Socio-environmental Impact Report

Recicleiros 2025

recicleiros
somos pelo todo

***Amanda Andrade Camilo**. President of Recicla Cajazeiras, Paraíba State (PB)*

Table of contents

How to read this report	3
Our manifesto	4
Message from the Board of Directors	5
Socio-economic Impacts	6
Recicleiros Cidades Program	7
Social Technology Labs	31
Strategic Partnerships	40
Regulatory Innovation and Fundraising	43
Our pathway	47
Organizational Culture	50
Investors and Partners	56
Credits	57

Vitoria Eduarda Avelina dos Santos
Financial Director at Recicla Cajazeiras (Paraíba State)

How to read this report

This report is a record of the activities that consolidated our 2025 cycle. What you will read on the next pages is the expression of a reference model for the development of projects and policies for inclusive recycling.

We will show where we focused on, how did we improve our strategies, deepened partnerships and how did our fieldwork bring results that leveraged the municipal systems of selective collection. Also, this report is written with transparency, communicating impact, replicating knowledge and narrating the achievements and challenges faced.

We will talk about the numbers and stories in a moment. But before that, we invite you to read the report as one observes an operational living system that has been searching, for almost 20 years, solid pathways for the development of the chain of ethical and inclusive recycling in Brazil.

Enjoy the journey. This report was imagined and developed for you.

You can access the socio-environmental impact report of previous years **on this link!**

Our manifesto

We are a non-profit Civil Society Organization with an enormous ambition: **defeat the waste disposal challenge in Brazil.**

Our persistence and source of energy are limitless.

We are researchers, technicians managers, and mediators.

Specialists in processes, legislation, machines and people.

We are brain, heart and hands on.

We select glass, plastic, paper, metal and organics.

We don't leave society and environment abandoned.

We transform what some still refer to as garbage into resources, employment, income, and dignity for waste pickers.

But, as with any major challenge, partnerships are essential.

With our calling, conscience, and attitude we are unstoppable.

Government, companies, and citizens: united towards a more ethical recycling and a more sustainable planet.

we stand for all

recicleiros

"Our dream is big and there are many challenges; the Recicleiros Manifesto guides our way to face this journey."

***Jessika Arimura**, 28 years old, Senior Business and Partnership Analyst, working with Recicleiros Institute for 7 years.*

"What sets us apart is our focus on the social aspect, as we're not only talking about generating jobs and income, but also seeking opportunities through cooperativism, which promotes personal and professional growth for the people involved."

***Roberto José Cunha Pimenta**, 71 years old, Engineering Coordinator, working with Recicleiros Institute for 8 years.*

Steadfast in our purpose

Dear reader, welcome to the Annual Impact Report of 2025 from the Recicleiros Institute.

This document became an essential element of our communication strategy because it particularly provides us with a 360º look, from top to bottom and inside out, in everything we have worked on to fulfill our statutory mission and deliver our vision of transformation: a world where waste stops being an environmental problem and becomes a solution for social problems.

We are here to deliver something that goes way beyond what it can be seen from the isolated perspective of one or another stakeholder. Our work only makes sense when done in a transversal and systemic way.

After all, a sustainable waste management with social justice demands a holistic approach, not leaving any aspect behind.

This is the path that explains what we have been doing and how we have been doing the work. It explains the breadth of our vision and the commitment to the social and environmental aspects that many applaud, but few truly embrace. It explains why we assume many commitments on apparently distinct fonts, which are deeply connected within this universe of impact in which we operate.

Our purpose is clear in everything we do - and the way we do the work is the means to achieve it.

Over the course of almost 20 years of trajectory up to this report, this way of thinking has been confirmed.

The year of 2025 brought new remarkable events.

Once again, a very important year with relevant opportunities arising, such as the Recycling Incentive Law (Lei de Incentivo à Reciclagem), with high impact new projects such as Recicla+Pernambuco, and with the evolution of our social technology labs, that continue to fulfill its mission to test, refine and deliver open-access knowledge to the market and the public sector.

We have corroborated thesis, highlighted models, discovered and improved solutions.Consequently, we have inspired initiatives outside of our organization, acting as a reference for project development and inclusive recycling policies. This is what moves us: to see ideas born here coming to life in other territories and contributing to the transformation of the sector.

Themes that we have defended persistently - ethical chain, payment for environmental services to the waste pickers, prioritizing, differentiation and qualification of the structuring investments, contract writing with responsibility - have gained strength, penetration and scope.At the same time, they help us to confirm that we are on the right path.

There are no easy solutions. Magical wands do not exist, and PowerPoint presentations take - and sell - almost anything. It's on situ, on the day-by-day, the real operation, where things actually happen, it is there where the answers that matter come from. The solution will come from consistent work, serious partnerships, long-term commitment and ending the selectively blindness about what actually lies behind recycling as it is done currently. As the old saying goes: "None so blind as those who will not see".

As the market matures, regulatory milestones evolve and the debate deepens, we remain here: focused, challenged and, above all, firm in our purpose of reducing the environmental impact of waste and promoting social justice with dignified work and income for those who need it most.

Enjoy the reading!

Erich Burger Netto
Institute Director

Rafael Henrique Siqueira Rodrigues
Director of Operations

Ana Luísa Beall
Director of Compliance and Governance

The numbers prove the efficiency of what we do

The Recicleiros Institute incubates municipalities for the structuring of municipal selective collection policies, with the implementation of recyclable recovery systems and formation of coops, operating a circular economy that transforms waste into continuous generation of local social and economic values. The system generates income, formalizes work and reinvests resources to the territories, creating a stable production chain with measurable socio-economic impacts.

Douglas José Pereira da Luz
Operational Support at Recicla Serra Talhada, Pernambuco State

24,708.52
tons recycled since the onset of the Recicleiros Cidades Program

14
Recyclable Material Sorting Units in operation.

Scale and systemic impact

Economic efficiency of the system

Structured social return

A model that formalizes and protects its workers

295
Direct job posts on the cooperatives.

R$ 7.74 million
in new resources generated in the local economy, amplifying the economic impact.

R$ 1,670 per month
of average payment for the co-op members, strengthening a productive inclusion and economic autonomy.

R$ 1.07 million
Paid in taxes (INSS)

R$ 2.06 million
Reinvested by the coops in operation (inputs, equipment and services).

Natanael Ribeiro de Souza
Co-op member of Recicla Cajazeiras, Paraíba State (PB)

programa
recicleiros
cidades

A model that transforms municipalities

In 2025, the Recicleiros Cidades Program reached more than 1 million people, recycled 6,636 tons of waste and generated work and income to 295 co-op members in 14 municipalities.

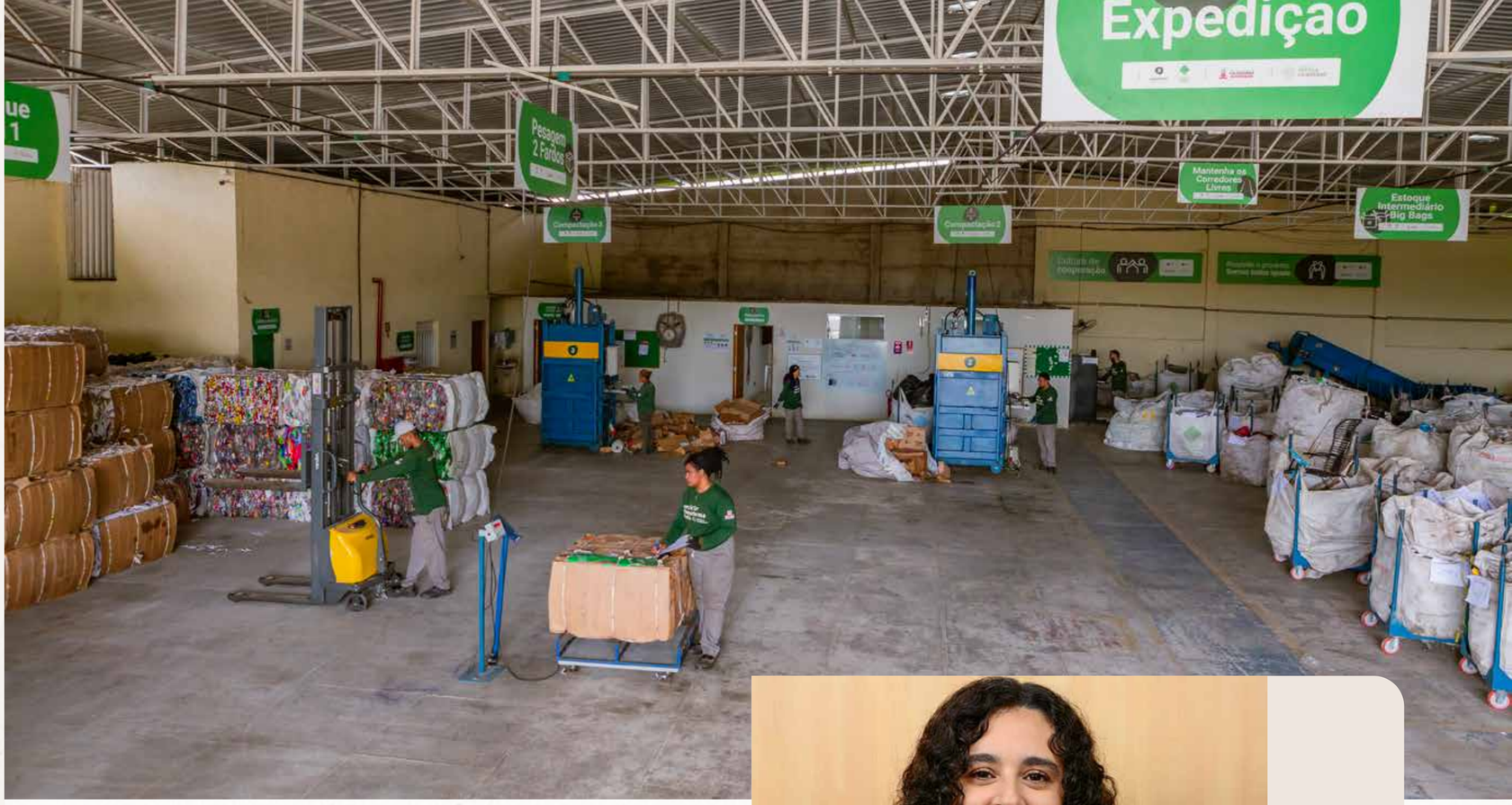
Our results show that, when municipalities, companies and coops collaborate, the selective collection transforms into a public policy able to promote social mobility, strengthen the local economy and generate real impacts for the environment.

programa recicleiros cidades

A structured recycling for every municipality

The Recicleiros Cidades Program creates public recycling policies to structure and operate territorial systems capable of transforming waste into socio-environmental value. In partnership with the city halls, the program creates infrastructure, productive and operational flows, and organizes the necessary actors so that the selective collection works continuously, recovering waste for the circular economy and converting these materials into work and income, strengthening the local economy.

By integrating waste picker cooperatives, public authorities, private sector and population, these systems' structure productive chains in municipalities and promote socioeconomic inclusion in a consistent manner. In this context, recycling operates as an integrated vector of development and positive social.



Recicla Cajazeiras, Paraíba State

"Through integrated action between BNDES, Recicleiros Institute, waste pickers and recyclers coops, public authorities, private initiative and the local community, we strengthen the waste pickers coops, increasing income generation opportunities and valuing the essential role of these professionals in the recycling chain.

***Celina Rangel Tura**, BNDES Chief of Productive Inclusion and Education Department.*

Our systemic solution design

programa recicleiros cidades

Recicleiros Cidades Program: systemic solution model based on the concept of shared responsibility from the Brazilian National Solid Waste Policy

MUNICIPALITY

1 Municipal Administration
Manages the regulatory framework necessary for the development of the recycling.

2 City Council
(Câmara de Vereadores)
Supports the Municipal Administration in the creation of the regulatory framework.

3 Selective Collection Council
Deliberative body responsible for the development and continuity of selective collection in the territory.

4 City and Co-op United Collaboration
Agreement established between the municipality and the waste pickers cooperative, based on Law 13.019 (MROSC).

5 Inspection
The municipality inspects the selective disposal and notices non-conformities in accordance with the Municipal Law on Selective Collection (Lei Municipal de Coleta Seletiva).

6 Environmental Education
Environmental education actions carried out through activities coordinated between the municipality and the business sector.

7 Recyclable Collection
Established as part of the essential public service, with coverage and attendance; financed by municipal taxes.

8 Recyclable Material Sorting Center (UPMR)
Recyclable Materials Processing Units offer operationally efficient and safe conditions in a dignified and stimulating work environment.

9 Complementary infrastructure
Voluntary Delivery Points and other tools stimulate population adherence.

BUSINESS SECTOR

10 Business Sector
Implementation of additional production capacity in exchange for reverse logistics results (Future Mass Credits, Federal Decree 11.413/2023).

Processing service agreements and disposal of recyclables to ensure the viability of operations.

In 2025, the impact reached further

programa recicleiros cidades

1,013,297
people reached with the Recicleiros Cidades Program

6,636.83
tons recycled in 2025

2,554
people directly impacted, among co-op workers and family members

473
training, mentoring and supervision hours for cooperatives

1,670
social mobilization and environmental education actions

Percentage by type of materials commercialized in 2025

PLASTIC – 25.6%

High-Density Polyethylene (HDPE)	**1.9%**
Polyethylene Terephthalate (PET)	**7.2%**
Plastic Film	**5.8%**
Polypropylene (PP)	**1.5%**
Polystyrene (PS)	**0.1%**
Polyvinyl Chloride (PVC)	**0.09%**
Raffia	**3.7%**
Plastic Scrap	**4.9%**

PAPER – 52%

Paperboard	**2.3%**
Paper	**14%**
Cardboard	**33.3%**
Magazine	**2.4%**

METAL – 4,6%

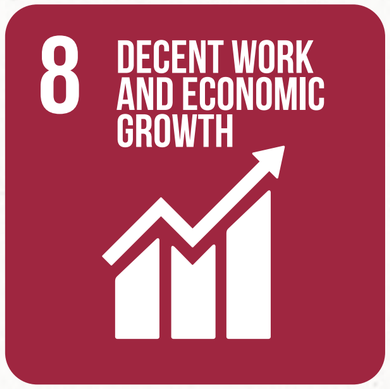
Aluminum	**0.46%**
Metal Scrap	**4.2%**

GLASS – 17.6%

Results with real impacts on the 2030 Agenda.

Each action is structured on the municipalities, producing social, economic, environmental and institutional impacts that dialog with the Sustainable Development Goals (SDGs).

By structuring municipal selective collection systems with socio-productive inclusion of waste pickers, we transform informality work into stable income, expanding access to rights and strengthening coops as impact business.



We created formal recycling production chains. We invested in technical training, management, governance and workplace safety in the cooperatives. We encouraged productivity, revenue predictability and professionalization.

We designed and implemented in Brazilian municipalities the Recyclable Material Sorting Units (UPMRs), integrating technology, innovation and operational modeling.

By enabling people in vulnerability condition to become co-op members, owners of the means of production and contract services with the formal recycling system, we reduce economic and social inequities in Brazilian cities.

We structured permanent municipal systems.Selective collection ceases to be symbolic and becomes a structuring public policy.

We integrate the public service, popular engagement, access to disposal channels and recycling capacity to connect the citizens to the circular economy.

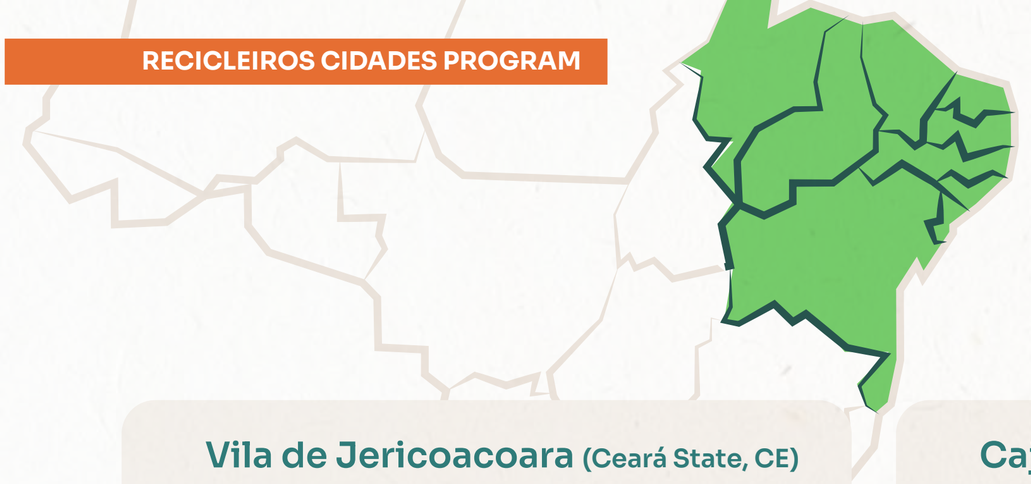
By expanding recycling, we strengthen the foundation of the circular economy and reduce the demand for natural resources, contributing to the mitigation of greenhouse gas emissions. And by strengthening the supply reuse chains we reduce the demand for more natural resource extraction.

We connect the public and business sector, the civil society and enables to make possible the implementation and operation of solutions with diffuse socio-environmental impact .

Where the recycling turned into policy-making

On the following pages we present the main indicators and data that demonstrates the capacity that the Recicleiros Cidades Program has to structure Municipal systems, strengthen cooperatives, amplify the recovery of recyclable materials and generate environmental, social and economical impact.

RECICLEIROS CIDADES PROGRAM



Northeast

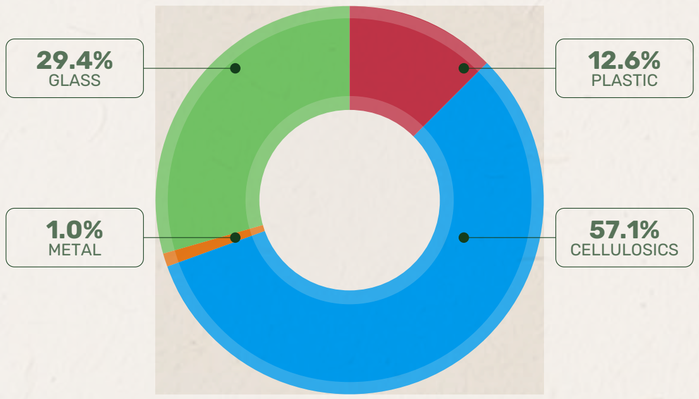
(DATA FROM 2025)

Vila de Jericoacoara (Ceará State, CE)

START OF OPERATION: 2016

POPULATION: 27,662 (IBGE/2024)

14
waste pickers included in the program



68.07 tons of recycled material

Cajazeiras (Paraíba State, PB)

START OF OPERATION: 2021

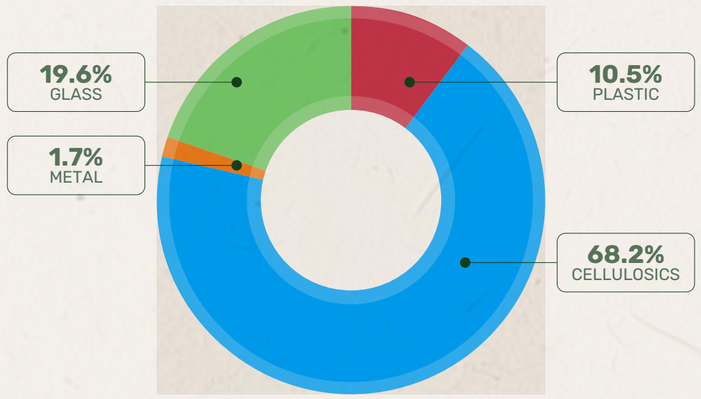
POPULATION: 66,171 (IBGE/2024)

84.3%
of the population served by selective waste collection

13
waste pickers included in the program

163
actions of mobilization and environmental education

13,526
people mobilized on-site



464.29 tons of recycled material

Serra Talhada (Pernambuco State, PE)

START OF OPERATION: 2022

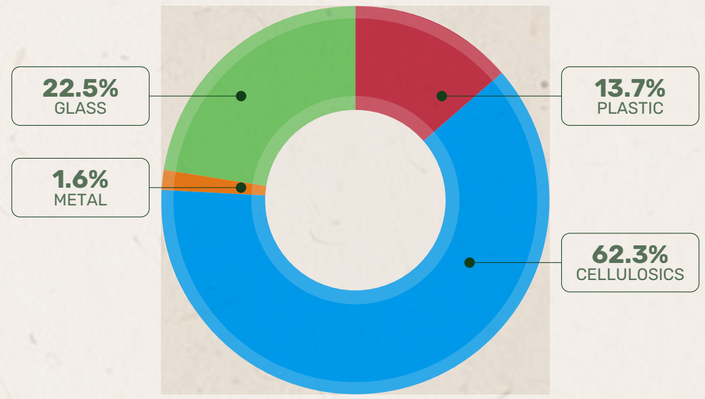
POPULATION: 98,143 (IBGE/2024)

80.1%
of the population served by selective waste collection

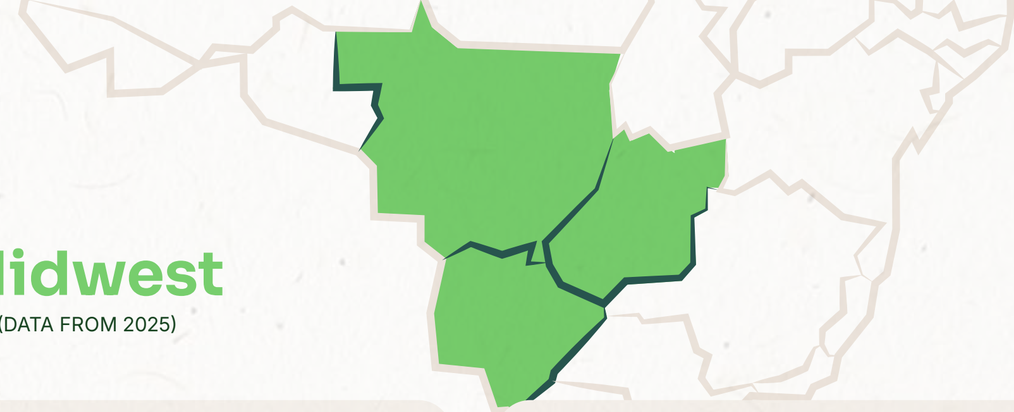
21
waste pickers included in the program

317
actions of mobilization and environmental education

11,759
people mobilized on-site



395.18 tons of recycled material



Midwest

(DATA FROM 2025)

Naviraí (Mato Grosso do Sul State, MS)

START OF OPERATION: 2019

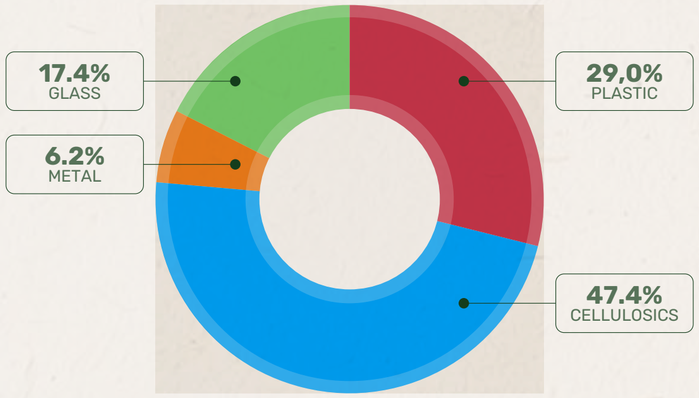
POPULATION: 52,707 (IBGE/2024)

86.4%
of the population served by selective waste collection

27
waste pickers included in the program

312
actions of mobilization and environmental education

15,298
people mobilized on-site



538.51 tons of recycled material

Caldas Novas (Goiás State, GO)

START OF OPERATION: 2022

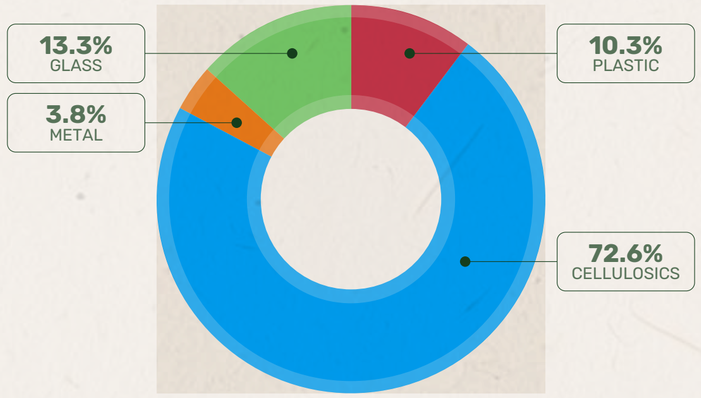
POPULATION: 104,788 (IBGE/2024)

Population served by selective waste collection
(This indicator was not considered for this analysis due to lack of official data provided by the Municipality)

5
waste pickers included in the program

156
actions of mobilization and environmental education

4,064
people mobilized on-site



205.55 tons of recycled material

Maracaju (Mato Grosso do Sul State, MS)

START OF OPERATION: 2023

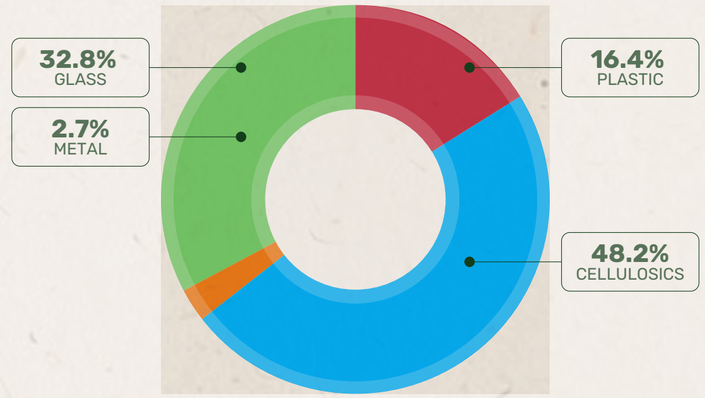
POPULATION: 47,558 (IBGE/24)

99.6%
of the population served by selective waste collection

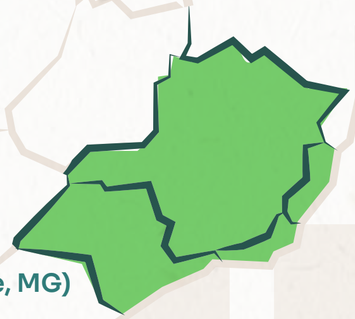
25
waste pickers included in the program

79
actions of mobilization and environmental education

3,725
people mobilized on-site



656.83 tons of recycled material



Southeast

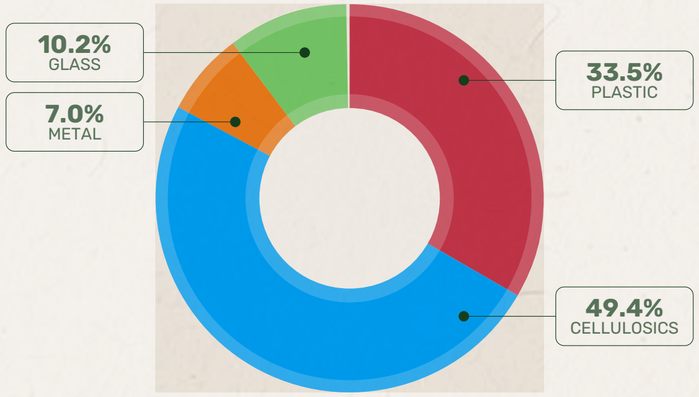
(DATA FROM 2025)

Guaxupé (Minas Gerais State, MG)

START OF OPERATION: 2020

POPULATION: 52,294 (IBGE/2024)

95.1% of the population served by selective waste collection	**21** waste pickers included in the program
484 actions of mobilization and environmental education	**24,126** people mobilized on-site



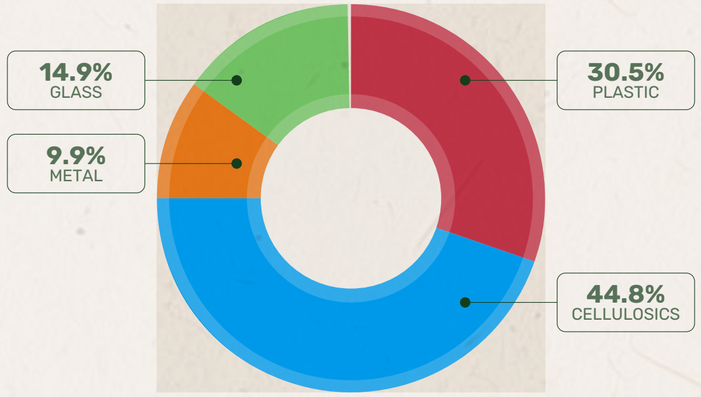
548.19 tons of recycled material

Piracaia (São Paulo State, SP)

START OF OPERATION: 2021

POPULATION: 26,764 (IBGE/2024)

92.5% of the population served by selective waste collection	**13** waste pickers included in the program
34 actions of mobilization and environmental education	**10,354** people mobilized on-site



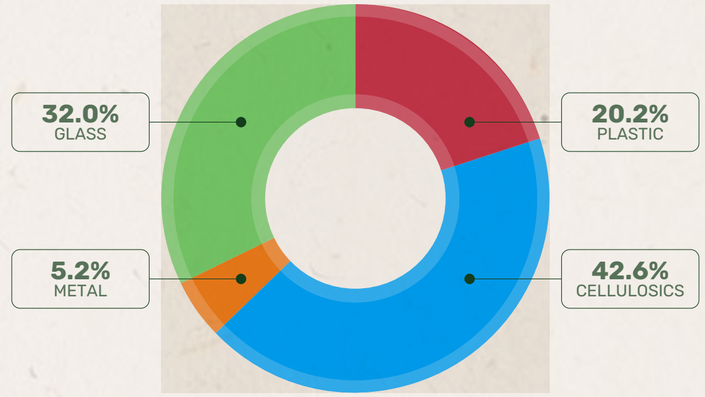
205.65 tons of recycled material

Garça (São Paulo State, SP)

START OF OPERATION: 2021

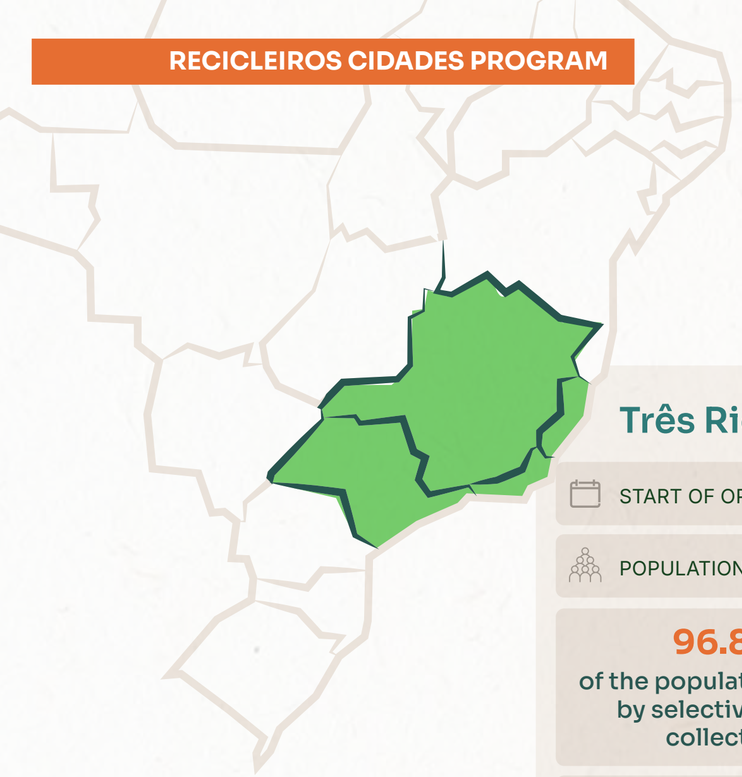
POPULATION: 43,115 (IBGE/2024)

93.1% of the population served by selective waste collection	**13** waste pickers included in the program
2 actions of mobilization and environmental education	**32** people mobilized on-site



140.86 tons of recycled material

**The Coop Recicla Garça ended its activities in May 2025.*



Southeast

(DATA FROM 2025)

Três Rios (Rio de Janeiro State, RJ)

START OF OPERATION: 2021

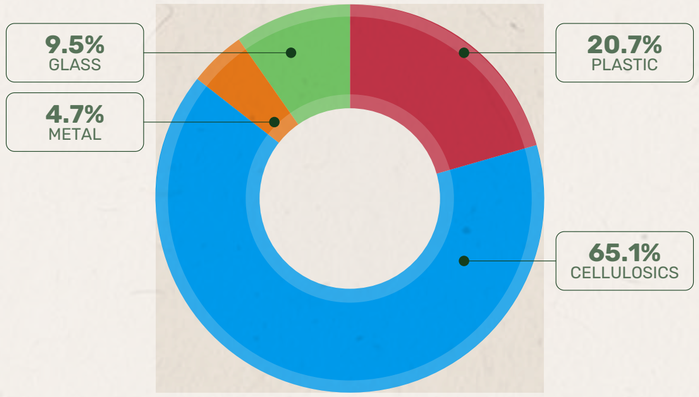
POPULATION: 82,300 (IBGE/2024)

96.8%
of the population served by selective waste collection

13
waste pickers included in the program

8
actions of mobilization and environmental education

144
people mobilized on-site



295.93 tons of recycled material

São José do Rio Pardo (SP)

START OF OPERATION: 2023

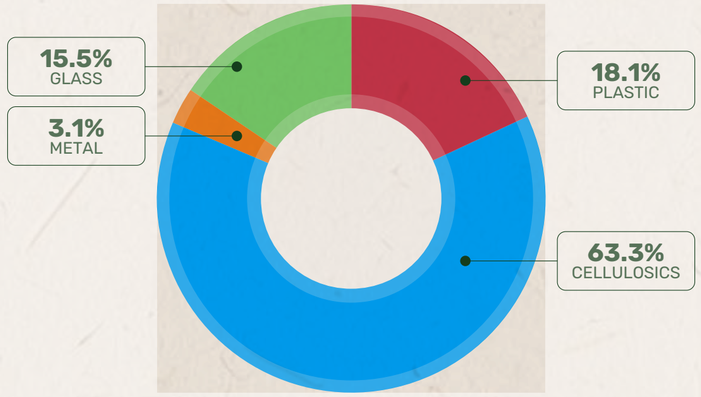
POPULATION: 53,416 (IBGE/2024)

89.7%
of the population served by selective waste collection

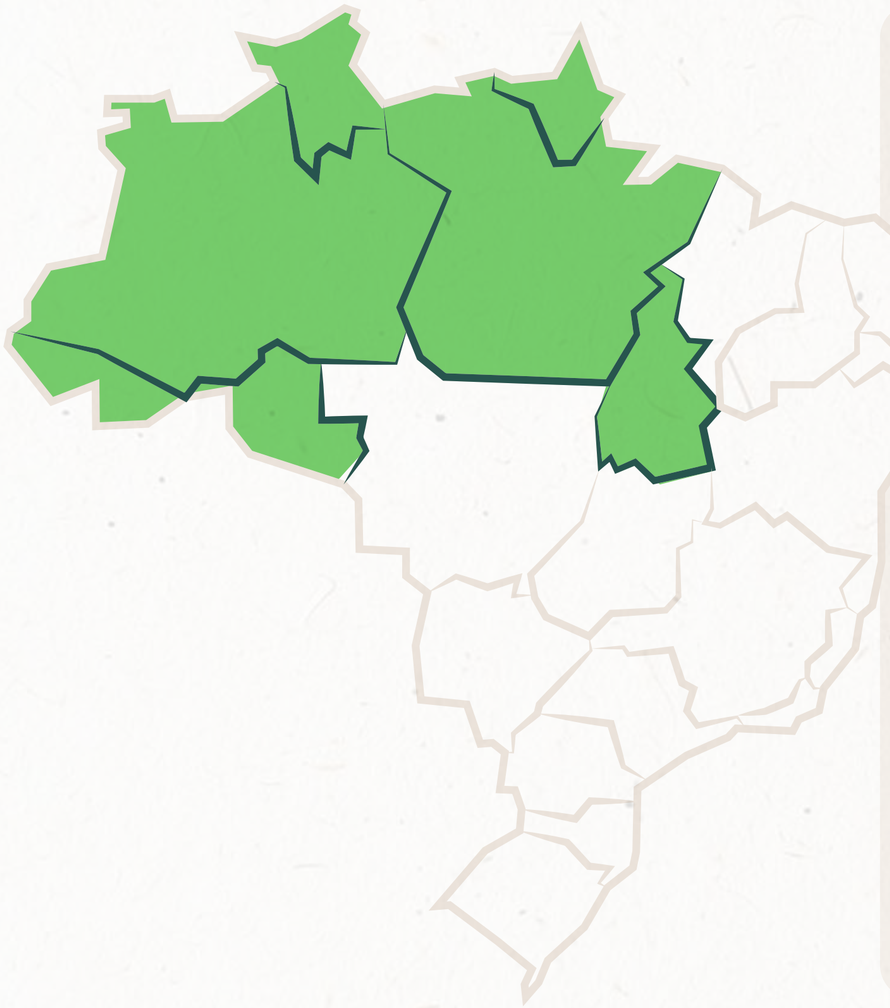
21
waste pickers included in the program

103
actions of mobilization and environmental education

14,759
people mobilized on-site



246.73 tons of recycled material



North

(DATA FROM 2025)

Ji-Paraná (Rondonia State, RO)

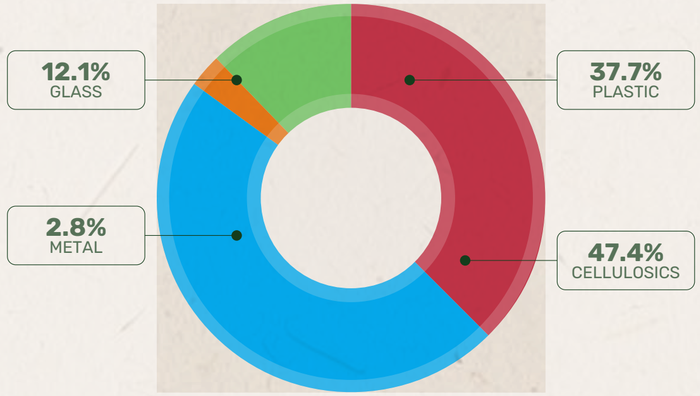
START OF OPERATION: 2021

POPULATION: 139,359 (IBGE/2024)

71

waste pickers included in the program

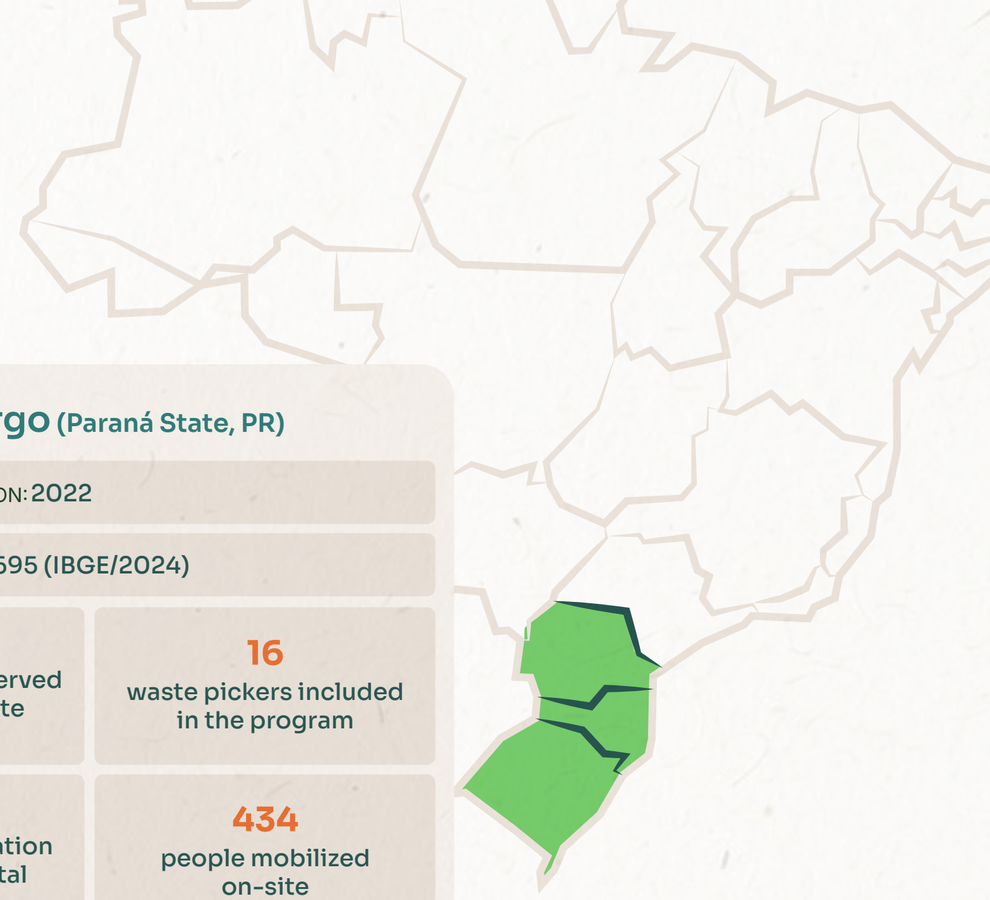
In Ji-Paraná, the recyclable materials are collected on Voluntary Delivery Points (Pontos de Entrega Voluntária, PEVs), strategically distributed throughout the city to cover 100% of the population



1.551,11 tons of recycled material

South

(DATA FROM 2025)



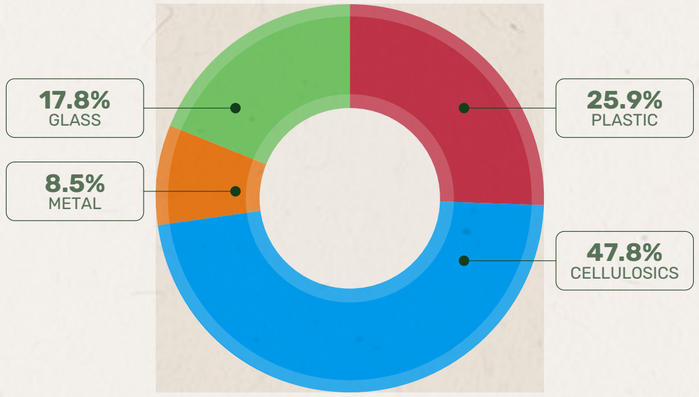
Caçador (Santa Catarina State, SC)

START OF OPERATION: 2022

POPULATION: 75,988 (IBGE/2024)

89.6%
of the population served by selective waste collection

22
waste pickers included in the program



766.49 tons of recycled material

Campo Largo (Paraná State, PR)

START OF OPERATION: 2022

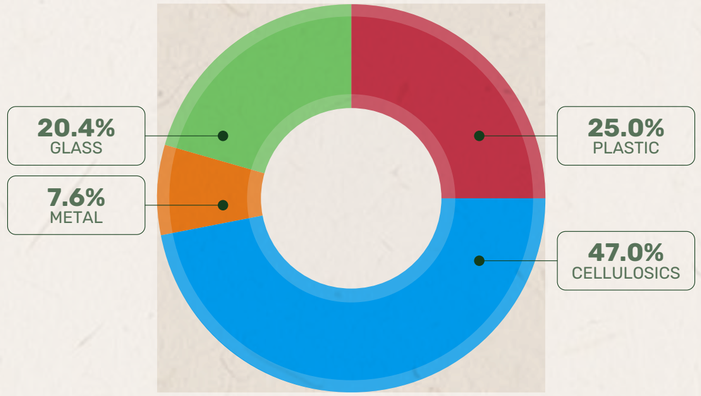
POPULATION: 142,695 (IBGE/2024)

92.7%
of the population served by selective waste collection

16
waste pickers included in the program

7
actions of mobilization and environmental education

434
people mobilized on-site



553.44 tons of recycled material

Consolidated Matrix of results from the territories

City name	Vila de Jericoacoara	Naviraí	Guaxupé	Piracaia	Ji-Paraná*	Cajazeiras	Garça**	Três Rios	Caçador	Caldas Novas	Campo Largo	Serra Talhada	Maracaju	São José do Rio Pardo
Region	Nordeste	Centro-Oeste	Sudeste	Sudeste	Norte	Nordeste	Sudeste	Sudeste	Sul	Centro-Oeste	Sul	Nordeste	Centro-Oeste	Sudeste
State	Ceará	Mato Grosso do Sul	Minas Gerais	São Paulo	Rondônia	Paraíba	São Paulo	Rio de Janeiro	Santa Catarina	Goiás	Paraná	Pernambuco	Mato Grosso do Sul	São Paulo
Start of operations	2016	2019	2020	2021	2021	2021	2021	2021	2022	2022	2022	2022	2023	2023
Population (IBGE/2024)	27,662	52,707	52,294	26,764	139,359	66,171	43,115	82,300	75,988	104,788	142,695	98,143	47,558	53,416
Production capacity (tons/month)	-	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t	240 t
Collection coverage	-	86.4%	95.1%	92.5%	-	84.3%	93.1%	96.8%	89.6%	***	92.7%	80.1%	99.6%	89.7%
Waste pickers in the program	14	27	21	13	71	13	13	13	22	5	16	21	25	21
Educational initiatives	-	312	484	34	-	163	2	8	-	156	7	317	79	103
People mobilized	-	15,298	24,126	10,354	-	13,526	32	144	-	4,064	434	11,759	3,725	14,759
Recycled materials	68.07 t	538.51 t	548.19 t	205.65 t	1,551.11 t	464.29 t	140.86 t	295.93 t	766.49 t	205.55 t	553.44 t	395.18 t	656.83 t	246.73 t

** In Ji-Paraná, the recyclable materials are collected on Voluntary Delivery Points (Pontos de Entrega Voluntária, PEVs), strategically distributed throughout the city to cover 100% of the population.*

*** The operation in Garça was closed in May 2025.*

**** This indicator in Caldas Novas was not considered for this analysis due to lack of official data provided by the City Halls.*

What changed in the life of those who make recycling happen

In 2025, the Recicleiros Institute conducted the second cycle of the Impact Research with Coop Members, as part of its continuous monitoring strategy for the social mobility of cooperatives and cooperative members of the Recicleiros Cidades Program. Like the first cycle, the research had the support of Nestlé, reinforcing an action guided by evidence and by qualified listening of the co-op members.

The Impact Research with Co-op Members is a continuous instrument of learning and improvement. The questionnaire is adjusted and refined every edition based on what was learned the previous cycle from listening the co-op members and the evolution of the Recicleiros Cidades Program.

Claudia Pereira de Sousa França, *co-op member at Recicla Serra Talhada, PE*

Its annual application allows tracking the trajectory of coops over time, mapping advances and weaknesses, identifying trends and comparing the evolution of strategic indicators, strengthening the Recicleiros Institute capacity to make evidence-based decisions and to direct investments and support strategies in an increasingly effective manner.

The second cycle of the research was conducted in person between May 23 and June 11, 2025, with the co-op members incubated by the Recicleiros Cidades Program, using a structured questionnaire with 50 questions.

To facilitate the analysis and reading of the results, the questions were organized into six thematic blocks, which cover different dimensions of the co-op members' experience in the Recicleiros Cidades Program: Work, Working Condition and Safety, Co-op Evaluation and Perception over the incubation process, Perception about Recicleiros Institute, Food security ou Nutrition, Profile.

Stabler income, safer life

The analysis of the results from the two research cycles (2024/2025) allows us to understand, among other aspects, to what extent participation in the Recicleiros Cidades Program has contributed to improving the living conditions of cooperative members.

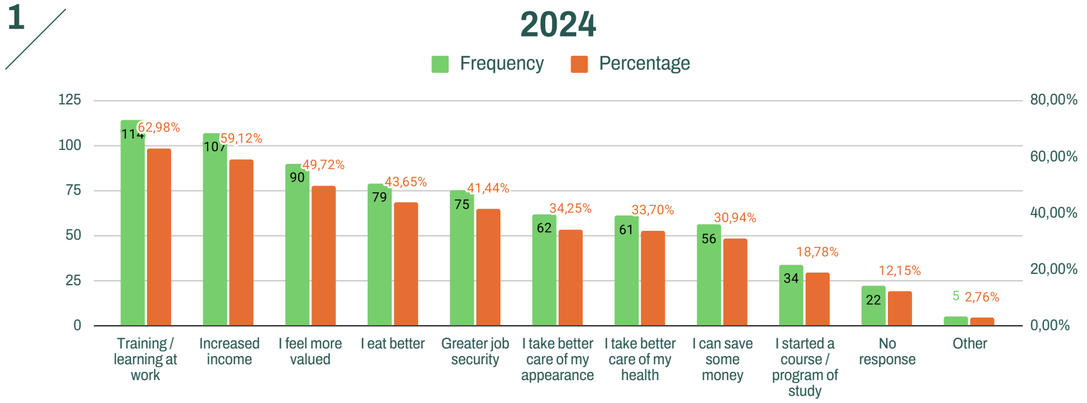
It is worth noting that this analysis presents methodological limitations. No comparison was made with a group of waste pickers not participating in the program, which prevents the attribution of direct causality between the improvements observed and participation in the cooperatives structured by the Institute. In the same way, there is no consolidated baseline that allows for a systematic comparison of the previous situation of the cooperative members. Nevertheless, the data collected allow us to identify consistent evidence of perceived transformation.

When asked about positive changes in their lives, most co-op members report advances related to financial organization, greater income stability, improved working conditions, and increased respect and social recognition, as shown in **graphs 1 and 2.**

Regarding individual development, there is a predominance of responses indicating personal and professional growth.

This result suggests that the program's impacts go beyond the economic dimension, reaching aspects such as self-esteem, autonomy, and sense of belonging, which is demonstrated in **graph 3.**

1



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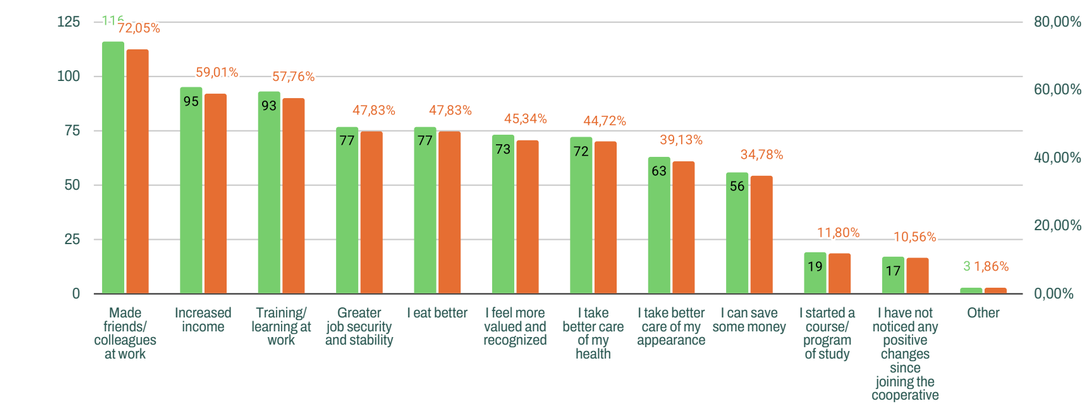

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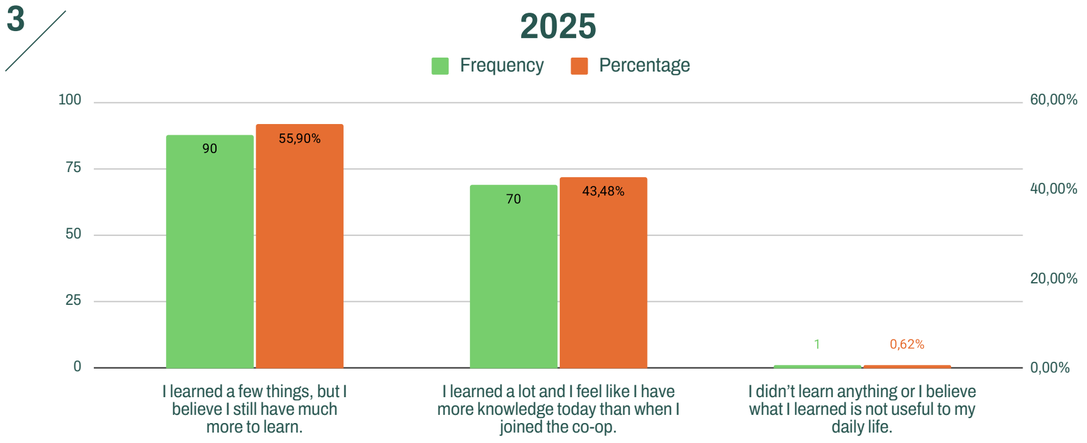
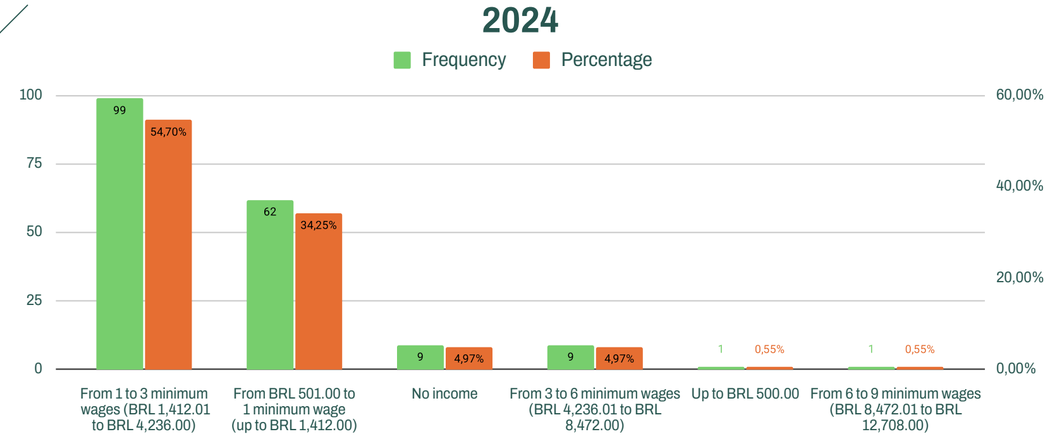


From a socioeconomic perspective, we verified that the average income remains concentrated around one minimum wage. Although this factor isolated does not constitute a significant structural transformation, the more regular and predictable nature of this income stands out, especially when compared to the informality and instability historically associated with waste picking activities, as well as formal participation in the cooperative's corporate structure. See **graphs 4 and 5.**

Additionally, indicators related to food security contribute to assessing the extent to which income and collective organization have translated into greater social protection for families, particularly in contexts involving children and teenagers. Check in the graph the answers to the question: **"In the last three months, did any resident of your household under 18 years old lack enough food or feel hungry due to lack of money to buy food?" Check graph 6.**

In this way, although it is not possible to assert an improvement in living conditions in absolute or structural terms, the results point to a consistent perception of progress in the dimensions of stability, dignity, and personal development. Together, these elements indicate that the program contributes to building safer, more organized and sustainable working conditions and income generation.

4



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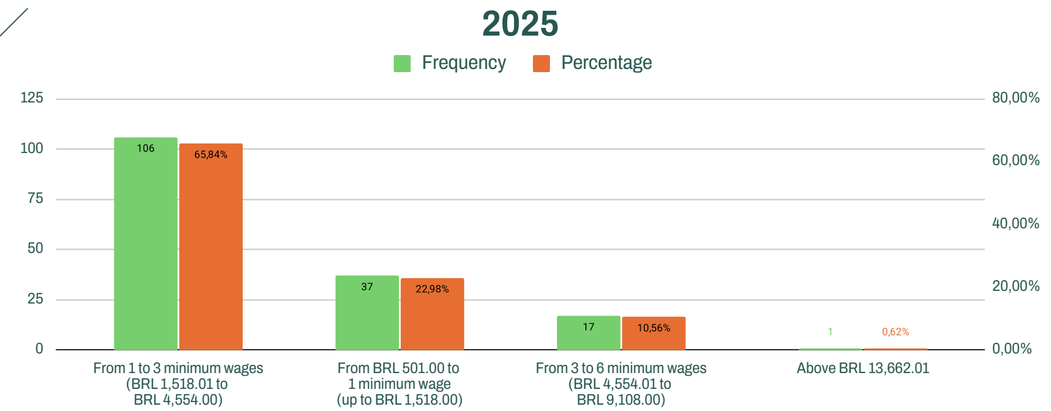

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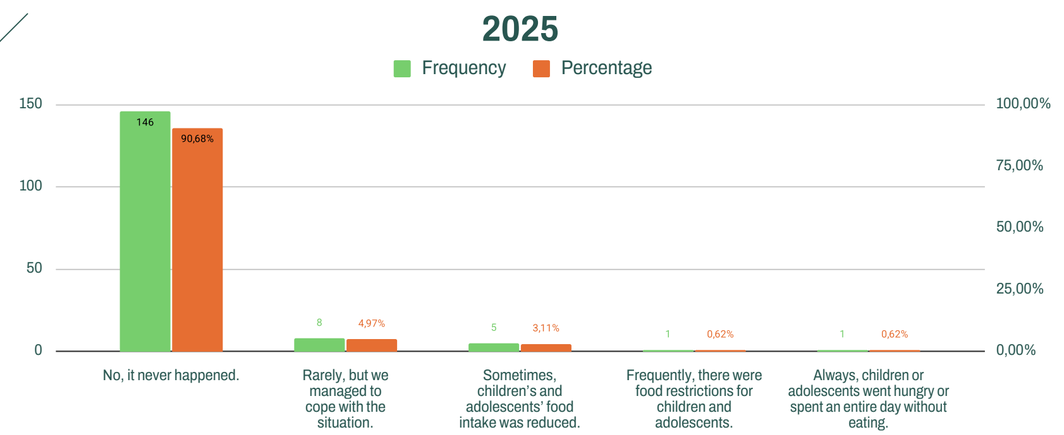

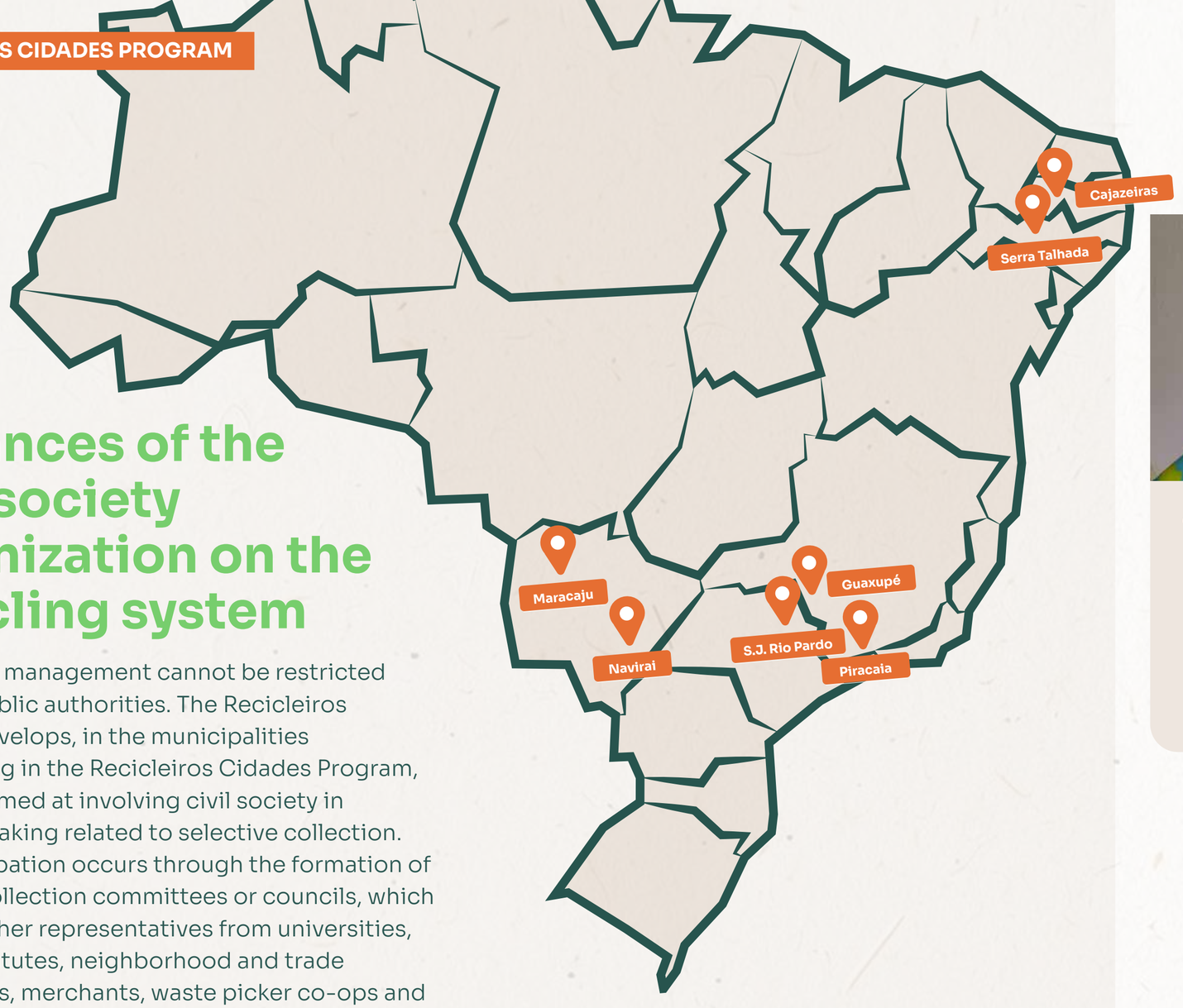

Advances of the civil society organization on the recycling system

Solid waste management cannot be restricted solely to public authorities. The Recicleiros Institute develops, in the municipalities participating in the Recicleiros Cidades Program, activities aimed at involving civil society in decision-making related to selective collection. This participation occurs through the formation of selective collection committees or councils, which bring together representatives from universities, federal institutes, neighborhood and trade associations, merchants, waste picker co-ops and other civil society organizations.

The purpose is for these social governance spaces to become true guardians of selective collection processes and policies, contributing so that initiatives are permanent and do not weaken in the face of changes in municipal government management.

This strategy for strengthening civil society participation has materialized in different initiatives in the territories of the Recicleiros Cidades Program. In 2025, the following advances were recorded:

"Community engagement is fundamental so that the population understands the entire selective collection process and recognizes the impacts of individual and collective actions on the system's results."

***Andrea Portugal**, Recicleiros Institute Territorial Engagement Manager.*

Overview of the formation of Selective Collection Councils in the municipalities of the Recicleiros Cidades Program

Naviraí - in operation (functioning with the *COMDEMA)

Guaxupé - under construction

Piracaia - in operation (functioning with the *COMDEMA)

Serra Talhada - in operation

Cajazeiras - in operation

Maracaju -in operation

São José do Rio Pardo - under construction

**Conselho Municipal de Defesa do Meio Ambiente*

Recicla Guaxupé goes beyond minimum wage and implements a benefits card for waste pickers

Recicla Guaxupé took a significant step in strengthening its organization by improving its management and benefit models, targeting on improving working conditions, income, and retention of co-op members. The initiative consolidates the municipality as a reference in structuring recycling systems with socio-productive inclusion and greater capacity for collective management.

The change is directly related to the service provision contracting model established between the City Hall and the cooperative. This format creates conditions for the remuneration of co-op members to evolve progressively, following the increase in production and efficiency gains in the processing of recyclable materials.

In practice this contributes to making work more attractive, reducing turnover and favoring the permanence of co-op members in process of qualification.

Furthermore, the benefits structure was organized in a way to complement income and expand the security of co-op members.

The model maintains important guarantees, such as contribution to INSS (social security), the Co-op PTO Fund and access to the basic food basket in partnership with the City Hall, while improving operational aspects, such as transportation, now managed by the co-op itself, with more flexibility and adaptation to the work routine.

The implementation of a benefits program, which is operationalized through the Pluxee card, represents an advance in the individual and family financial organization of the co-op members. By enabling greater income predictability and facilitating the use of resources in daily life, the program contributes to meeting basic needs with more security, such as the purchase of food, the payment of bills and the planning of expenses.

This set of changes reinforces not only the economic dimension of work, but also aspects linked to the dignity, stability and quality of life of cooperative members, strengthening the cooperative as a structured space for income generation, development and positive social impact.

“Before it was hard to organize the money. Now we can plan better, buy things for the house and pay the bills without so much strain.”

***Luís Otávio**, co-op member at Recicla Guaxupé.*

“With the benefits, our income became much more stable. This helps a lot on a daily basis, especially as it guarantees food provisions and tranquility for the family.”

***Aline Fernanda**, Co-op member and Management Director at Recicla Guaxupé.*

COOPERATIVA
RECICLA
GUAXUPÉ

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RECICLA
GARÇA

The closure in Garça and what we learned from it

Recicla Garça, a cooperative member of the Recicleiros Cidades Program, ended its activities due to the impossibility of establishing minimum partnership conditions with the municipal government. Thus, it became unfeasible to continue operations within the technical, legal and economic parameters required for the delivery of a dignified service with guaranteed worker safety, an effective public policy. The unit, inaugurated in 2021, had 13 cooperative members involved in the operation and provision of environmental services.

Before the shutdown, in March 2025, the system showed consistent progress. **The monthly average of processed materials increased from 20.9 tonnes in 2023 to 39.9 tonnes in 2024. In the first two months of 2025, it reached 43.4 tons.**

Throughout this period, environmental education actions were carried out in the territory with support from Recicleiros Institute, mobilizing more than 130 thousand people between 2022 and 2024.

The case of Garça reinforces that the consolidation of inclusive public recycling systems depends on the combination of public governance, stable contracts and structural investments. To reduce the impact of losses caused by the closure of operations, all machinery from the Garça UPMR was reviewed and refurbished so that it would become part of the infrastructure of the future unit in Cataguases-MG.

“It is time to reflect over the need to consolidate public policies, the premise of minimum work conditions and fair payment for the recovered recyclables.”

***Cauê Pelegrineli**, Recicleiros Institute Regional Leadership.*

Recicleiros Cidades Program arrives in Cataguases, Minas Gerais State

Cataguases joined in 2025 as one of the municipalities that are part of the Recicleiros Cidades Program. The agreement took place after more than two years of hard work and dedication from both Recicleiros and the group of waste pickers who make up Recicla Cataguases, as well as from the municipality, through the City Hall and the City Council. The public administration's commitment to sustainability was a determining factor for the municipality's selection, which now has a complete selective collection and recycling system, within the technical parameters of the Recicleiros Cidades Program.

The partnership between Recicleiros and the City Hall was implemented in an innovative format. The warehouse, where the recyclable materials processing unit will operate, was built by the City Hall, following the standard technical project developed by Recicleiros Institute.

COOPERATIVA
RECICLA
CATAGUASES

Furthermore, the system is already born with the payment mechanism for services provided by waste pickers, which guarantees the economic sustainability of the enterprise and its cooperative members, who work in the execution of the municipal service.

The Public Policies Center of Recicleiros Institute applied a structured project management model for the installation of the ecosystem; clearly distributed responsibilities between Recicleiros and external agents and conducted full project monitoring.

"We understand the role of public management not only in consolidating selective collection policy, but also in the operational sustainability of the entire municipal recycling ecosystem."

***Cezar Augusto**, Public Policies Center Manager at Recicleiros Institute*

Over the past two years, public managers completed the Knowledge Trail at the Recicleiros Public Management Academy, participated in Technical Mentoring sessions with Recicleiros specialists, approved the Annual Budget Law (LOA) with a specific budget line for selective collection, enacted the Selective Collection Law, built a warehouse to house the Recyclable Material Sorting Unit, and implemented an official door-to-door recyclable collection service.

"We are constantly evolving based on the practical knowledge we have been accumulating. That's why I believe Cataguases will be a reference in inclusive selective collection in our country."

***Erich Burger**, Institute Director at Recicleiros Institute.*

The NDC in numbers: hours of training and qualification turned into real capacity

– ***Members of the Recicla Cajazeiras/PB and Edgler Ferreira,*** *an instructor at Recicleiros Institute.*

2025 Actions

167 hours
of socio-professional training for coops.

210 hours
of mentoring for co-ops leaderships.

96 hours
Of on-site technical advisory services in cooperatives.

214 participants
in the incubation process.

How far we've come

932 hours
of onboarding and preparatory training to start operations.

1,378 hours
of socio-professional training for cooperatives, started in November 2022.

1,296 hours
of mentoring for co-ops leaderships.

1,010 days
of in-situ technical advice in each cooperative.

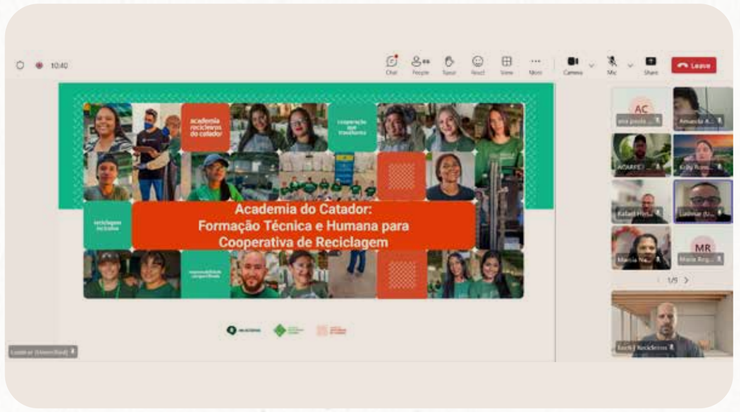
Formation and strengthening of cooperatives

The NDC - Waste Picker Development Center is a branch of Recicleiros Institute that works on the socioprofessional development of cooperative members. In its daily operations, it creates conditions for cooperative members to acquire, progressively and autonomously, the necessary competencies to operate, manage and govern the cooperative with efficiency, ethics and sustainability. The NDC operates within a continuous learning process that integrates technical, organizational and human knowledge to the daily practice on collective work. It strengthens productive skills and consolidates cooperative values, such as transparency and democratic participation.

Hosting the Empreender Juntos Seminar

The “Empreender Juntos Seminar (Entrepreneur Together Seminar) - the cooperativism as a transformation force” was one of the most important actions promoted by the NDC in 2025. The event, broadcast live and open to cooperatives, technicians and partners, was conducted by professors Alair Ferreira de Freitas and Alan Ferreira de Freitas, specialists in the field, and Telines Basilio, president of Coopercaps and a reference in the sector.

The Seminar brought what the Recicleiros Institute always emphasizes, that waste pickers are the seed of transformation that sprouts with greater force through the cooperative. After all, cooperativism is entrepreneurship in its most innovative form, as it creates pathways for income generation and dignity, awakens a sense of belonging among the group, and strengthens the agency of those who build together.



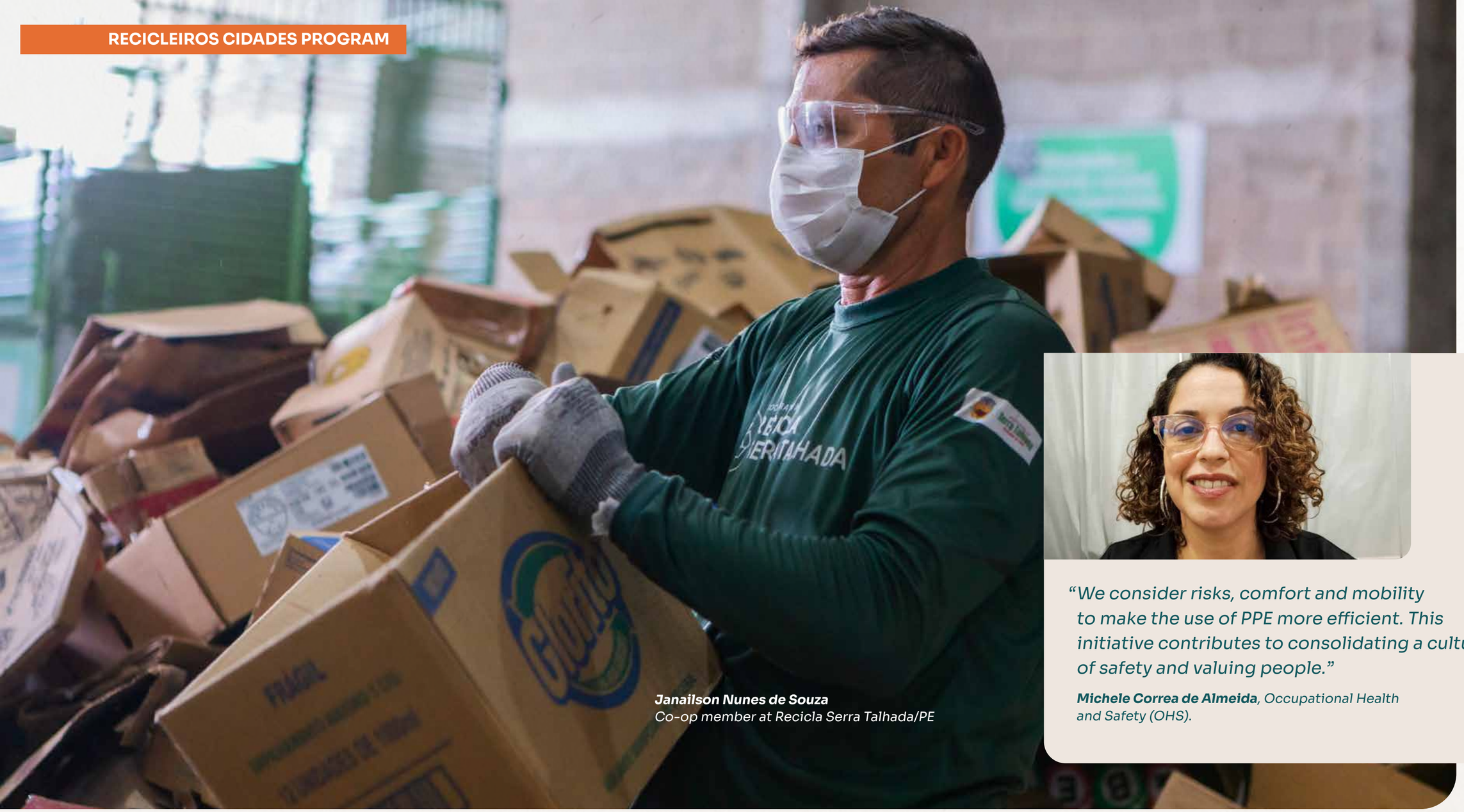
Participation in the Itaipu ParqueTech Workshop

The Waste Picker Development Center was present at the Itaipu ParqueTech Workshop, promoted by the Itaipu Binational Hydroelectric Plant. The NDC team presented the Recicleiros Waste picker Academy and the Productive Branch for Recycling Cooperatives, one of the contents offered on the online platform.

Recicleiros Waste picker Academy Workshop at the NEPER Symposium

NDC was also present on the 9th Symposium on Solid Waste promoted by NEPER/USP, in São Carlos (São Paulo State), holding the Waste Picker Academy Workshop: Technical and Human Training, which brought together representatives from cooperatives, professors and students from USP and UFSCAR.

In addition to sharing information about the online platform methodology of the Recicleiros Waste Picker Academy, the NDC team had the opportunity to discuss with local cooperative leaders the daily challenges, such as professional retention and low remuneration, among other issues related to the reality of cooperative.



Janailson Nunes de Souza
Co-op member at Recicla Serra Talhada/PE

"We consider risks, comfort and mobility to make the use of PPE more efficient. This initiative contributes to consolidating a culture of safety and valuing people."

***Michele Correa de Almeida**, Occupational Health and Safety (OHS).*

In 2025, we rewrote the safety guidelines in the cooperatives

During the year, we updated the guidelines for the use of uniforms and Personal Protective Equipment (PPE) in the cooperatives of the Recicleiros Cidades Program. The new standard defines specific recommendations for each function, considering safety, thermal comfort and mobility.

The changes resulted from careful technical assessments and reinforce the permanent priority of caring for people with responsibility, balance and evidence-based approach, within a standard that strengthens safer, more dignified work environments suited to the operational reality of cooperatives.

Environmental education that changes behavior, not just awareness

The consolidation of selective collection depends on behavioral change. That is why Recicleiros invests in social mobilization strategies and environmental education to expand population engagement and strengthen the recycling culture in the territories of the Recicleiros Cidades Program.

An important differential of this work is the practical experience consolidated by the organization over the years, with operations in different municipalities and territorial contexts. This accumulation of experiences, learning, and concrete results strengthens Recicleiros' capacity for social mobilization and enhances the impact of actions developed with communities.

In 2025:

1,670	485,925	98,319	3,716
actions of mobilization and environmental education	People reached	people mobilized on-site	hours dedicated to community engagement

The impact goes beyond awareness and already brings results from the increase in the recovery of recyclables, strengthening social participation and contributing to the sustainability of cooperatives.

Another strategic advance was consolidating cooperatives as agents of territorial mobilization, expanding local capacities with permanent environmental education and community engagement initiatives.

In schools, the Recycling the Future program strengthened environmental education in elementary education, while the Recycling Doesn't Take Holidays campaign resulted in the proper disposal of 75.4 tons of recyclable materials in 2025.

"Mobilizing is the way to bring more recyclables to the cooperative."

***Jaciara Baltazar**, Operations Coordinator at Recicla Maracaju.*

"The mission of generating behavioral change for recycling begins with a deep understanding of each territory translated into mobilization strategies connected to local reality."

***Mariana Almeida**, Mobilization Coordinator at Recicleiros Institute.*

Click on the link and learn more about how we promote Social Mobilization and Environmental Education in the territories of the Recicleiros Cidades Program, strengthening population engagement.

Knowledge that we produce and share

The Social Technology Labs from Recicleiros Institute emerge from the accumulated knowledge and practical experience developed throughout the trajectory of the Recicleiros Cidades Program. Built on the what was learned in the territories, the laboratories gained their own identity and consolidated themselves as spaces for development, experimentation, and dissemination of solutions for recycling and socioproductive inclusion.

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vox lab

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In 2025, more municipalities are prepared to make recycling work

Ithallo Thadeu Sousa Lacerda, *co-op member at Recicla Cajazeiras/PB,* ***Branquinha de Abreu****, environmental Department of Cajazeiras,* ***Natanael Ribeiro de Souza****, Production Coordinator of Recicla Cajazeiras/PB*

The Recicleiros Public Managers Academy (Academia Recicleiros do Gestor Público, ARGP) is a free online educational platform created by Recicleiros Institute to support municipalities in structuring selective collection and strengthening recycling. ARGP qualifies municipalities to advance in compliance with the National Solid Waste Policy (Política Nacional de Resíduos Sólidos. PNRS), addressing topics such as structuring selective collection, economic viability of systems, and socioproductive inclusion of waste pickers.

"The new framework was not just an operational adjustment, but a movement of institutional maturity in the area and strengthening of transparency and communication."

Franklin Oliveira*, Project Coordinator of the Public Policies Center at Recicleiros Institute.*

Training takes place in a digital environment, with a free-of-charge qualification journey open to cities throughout Brazil interested in developing concrete solutions for waste management.

The platform plays a fundamental role in qualifying and enabling the municipal managers participating in the calls launched at the national level, responsible for selecting the municipalities that become part of the Recicleiros Cidades Program. It was also through ARGP that the municipalities participating in the Recicla+Pernambuco project were selected, qualified, and certified.

In 2025, the platform migrated to a new digital learning system that places the user at the center of the educational experience. The initiative sought to expand access to knowledge, strengthen the dissemination of strategic content and improve the management, monitoring and transparency of training actions. It also innovated with the creation of a Documentary Framework for Waste Pickers, which is a structured set of technical, normative and guiding instruments that support the implementation of public policy in municipalities.

"The ARGP represents a strategy for knowledge dissemination , bringing closer relationships with public managers and supporting the construction of public policies capable of structuring permanent selective collection and recycling systems."

***Cezar Augusto**, Public Policies Center Manager at Recicleiros Institute.*

It brings together in a single environment essential strategic documents to support public managers. The Recicleiros Public Management Academy is currently the largest reference for the development of public selective collection and recycling systems in Brazil and has the sponsorship of the SIG Group. Sign up on the Recicleiros Public Management Academy platform by **clicking here**.

Check also about the use of cartography as a transformation tool, **clicking here.**

132 enrollments in the Academy Recicleiros Public Management.

Continuous campaign with Brazilian municipalities

This campaign is a continuous and organic strategy for building relationships with municipalities, carried out outside of call cycles, which keeps the entry of new territories open, promoting their qualification and preparation for future opportunities to implement selective collection public policies.

In 2025, more than 40 municipal managers showed interest in this relationship. Municipalities that wish to transform solid waste management **can register to access the free qualification journey** of the Recicleiros Public Management Academy.

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Recicleiros Waste picker Academy is launched in 2025 to share knowledge

It is an online platform that offers free access to waste pickers and technicians who work in the recycling ecosystem in Brazil, **through the Technical and Human Training for Recycling Cooperatives**.

It is a structured educational process, which content was developed based on almost 20 years of work by Recicleiros Institute training groups of waste pickers to operate, manage and govern units for processing and marketing recyclable materials organized in cooperatives.

Through an intensive and cross-cutting journey, the Waste picker Academy offers access to a complete learning structure and practical instructions to structurally strengthen the governance and operation of waste pickers' cooperatives.

Partnership with the MMA: the Waste picker Academy gains national reach

The Recicleiros Institute and the Ministry of the Environment and Climate Change (MMA) joined forces in a Cooperation Agreement to improve the sustainable and inclusive management of solid waste in Brazil focused on the performance of the Recicleiros Waste picker Academy.

In summary, the agreement provides that Recicleiros develops educational content and manages the learning platform; offers technical and methodological support to facilitators; promotes monitoring and evaluation of participants' progress on the platform; in addition to regularly expanding the content.

In return, it will be the responsibility of the Ministry of the Environment to promote the platform nationally; to connect with other governmental initiatives to expand its reach; to evaluate impact and collect data to strengthen public policies; and to provide technical collaboration on important topics such as reverse logistics, recycling incentive legislation, and payment for environmental services.

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Launch

The launch of the Recicleiros Waste picker Academy (Academia Recicleiros do Catador, ARC) took place in 2025, during an event with debate panels featuring experts and market leaders to address the main issues impacting the work of recycling cooperatives. The central theme was “Socioeconomic Inclusion of Waste Pickers: Building Capacity at the Base of the Value Chain”, which featured four panels with prominent names from the public and private sectors.

The launch of the ARC was attended by the national secretary of Urban Environment and Environmental Quality (MMA), Adalberto Maluf, in one of the event’s panels.

At an important moment of debate, participants included Tião Santos, from the Eu Sou Catador Movement; Telines Basilio (Carioca), from the National Conference of Cooperatives for Work and Recycling Production (CONATREC); Aline Souza, from the National Movement of Recyclable Materials Collectors (MNCR); and Nanci Darcolete, from Pimp My Carroça, as well as representatives from investors and established authorities.

The event can be watched **Fully on the YouTube channel or on the Blog.**

“The Waste picker Academy is essentially aimed at waste picker organizations, and anyone can have access to it. The objective is for the platform content to reach the group of waste pickers so they can organize themselves and follow the learning path to develop fully.”

***Lusimar Guimarães**, Manager of Waste Picker Development Center (NDC) at Recicleiros Institute.*

Companies have a preponderant role in the Waste pickers Academy

To scale up the Waste Picker Academy, Recicleiros relies on the support of companies that believe in this cause and support it.

The Academy operates with the logic of ‘open innovation’, a concept that seeks innovation through the creation of external partnerships with other people and organizations.

Recicla Serra Talhada/PE

In that sense, investors can contribute to the construction of educational modules, socioeconomic studies, and special projects within the scope of the Waste pickers Academy.

Making both the method and content free-of-charge and accessible to waste pickers throughout Brazil is what caught the attention of and encouraged organizations like SIG Group, Nestlé, Heineken Institute, and Alcoa Foundation to invest in the project. The platform also has a partnership with the Ministry of Environment and Climate Change.

vox lab

In three years, Vox Lab built the largest database on behavior and recycling in Brazil

Vox Lab is a behavior change laboratory for recycling. Through scientific research and monitored tests, it produces knowledge about how people relate to recycling, the real barriers and the triggers to drive habit change.In 2025, Vox Lab completed three years of operation and experienced a cycle of consolidation of results, data and learnings, built within an unprecedented database on perception, knowledge and the gap between attitude and behavior for recycling.

These data and learnings were systematized in in-depth analyses, a scientific article and an e-book that bring together the main research findings.

It was also a time of sharing. The knowledge produced was presented at scientific events, moments that favored debate on recycling from a behavioral perspective. What started as a space for experimentation has become established as a reference in the articulation between science and practice.

Research From Vox Lab is awarded on the ABES Annals

Vox Lab brought its scientific production to the Brazilian Congress of Sanitary and Environmental Engineering, promoted by the Brazilian Association of Sanitary and Environmental Engineering (ABES), with the presentation of the article “Relationship between motivators for adherence to selective collection campaigns and socioeconomic characteristics in Brazilian context”, developed in partnership with researchers from NEPER/USP.

The study is based on extensive research conducted by Vox Lab, covering a population of 672,942 people from the territories where the Recicleiros Cidades Program operates.
The research received funding from SIG.

Read the full article by **clicking here.**

“Recicleiros now has, through Vox Lab, the largest research in sampling of the analysis of population behavior for recycling, with more than 4,000 interviews in cities from the most diverse states.”

***Mônica Alves**, Vox Lab Researcher at Recicleiros Institute.*

Vox Lab at SIRS 2025 strengthens the bridge between Recicleiros and the academia

In September, Vox Lab participated in the ninth edition of the Symposium on Solid Waste, promoted by the Center for Study and Research on Solid Waste at USP (NEPER). Recognized as one of the country's leading events in the field, the meeting brought together the Academia, the productive sector and civil society organizations to discuss solutions for solid waste management in Brazil.

Vox Lab's participation strengthened the dialogue between practice and science by bringing consolidated data from research and experiences carried out in the territories of the Recicleiros Cidades Program to the debate.

SIG, promoter of Vox Lab, was present and brought relevant contributions to the debate, reinforcing the importance of articulation between industry, research and socio-environmental impact.

***Researchers from VOX Lab** during a presentation at SIRS/2025.*

Unprecedented portrait of Brazilian behavior regarding recycling

Vox Lab developed its first e-book, which brings unprecedented data on behavior change for recycling. The publication was born from a central hypothesis that guided research since 2022: **Why does Brazil say yes, but doesn't select waste?**

The material systematizes and analyzes data from interviews conducted in 11 municipalities, distributed across eight states and four regions of the country, with 4,419 residents from the territories of the Recicleiros Cidades Program. The study highlights the gap between attitude and behavior and deepens understanding of barriers, habits, and motivations that influence the separation of recyclable waste and its proper disposal.

As discussed in the e-book, more than 80% of people declare themselves recyclers, and about 60% rate their own level of knowledge about recycling between 7 and 10. It also brings analyses that show that, despite these positive responses, there are important contradictions between what people say, what they believe they know, and what they actually do in practice.The problematization of these contradictions is just one of the aspects analyzed from this broad sample of research, which resulted in a rich reading of directions for changing behavior towards recycling.

The result of a partnership between Recicleiros Institute and SIG is the e-book, presenting practical strategies that contribute to strengthening public policies, improving communication and expanding population participation in selective collection.

"We published our first e-book and our first international article, which directly aligns with the Recicleiros Institute' purpose of being not only a living laboratory, but also a reliable source for the production of scientific knowledge."

***Luciana Ribeiro**, Senior Project Analyst at Recicleiros Institute.*

To access the e-book, click here.

vox lab

Our first international scientific article and what it proves about the Recicleiros model

The Instituto Recicleiros, through the Vox Lab, published its first international scientific article, in partnership with the Center for Study and Research on Solid Waste at USP (NEPER), in the journal Waste Management & Research, in a special edition linked to the ISWA congress, an international reference association in solid waste management.

The study analyzes, in an unprecedented way, the technical, financial and social performance of recyclable sorting units of the Recicleiros Cidades Program. The results show that operating costs, especially labor costs, frequently exceed the revenues generated by the sale of materials. The study concludes that the sustainability of the sector requires new financing models, such as payment for environmental services, public-private partnerships, and shared responsibility policies.

Click here to read the full article.

Naviraí resident carrying out the disposal at the voluntary delivery point

Project TITO

Test confirms effectiveness of reusable bags

Testing hypotheses on the use of devices that can encourage population engagement with recycling also integrates the scope of Vox Lab.

Within the TITO Project, the test of distributing reusable bags was completed in macro-territories of 500 residences in the municipalities of Cajazeiras (Paraíba State), Naviraí (Mato Grosso do Sul State) and Serra Talhada (Pernambuco State). In cycles 1 and 2, the same methodology was carried out on a smaller scale.

The 2025 results confirm what was verified in previous cycles. The distribution of reusable bags is effective in expanding adherence and increasing recycled volume, provided it is accompanied by active communication and regular collection.

Final cycle overall results:

+44% increase in household adherence to selective collection.

+21% average growth in collected mass.

Regarding the device:

94% used the reusable bag.

86% recognized ease of use as the main advantage.

72% of those who were not recycling declared motivation to start after receiving the device.

Serra Talhada becomes a case and Recicla+ Pernambuco scales the model.

The success case implemented by the Serra Talhada City Hall in partnership with the Recicleiros Institute served as inspiration for the Pernambuco State government to create the initiative called Recicla+Pernambuco. A state-level project that is bringing knowledge and capacity to the Pernambuco State.

From left to right: Rafael Henrique, Cleiton Collins, Priscila Krause, Raquel Lyra, Ana Luiza Ferreira and Erich Burger at the Recicla+Pernambuco launch.

Pernambuco promotes real impact of structuring actions with innovation in public policy

Governor Raquel Lyra signed in April 2025 a Reverse Logistics Commitment Agreement with Recicleiros Institute to value structural investments in the State and leverage selective collection models that promote additionality and guarantee human rights for waste pickers. The initiative is innovative as it makes effective mechanisms for differentiating reverse logistics results with the aim of encouraging qualified actions and investments in the state.

Furthermore, the partnership between the Pernambuco government and Recicleiros includes a development agreement to invest approximately R$ 29 million directly in training public managers and implementing 4 new municipal selective collection and recycling systems, through a blended finance structure, with resources from the Recycling Incentive Law, Reverse Logistics, state resources and non-reimbursable funds (grants).

In 2025, the project received investments from SIG Group, Stellantis Group, Banco do Nordeste do Brasil (BNB), and Cornelio Brennand Group.

“ The partnership with Recicleiros Institute is helping the State of Pernambuco to requalify Urban Solid Waste Management in municipalities across the state, through support for the implementation of a fair and inclusive Municipal Selective Collection Service Public Policy in the State.”

Danilo Nogueira, General Manager of Circular Economy at the Department of Environment and Sustainability and Fernando de Noronha of the State of Pernambuco.

“SIG is immensely pleased to work with these partners to impact the construction of public policies promoting recycling and ensuring the socioeconomic inclusion of waste pickers.”

Isabela De Marchi, SIG Sustainability Manager.

RECICLA+ PERNAMBUCO

GOVERNO DE PERNAMBUCO
Secretaria de Meio Ambiente, Sustentabilidade e de Fernando de Noronha

The qualification that prepared Pernambuco for recycling at scale

In 2025, the municipalities of Pernambuco had the opportunity to participate free of charge in in-person qualification workshops taught by the technical team of the Recicleiros Public Management Academy. Of the municipalities participating in the training, 34 formalized their candidacy for the qualification phase to receive the Recicla+Pernambuco Program and received technical consultancies and diagnostics conducted by specialists from Recicleiros Institute.

Of these, 18 municipalities and 1 consortium advanced in the qualification process, culminating in the final selection of four municipalities by the Selection Committee.

Beyond the selected municipalities, the different stages of the process generated relevant institutional advances. Many public managers in Pernambuco have advanced with public policies for selective collection and recycling in their territories, which demonstrates the legacy left by Recicla+Pernambuco.

For example, 13 cities enacted the Selective Collection Law, another 9 included the subject in the Annual Budget Law (LOA), seven advanced in the warehouse for the construction of the recycling cooperative and six took a step forward in the Plastic Bags Law.

Project investments will be allocated to carrying out renovations, machinery and equipment for setting up complete Recyclable Materials Sorting Units (UPMRs), communication campaigns for population engagement, intensive and long-term technical assistance for socioprofessional training of waste pickers, limited working capital and also long-term technical support for the municipality.

The incubation promoted by Recicleiros could benefit up to approximately 200 workers and their families, through the generation of decent work and socioprofessional training to establish their cooperatives. The expected duration of the incubation is five years.

89
municipalities registered in the Recicla+Pernambuco call for proposals, representing 48.4% of the totalmunicipalities in the State of Pernambuco.

168
managers participating on the in-person workshops.

177
managers participants of the online technical mentoring.

34
municipalities applied to participate in the program.

18
municipalities and 1 consortium qualified.

38
regulations approved for municipal public recycling policies.

(Selective Collection Law, Annual Budget Law, Budget Guidelines Law, Plastic Bags Law and Pluriannual Plan).

RECICLA+ PERNAMBUCO

GOVERNO DE PERNAMBUCO
Secretaria de Meio Ambiente, Sustentabilidade e de Fernando de Noronha

Recicleiros arrives in the Amazon to make recycling happen

The Recicla Juruti project inaugurates a new way for Recicleiros to reach Brazilian territories. Through the investment of the Alcoa Foundation, Recicleiros celebrates a partnership with the municipality of Juruti to assist in the transition from the current scenario to a new reality of eliminating landfills and implementing selective collection as a public policy and service.

The project, which is being developed in partnership with the Alcoa Foundation and the municipality of Juruti, in Western Pará, includes investments of R$ 2.8 million for the creation of a structured solution that involves the development of a Municipal Selective Collection Plan, implementation of the public selective collection service and an environmental education program, in addition to the implementation of the Recyclable Materials Sorting Unit and the incubation of the waste pickers' cooperative by the Recicleiros Waste picker Academy.

The project involves the humane closure of the active landfill in the municipality and the delivery, by Alcoa, of the city's new sanitary landfill, within a model of just and dignified transition for waste pickers through an action of effectively reducing the current impacts of waste on the local environment. The project was launched during COP30.

"With the financial support of Alcoa Foundation and the technical leadership of Recicleiros Institute, we are investing in the future of our families."

Lucidia Benitah, *Mayor of Juruti.*

"Through this collaboration, we are reinforcing the Alcoa Foundation's commitment to sustainable and inclusive community development. By supporting the work of Recicleiros, we are creating real opportunities for people and, at the same time, strengthening the circular systems that protect the planet."

Caroline Rossignol, *President of Alcoa Foundation.*

"With the support of the Alcoa Foundation, we will empower local recyclable material collectors, strengthen recycling infrastructure and help Juruti become a model of circular economy in the Amazon."

Erich Burger, *Institute Director at Recicleiros Institute.*

New mechanisms to promote deep and relevant impact in Brazilian cities

Committed to the mission of scaling up the positive impact of recycling, we have worked towards advancing regulations that create mechanisms to leverage qualified actions that generate real impact on society and the environment. The Commitment Agreement signed with Pernambuco is an innovation created based on experiments that deepen and intensify the impact in Brazilian territories.

Recycling done in a dignified and structuring way is worth more

Innovative Commitment Agreement creates impact expansion mechanism.

Following the Recicla+Pernambuco initiative, the Government of Pernambuco and Recicleiros Institute signed a Reverse Logistics Commitment Agreement (TCLR) that introduces transformative concepts to qualify reverse logistics investments in the State. The TCLR brings clear rules to value reverse logistics credits linked to the depth of the socio-environmental impact generated, offering legal certainty and incentives to companies that need to fulfill their responsibilities with reverse logistics and contribute to the socio-environmental agenda.

The TCLR proposed by Recicleiros in Pernambuco is an important milestone because it seeks to recognize and value structuring recycling projects based on these three concepts:

Additionality

Measures that expand recycling capacity beyond the existing one, such as new processing plants, infrastructure improvements and waste picker training, in addition to generating additional impacts in other dimensions due to social gains resulting from public policy development, job and income generation, development of recycling culture in communities, among others.

Integrity

Projects that guarantee minimum conditions for dignified work and safety for waste pickers, such as fair remuneration, health and safety in the workplace, and social security.

Limitation of Liability

Mechanism that protects investors from systemic risks over time, which encourages investments in structuring projects and long-term ones, such as **future assets**.

Multiplier effect of results

Today, the reverse logistics system in Brazil values all recycling credits equally, regardless of their origin. This means that one ton of material recycled through structured cooperatives, with formalized waste pickers and dignified working conditions, inserted into formal municipal systems, is worth the same as one ton from invoices without traceability or real social benefit.

One of the major strengths of the new Commitment Agreement signed with Pernambuco is the multiplier effect, a major advance in reverse logistics results. When considering the benefits of additionality, integrity and the dimension of impact from systemic and structural action, the Agreement recognizes and values recycling with greater socio-environmental impact as a way to encourage its occurrence in the state. In practice, one ton recycled in a structuring project that generates additionality results in two to four credits, depending on the project scope.

Partnerships that expand impact and sustainability

Partnerships with Recicleiros Institute create pathways for expansion, financial sustainability, and strengthening of public recycling policies. This happens through support to municipalities and cooperatives in fundraising, through the development of projects capable of receiving incentivized investments. These are strategies that expand opportunities, connect different actors and drive solutions capable of generating lasting socio-environmental impact at scale.

See how R$ 2.6 million in new resources reached cooperatives in 2025

The Recicleiros Institute offers technical and strategic support so that the cooperatives of the Recicleiros Cidades Program can expand their autonomy and sustainability. Among the areas of action is support to enable municipalities, in partnership with cooperatives, to access different financing lines and investment opportunities to strengthen public recycling policies.

In 2025, three city halls and cooperatives advanced in these achievements:

Maracaju (Mato Grosso do Sul State) **R$ 300 thousand**

Public Call Notice 008/2025 from the Department of Environment, Development, Science, Technology and Innovation – SEMADESC – Acquisition of green bags for the population to store and dispose of recyclable waste.

Naviraí (MS)

R$ 2.3 million

New PAC - Ministry of Cities - Construction of the new warehouse for cooperative operations.

R$ 266 thousand

Public Call Notice 008/2025 of the Department of Environment, Development, Science, Technology and Innovation - SEMADESC - Acquisition of equipment to strengthen the operational actions of the cooperative and environmental education actions.

São José do Rio Pardo (São Paulo State) **R$ 40 thousand**

Parliamentary Amendment - City Council - Acquisition of green bags for the population to store and dispose of recyclable waste.

"It was a very productive year for the cooperative, with significant advances on several fronts. The fundraising carried out during the period generated good results, contributing to the strengthening of activities and the improvement of outcomes."

***Angélica Silva da Cruz**, Director/President of Recicla Naviraí.*

The LIR and what it represents for those who want to transform tax obligation into real impact

The Recycling Incentive Law (LIR) is an initiative that aims to promote the strengthening of recycling in Brazil through tax incentives. Allows companies and individuals to allocate part of their Income Tax owed to projects previously approved by the Ministry of Environment and Climate Change (MMA) that strengthen selective collection, the inclusion of waste pickers, and the circular economy.

The LIR (Law No. 14,260/2021) is important because it transforms the way the country deals with its waste by uniting the State, companies and civil society in a pact for development.

That is sustainable, with real long-term environmental, social and economic benefits.

Recicla+Pernambuco is one of the projects approved by the Ministry of the Environment that can receive investments via LIR. Developed from a cooperation agreement between the Government of Pernambuco and Recicleiros Institute, the project has clear goals and indicators that prove its positive impact in the municipalities.

The project is bringing inclusive recycling public policies to 4 municipalities in Pernambuco, and the expected results include the installation of capacity to recover up to 9,600 tons/year of recyclable materials, generation of formalized work and income for up to 200 waste pickers, service to 282,000 people with structured selective collection and awareness of 77,000 citizens in educational campaigns. We expect to avoid the emission of 20,590 tonnes of CO2 into the atmosphere.

In just its first year, Recicleiros has already raised 35% of the total, which demonstrates the solidity of the multisector project and Recicleiros' great technical and institutional capacity to execute this type of project, which remains open to incentivized contributions in 2026 and 2027.

Recicla Serra Talhada/PE

"LIR opens up the possibility of a continuous investment cycle and we want to help prove that it can and should operate with the same security as other incentive laws in Brazil."

***Ana Carolina Finardi**, Coordinator of Business and Partnerships at Recicleiros Institute.*

Peace will remain a utopia in a world where fairness is unattainable

Ethics is a vision that guides all our steps. Based on this principle, we are committed to building an Ethical Recycling Chain, together with partners who believe in this idea.

The objective is to transform recycling into a truly sustainable and inclusive system.

How we are creating the meaning of an ethical chain for Recycling

Human Rights and Sustainability in the waste value chain.

Since its inception, Recicleiros has been strengthening its vision on ethical principles in the recycling chain. Considering the historical scenario of recycling in the country, where people in situations of social and economic vulnerability have worked in waste collection for the recycling chain as a survival strategy, operating without safety on the streets, in landfills, or even in sorting warehouses without minimum conditions of health, safety or dignified remuneration, Recicleiros has acted in a technical manner in the construction of systemic models that can circumvent this situation.

Our model is based on providing dignified and safe working conditions, from the physical facilities of the Processing Units of the cooperatives, to the service provision contracts that guarantee predictability and minimum income for waste pickers. Above all, a model of inclusion that empowers and gives ownership to fairly include people who were previously excluded.

In order for all this to happen, it is necessary to establish fairer relationships throughout the entire value chain. The concept in question has mobilized some partners who came together to structure an Ethical Chain Protocol, with the objective of stimulate the adoption by major market players and thereby build a fundamental transition from an exploitative model to a sustainable model.

The Ethical Chain Protocol is an initiative currently promoted and implemented by SIG Combibloc, Earthworm Foundation, Soma, SEDEST-PR and Recicleiros Institute.

Recicla Cajazeiras/PB

The concept of ethical chain materialized in the state of Paraná, which, through the Secretariat of Sustainable Development, SEDEST, recognized these initiatives and decided to incorporate the concept into state public policy. The idea is being voluntarily adopted by the Paraná state government to guide investments and the approach of supply chain actors in projects with cooperatives in the State.

Meet the first Ethical Chain Protocol guide published for waste picker organizations.

This important initiative brings enormous relevance to the topic, as it raises it to the state level.Considering Paraná's historical leadership on the subject, it is possible to project the concept beyond the Paraná recycling chain, to the extent that it can inspire and induce other states to follow in the same direction of sustainability.

On the horizon of the ethical recycling chain is the construction of Protocol Governance, the development of Guidance Guides for the other links in the chain, and the publication of technical studies to guide the premises of ethical action in this so important chain.

From left to right: Rafael Henrique, Recicleiros Institute, Isabela De Marchi, SIG, Lucio Vicente, Akatu Institute and Sabrina Souza, YouGreen.

Erich Burger, Tião Santos, Sarah Reis and Rafael Henrique in a COP30 Panel.

COP30 - Recicleiros at the Center of the debate of the Ethical Chain of Recycling and the waste pickers protagonism

The founding directors of Recicleiros Institute, Erich Burger and Rafael Henrique, participated in the panel “Ethical Recycling Chain: the human value behind waste,” held during COP30.The debate brought together experts, sector leaders and representatives of organizations linked to recycling to discuss the challenges of building a truly inclusive and sustainable circular economy.

The panel was integrated into the programming of the Coletivo Festival, held by Gael and Menos1Lixo, and also featured the participation of the president of the Instituto Movimento Eu Sou Catador (MESC), Tião Santos, the president of the Cooperativa de Trabalho dos Catadores de Materiais Recicláveis das Águas Lindas (ARAL) and director of Recicla Pará, Sarah Reis. Throughout the conversation, it was reinforced the urgent finding that even after 15 years of the National Solid Waste Policy, thousands of waste pickers still sustain Brazilian recycling in precarious conditions, without recognition proportional to the environmental, economic and social importance of the work they perform.

The participation of Recicleiros Institute in the debate reinforces a trajectory built from practice, the structuring of public policies and the defense of ethical recycling models, capable of combining operational efficiency, socio-environmental impact and socio-productive inclusion.
More than expanding recycling rates, the discussion pointed to the need to consolidate systems that recognize waste pickers as central protagonists of the circular economy.
The full COP30 panel can be viewed at this link.

Recicleiros Institute Team

We are all Recicleiros.

This is the Recicleiros team. Managers, technicians, researchers, communicators and mobilizers working in different regions of the country. This diversity strengthens our culture, sustained by ethical and transparent governance and by communication that brings people together and gives voice to real stories of transformation.Our common purpose is to generate positive impact for people, cities, and the environment. We are for all.

We are made of people. And that is where our strength comes from.

Encounters of accents, trajectories, generations and perspectives. We meet in diversity and in the utopia of making recycling happen in Brazil.

We are spread across every corner of the country, but geographical distance does not separate us, on the contrary, it expands us. Each territory we inhabit teaches us something new about culture, local reality, and possible solutions.

We all are Recicleiros. Managers, technicians, specialists, researchers, communicators, social articulator, mobilizers and project developers.

We are also hands-on.

What unites us is the commitment to socio-productive recycling as a tool for inclusion, income generation and social mobility. In the management of urban waste, beyond the environmental impact, we see people, opportunities and dignity.

We are a living network that proudly carries the mission of transforming waste into income, inclusion into dignity, and collection into future.

GENDER

- **55%** women
- **42%** men
- **1%** others
- **81%** heterosexual
- **19%** LGBTQIAPN+

AGE GROUP

- **21%** < 30 years old
- **71%** 31 to 50 years old
- **7%** +51 years old

RACIAL SELF-IDENTIFICATION

- **61%** white
- **22%** brown (pardo)
- **11%** black
- **3%** east Asian
- **5%** others

REGION

- **70%** Southeast
- **11%** Northeast
- **11%** Midwest
- **5%** South
- **1%** North

"Bringing together people scattered throughout Brazil, all fighting for a single cause, is something truly incredible, especially nowadays."

***Franklin do Carmo Oliveira**, Projects Coordinator at Recicleiros Institute.*

"Being a Recicleira is breaking with the common workspace. It's about looking at a work process in a different and innovative way."

***Alice Longhi de Moraes**, Financial Analyst at Recicleiros Institute.*

We are many. **We all are Recicleiros.**

Governance

We strengthened an ethical, respectful and transparent culture

Throughout the year, Recicleiros Institute, through its Compliance and Governance Board, promotes institutional campaigns as part of the strategy to strengthen an ethical, respectful and transparent organizational culture. The initiative mobilizes employees of the Recicleiros Institute and waste pickers from the cooperatives of the Recicleiros Cidades Program, aligning attitudes and behaviors with institutional values and encouraging inclusive and safe practices in the work environment.

With structured annual planning, the contents are disclosed through internal communication channels and with the cooperatives, where local leaders conduct conversation circles and training actions to deepen debates and encourage practical application of the topics in the daily routine of the teams.

With this continuous agenda, Recicleiros Institute strengthens and expands the sense of shared responsibility and consolidates a safe, inclusive organizational environment aligned with best governance practices.

12

actions in the year and application on two fronts: institutional team and cooperatives

54

Lectures and educational activities carried out in cooperatives with participation of specialists, teachers, students and public authorities

August

Breastfeeding

Campaign materials shown in the original Portuguese.

Themes

January
Harassment on the workplace

February
Diversity and LGBTQIAPN+ Pride

March
Women's Month - prevention of cervical cancer and breast cancer (with specialist)

April
The fight against racism

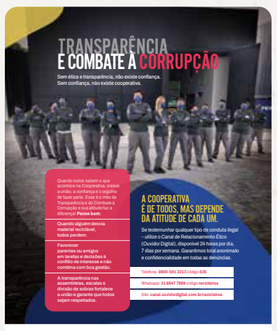
May
Safety on the workplace and accident prevention

June
Combating violence against women

July
Equity – people with disabilities and neurodivergent individuals

August
Breastfeeding

September
Mental health and suicide prevention



October
Fight against corruption and transparency

November
Prevention of prostate cancer and HIV/AIDS (with specialist) + online gambling and mental health

December
Ethics at work and professional conduct

"The idea is to promote awareness that each person has an active role in building an ethical, safe and respectful environment."

***Ana Luísa Beall**, Compliance and Governance Director of Recicleiros Institute.*

In 2025, we advanced in diversity in theory and practice

The Recicleiros Institute has a Diversity Commission, as a space to discuss topics related to diversity, equity and inclusion in the workplace. Actions are always aligned with the organization's Code of Ethics and Conduct and are aimed at promoting good governance practices and institutional development.

Throughout the year, the Commission promoted qualified debates with experts to foster structured reflections among employees, which addressed topics such as sexual and gender diversity, Neurodiversity in corporate daily life, anti-racist practices in everyday life.

By incorporating diversity as a strategic value, Recicleiros Institute strengthens its commitment to fairer, more ethical environments that are consistent with its mission.

"What do we want as an institution? The same ideas, in the same way or different ideas?"

***Bruno Segantini**, Legal Coordinator at Recicleiros Institute.*

***Francisca Consuelo Soares da Silva**, Fiscal Advisor at Recicla Cajazeiras/PB*

In 2025, communication expanded every story worth telling

The Communication and Marketing department of Recicleiros Institute transforms stories into connections that strengthen a more ethical, inclusive and human recycling ecosystem.Acting with diverse audiences, including companies, public managers, waste pickers and society, the sector develops communication strategies that respect different realities, languages and perspectives.

In a collaborative effort with all areas of the organization, the mission is to amplify messages, give visibility to everyday stories and connect each person to their role in the recycling chain.

Learn about the main actions and activities of the sector by **clicking here.**

Investors and Partners

PARTNERS

PROJECT SPONSORS

REVERSE LOGISTICS INVESTORS

Recicla Serra Talhada/PE and Hugo Coutinho, regional leader of Recicleiros Institute.

Credits

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This report was made by the meeting of many hands, different perspectives and people who believe in what they do.

Each idea shared, each effort dedicated and each exchange along the way helped shape this document that brings results but also tells stories.

The Recicleiros Institute believes that transformation is collective, which is why it extends this gratitude to everyone who made the 2025 Socio-Environmental Impact Report happen.

Photos from this edition: Recicla Cajazeiras (PB) and Recicla Serra Talhada (PE)

Special thanks to Hugo Coutinho, Regional Leader, and to all the cooperative members who lent their brilliance to this edition.