



SÃO PAULO
CLEANER
PRODUCTION
ROUNDTABLE

www.mesaproducaomaislimpa.sp.gov.br

Brazil: Federative Republic of Brazil

Area: 8,547,403 Km²

Population: 178,675,000 (2000)

GDP: US \$ 714 Billions (2000)

Annual demographic growth: 1.38%

Capital: Brasilia

Language: Portuguese

Member of: UN, OAS, MERCOSUR

Sao Paulo State and its Location in South America



Sao Paulo is the capital of the State and the largest and most industrialized city of Brazil
State Pop.: 38,177,000 - City Pop.: 13,017,000



WHAT IS THE ROUNDTABLE ?

A permanent voluntary non profit forum,
forum, aiming to promote Cleaner
Production and Sustainable Development in
in different sectors.

WHAT IS THE ROUNDTABLE ?

**AN OPEN WINDOW FOR INSTITUTIONAL
AND STRATEGIC DISCUSSION AND
ARTICULATION**

**DOES NOT ASSUME ACTIONS
BELONGING TO GOVERNMENT,
UNIVERSITIES, COMPANIES, OR NGOs**

HISTORY

- **FIRST PROPOSITION AT CETESB(2001, August)**
- **INSTALLATION OF WORKGROUPS FOR CONCEPTS AND SHAPING (2001, August to 2002, June)**
- **ROUNDTABLE CREATION, AT THE FEDERATION OF INDUSTRY, OPENING THE FIRST CP WEEK (2002, July)**

FOUNDERS

- **FIESP-Federation of Industry of the State of SP**
- **ABIT-Textile Industry National Association**
- **ABICLOR- Chlorine Industry NA**
- **ABIQUIM -Chemical Industry NA**
- **CETESB -São Paulo State Environmental Agency**
- **SABESP- São Paulo State Water Agency**
- **SED- São Paulo State Energy Office**

FOUNDERS

- SENAI- SP-National Vocational Learning Service
- SENAC-SP- National Trade Learning Service
CPC/ SENAI – Cleaner Production Center SP
FISP – University
- UNICAMP-State University of Campinas
POLI/USP-State Polytechnic School, U of SP
- Aruandista- NGO
- AHPCE - Earth Core- NGO
- J.S. Furtado- Consultant
- Alexandre Yokote- Graduate Student

SP CP Roundtable Installation



ATA DE ABERTURA DOS TRABALHOS DA SEMANA DA PRODUÇÃO +LIMPA EM SÃO PAULO E INSTALAÇÃO DA MESA REDONDA PAULISTA DE PRODUÇÃO +LIMPA

No dia 22 de julho de 2002, na sede da FIESP/CIESP – Federação e Centro das Indústrias do Estado de São Paulo, na Avenida Paulista, 1313, em São Paulo – SP, na presença das autoridades abaixo assinadas, foram abertos os trabalhos da Semana da Produção +Limpa, com a instalação da Mesa Redonda Paulista de Produção + Limpa, iniciativa de âmbito multi setorial, sem fins lucrativos, que tem por objetivos a promoção da produção +limpa e da responsabilidade sócio-ambiental, com participação aberta e voluntária dos setores produtivos empresariais, organizações governamentais e não governamentais, organizações de ensino e pesquisa e cidadãos com interesse na temática, com a

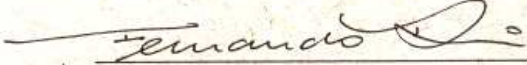
MISSÃO de contribuir para o aumento da satisfação de todas as partes interessadas da sociedade, através do uso das estratégias e meios proporcionados pela Produção Mais Limpa, melhorando as relações entre desenvolvimento econômico, saúde pública e ambiental, e com a

VISÃO de tornar a Produção Mais Limpa um instrumento importante para a produção e o consumo sustentáveis de bens e serviços.

São Paulo, 22 de julho de 2002



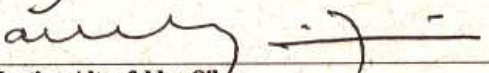
Horacio Lafer Piva
Presidente da FIESP/CIESP - Federação e Centro das Indústrias do Estado de São Paulo



José Goldemberg
Secretário de Estado do Meio Ambiente do Estado de São Paulo



Mauro Guilherme Jardim Arce
Secretário de Estado de Recursos Hídricos, Saneamento e Obras e Secretário de Estado de Energia



Ruy Martins Altenfelder Silva
Secretário de Estado da Ciência, Tecnologia, Desenvolvimento Econômico e Turismo



Lourival Carmo Munaco
Secretário Adjunto respondendo pela Secretaria de Estado da Agricultura e Abastecimento

- **VISION**

To make CP an important instrument for sustainable production and consumption of goods and services

- **MISSION**

To contribute for a better life quality using CP instruments, enhancing relationship between development, public health and environment

PURPOSES

- ➔ To divulge CP concepts and practices
- ➔ To promote initiatives to companies surpass end-of-pipe model
- ➔ To stimulate publishing, accessing and exchanging CP information
- ➔ To act as focal point to implement LCA, to improve eco-efficiency , and social and environmental responsibility actions

PURPOSES

- ➔ To stimulate common cooperative agendas between stakeholders
- ➔ To develop local competencies
- ➔ To act as CP articulation forum between institutions
- ➔ To promote development and use of social and environmental indicators



COMMITTEE

- INDUSTRY REPRESENTATIVES:

- *FIESP/CIESP – CPC/ SENAI/SECO - Mário Hirose*
- *ABICLOR - Martim Afonso Penna / Gilberto Marronato*
- *CIESP - Campinas -Marlúcio Borges*

- GOVERNMENT REPRESENTATIVES:

- *CETESB - Tânia Mara Tavares Gasi*
- *SABESP - Darcy Brega Filho*

COMMITTEE

- UNIVERSITIES AND R&D REPRESENTATIVES:
 - *POLI/PECE - Gil Anderi da Silva*
 - *IPT - Roberto Lajolo*
 - *SENAI/SP - Duvivier Guethi Junior*

- THIRD SECTOR REPRESENTATIVES:
 - *INSTITUTO RECICLE- Elie Politi /Tarcília Rego*
 - *INSTITUTO ARUANDA - Eduardo Raccioppi*

EXECUTIVE SECRETARIAT

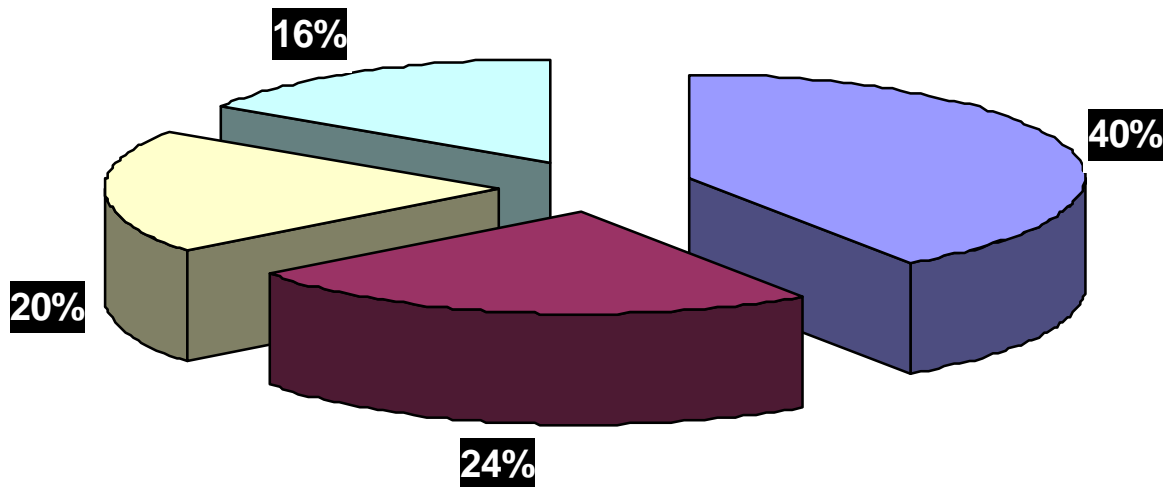
**CETESB/SMA - (Environmental São Paulo State
Company)**

Tânia M. T. Gasi and Elza Y. O. Bastian

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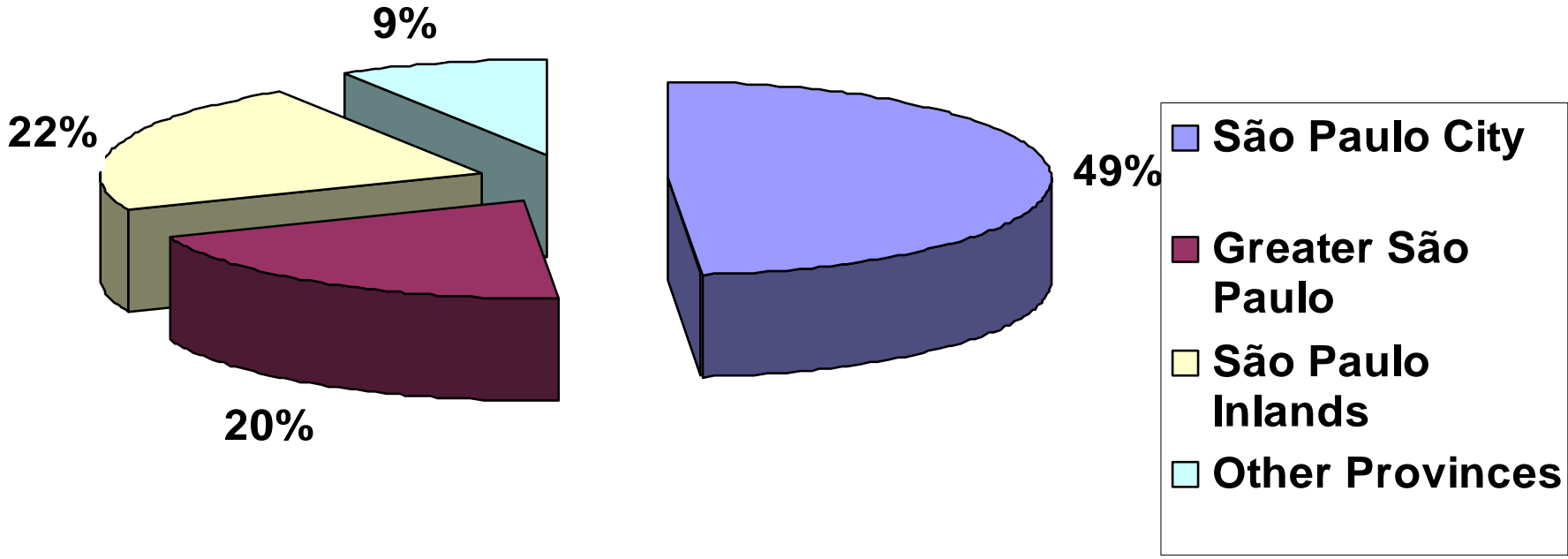
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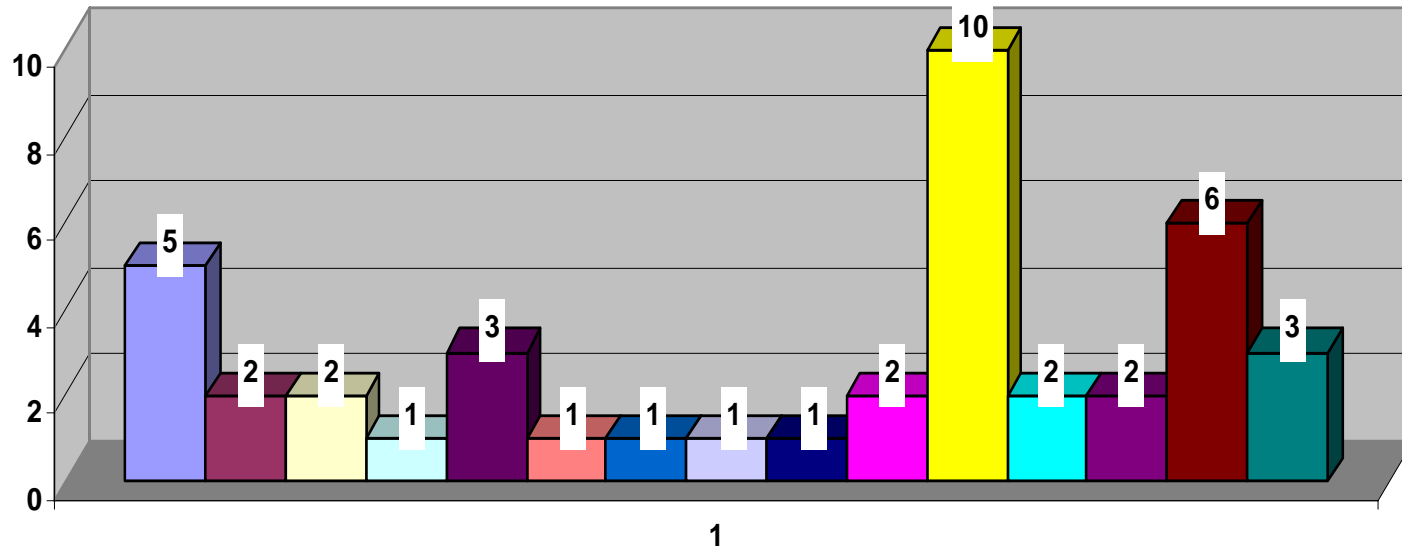
WHO PARTICIPATES?



580 ASSOCIATES

ORIGIN





- | | | | | |
|--------------------|---------------------|-------------------|----------------|--------------|
| Bahia | Ceará | Distrito Federal | Maranhão | Minas Gerais |
| Mato Grosso do Sul | Mato Grosso | Pernambuco | Piauí | Paraná |
| Rio de Janeiro | Rio Grande do Norte | Rio Grande do Sul | Santa Catarina | Sergipe |

RESULTS

- **2002- First CP WEEK**

200 participants (conference, WGs breakouts, USEPA training session, SENAI training session)

- **2003-Second CP Week**

500 participants (conference, seminars, WGs breakouts and technical visits)

RESULTS-TRAINING COURSES

- Developed and delivered 15 seven-hours training courses for 607 participants.

- Subjects:

CP Concepts

Public policies for CP

Life cycle analysis

Solid Waste

Social responsibility

Industrial Ecology

Water reuse

EMS & CP

Sustainable Development

Carbon credits

RESULTS

-INFORMATION DELIVERY

- Seminars the Roundtable participated reaching 3 000 people aprox.
- Home page built
- Information coming from P2WIN
- Working groups formed

NEW ACTIVITIES

- **Technical visits to enterprises**
- **Collection of documents from associates**
- **Supporting of CP Prize for graduate students (São Marcos University)**
- **Cooperation with Canadian CP Roundtable**

HOW TO PARTICIPATE?

- For association use site:

www.mesaproducaomaislimpa.sp.gov.br

- To join Working Groups: talk with WG Coordinators
- Take part in annual Conference
- Take part in training courses and technical visits