: **98.622 (IBGE/2022)**

Start of operation: **july 2022**

Production Capacity: **240 ton/month**

There was no material marketed in 2022



**100%**  
of the population benefited from selective waste collection

**17**  
waste workers included in the project

**50**  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

Prepared waste workers for operation, management of the recycling business and governance capability of the cooperative.

## TESTIMONIALS



"We just have to thank the partnership with Instituto Recicleiros. Today, we have a structured selective waste collection system, which is of paramount importance for a tourist city. We have an established coop and that generates income as well as being a fully functioning sorting center. Soon, we will be a model in environmental management for Brazil."

SÉRGIO GUSTAVO SILVAM  
UNICIPAL SECRETARY OF ENVIRONMENT



"For us, waste workers, 'Recicleiros Cidades' represents the opportunity for dignified work. And through this Program, we are building a cleaner and more sustainable city."

MARCELO AFONSO ROCHA  
PRESIDENT OF RECICLA CALDAS NOVAS



COOPERATIVA  
**RECICLA  
CAMPO LARGO**

Region: **South**

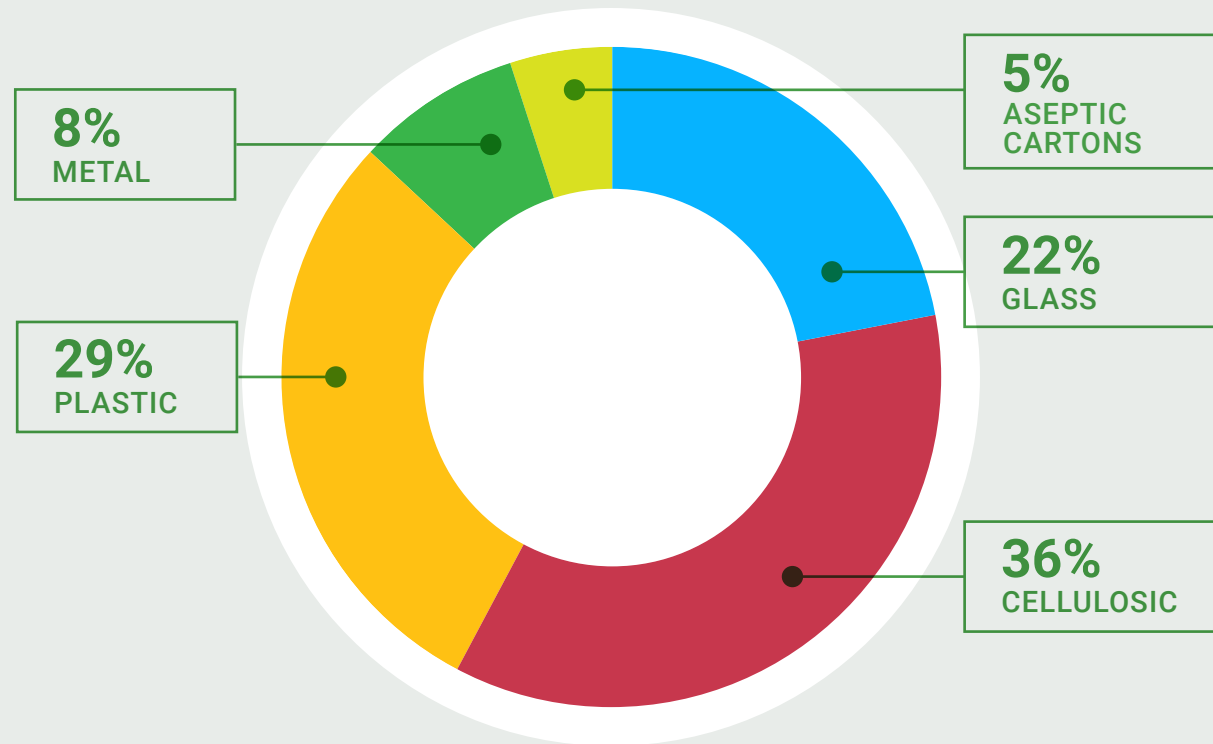
State: **Paraná**

Population: **136.327 (IBGE/2022)**

Start of operation: **august 2022**

Production Capacity: **240 ton/month**

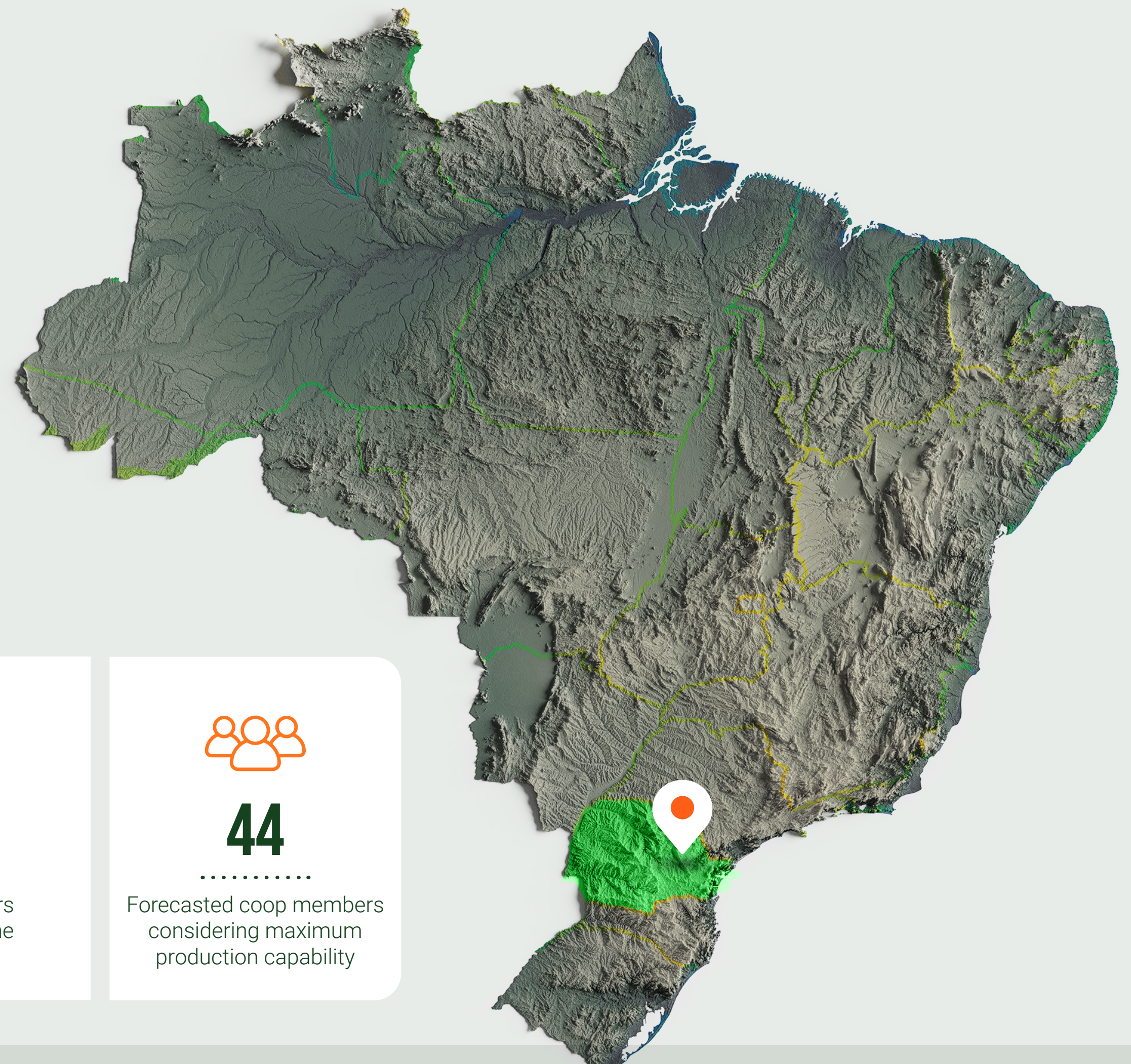
**36 TONS** of materials sent to recycling in 2022



**100%**  
of the population benefited from selective waste collection

**18**  
waste workers included in the project

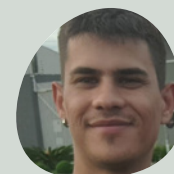
**44**  
Forecasted coop members considering maximum production capability



**2022 HIGHLIGHTS**

- Elaborated a new Ergonomic Report(partnership between Clinivida and SIG).
- Carried out quantitative assessments on dust, noise and lighting at the UPMR (partnership with Versus).
- Study of timing and movement on sorting line, in partnership with SIG.
- Started the SO+MA Environmental Education and Recicleiros project in four municipal schools to raise awareness about the importance of recycling.

**TESTIMONIALS**



"Recicleiros arrived in Campo Largo (PR) and brought to us, waste workers, a new outlook regarding our work. Before, we faced much prejudice. Today, people look at us differently, because we work in a clean and humanized environment. This changed our lives."

**ALLAN SANTINI**  
PRESIDENT OF RECICLA CAMPO LARGO



"Recicleiros brought a new model of recycling and reverse logistics to Campo Largo (PR). Much safer, more structured, and much more humane. In one year of work, I see a very big transformation in the perspective of inclusive recycling that fosters social mobility"

**ANA CLARA DIAS TELES**  
COMMUNITY ENGAGER IN CAMPO LARGO



# COOPERATIVA RECICLA GARÇA

Region: **Southeast**

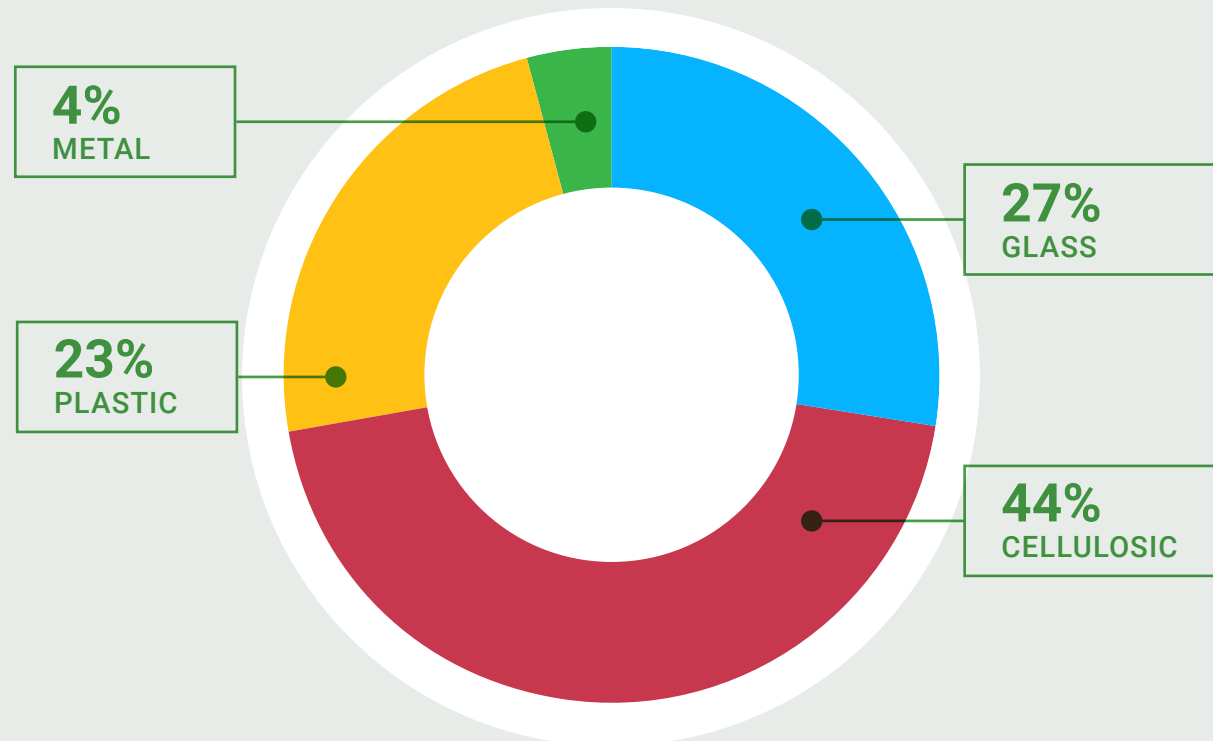
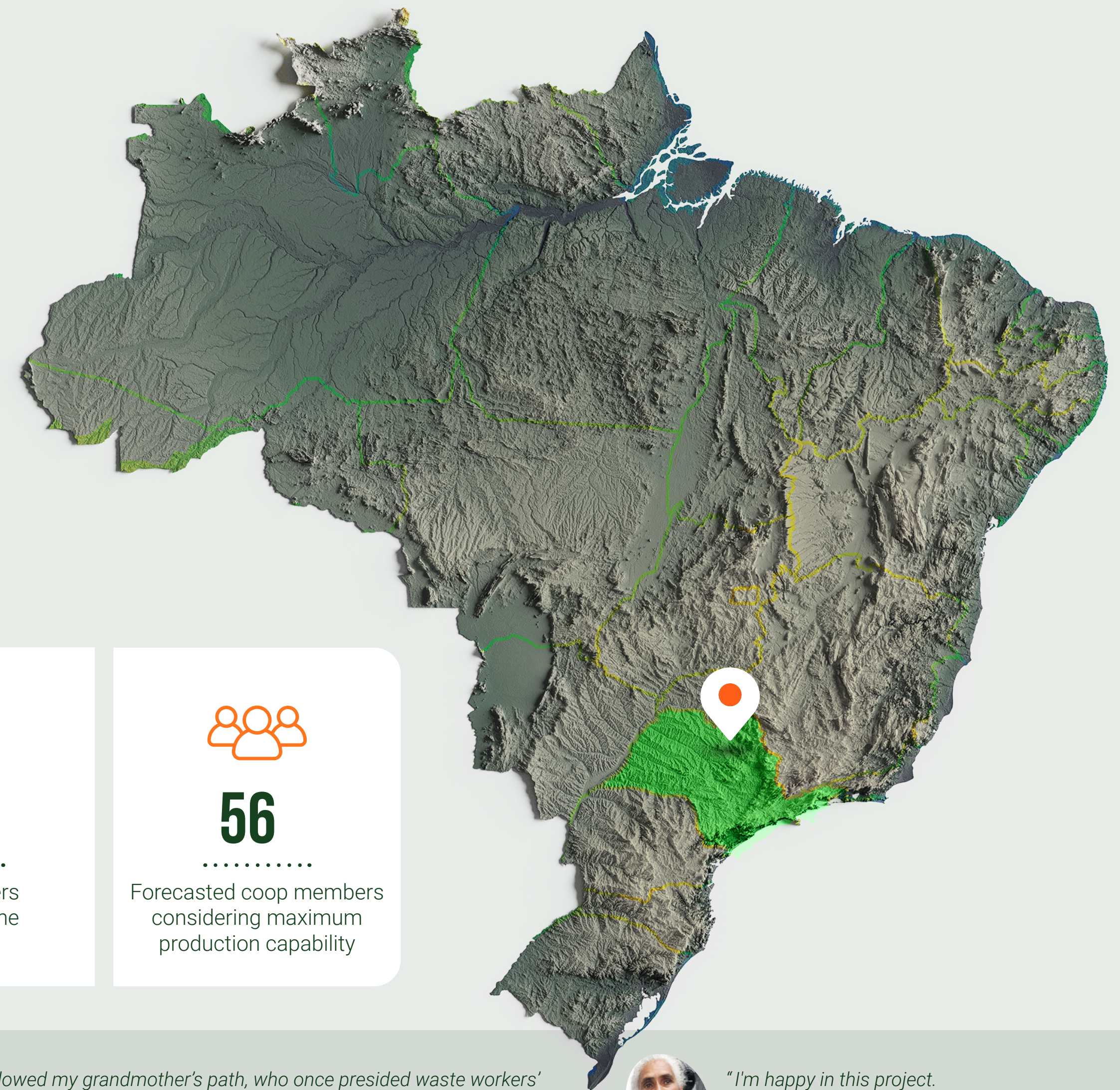
State: **São Paulo**

Population: **42.110 (IBGE/2022)**

Start of operation: **december 2021**

Production Capacity: **240 ton/month**

**37 TONS** of materials sent to recycling in 2022



**100%**  
.....  
of the population benefited from selective waste collection

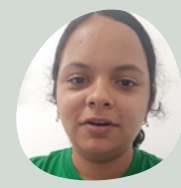
**17**  
.....  
waste workers included in the project

**56**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

Deepening the knowledge of the cooperative's machinery operation to ease and expedite the necessary repairs.

## TESTIMONIALS



"I followed my grandmother's path, who once presided waste workers' association. Recicleiros has been helping us build this dream. Our dream back then, which was to have a dignified warehouse to work in, now it is real. And we are not only talking about structure, but about the knowledge that Recicleiros brings."

**CARLA LUIZA ALVES CAVALCANTE**  
PRESIDENT OF RECICLA GARÇA



"I'm happy in this project. I'm 58 years old and when I got here, I started dreaming again. Here, I have a salary every month and that has changed my life."

**MARIA DE NAZARETH ALVES**  
COOP MEMBER AT RECICLA GARÇA



# COOPERATIVA RECICLA GUAXUPÉ



Region: **Southeast**



State: **Minas Gerais**



Population: **50.911 (IBGE/2022)**

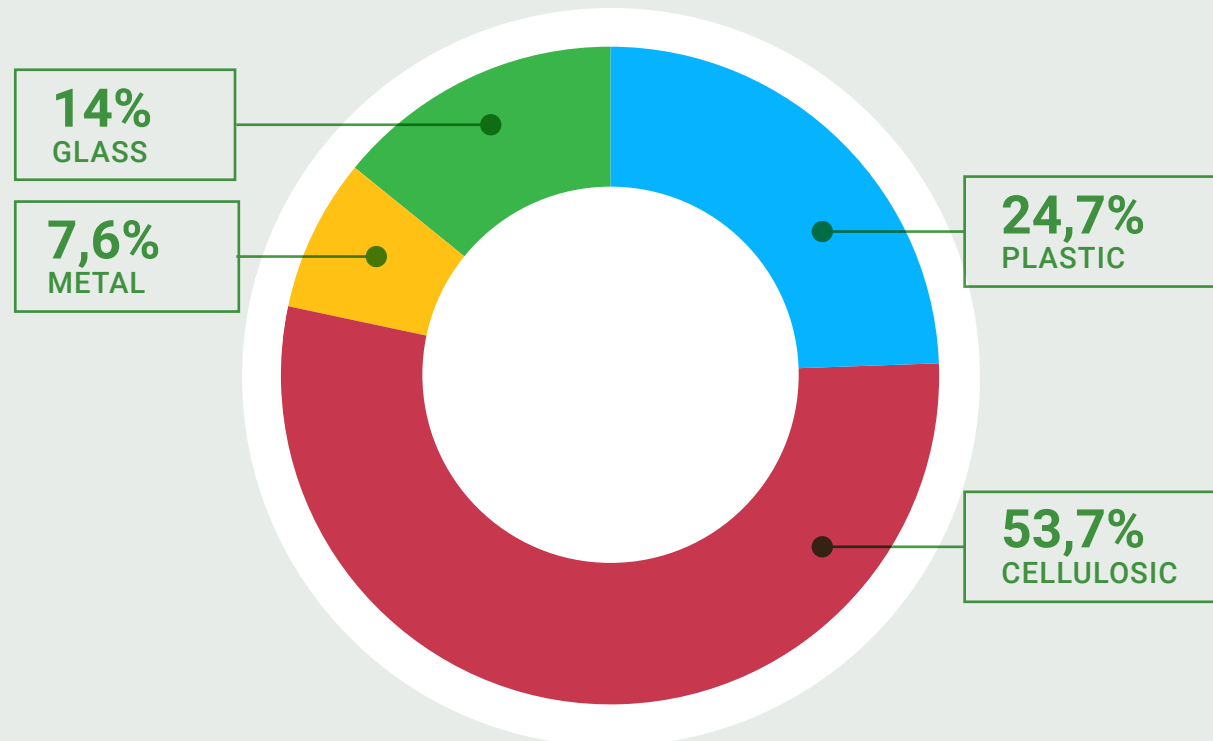


Start of operation: **december 2020**



Production Capacity: **240 ton/month**

**309 TONS** of materials sent to recycling in 2022



**100%**

of the population benefited from selective waste collection



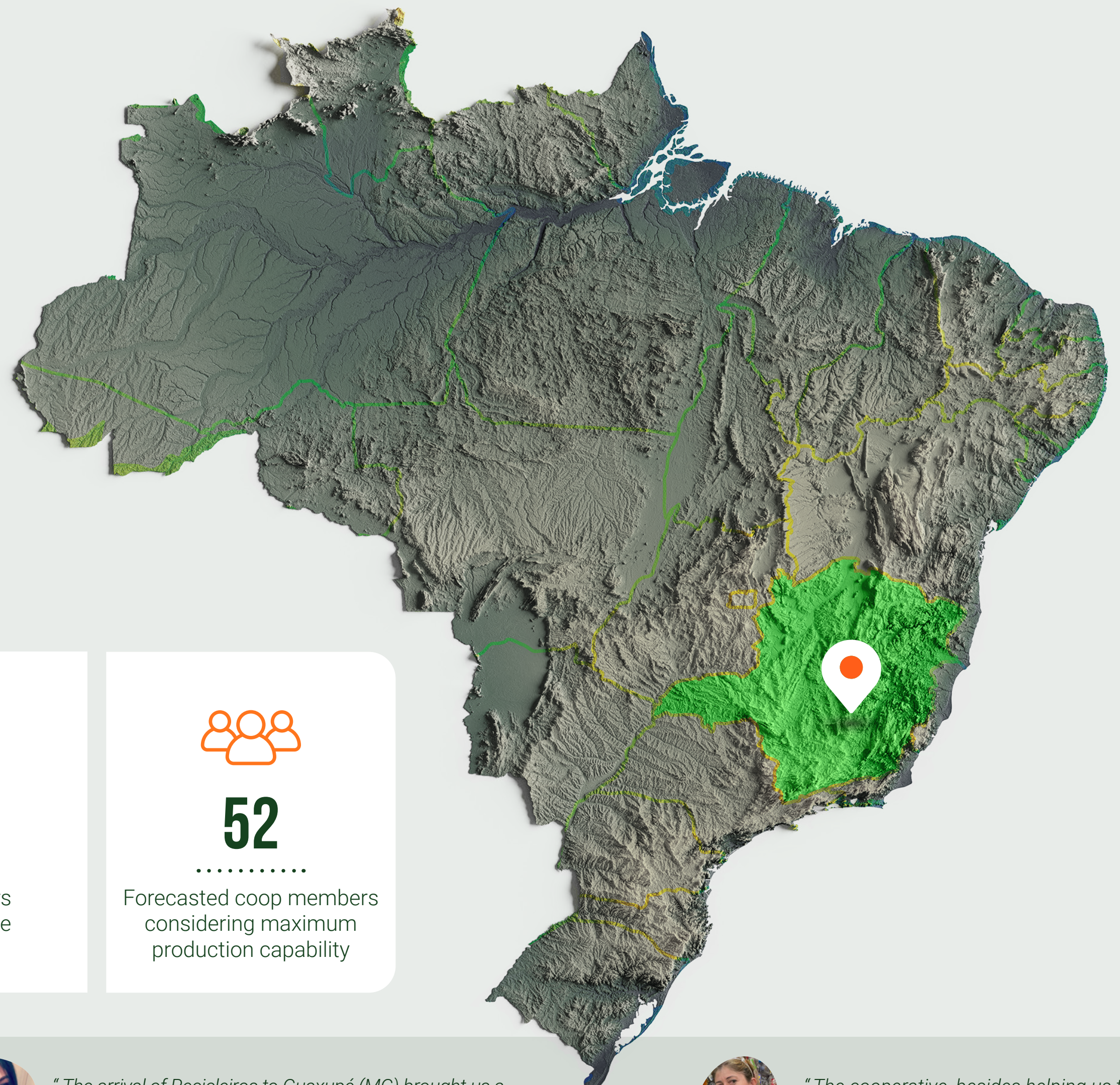
**20**

waste workers included in the project



**52**

Forecasted coop members considering maximum production capability



## 2022 HIGHLIGHTS

Partnership with the Municipal Department of Environment and Health to engage and install a recycling drop-off center (RDC) in all healthcare centers of the municipality.

Install hour-meter to monitor the sorting conveyor belt operation.

Partnership with the City Hall for selective waste collection of larger generators

## TESTIMONIALS



"The arrival of Recicleiros to Guaxupé (MG) brought us a know-how on how to structure and make a cooperative work. When they arrived here, they did all this work, qualifying and training our waste workers. All of this was extremely important for the success of the waste management we experience today in our city."

**RAFAELA SOARES**  
DIRECTOR OF ENVIRONMENT AT GUAXUPÉ CITY HALL



"The cooperative, besides helping us to take our livelihood, it is contributing to the environment. In fact, this project contributes to the welfare of all."

**LUCIMARA DONIZETE DE LIMA**  
COOP MEMBER AT RECICLA GUAXUPÉ



# COOPERATIVA RECICLA JI-PARANÁ



Region: **North**



State: **Rondônia**



Population: **124.333 (IBGE/2022)**

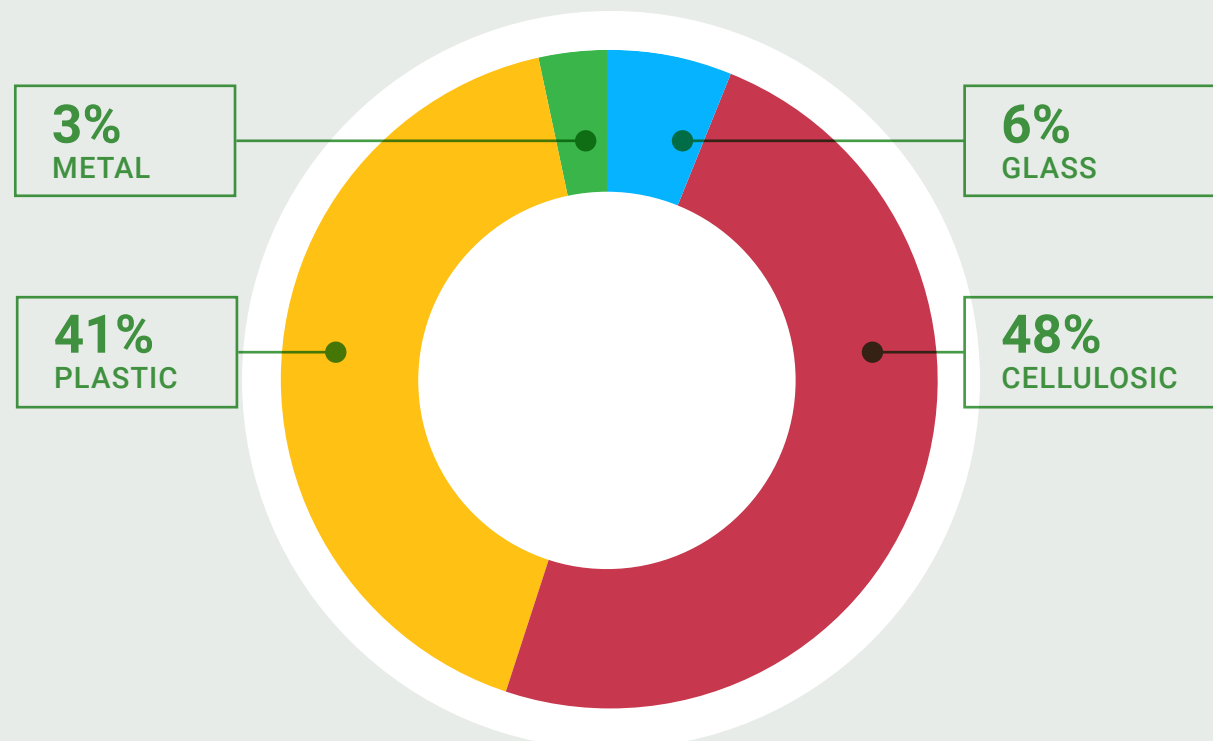
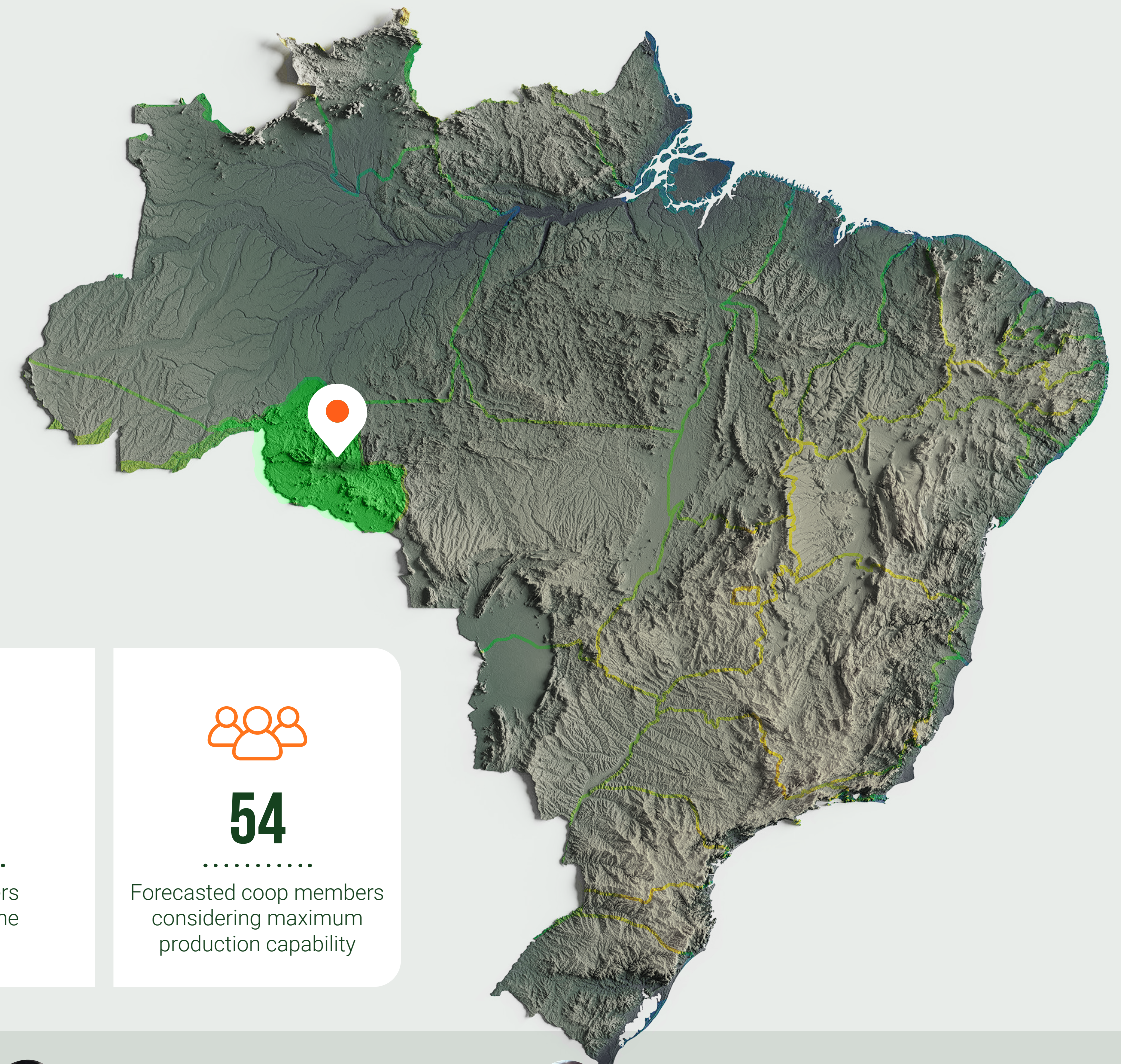


Start of operation: **may 2021**



Production Capacity: **240 ton/month**

**1,372 TONS** of materials sent to recycling in 2022



**100%**  
.....  
of the population benefited from selective waste collection

**32**  
.....  
waste workers included in the project

**54**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

Work in association with the municipality of Espigão D'Oeste (RO).  
Participated in the 9th Rondônia Rural International Show collecting recyclable materials.  
Started fragmentation work of HDPE (high density polyethylene), LDPE (low density polyethylene) and PP (polypropylene) polymers adding value to product's commercialization.

## TESTIMONIALS



"Minha profissão é catadora. Trabalho com isso. My profession is waste picking. I've been working with this since 2004. I'm proud of what I do. We are environmentalists, we take waste away from the planet and our work is very important and, it was valued with the arrival of Recicleiros."

**CLAUDINEIA PAES SOUZA**  
COOP MEMBER AT COOCAMARJI



"I participate and really value selective waste collection. Today, I have a new (different) awareness of recycling importance. And I also know the importance of recycling to generate income for families in our city. For me, selective waste collection is one of the greatest tools to help the environment."

**RENATA COSTA**  
RESIDENT OF JI-PARANÁ



# COOPERATIVA RECICLA NAVIRAI

Region: **Midwest**

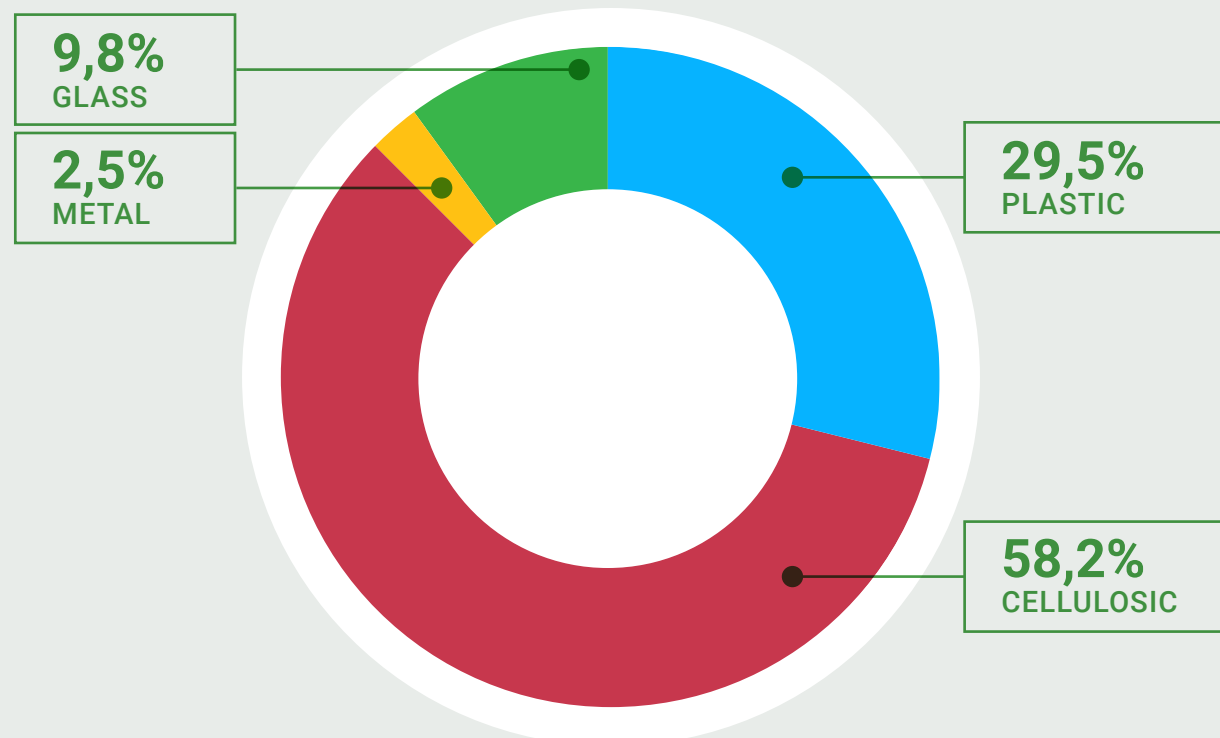
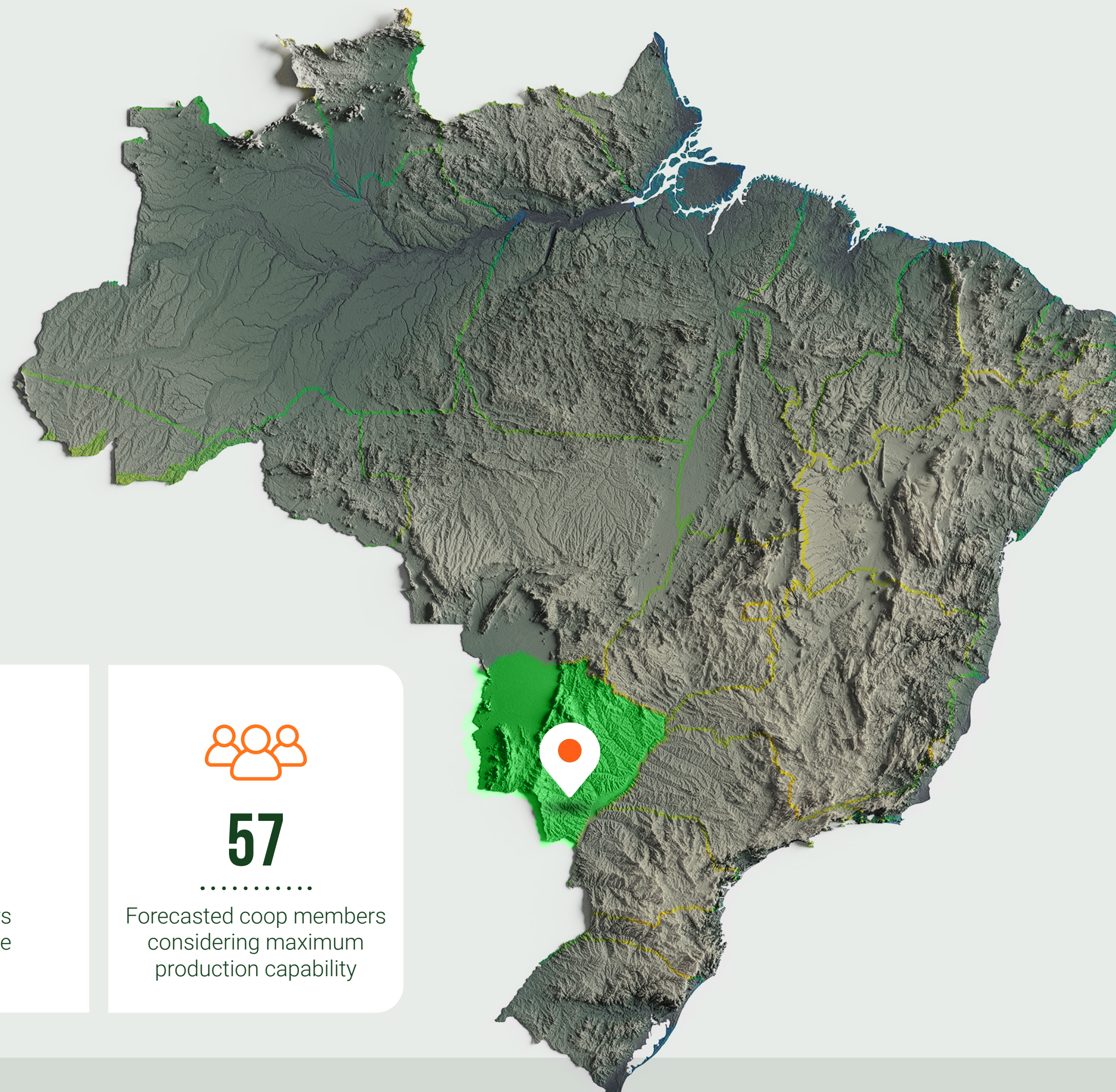
State: **Mato Grosso do Sul**

Population: **50.457 (IBGE/2022)**

Start of operation: **november 2019**

Production Capacity: **240 ton/month**

**274 TONS** of materials sent to recycling in 2022



**95%**  
.....  
of the population benefited from selective waste collection

**17**  
.....  
waste workers included in the project

**57**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

- UPMR's warehouse ventilation improvement.
- Optimized selective waste collection route to better serve the population.
- Remodeled and structured working safety processes.
- Partnership with the Organização das Cooperativas do Brasil (OCB) to qualify the cooperativism process for recycling.

## TESTIMONIALS



"We were one of the first coops of the 'Recicleiros Cidades' Program. We are growing and evolving more and more every day. Today, we take better care of our lives and of the environment."

**JAÍNE LOBO**  
PRESIDENT OF RECICLA NAVIRAI



"This program changes people's lives in a very good way. It triggers in us the possibility of dreaming. It is a program that truly transforms lives."

**VIVIANE SILVA CONCEIÇÃO**  
COOP MEMBER AT RECICLA NAVIRAI



# COOPERATIVA RECICLA PIRACAIA

Region: **Southeast**

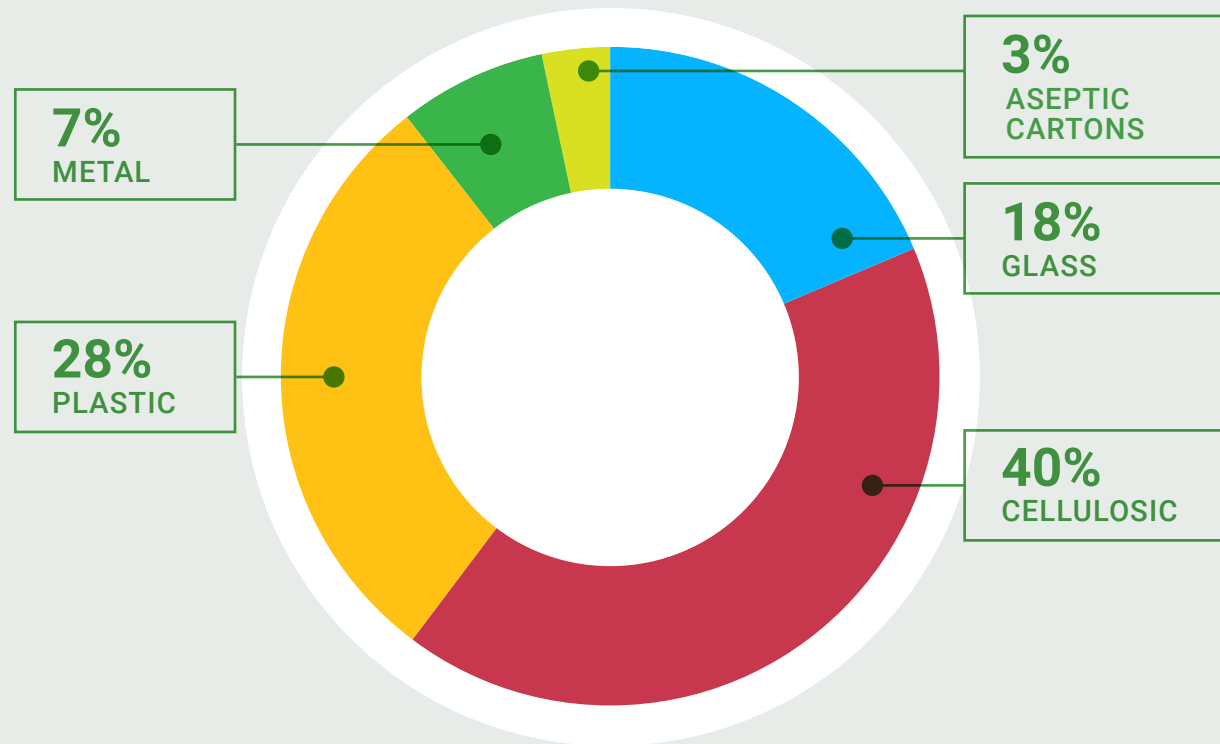
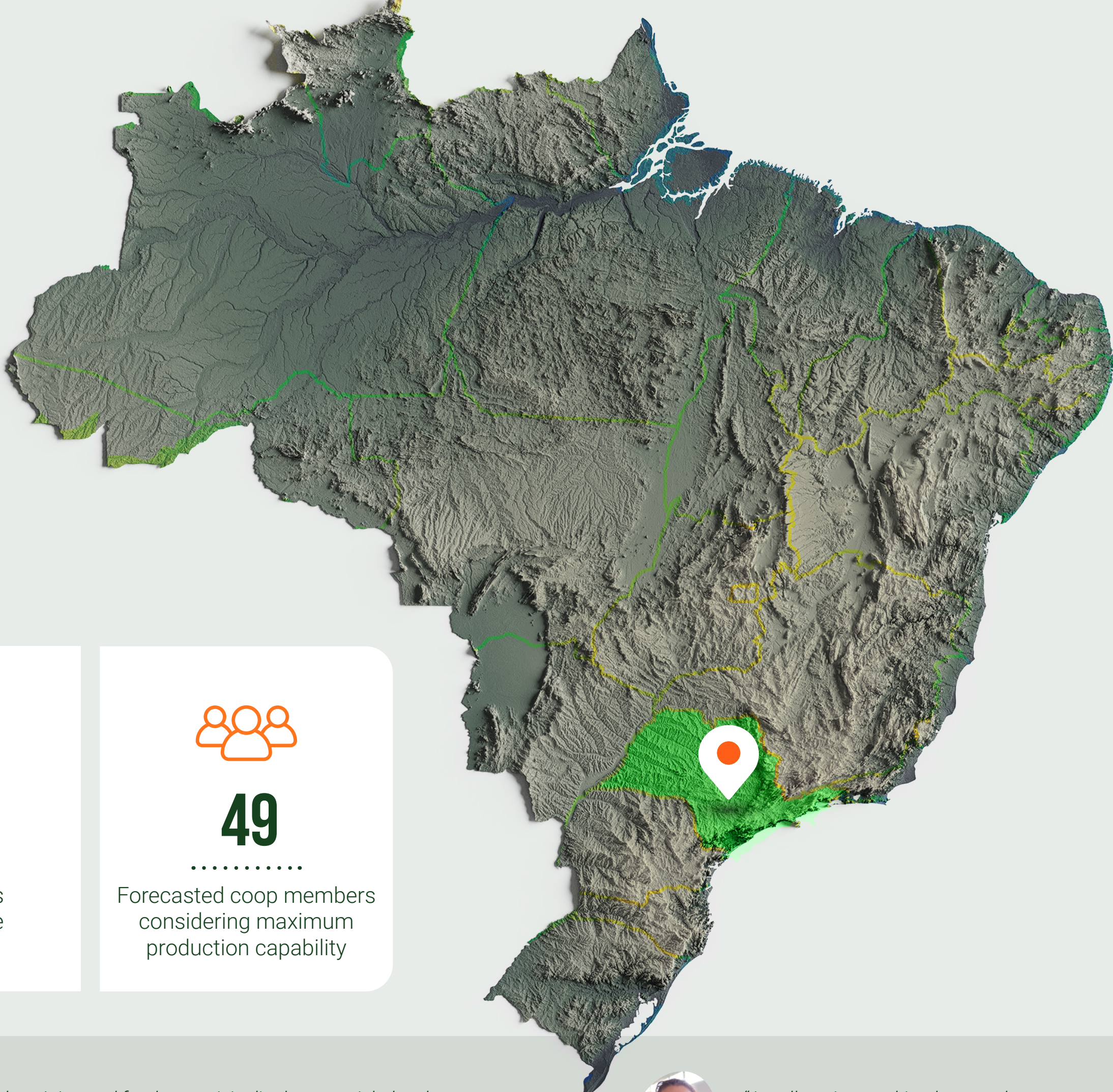
State: **São Paulo**

Population: **26.029 (IBGE/2022)**

Start of operation: **may 2021**

Production Capacity: **240 ton/month**

**167 TONS** of materials sent to recycling in 2022



**90%**  
.....  
of the population benefited from selective waste collection

**13**  
.....  
waste workers included in the project

**49**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

Fire Brigade Training with all cooperative members.  
Floor renovation of the UPMR, thus improving forklift circulation.

## TESTIMONIALS



"This project is complete. It is good for the municipality, because it helps the City Hall financially. It is good for the environment because it is less waste contaminating nature and it reduces waste disposal at landfills. It is good for the vulnerable population who is having the opportunity for more dignified work."  
**MAURÍCIO MORAES**  
RESIDENT OF PIRACAIA



"I really enjoy working here at the cooperative. I sort waste. I wish this project could be forever; I always want to be here."  
**MARIA NAZARÉ**  
COOP MEMBER AT RECICLA PIRACAIA





# COOPERATIVA RECICLA SERRA TALHADA

Region: **Northeast**

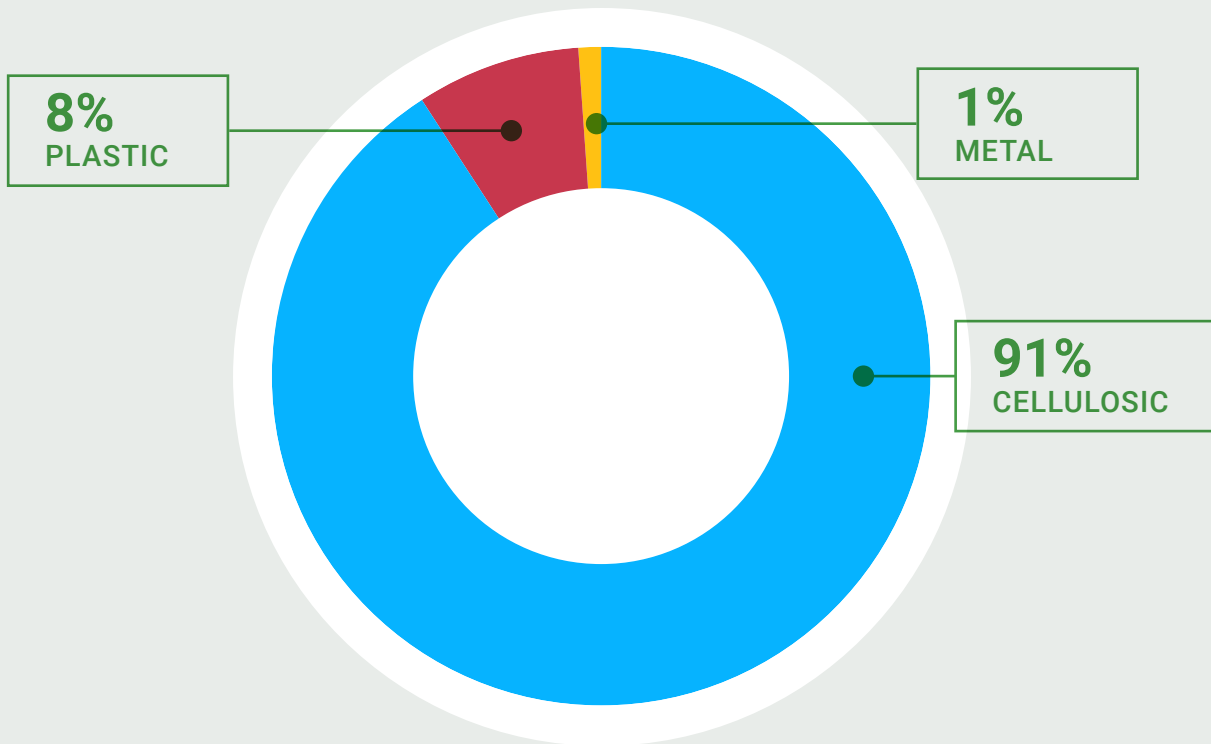
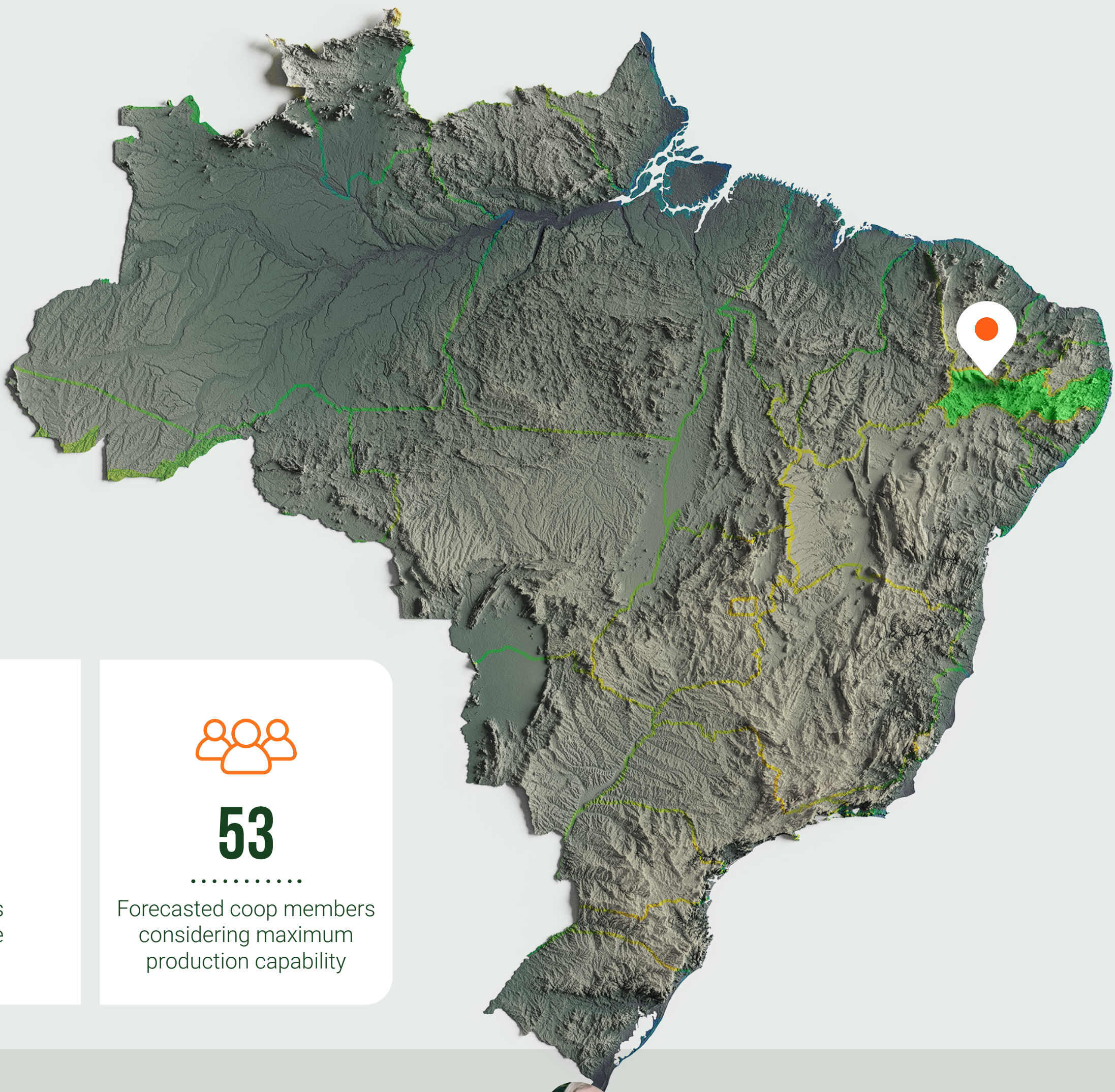
State: **Pernambuco**

Population: **92.228 (IBGE/2022)**

Start of operation: **august 2022**

Production Capacity: **240 ton/month**

There was no material marketed in 2022



**95%**  
.....  
of the population benefited from selective waste collection

**20**  
.....  
waste workers included in the project

**53**  
.....  
Forecasted coop members considering maximum production capability

## 2022 HIGHLIGHTS

*Pilot project for selective waste collection started in large waste generator establishments.*

## TESTIMONIALS



*"The 'Recicleiros Cidades' Program brought to Serra Talhada (PE) social and economic development along with sustainable development. I feel very happy to be part of this Program and to be able to disseminate its missions and objectives."*

**AMANDA FREIRE**  
COMMUNITY ENGAGER OF RECICLA SERRA TALHADA



*"Here, we generate income for coop members and develop the economy of our city. Here, we build sustainability. We are very proud being Recicleiros."*

**CLÁUDIA PEREIRA SOUZA FRANÇA**  
PRESIDENT OF RECICLA SERRA TALHADA



# COOPERATIVA RECICLA TRÊS RIOS

Region: **Southeast**

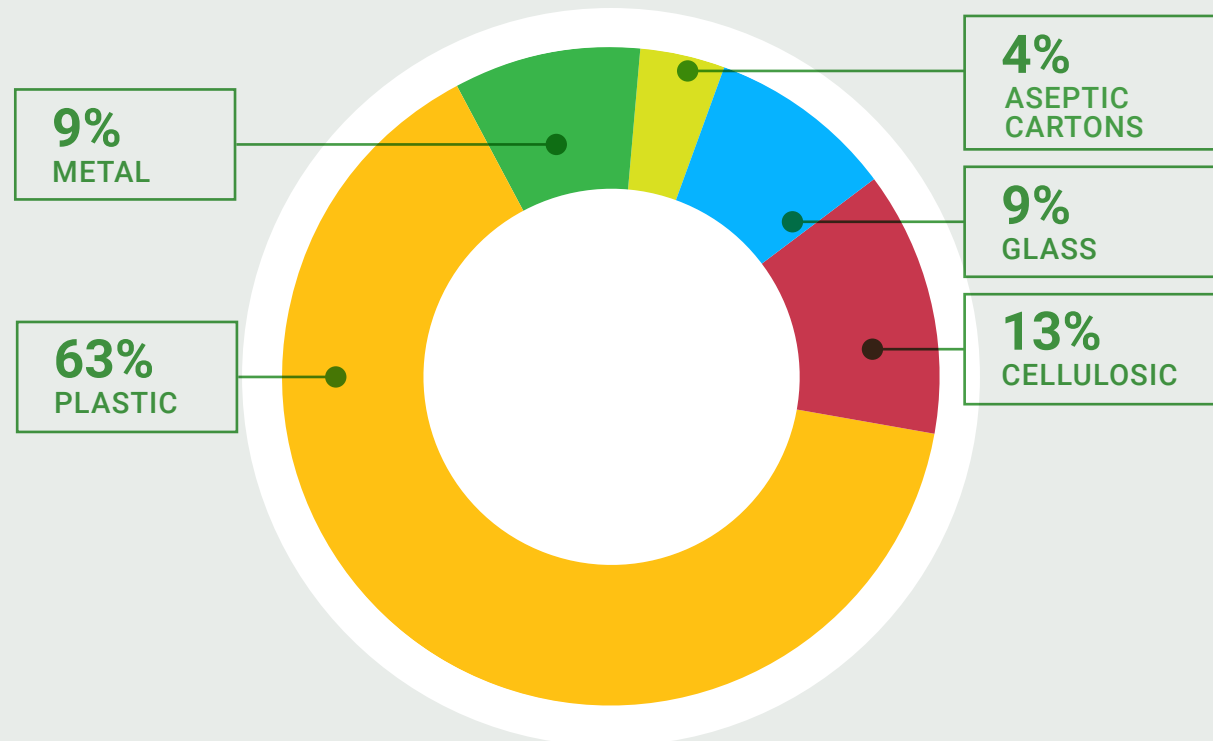
State: **Rio de Janeiro**

Population: **78.346 (IBGE/2022)**

Start of operation: **january 2022**

Production Capacity: **240 ton/month**

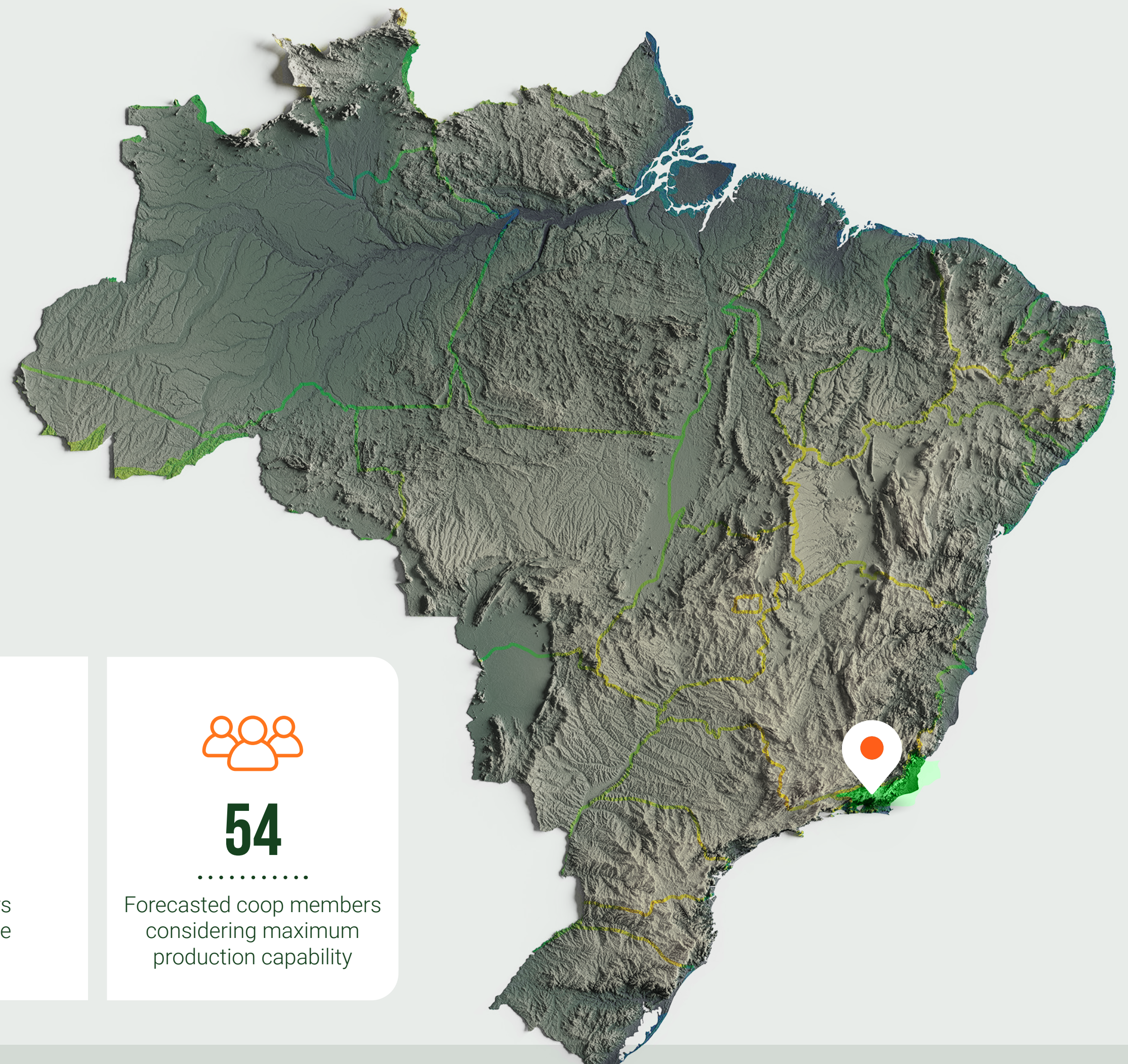
**113 TONS** of materials sent to recycling in 2022



**82,14%**  
.....  
of the population benefited from selective waste collection

**21**  
.....  
waste workers included in the project

**54**  
.....  
Forecasted coop members considering maximum production capability



## 2022 HIGHLIGHTS

During the second half of the year, after all the study was carried out regarding routing in the municipality of Três Rios (RJ), the Cooperative's truck began to circulate in two new routes, enabling the selective waste collection to reach more neighborhoods of the city. Engaged door-to-door homes and neighborhood businesses where the selective waste collection goes by. Restructured layout of bundle/bale disposal at the UPMR, optimizing space and allowing the logistics of compacting activities to be easier.

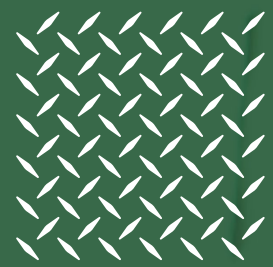
## TESTIMONIALS



"I am so grateful to be a part of this project. Today, with my salary, I am able to keep up my house and support my children. It is very good to be sure there will be a pay at the end of the month. This way, I can plan my life better. Therefore, I'm happier."  
**LUÍSA DA SILVA**  
COOP MEMBER AT RECICLA TRÊS RIOS



"After the Recicleiros Program came to Três Rios (RJ), I started to better understand what recycling is. Until then, I had no idea that I consumed so much products that could be recycled. Today, our city is more organized regarding the work of waste workers. In fact, everything has improved!"  
**BIANCA GARCIA**  
RESIDENT OF THE PORTÃO VERMELHO NEIGHBORHOOD, IN TRÊS RIOS



academia  
recicleiros  
do catador

**FOCUS ON THE  
DEVELOPMENT  
OF OPERATIONAL,  
MANAGEMENT,  
GOVERNANCE  
CAPABILITIES  
OF THE BUSINESS**

programa  
recicleiros  
cidades



Based on the andragogy concept and hands-on learning, the 'Academia Recicladores do Catador' (Recicladores' Academy for Waste Workers) develops and applies solutions for the individual and collective development of waste workers. In 2022, it reached out to more than 300 waste workers, in 12 incubator coops within the 'Recicladores Cidades' Program. Currently, the 'Academia do Catador' is preparing an online access platform of the full socio-professional development program for waste workers, and where people from all over the world will be able access free of charge.

**The 'Academia Recicladores do Catador' is a hands-on learning center, focusing on the development of operational, management and governance capabilities of the business.**

Its strategic objective is to foster conditions for social mobility and economic empowerment of people in social and economic vulnerability situation.

THEMATIC AXES OF THE 'RECICLADORES DO CATADOR' ACADEMY



**BASIC AND GENERAL ABILITIES FOR WORK**



**PRODUCTIVE ABILITIES**



**ADMINISTRATIVE ABILITIES**



**ENTREPRENEURIAL LEADERSHIP**



**COOPERATIVISM**

## JOURNEY OF THE 'ACADEMIA RECICLEIROS DO CATADOR'

### Group definition

The program starts by qualifying new waste workers cooperatives in cities, when they do not exist, or by carefully preparing existing coops to join the 'Academia do Catador'.

### Preparation Phase

Even before having the Recyclable Materials Sorting Center (UPMR) installed, activities regarding the preparatory module of the basic and general abilities for work are started.

### Cooperativism as a foundation

The principles of cooperativism and its rituals are key elements, constantly and permanently worked on throughout the incubation period.

### Basic knowledge to manage the cooperative

Administrative, operational and governance capabilities are distributed throughout the incubation period via: dynamics and experiences in the production plant, classroom sessions, but, above all, in day-to-day work, having real situations as input for the development of hands-on learning.

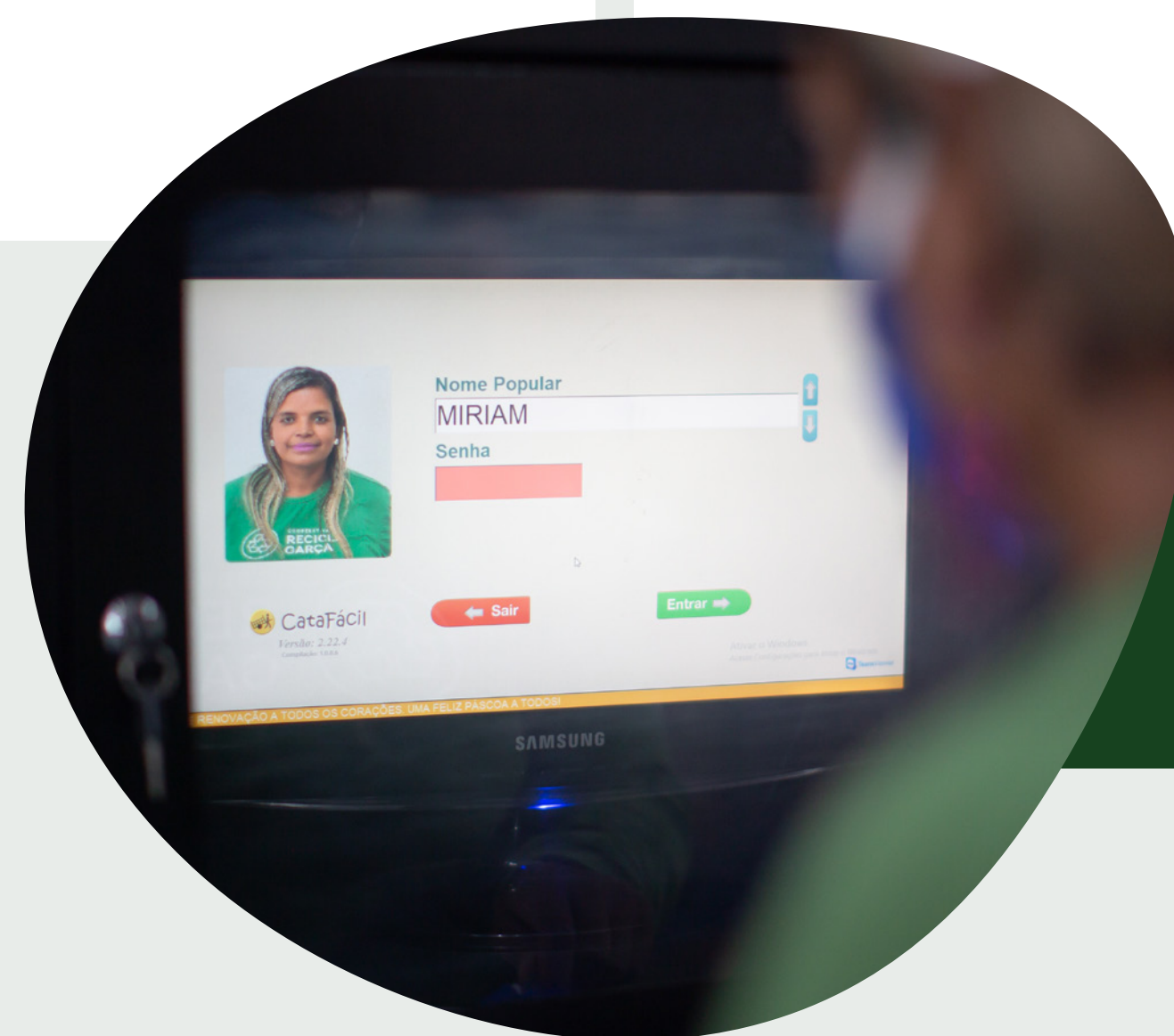
### Hands-on learning

The plant's operation offers the technical staff of the 'Academia do Catador' the input for learning evaluation.

Individual and collective indicators are established as evaluation parameters of the socio-professional qualification program.

### Autonomy and emancipation

With the reach of individual and collective technical performance indicators, combined with the operation's financial balance, the cooperative is ready for total autonomy. At this time, the emancipation ritual is carried out, which involves transferring all created assets, namely: machinery, equipment and contracts.



Emancipation is the final point of the Academy's socio-professional development journey. It is the Instituto Recicleiros' greater objective achievement symbol, since it symbolizes the success in terms of the workers' empowerment and achieved quality in preparing the recycling ecosystem in the city.



## HOW IT IS DONE

We operate intensively and transversally in an incubation format regarding the waste workers' groups. The capacity-training program is designed to take place over 42 months, and has Recicleiros' technicians-facilitators working permanently in the sorting units throughout the incubation period.

**In the incubation model, 3 technical representatives are allocated, operating in a peer-to-peer manner with members of the coop.** In the format of learning and hands-on teaching, the technical representatives have a constant role alongside the coop members, so knowledge is conveyed and created side by side, in a practical and constant way, until the skill-training is complete, dispensing the need for a Recicleiro's technical representative.



**Institutional  
Space Developer**

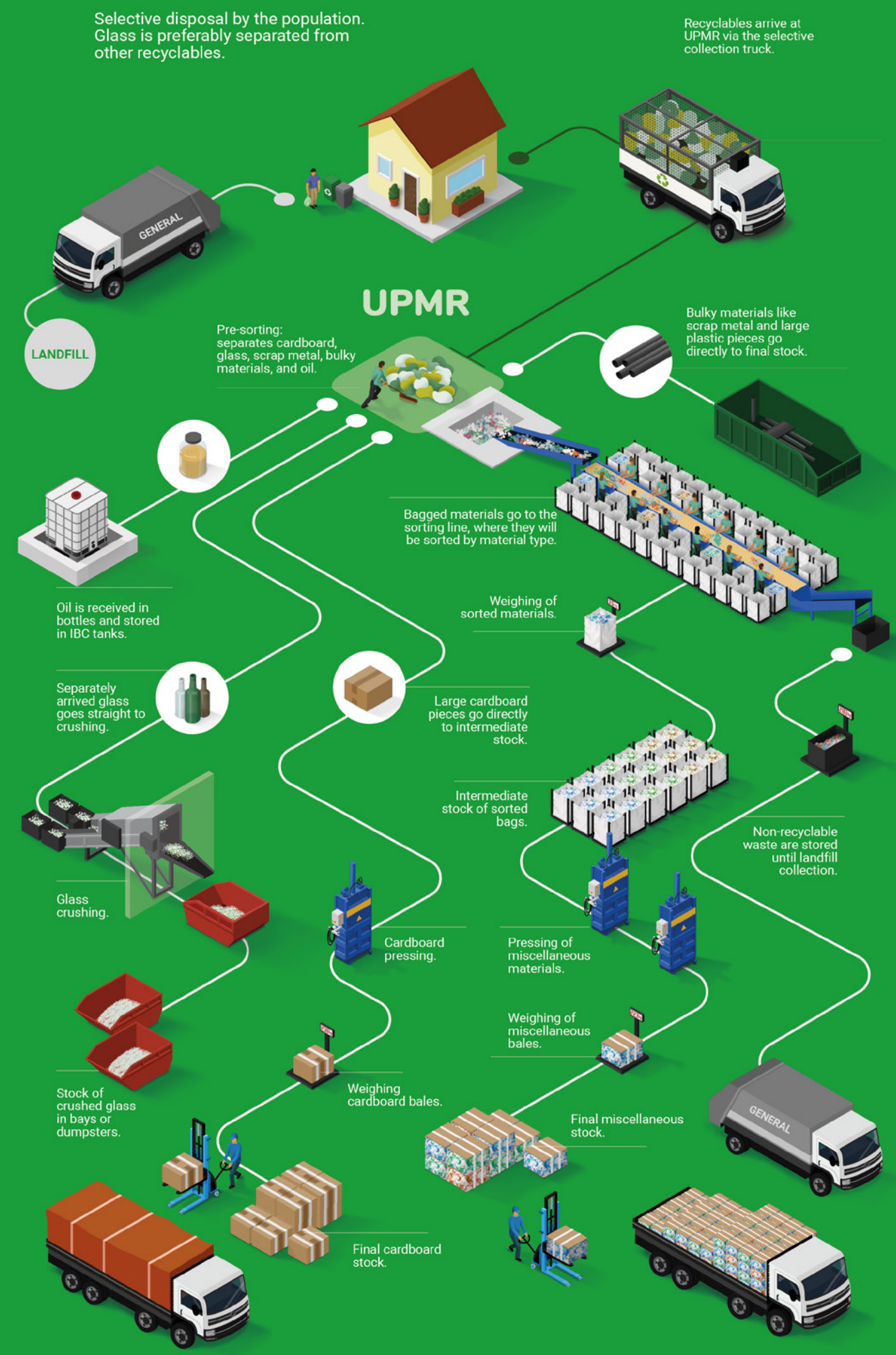


**Operational  
Space Developer**



**Community  
Engager**

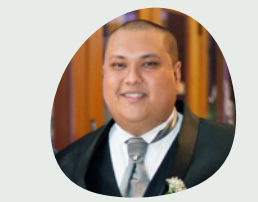
In addition to local technicians, the 'Academia do Catador' counts on a development team dedicated to create capacity-training solutions, train field technicians, monitor indicators, carry out educational supervision, mediate field conflicts and support relationships with the municipality.



## THE CLASSROOM

The Recyclable Material Sorting Center (UPMR) are an essential part of the solution development process, besides being the units where the waste, collected by the city's public system, will be received. They are real classrooms, where the experience takes place on a daily base and where theoretical classes and specific training are conducted.

**“We seek the development of the best layout, with a careful choice of equipment, machinery, all with the objective of providing waste workers ideal conditions so they can develop their potential with health, safety and well-being”**



FELIPE HASHIMOTO  
PROJECT ANALYST AT INSTITUTO RECICLEIROS



## CONTENT PRODUCTION

In order to standardize the training content of the 'Academia do Catador', and make it available to beyond the Recicleiros' Walls, in 2022, we started the production of the Academy's training document archive.

This solution should consolidate the 'Academia do Catador' as the most complete and comprehensive socio-professional capacity-training program for waste workers.

It will be available to waste workers and technical people from anywhere on the planet to encourage the development and empowerment of these groups.

This initiative is possible thanks to the support and investments of our sponsors, who see the importance of creating power (competence) so workers across the country can achieve their dreams and have a more dignified and safer life for themselves and their families.

## EDUCATIONAL PLATFORM SPONSORS OF THE 'ACADEMIA RECICLEIROS DO CATADOR'



"Nestlé supports more than 8,000 recycling professionals across Brazil, with structuring actions that develop better recycling systems, which increase engagement regarding the topic and increase income of these workers. To be with the Instituto Recicleiros, in creating the Academy, is part of the company's commitment in having 100% of its packaging recyclable and/or reusable integrated into generating positive social impact. And this also happens through knowledge broadening, contributing to the recognition of waste workers as social entrepreneurs."

**CRISTIANI VIEIRA**  
SUSTAINABILITY MANAGER AT NESTLÉ BRAZIL



"We know the importance of waste workers for the functioning of the beverage and recycling industry chain and, especially, of our responsibility towards this public. The HEINEKEN Institute, the group's social pillar, exists to work when facing the challenge of promoting more decent working conditions for these professionals, and partnerships like this combine our commitment and resources with the expertise of those who are directly linked to these professionals, allowing us to promote social development and productive inclusion that is necessary to generate this reality's transformation."

**VÂNIA GUIL**  
EXECUTIVE MANAGER AT THE HEINEKEN INSTITUTE



## 2022 RESULTS

**5** cooperatives established in 2022 - in the process of capacity-training

**16** training meetings of the Educator Training Module, for Recicleiros' technicians

**1500** people signed up for positions of the cooperative training process

**11** in-site educational supervisions

**300** incubated waste workers taking the socio-professional capacity-training journey

**1** carried out webinar - Governance in Cooperativism

**450** hours of preparatory training for operation

**11** monitoring for the Cooperative Certification Program

**48** hours of training for cooperative leaders

**1146** people impacted by the Academy, directly or indirectly, among cooperative members, Recicleiros and their families

**140** hours of mentoring for cooperative leaders



"We are learning how to be an entrepreneur, how to own our own business with the courses at the 'Academia do Catador'. Like this, we have more knowledge and discernment so that further ahead we can walk on our own. I have a lot of plans and dreams and I know that by working here I will make it come true."

**DENISE MARIA CÂNDIDO**  
COOP MEMBER AT RECICLA GUAXUPÉ (MG)



academia  
**recicleiros  
do gestor público**



ÉRIKA BICALHO BUCHIGNANI - SECRETARY OF AGRICULTURE AND ENVIRONMENT (SAMA)



Program for the development of municipal public policies regarding selective waste collection and recycling systems. It focuses on creating the ideal municipal environments for the development of inclusive selective waste collection..

**It assists municipal rulers from all over Brazil to build and qualify the regulatory space and municipal selective waste collection service.**

A total of **237 cities**, from the country's five regions, signed up in 2022. It is the Institute's strategic tool for selecting cities for the 'Recicleiros Cidades' Program. The Academia Recicleiros do Gestor Público (Public Ruler Recicleiros Academy) was launched in 2021, and counts on an online platform, named 'Trilha do Conhecimento' (Knowledge Trail), where the Instituto Recicleiros' experiences accumulated over the 17 years of operation, is available with a rich documentary repository and free access.

Considered the gateway to the 'Recicleiros Cidades' Program, qualification is one of the steps to be achieved by municipalities that participate in the Public Call Notice, also known as 'Seletiva Recicleiros Cidades'.

#### 2022 ADMISSION SELECTIVE

In 2022, the Admission Selective for the 'Recicleiros Cidades' Program, carried out by the Academia Recicleiros do Gestor Público, brought more innovations. The Call Notice delivered differentials such as: the restructuring of the phases in a "60-day Challenge" format; the launch of the Recicleiros Technical Mentorships, developed and structured exclusively for public managers of municipalities classified for Qualification Sessions, in addition to a thorough study about municipalities and their representatives, in order to provide a more agile, clear and assertive communication.



*"The Instituto Recicleiros brought a light at the end of the tunnel regarding the challenge that municipalities face, which is the better management of solid waste. Now you, a municipal public manager, come and also be part of the largest structuring program of selective waste collection and recycling in Brazil."*

**MARIA DA DORES DE SOUZA ABREU**  
SECRETARY OF ENVIRONMENT AT CAJAZEIRAS (PB).



*"The Instituto Recicleiros not only supported us with their knowledge and expertise, but also guided us on how to carry out our Municipal Selective Waste Collection Plan and how to operationalize it. For us, this partnership was the turning point towards the future development model."*

**MÁRCIA CONRADO**  
MAYOR OF SERRA TALHADA (PE)

**QUALIFYING PUBLIC MANAGERS ACROSS THE COUNTRY**

**THE 'TRILHA DO CONHECIMENTO' CONSISTS OF THREE MODULES**

On the Academy's online platform, public managers find the 'Trilha do Conhecimento' - a capacity-training journey for the implementation and operation of selective solid waste collection. There are 120 minutes of mentoring available free of charge, along with a document repository, which enables municipal agents to create and consolidate the public policy of selective waste collection as well as recycling in their municipalities.

**Module 1 - About the Instituto Recicleiros and the Action Model**

*Introduces the Instituto Recicleiros, the 'Recicleiros Cidades' Program and the 'Trilha do Conhecimento' created to support municipalities in their journey regarding sustainable selective waste collection.*

**Module 2 - Creating the necessary conditions for the development of selective waste collection**

*It addresses issues related to regulation and strengthening of the selective waste collection system such as a public policy, via provisions such as legislation, municipal budget and possibilities of partnership with Civil Society Organizations.*

**Module 3 - Infrastructure and processes for an efficient operation**

*It provides the necessary sizing to implement the municipal system of selective waste collection and recycling, including the fleet, availability of warehouses and the work of waste workers' organizations.*



*"Mentoring sessions were very clear and enriching. The entire technical staff of Machado's municipality was able to better understand the entire system of the project and aspire improvements regarding the selective waste collection of our city. We were very happy to be part of the process. Thank you so much for the opportunity and for the experience that we will take for the rest of our lives."*

**FERNANDO ARYSON MILAN**  
DIRECTOR OF ENVIRONMENTAL LICENSING AND REGULARIZATION AT MACHADO (MG)



*"It was a wonderful experience, where the Call Notice with the stages, tried to bring municipalities closer with the Selection Process, which made us more confident for the journey."*

**ORQUÍDEA COSTA ARAÚJO**  
ASSISTANT SECRETARY OF ENVIRONMENT AT CAICÓ (RN)

2022 RESULTS

237 cities signed up during 30 days

193 participants in the technical mentoring cycle

110 cities meet the requirements

13 municipalities approved for the final selection phase

16 participating states

3 cities qualified to join the 'Recicleiros Cidades' platform in 2023

36 pre-qualified municipa

SEED SPONSOR OF THE 'ACADEMIA RECICLEIROS DO GESTOR PUBLICO'



"The challenge of building an ethical recycling chain in a country with continental dimensions like Brazil is huge, and I believe that the opportunity to share the knowledge developed by the Program 'Recicleiros Cidades' is enormous via the 'Academia do Gestor Público and the 'Academia do Catador". It is the most effective way to scale the program's learning and foster in the country a positive impact recycling."

ISABELLA DE MARCHI, SIG GROUP SUSTAINABILITY MANAGER, SEED SPONSOR OF THE 'ACADEMIA OF THE GESTOR PÚBLICO' AND 'ACADEMIA DO CATADOR'



'Recicleiros Lab' is our commitment to the inclusive recycling evolution in Brazil and knowledge-sharing.

Through this constant state of studying and learning, we explore in a deep and transversal way the operational and institutional models to implement and operate selective waste collection and recycling systems in Brazilian cities. From space layout, creating and using equipment, from productive and management methods to collection and waste transporting, our team is constantly looking for improvement and efficiency gains, so that best practices are defined and will benefit other cities and waste workers' organizations wherever they are.

**In 2022, the main highlight was the 'VoxLab Recicleiros,' a recycling behavior change lab, which works creating scientific knowledge and data in all the territories where the 'Recicleiros Cidades' Program operates.**

The main objective of the 'Vox Lab' is to increase the active participation of the population in the process of selective disposal of recyclables. Considering that different people think and operate based on specific concepts and stimuli, we are trying to map the process that leads an individual to adhere to a new habit and engage to it.

We use our units spread throughout Brazil to diversify the sample and provide us with the necessary diversity so that the obtained answers are rich and valid. **We test small, figure it out fast, and scale the solution.** We are building valuable knowledge so recycling occurs in a cultural and sustainable way in our country.



## INSTITUTIONAL

## ADVANCES

### GOVERNANCE & COMPLIANCE – PATH TO A SOLID AND LONG-LASTING FUTURE

The year of 2022 set the beginning of an important trajectory towards institutional strengthening of the Instituto Recicleiros. Understanding the importance of establishing standards, processes, and structures that can ensure the organization's accountability, in May 2022, co-founder Ana Luisa Beall (who has dedicated herself to the financial area for the last 14 years) took on the challenge of establishing the Governance and Compliance area of the Instituto Recicleiros. Accountability is understood as the set of practices and mechanisms that ensure not only transparency in accountability, but also a commitment to an attitude of responsibility that is carried out daily in management.

**Far beyond ensuring the organization's principles of transparency, the Governance and Compliance area aims to work on the organizational culture, laying the structural foundations for the construction of a solid and perennial organization, whose existence, in the future, independent of the direct operation of its founders.**



### CODE OF ETHICS AND CONDUCT

Creating the Code of Ethics and Conduct of the Instituto Recicleiros was an important progress in the area of Governance and Compliance. The tool represents the solid base of the organization's principles and works as a dissemination element of the Recicleiros' values among its stakeholders.

> [Access here our Code of Ethics and Conduct](#)

Considering the organization's moment, its spread out territorial expansion, with remote local teams representing the Recicleiros across the country,

**the increasing number of waste workers being trained and our intense interaction with the public sector, it became essential to create a document that brought together the ethical principles that guide the organization.**

In it, what is explained is the expected conduct of its associates, suppliers, partners and employees in situations that may negatively affect working environment, the organization's image and the commitments to be delivered that were taken on regarding the society and our partners.

Aware that only preparing a document itself is insufficient for value dissemination expressed therein, throughout the second half of 2022, discussions and training on the Code of Ethics were held in governance forums, in addition to specific training aimed at the incubated coop members under the 'Recicleiros Cidades' Program.



#### RELATIONSHIP CHANNEL IS EVERYTHING

In order to supplement the Code of Ethics and Conduct, in an effort to give voice not only to employees who are physically distant from the board and management, but the entire chain of stakeholders of the Instituto Recicleiros, in October 2022, we implemented a whistleblowing registration channel, specifically aimed at reporting violations to the Code of Ethics and non-compliance with current legislation. The channel offers 24 by 7 service on an independent, secure platform that guarantees anonymity. The solution chosen for this partnership was from accompany named 'Ouvidor Digital,' an independent platform to record reports. The Instituto Recicleiros now counts on three platforms for incident recording; WhatsApp, 0800 number and via web, accessing:

- > <https://canal.ouvidordigital.com.br/recicleiros>
- > [Acesse aqui nossa área de Governança e Compliance](#)



#### MEMBERSHIP DEVELOPMENT

The Institute's members are a very important and key asset for the development of governance, to guarantee the purpose, mission and values today and in the future. As part of the effort to ensure the organization's strengthening, we have kept a special eye on the membership composition, which this year came to a climax when three important people in the history of the organization joined in, and are deeply connected to the Recicleiros purpose and who currently, work directly with the Institute.







## RECYCLING ETHICS AND

## FAIR REMUNERATION

## FOR WASTE WORKERS

The first links in the value chain of post-consumer material recycling are the stages of collection and sorting of household and urban waste.

In Brazil, these stages are carried out almost exclusively by city halls, which provide urban cleaning and waste collection services, via sorting units, mostly operated by waste workers organized in associations and coops. In addition there is a workforce of self-employed or informal workforce, represented by waste workers who work on streets with carts or even in landfills and transfer stations (transshipments) throughout Brazil.

The sorting operators, mostly waste workers, connect the solid waste collected by municipalities to the market, performing the essential stage of its selection and sorting by type, preparing the content into transporting and cargo units, so they can travel throughout Brazil to the recyclers.

This key service has been suffering with a vicious cycle that deteriorates conditions so recycling can advance and be strengthened, guaranteeing the socio-environmental objectives provided for in a domestic law and in the UN's Global Pact, the 2030 Agenda.

The base foundation of this production chain - via social enterprises such as waste workers' coops - is not only a beautiful way to integrate social and environmental policies in the same initiative (ensuring reduction of the waste's environmental impact through recycling and poverty reduction via job opportunities and social entrepreneurship), it is also the most efficient way to recover high-quality recyclable materials to allow its use in higher value chains (upcycling).

However, the way relationships were historically built in this chain, it fosters low efficiency and economic infeasibility of these enterprises - the waste workers' coops.

***We are dedicated to build a new paradigm that involves all links of the value chain, such as recyclers, converters and brands, and acknowledge the environmental service provision of post-consumer packaging recovery to the detriment of the current logic of material commercialization as a product susceptible to commodity price variation.***

Recicleiros believes that the way to solve this operational deadlock lies in an equation set by two factors. The acknowledgement of the business sector regarding the service provided by waste workers through firm demand contracts, at a set minimum price and guaranteed.

And on the other hand, the qualification of production processes, both of the production infrastructure and the commitment of operators (waste workers' organizations) to the best practices for maximum efficiency of the process.

Firm contracts have the power to revolutionize the base of this value chain, creating perspective and attractiveness that are necessary to reverse the depression logic that prevails in this segment - that it is temporary and uncertain work - preventing qualification of workers, investments in process improvements, maintenance of assets and, finally, the minimum condition for waste workers to live with dignity.

With equipped sorting units, adequate production processes and the on-going search for production indicator improvements, it becomes possible to offer materials with quality standards that are desired by recyclers, creating more value for the chain, enabling from an economic point of view the circularity of materials such as plastic, glass, metals and cellulosic.

This factor completes the shared responsibility framework, where the public collection service provided - via municipal public policies - the investment in structuring actions to install production capabilities domestically, and firm demand for materials will ensure circularity of materials.



It is another headway in resuming recycled material waste worker's appreciation, trying to ensure a minimally dignified remuneration for the important service provided by these workers, in addition to promoting safety and profitability for the business sector, with quality materials, end-to-end traceability and guaranteed sustainable origin.

**This path is possible and we have dedicated ourselves to it.**



*"To me, fair payment is the one according to the work I do. That allows me to pay for my house installments, food and gas."*

**MARIA DE NAZARETH ALVES**  
WASTE WORKER AND COOP MEMBER AT RECICLA GARÇA



*"For me, a fair salary would be around R\$ 2,000. That way, I would be able to invest, take a course and be able to get my own vehicle."*

**MARIANA APARECIDA BARBOSA**  
WASTE WORKER AND COOP MEMBER AT RECICLA GARÇA

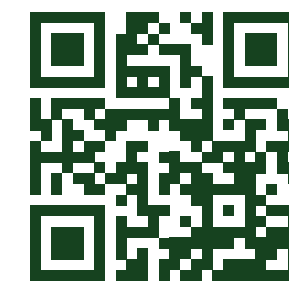
## TRANSPARENCY AND INFORMATION AT THE SERVICE OF SOCIO-ENVIRONMENTAL DEVELOPMENT

SIGIR is the Recicleiros' information management system, a platform that is being developed so we can organize data, automate processes and make our information accessible in an organized and agile way.

With this new format, waste workers, investors and regulatory agencies will be able to easily access information that is relevant to their partnership with Recicleiros. In the same way, managers, planners and decision-makers of the Recicleiros team will be able to receive intelligent information so they can carry out their work better and better.

Finally, quality, systematized and accessible data will allow us to share discoveries and solutions with the market, which collaborate for the exponential progress necessary to solve social and environmental issues related to recycling in Brazil.

To undertake this journey with Recicleiros, we had the pleasure of establishing partnership with ZBRA, a Brazilian technology company, responsible for the consultancy and execution of the SiGIR project.



*"I have been following the trajectory of the Recicleiros for more than 7 years, and I have seen the increase in maturity and scale of the impact they have created. With this increase in scale, controlling processes and projects need automation using a tool customized to the operating model. The development of SIGIR is an essential step towards this goal, which can be used as a support to leverage growth and increase impact. ZBRA has been essential in this process, having embraced the Recicleiros' cause and ensured adherence of the system to business needs and quality of the system."*

**ANDRÉ RACZ**  
SENIOR DIRECTOR OF ZBRA



*"DSince 2022, ZBRA has collaborated with Recicleiros in the development of SIGIR, a system to support them in their mission to develop structuring models of recycling and selective waste collection in Brazilian municipalities. SIGIR is an online management system, which provides easy and reliable access to up-to-date information for all those involved in the journey of this work, from cooperative members of the recycling plants to investors, regulatory agencies and municipal managers. SIGIR's database contains data on investors of the project, contracts, production of recycled material and investments that are made. The system is able to make assertive projections regarding necessary investments and added value for each municipality where the Recicleiros operates. Processes that were previously manual, now can be automated, saving time for what is needed: using waste management as a tool to create inclusion through work and restoring the environment. In addition to being able to collaborate, by delivering state-of-the-art technology, ZBRA is hugely proud to be part of this project that not only aims at eliminating the impact of waste on the planet, but also inspires changes in habits of the society and positively impacts lives of so many Brazilians."*

**ALEXANDRE CUNHA**  
FOUNDING PARTNER OF ZBRA

## BLENDING FINANCE AS STRATEGY FOR STRUCTURING INVESTMENTS AND ADDITIONALITY

To make feasible its mission of expanding Brazil's installed capacity to reinsert post-consumer waste into the production chain, Instituto Recicleiros has structured municipal selective waste collection systems with the inclusion of waste workers, combining financial resources from different sources in an innovative way.

This funding structure is mostly made up of resources from:

- a) *'Massa futura' credits for reverse logistics*
- b) *Sponsorship for knowledge generation and sharing*
- c) *non-reimbursable sources for social and environmental impact*

Also known as blended finance, this strategy has been able to allow competitiveness to generated reverse logistics results. In addition, it brings innovation and continuous improvement of working methods creating knowledge to be shared so that inclusive recycling is, in fact, the best alternative for everyone in the circular economy.

This way of operating, also broadens the socio-environmental impact of investments from non-reimbursable sources, which ensure the necessary resilience for the operation maturing. Because they have a structuring nature, they require patient capital, intensive and qualified technical consultancy over the years to ensure its continuity.

Therefore, specific objectives from each of these sources converge into a same impact project, but that benefit mutually when properly articulated.



## INTERNATIONAL SPONSORSHIP

**Alliance to End Plastic Waste** has been a Recicleiros partner since June 2022, and the main sponsor of the 'Recicleiros Cidades' Program. The five-year collaboration has the objective of helping to curb the leakage of plastic waste into the environment by supporting recycling efforts of the Instituto Recicleiros and bring this project to 60 cities in 26 Brazilian states. Alliance is a global CSO with the mission of ending plastic waste in the environment. Its focus is on implementing projects and investing in innovative solutions to develop or improve waste management systems.

# ALLIANCE TO END PLASTIC WASTE



*"When we first learned about the unique model of the 'Recicleiros Cidades' Program, we were impressed by the holistic approach to build and implement mid-level systems in cities to improve waste management. The program works as an effective solution to transition territories towards a more circular future for plastics by collecting and aggregating plastics and other materials to recycling. But it was only after our team visited the implemented sites and got involved with the Recicleiros' team and the local communities that we truly understood the multifaceted impact their model brings: supporting a cleaner environment, stronger and happier workers, and a better quality of life for all. Alliance is proud to support the implementation of this highly replicable approach in cities across Brazil, since it represents exactly the kind of innovative solution model we seek in our ongoing mission to end plastic waste in the environment."*

**NICHOLAS KOLESCH**

VP PROJECTS AT ALLIANCE TO END PLASTIC WASTE



*"The transformation the world needs to build a more equitable, inclusive and regenerative civilization depends essentially on the ability and competence of actors in the private, social and public sectors to converge and enhance their actions and resources. What the Recicleiros has apprehended is a robust evidence that, more than desirable, it is possible. That it may inspire the impact ecosystem!"*

**MARCO GORINI**

CEO AT DIN4MO



*"Recicleiros is the evidence that organized civil society can inspire innovation and public policies. Based on a sustainable model with social and environmental benefits, the organization strengthens the recycling ecosystem and contributes to changing the rules of the game."*

**MARCEL FUKAYAMA**

CO-FOUNDER DIN4MO

PARTNERS WHO BELIEVE IN OUR CAUSE





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