

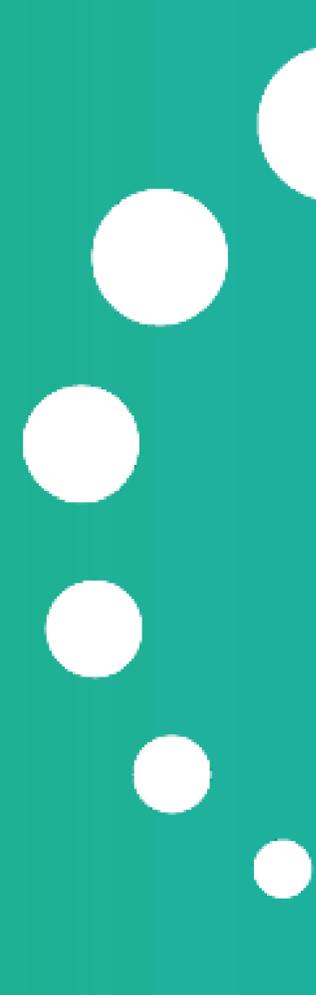
REDE PELA CIRCULARIDADE DO PLÁSTICO

GUSTAVO ALVAREZ



Realização:

Instituto
SustenPlást



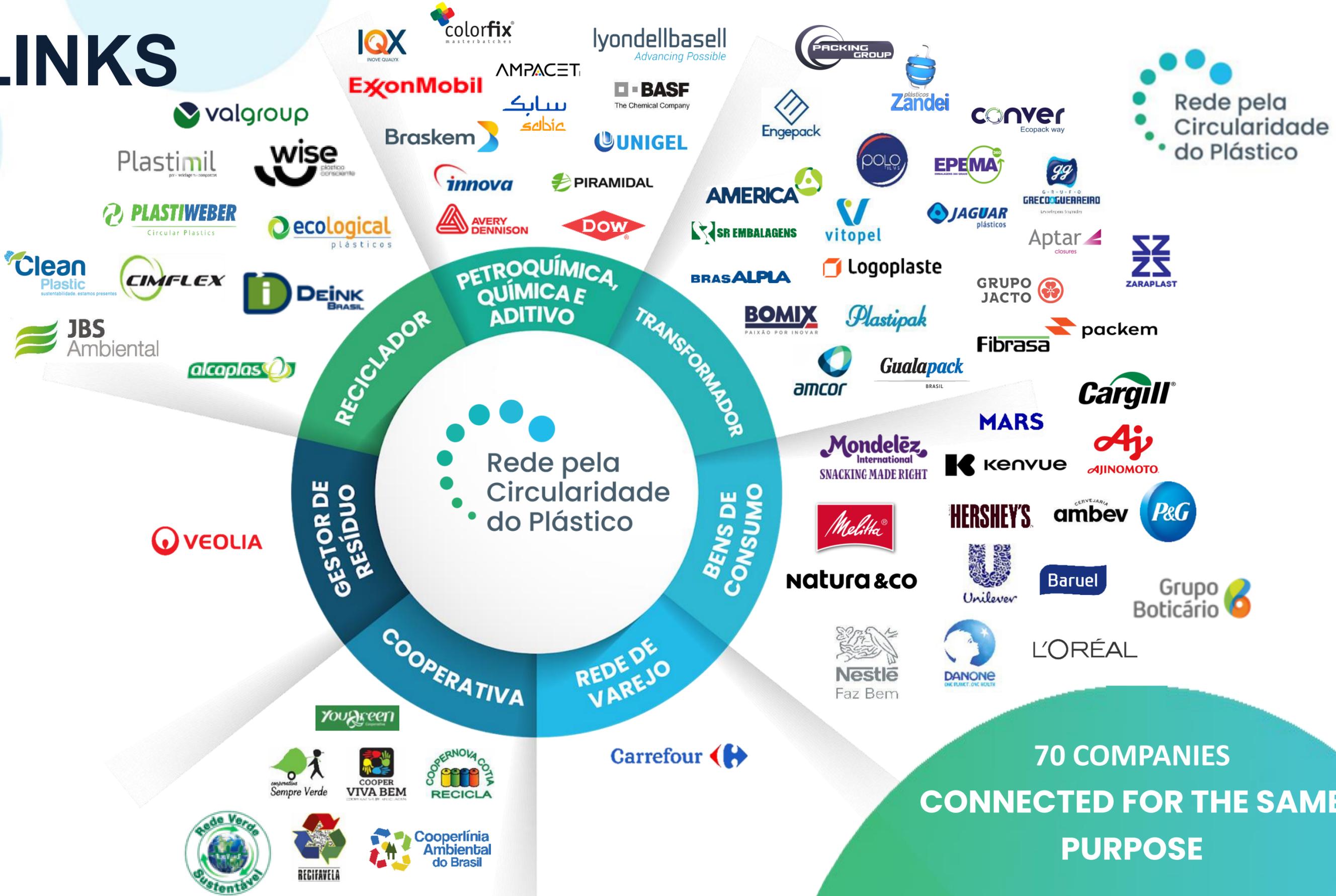
Rede pela
Circularidade
do Plástico



Rede pela
Circularidade
do Plástico

The first Brazilian initiative in favor of Circular Economy involving all links in plastic industry.

REDE LINKS



Rede pela
Circularidade
do Plástico



Rede pela
Circularidade
do Plástico

70 COMPANIES
CONNECTED FOR THE SAME
PURPOSE

EMERGENCE AND STRUCTURE OF REDE

REDE emerged from an initiative of ABIPLAST (Brazilian Association of Plastic Industry) in April 2018.

After its creation, REDE started to rely on its own outsourced management, but still with the technical support from ABIPLAST, which performs its actions through deliberations of a representative Council chosen by the members of each of their Plastic productive chain links.

Governance was created in collaboration, with:

- **Rede basic rules**
- **Work axes**
- **Strategic objectives**



THE PURPOSE OF REDE

Foster and engage the plastic industry searching for effective solutions to expand the **CIRCULAR ECONOMY**, being a channel of communication with society.

GOVERNANCE RULES



The decisions of
**REDE PELA
CIRCULARIDADE DO
PLÁSTICO**

are taken by consensus or
majority
votes.

1

Each **member
of the Council** is
entitled to 1 vote
by their
representative.

2

**In their monthly
meetings, the Council
reviews**

and deliberates
new associates, budgets,
projects, funding, shared
actions and other
relevant issues.

3

**The Council is
elected by the
members of REDE**
with full power in the
deliberation of the
actions.

4

The **Work Axes have
autonomy** for their
activities, **guided by
REDE's objectives** and
the approval of the
plans budgeted by the
Council.

5

The Work Axes have
**representatives of REDE
member companies,**
gathered to
meet the proposed
activities.

6

THE COUNCIL 2024-2026 (from July 2024)



The Plastic Circularity Network has a Council formed by exponents in their respective areas, represented by 2 chairs for each of the Links in the production chain and 1 chair for each work Axis.

ELOS



KATIA SOUZA
Mars
Bens de Consumo



CRISTIANI VIEIRA
Nestlé
Bens de Consumo



ROGER KOEPL
YouGreen
Cooperativa



LEANDRO BELINI
Viva Bem
Cooperativa



CHRISTOPHE BONALDI
Veolia
Gestor de Resíduos



CINTIA KITA
Carrefour
Varejo



FABIANA QUIROGA
Braskem
Petroquímica



GIANCARLO MONTAGNANI
Dow
Petroquímica



RICARDO MASON
Plastimil
Reciclador



BRUNO IGEL
Wise
Reciclador



OSVALDO COLTRI
Vitopel
Transformador



GUSTAVO ALVAREZ
America
Transformador



JULIANA SEIDEL
Amcor
Design de Embalagens



LUCAS SILVA
Cooperlândia
Logística



ANDREA CURVELLO
Valgroup
Comunicação



GUILHERME CAMARGO
Unilever
Políticas Públicas



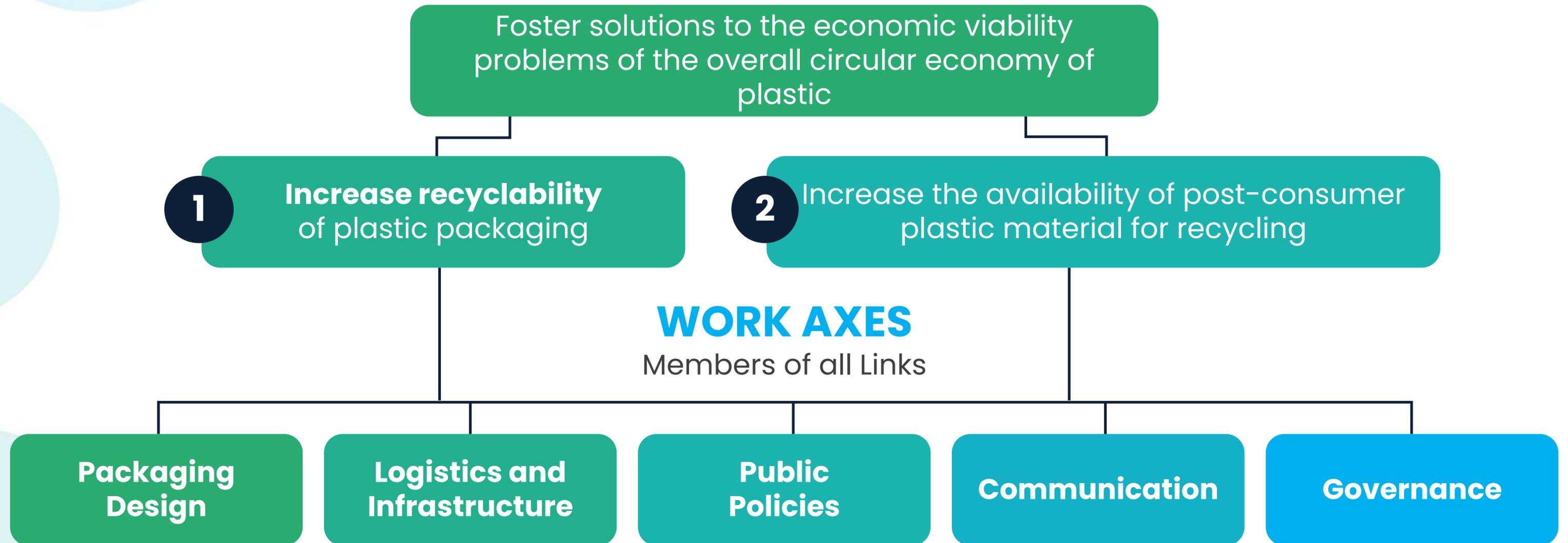
EDUARDO BERKOVITZ
Valgroup
Governança

STRATEGIC OBJECTIVES



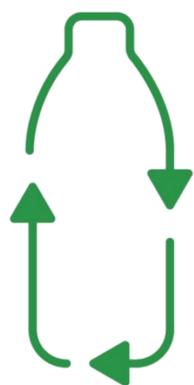
DELIBERATIVE COUNCIL

2 representatives of each LINK (14 chairs) and 1 representative of each AXIS (5 chairs)



ALL AXES WORK FOCUSING ON THE 2 MAIN OBJECTIVES OF REDE

REDE AXES



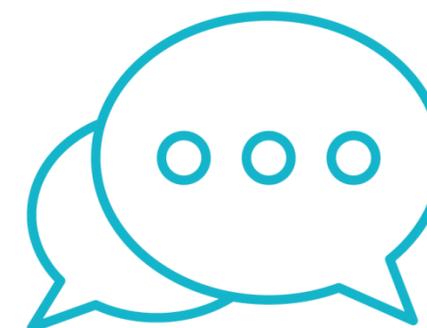
**PACKAGING
DESIGN**



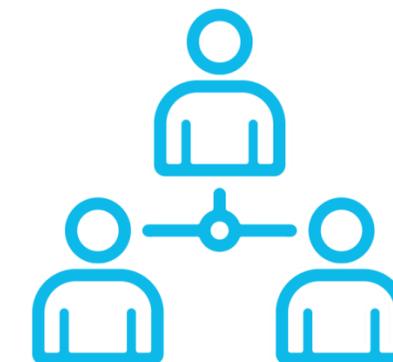
**LOGISTICS AND
INFRASTRUCTURE**



**PUBLIC
POLICIES**

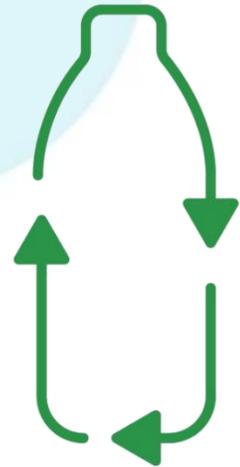


COMMUNICATION



GOVERNANCE

OPERATIONAL AXES

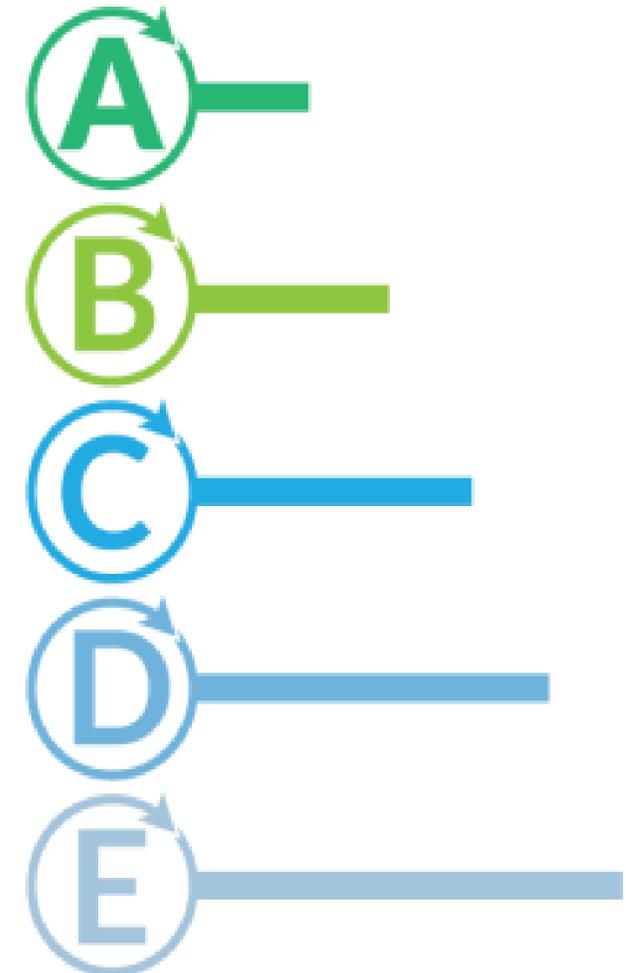


PACKAGING DESIGN

Suggest standards and solutions for proper packaging, such as being recyclable, reusable or compostable.

The Axis performs in projects divided into four groups:

- 1 **RETORNA**
ÍNDICE DE RECICLABILIDADE
- 2 Flexible Packaging
- 3 Standardization of PCR Material
- 4 Recyclability Tests
- 5 Analysis of LCA methodologies





BECAUSE ALL
THE GOODS
THAT GOES
**MUST
RETURN!**

RETORNA

The the first on-line tool
totally free to use, that
present packaging recyclability
index for the brazilian market

Descubra o quanto
a sua embalagem é
sustentável e circular



OPERATIONAL AXES



LOGISTICS AND INFRASTRUCTURE

List logistic models for recycling and reutilization of plastics throughout Brazil, understanding the specificities of each operation.

The Axis performs in three main fronts:

- 1 Modeling Study for Recycling
- 2 Cooperative Bridge – Industries
- 3 Plastics Route (in partnership with Design Axis)
- 4 Mapping bottlenecks in recycling



LOGISTICS AND
INFRASTRUCTURE

Platform Cooperatives to Industry



Categorize all materials



Establish standards for
buying and selling
material



Bring together
cooperatives and
recyclers to use and
disseminate the
proposed standards

OPERATIONAL AXES



PUBLIC POLICIES

List and enhance tax incentives to facilitate recycling, as well as support projects in favor of the Environmental Education.

The Axis performs in two action plans:

- 1** Support Tax Reform for Recycling
- 2** Recicla Cidades Project – Espaço Urbano NGO



POLÍTICAS PÚBLICAS

- ▶ Develop/expand selective waste collection in cities through partnerships with the government and providing training for cooperatives and managers to increase their role in this process.
- ▶ To increase consumer awareness through social and environmental impact actions.
- ▶ Increase the amount of recyclable material sent to waste pickers' cooperatives.



ACONTECEU NO  **RECICLA GUARUJÁ**

Acompanhe os acontecimentos do mês de **ABRIL**

Participação da 1ª Reunião Ordinária Anual do Fórum Nacional de Secretários de Limpeza Urbana e Manejo de Resíduos Sólidos em Recife/PE apresentando a metodologia do Projeto Recicla Cidade.



- Reunião com a Patrícia da SO+MA - Vantagens para alinhamento das propostas de implantação do sistema de gamificação.

Participação do I Fórum de Mudanças Climáticas e Recursos Hídricos apresentando as áreas de atuação e analisando a possibilidade de atuações em parceria com atores da cidade



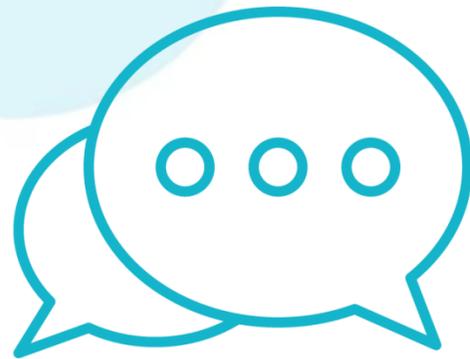
Workshop de Inauguração do Recicla Guarujá



Acesse o release do evento.



SUPPORT AXES



COMMUNICATION

Align and foster communication among REDE members with all the concerned sectors.

The Axis performs in the following points:

- 1** Implementation of REDE Communication Plan
- 2** Disclosure of REDE actions on all available media, including social media

SUPPORT AXES



GOVERNANCE

Establish REDE governance and define compliance, legal structure, and fundraising issues.

The Axis performs in the following points, in addition to its basic responsibilities:

- 1** Attract new members
- 2** Structuring of Rules for all activities of REDE as an institution, as well as all its stakeholders
- 3** Organization and Conduction of the Council meeting Agenda

BENEFITS OF JOINING REDE

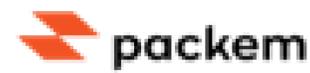


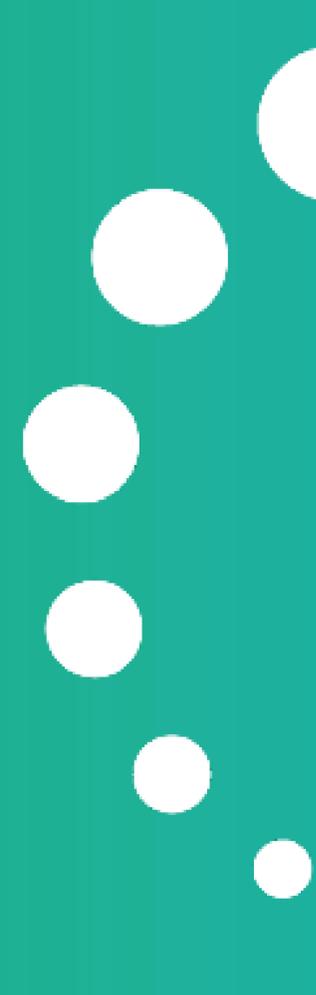
- Join a national articulation for the sector that has participation of all links involved in the chain;
- **Share your own initiatives related to Circular Economy of plastic, enhancing its impact;**
- Participate in networking and collaborative environment;
- **Have a connection with the initiative, using marketing as a participating company;**
- Be eligible to be an active part of the Council and to participate of the Operational Axes.

**AN
INITIATIVE
FOR ALL!**

REDE is a cooperation in favor of the Circular Economy, the market, the environment, and the society.

**BE PART OF IT. THE
INITIATIVE IS FOR
EVERYONE!**





Rede pela Circularidade do Plástico

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Realização:

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