

Halifax NS, June 2006

10th Canadian Cleaner Production Roundtable

*“Sustainable initiatives in São Paulo’s industry: **SP Cleaner Production Roundtable** and **Environment CIESP Campinas**”*



Presented by

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OUTLINE OF PRESENTATION



- Brazil: some highlights
- State of São Paulo
- CIESP (Centre of Industries of State of São Paulo)
- Campinas region and CIESP Campinas
- Environment CIESP and SPCPR.: core sustainable activities

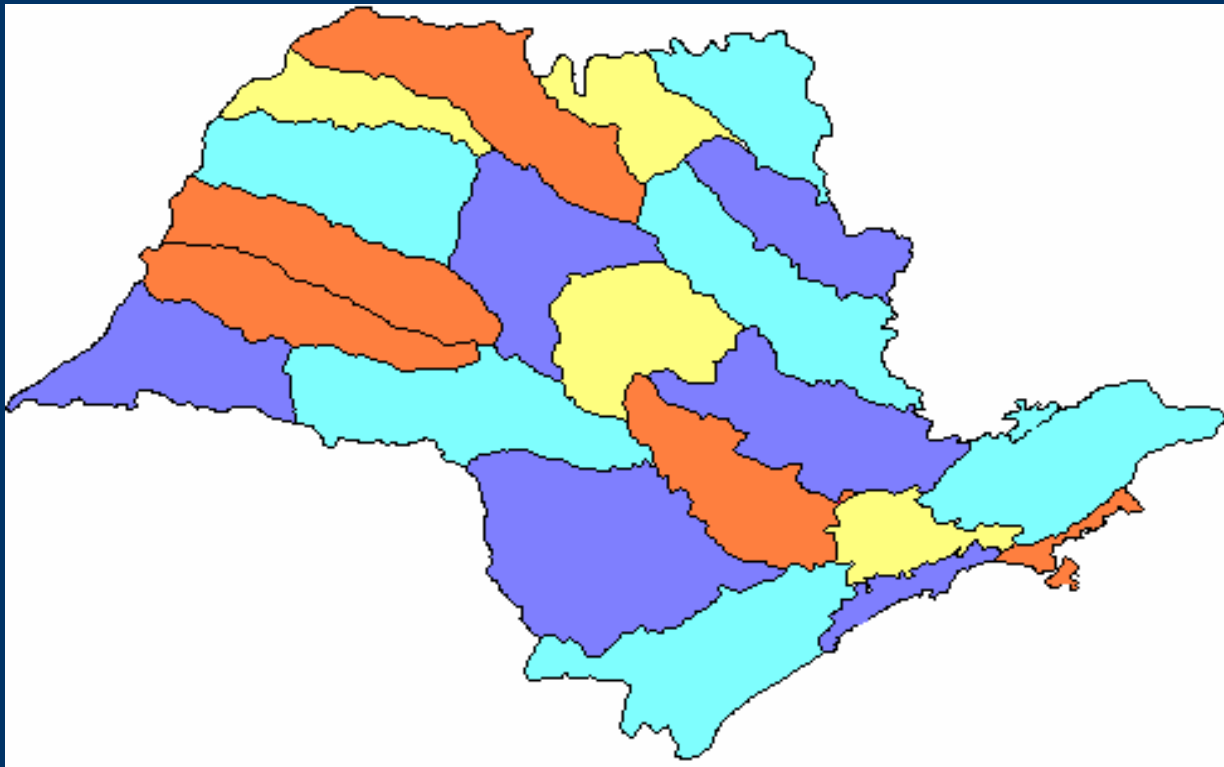
BRAZIL: some highlights



- Região Norte
- Região Nordeste
- Região Sudeste
- Região Sul
- Região Centro-Oeste

8.514.204 km²
13% fresh water of the planet
~187 mi inhabitants
GDP 05 –US\$ 861,15 billions.
Industries: 375,210

STATE OF SÃO PAULO:some key-numbers



- 248.209 km²
- 645 municipalities
- ~40,5 millions of inhab.
(~22% of Brazil)
- 22 Water Management Units
(1,6% of country's water)
- GDP 2005: ~ US\$ 280 billion
(1/3 of Brazil)

www.saopaulo.sp.gov.br

➤ **CIESP: Centre of Industries of State of São Paulo**

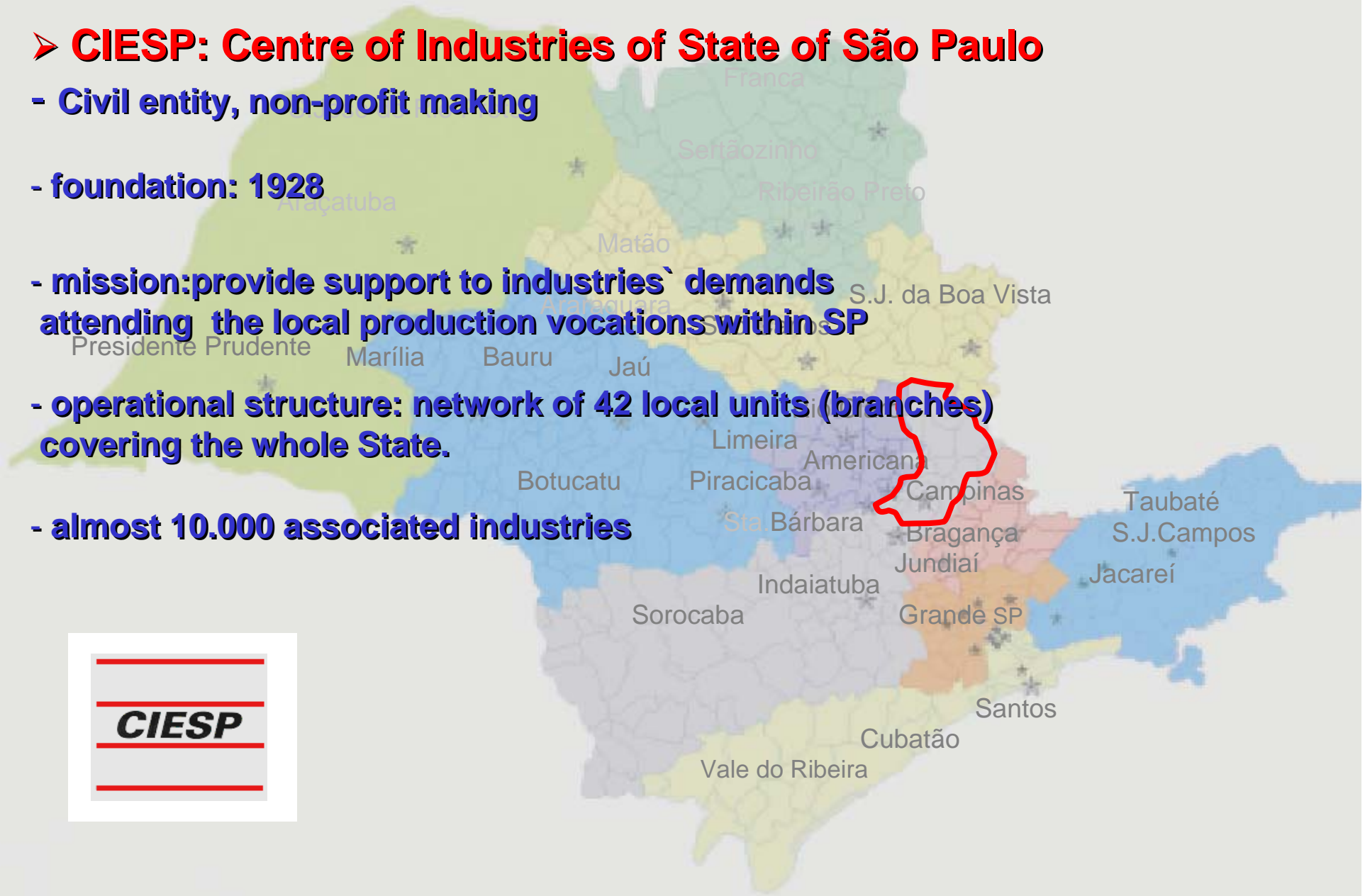
- Civil entity, non-profit making

- foundation: 1928

- mission: provide support to industries` demands attending the local production vocations within SP

- operational structure: network of 42 local units (branches) covering the whole State.

- almost 10.000 associated industries





➤ Campinas Metropolitan Region (RMC)

- 19 municipalities
- 2 million-inhabitants (approx.)
- 3.656 enterprises
- the second industrial centre of the country
- 10% of National Production
- diverse and complex industrial pole
- remarkable technical and scientific centres

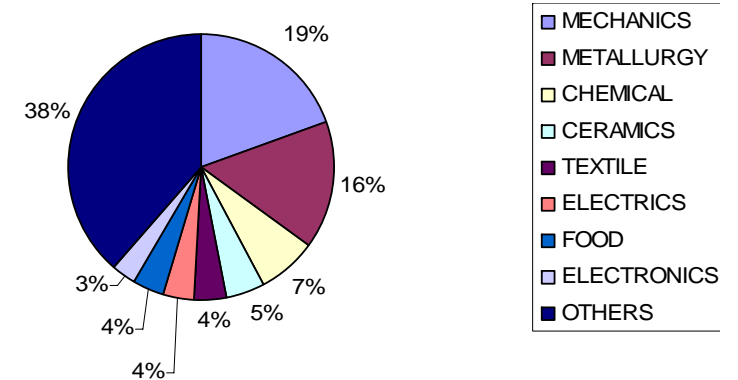




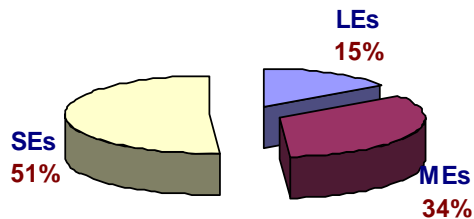
➤ CIESP Campinas



- 19 municipalities
- nearly 500 associated enterprises which:
- employ more than 100.000 people
- exp/imp 2005(US\$3,3 billions)
- mainly comprise:mechanics, metallurgy, chemical, ceramics, textile, electronics,food,others. (CIESP CPS, 2005)

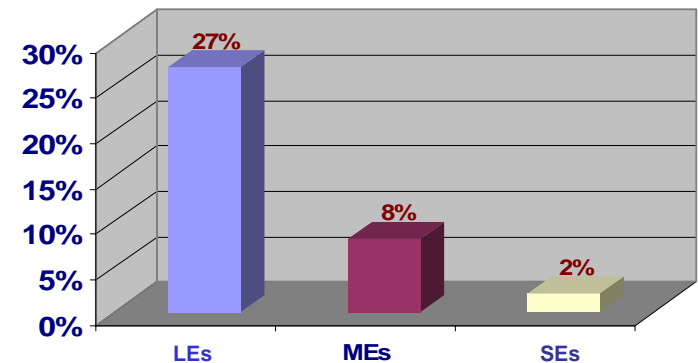


Enterprises participation: CIESP Cps



Source: CIESP, 2005

ISO 14001



Fonte: CIESP, 2004



➤ CIESP Campinas: Environmen Dept.



- since: 2002
- mission: environmental excellence to the productive sector: to know, to capacitate and to strengthen throughout sustainable solutions upon environmental, economic and social plans;
- executive operation: Environmental Studies Group (GEA)

Compromisso Ambiental Promovendo Negócios

Environmental Commitment with Business Engagement

ENVIRONMENT CIESP Campinas: CP INITIATIVES



➤ Some accomplishments:



- International CP Declaration (UNEP): signature event

- ✓ December 1st, 2005 at CIESP Campinas
- ✓ 63 signatories
- ✓ 21 CIESP units
- ✓ largest UNEP event in the world after the Declaration launching (Seoul,98)



Institutional representation:

- PCJ Committee – water management unit (58 municipalities)
- COMDEMA – Municipal Environment Council (Cps and Paulínia)

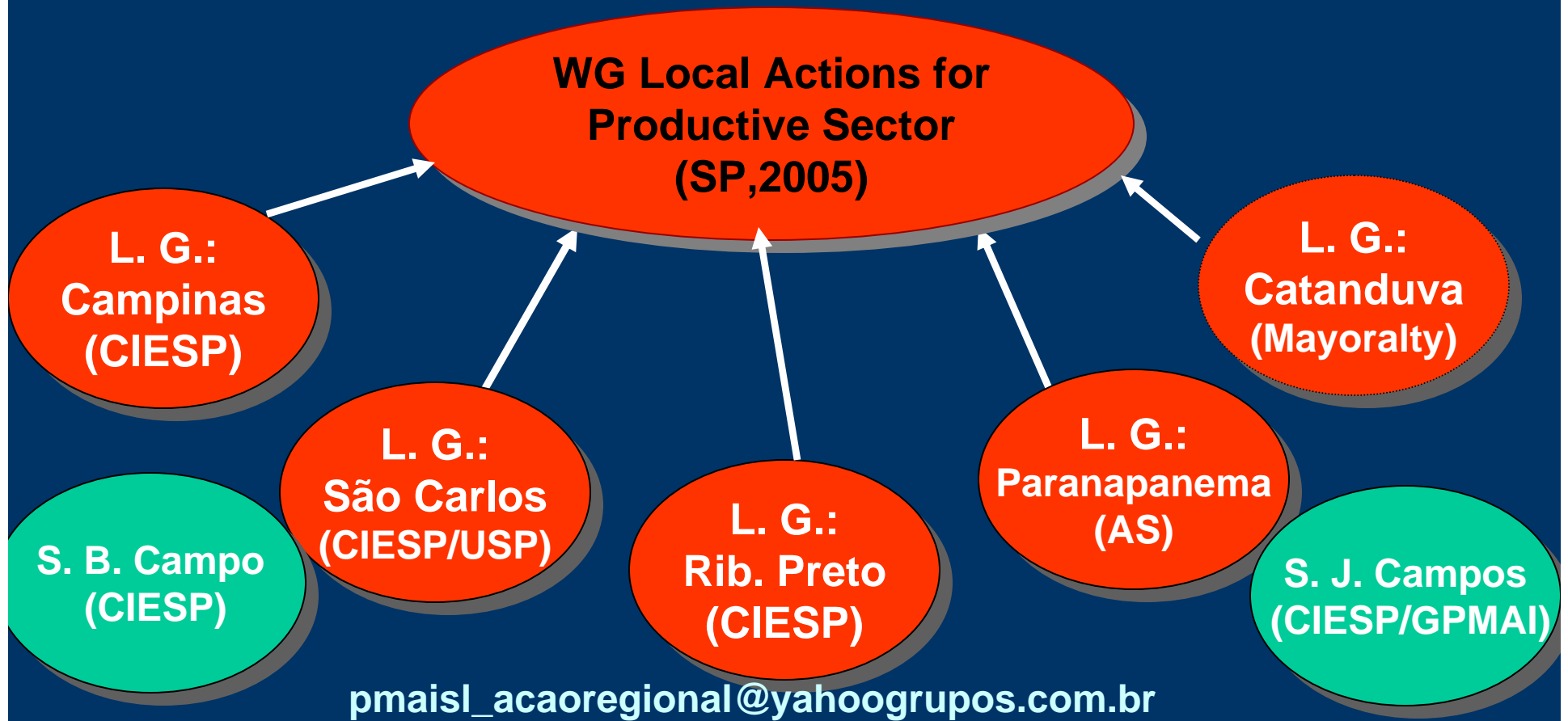


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ENVIRONMENT CIESP Campinas: CP INITIATIVES



- SPCPR – coordination of WG “CP Local Actions for Productive Sector” since 2002:
 - ✓ to foster CP adoption at the productive sector in SP state.



ENVIRONMENT CIESP Campinas: CP INITIATIVES



➤ Activities in SPCPR:

▪ II SPCPR CP week (2003):

- ✓ 125 participants
- ✓ 5 success stories
- ✓ A full-day event (CIESP Campinas)

▪ III SPCPR CP week (2005)

- ✓ 340 participants
- ✓ 25 success stories
- ✓ A two-day event (6 cities in SP)



ENVIRONMENT CIESP Campinas: CP INITIATIVES



➤ Activities in SPCPR:



International Seminar on Cleaner Production: *engaging SMEs in best practices (2006)*



mesa redonda paulista de produção **máx** limpa



✓ two-day seminar

✓ one-day for technical visits (3 enterprises)

✓ 187 participants

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ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/Replan/Schiavolin/Cetesb/Unicamp

From sludge to the brick: getting cooperation solidified



Incorporation of clay sludge from Replan WTS to bricks production at Schiavolin bricks factory.



Schiavolin



ction Roundtable

ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/Replan/Schiavolin/Cetesb/Unicamp **From sludge to brick: getting cooperation solidified**



- Objectives:
 - Achieve the triple-win-philosophy: people, environment, business.
 - Foster the sustainable synergy among the agents.



ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/Replan/Schiavolin/Cetesb/Unicamp From sludge to brick: getting cooperation solidified

- Some key numbers:

- Fundings:

\$1.640.000,00
(sludge dehydration unit + tests)

- Savings:

\$720.000,00/year = (\$ 360,00 x 2000t)

- Pay-back:

2,29 years



ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/Replan/Schiavolin/Cetesb/Unicamp



From sludge to the brick: getting cooperation solidified

- Next steps:
 - Get final Waste Destination Certificate (Environmental Agency)
 - Extend the initiative to other related industries: consolidate the model.



ENVIRONMENT CIESP Campinas:some main projects



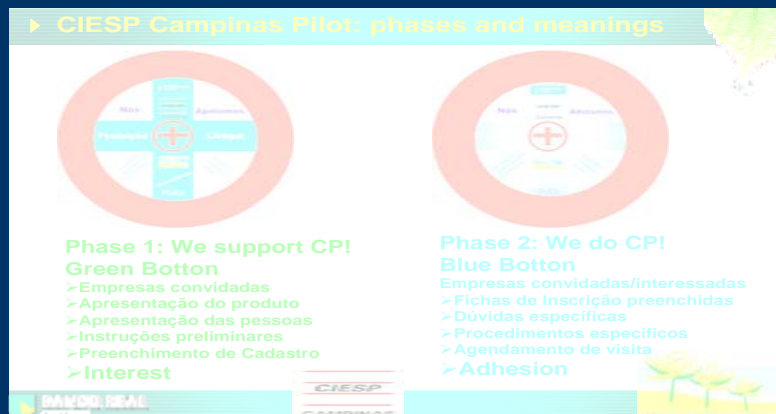
Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs



BANCO REAL
ABN AMRO



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Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

Getting started - partnership principles:

- ✓ Partners' common-aim: promotion of sustainable businesses.
- ✓ Cleaner Production as the guide environmental strategy.
- ✓ SMEs as key customers.
- ✓ Cooperation Protocol





Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

Short historical background (2004/2005):

Evolution of subjects :

- sustainable demands of the partners
- concept guidelines for the project
- build the product
- outline the customers (sector, size)
- implementation plan of the partnership
- cooperation protocol
- launching of the product

ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

The project:

- ✓ Financing **Clean Technology / Equipments.**
- ✓ Number of industries:
 - ✓ Campinas pilot: **468 (phase I).**
 - ✓ Sao Paulo: **104.618 (phase II).**
 - ✓ Brazil : **375.210 (phase III).**
- ✓ Pilot funding: **R\$ 40.000.000,00**



ENVIRONMENT CIESP Campinas:some main projects



Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

The product:

- ✓ Value/ SME: R\$ 450K
- ✓ Time: up to 36 months
- ✓ Waiting period: 3 months
- ✓ Tax: 2,25%
- ✓ **Guarantee: equipment in alienation.**

▶ CIESP Campinas Pilot: phases and meanings



Phase 1: We support CP! Green Bottom

- Empresas convidadas
- Apresentação do produto
- Apresentação das pessoas
- Instruções preliminares
- Preenchimento de Cadastro
- Interest



Phase 2: We do CP! Blue Bottom

- Empresas convidadas/interessadas
- Fichas de Inscrição preenchidas
- Dúvidas específicas
- Procedimentos específicos
- Agendamento de visita
- Adhesion

BANCO REAL
ABN AMRO

CIESP
CAMPINAS



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Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

Next steps:

- ✓ Conclude the Campinas pilot: Technical Report (~ July).
- ✓ Extend the product to State of São Paulo (~ August).
- ✓ Work with key-companies (mentoring).
- ✓ Build/marketing success stories.
- ✓ Strengthen the technology background.
- ✓ Build sustainable capacity: ABN/CIESP network training.





Partnership CIESP/ ABN AMRO BANK



CP financing for SMEs

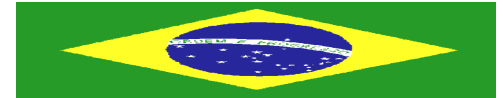
Main challenges:

- ✓ Strengthen sustainable business
- ✓ Provide gradual insertion of sustainable concepts and practices.
- ✓ Promote technology advancement at SMEs and at productive chain.
- ✓ Increase the eco-efficiency and competitiveness of the SMEs.
- ✓ Enhance the quality life of the people and of the planet.





Thank you.



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