



Instituto  
**SustenPlást**



Congresso  
Brasileiro  
do **PLÁSTICO**<sup>TM</sup>



COPINHO<sup>®</sup>  
**LEGAL**



TAMPINHA<sup>®</sup>  
**LEGAL**



1<sup>o</sup> LUGAR

CRIAÇÃO DE INSTITUTO PARA VALORIZAÇÃO DO PLÁSTICO

**SINPLAST**

FIERGS

1<sup>o</sup> PRÊMIO NACIONAL DE BOAS PRÁTICAS SINDICAIS

1<sup>o</sup> LUGAR

CRIAÇÃO DE INSTITUTO PARA VALORIZAÇÃO DO PLÁSTICO

**SINPLAST**

FIERGS

**CNI**  
Confederação Nacional de Indústria  
Cil. 4 - POÇA DO MAR, RIO DE JANEIRO

**SESI**  
Sistema S de Educação, Cultura e Esporte

**SENAI**  
Serviço Nacional de Aprendizagem Industrial

**CNI**  
Confederação Nacional de Indústria

ENI 2018





Congresso  
Brasileiro  
do **PLÁSTICO**™

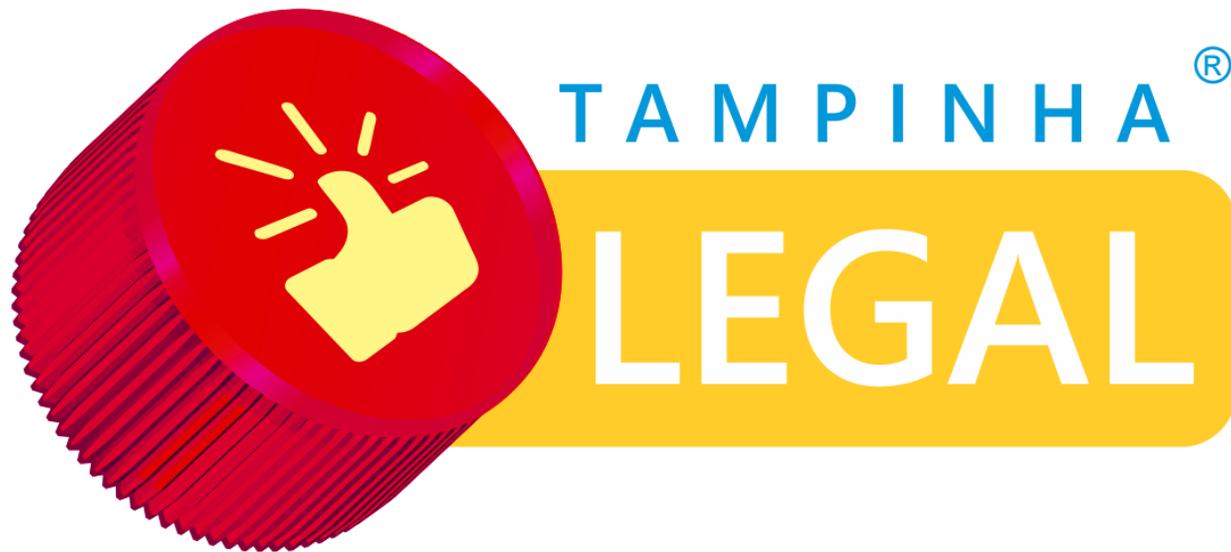
<b>1CBP 2014</b>	<b>-</b>	<b>200 entries</b>
<b>2CBP 2016</b>	<b>-</b>	<b>300 entries</b>
<b>3CBP 2018</b>	<b>-</b>	<b>500 entries</b>
<b>4CBP 2021</b>	<b>-</b>	<b>2.330 entries</b>



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**Present to society how much  
plastic is inserted in modern  
life and how can we  
relate better to this material**

# “Cool Caps”



- ✓ Launched in Oct 2016 at 2CBP
- ✓ educational character
- ✓ Advises and provides consulting services to social assistance entities, providing them with the best market valuation for their caps
- ✓ **100% of the funds obtained from the sale of the caps are destined to the charities, without charge to them**



Proposes actions to modify mass behavior by promoting the collection of plastic lids on behalf of third sector assistance entities registered in the program





 **1** ALL COLLECT



**↑ 2 ASSISTANCE ENTITIES**

**↑ 1 ALL COLLECT**

**3** SEGREGATION

**2** ASSISTANCE  
ENTITIES

**1** ALL  
COLLECT



**3** SEGREGATION

DEPOSIT **4**

**2** ASSISTANCE  
ENTITIES

**1** ALL  
COLLECT



**3** SEGREGATION

**2** ASSISTANCE ENTITIES

**1** ALL COLLECT



DEPOSIT **4**

RECYCLER **5**



**3** SEGREGATION

**2** ASSISTANCE ENTITIES

**1** ALL COLLECT

DEPOSIT **4**

RECYCLER **5**

ASSISTANCE ENTITIES RECEIVE **6**



**3** SEGREGATION

**2** ASSISTANCE ENTITIES

**1** ALL COLLECT

DEPOSIT **4**

RECYCLER **5**

ASSISTANCE ENTITIES RECEIVE **6**

**7** INDUSTRY



Reuse





Education



# Education



# Education



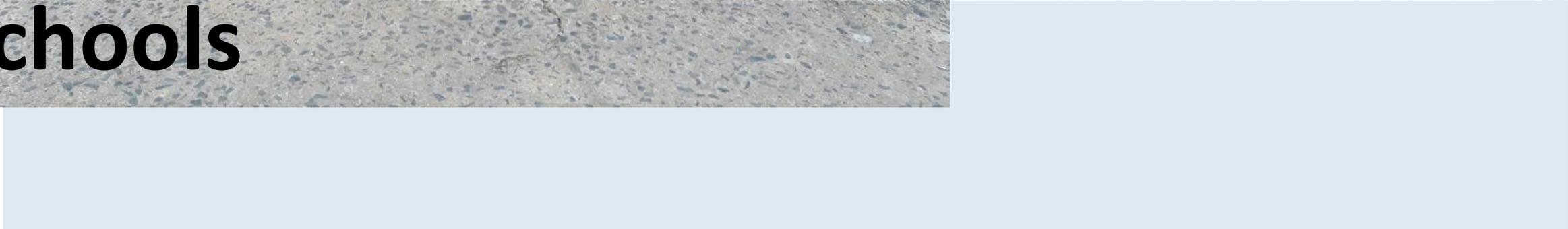
**Schools**



# Companies



# Schools



# Companies

# Schools

# People





**Color Segregation**

# Deliveries to the recycling industry



# Deliveries to the recycling industry





≈ 3 tons weekly





+ R\$ 1.230.000,00 (~ 235k USD)

+ 350.000.000 plastic caps

+ 630 tons

+ 3.000 VDP'S

311 AE  $\cong$  thousands of people impacted





# Circular Economy in Practice





## Triple Bottom Line

- Economic Sustainability
- Social Sustainability
- Environmental Sustainability





## Present and Working in 8 States:

RS – Rio Grande do Sul

SC – Santa Catarina

SP – São Paulo

MG – Minas Gerais

Al – Alagoas

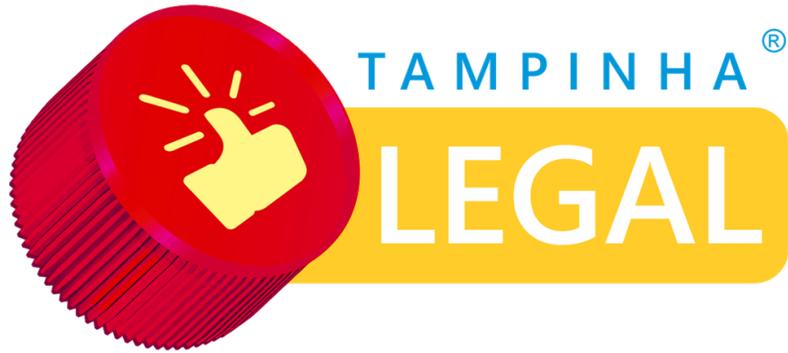
PE – Pernambuco

GO – Goiás

DF - Brasília

And soon in BA – Bahia





Largest social-environmental educational program in Circular Economy, organized by the plastics processing industry in Latin America



 /tampinhalegal

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# “Cool Cups”

## COPINHO®

# LEGAL

Deposite aqui  
seus copinhos  
de plástico

<https://www.copinholegal.com.br>



Iniciativa:



**Disposable cups, plates and cutlery are made** to meet hygiene and public health issues.

They are human health protection mechanisms as advocated by public health biosafety policies.

Disposables are the **solution** found to provide food safety due to poor or poor hygiene in cups, cans and bottles, preventing diseases such as leptospirosis, meningitis, hepatitis, diarrhea and other diseases that are preventable with hygiene habits and **NOT SHARING PERSONAL USE OBJECTS.**



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