

NEWSLETTER

VOLUME 1 ISSUE 1

WELCOME TO THE PROJECT



The Participatory Sustainable Waste Management (PSWM) project is a collaboration between the University of Victoria in Canada and Centro Universitário Fundação Santo André (University of Santo André) in Brazil. This six year project is funded by the Canadian International Development Agency (CIDA), through the Association of University and Colleges Collaboration (AUCC) as a Tier II project under the University Partnership Collaboration and Development (UPCD) program. The project focuses on participatory waste management as an opportunity to generate income and to improve the quality of life of informal recyclers (called catadore/as = collectors), while

promoting environmental sustainability and inclusive public policies on integrated waste management. The project directly addresses environmental sustainability and social exclusion and will adopt appropriate capacity-building strategies and policies to tackle urban poverty.

The purpose of the project is to help expand participatory processes and to improve the organization of recyclers in the four municipalities: Diadema, Santo André, São Paulo and Ribeirão Pires in the Metropolitan Area of São Paulo. This will be done through capacity building, strengthening organizational structures, increasing awareness, adding value to recyclables by increasing the effectiveness and the safety during the collection, separation, stocking and collective sale of recyclables. In the long term, the project aims to improve the urban environment in this area through contributing to the development of inclusive waste management policies.



Photo: Recycler from the Vida Limpa Program in Diadema. Project Map of municipalities.

COLLECTIVE COMMERCIALIZATION

One of the goals of the PSWM project is to strengthen dialogue between the various groups of recyclers. Ongoing meetings and workshops create an opportunity to discuss the importance of collective commercialization, which is a means to improve the ability of recyclers to receive better value for their material. By selling material together, the recyclers can achieve a larger scale and can hence achieve better prices, sometimes 3 to 5 times higher than through individual selling. The discussions provided incentives to create a network of recyclers for collective commercialization in the municipalities of Diadema, São Paulo, Ribeirão Pires, Santo André, Mauá, São Bernardo do Campo and Caieiras, so far. Some collective efforts at commercialization already exist in these areas; however, the project aims at both the construction of new relationships and the strengthening of established ones.

Some difficulties exist, however, in achieving collective success. A major problem is the lack of capital to pay groups that participate in collective commercialization for their material until receiving the payment from the industry. To address this issue a micro-credit scheme has been established to assist in commercialization. Having the capital available to purchase infrastructure items will allow recyclers to advance in material sorting, storage and transportation, thus increasing volumes to market. Substantial planning is re-

quired to overcome problems of standardization in the selection and packaging of material. It is necessary to also review transportation, storage and collection routes. Acquiring equipment, such as compressors, scales and vehicles are also a challenge due to lack of capital.

While there are hurdles, there have also been advances made. For example, today recycling groups from the following locations are effectively selling part of their material collectively. The PSWM management committee will pursue the creation of a micro-credit scheme to support the collective commercialization (read about this development in the next issue of our Newsletter).



Photo: Employee separating various plastic materials at a private depot (middleman) in Ribeirao Pires.. Photo: J.Gutberlet.

LAUNCHING OF COOPERPIRES

In March, 2006, a public event was held to launch the video “Recycling Citizenship” and to discuss co-responsibility and partnerships in social projects in Ribeirao Pires. The event counted on the support from project partners: Instituto Agua, (NGO) the municipal industrial and commercial association (ACIARP) and the municipality. The short video was produced in collaboration with EkosTV (Canada and focuses on previous research with Cooperpires, a recycling cooperative in

Brazil. The video has been broadcasted over the site of EkosTV and has been included in a CD-ROM production for the Oxford University Press geography textbooks. You can view the video at www.ekostv.com/node/258.

PRESIDENT LULA SUPPORTS RECYCLERS



In December, 2005, a meeting of the National Recyclers' Movement was held at the cooperative Coopamare in São Paulo. Presentations about the federal government's policy on recycling and a case study of an innovative municipal policy in Diadema were highlighted. Diadema is the first municipality to recognize the environmental service of collecting recyclables by paying recyclers for household collection. President Lula was in attendance to show support for recyclers' efforts and encouraged policy changes to acknowledge their services.

In March, 2006, another meeting of the National Recyclers' Movement was held in Brasilia. The PSWM project sponsored 29 leaders from the recyclers' movement to attend. The purpose was to discuss the federal funds promised to the recyclers' movement for projects on poverty relief and the generation of approximately 39,000 new jobs in the sector.

Picture: President Lula visits the Recycling forum, Brazil. Photo: J.Gutberlet, 2005.

MEET THE BRAZILIAN TEAM

This is the team that coordinates project activities in Brazil. Team members include Solange and Elza, who do the logistics, communication and preparation of workshops and other events as well as all documentation and financial administration for the project. Ana Maria and Lucia are the field coordinators and are the contact between the local communities and the project. Angela, Ruth, Fabio and Jutta are the executive committee members of the project, and are responsible for project implementation and overall communication and research.



Photo Brazil Project team members from left to right: Solange Araujo, Ana Maria Marins, Angela Baeder, Jutta Gutberlet, Ruth Takahashi, Lúcia Martins-Campos, Elza Castro, Fabio Cardoso.

MEET THE CANADIAN TEAM

The PSWM project is fortunate to have a dedicated and enthusiastic team of researchers, technicians, and administrators working towards the proposed goals. Team members include project director Jutta Gutberlet, financial administrator/monitoring and evaluation Jason Emmert, research and administrative assistants Emma Taylor, Crystal Tremblay and Nandan and website designer Tony Lukach. We are happy to include Clecio Varjao as a new addition to our team from Brazil, starting his Masters research in computer technology at UVic this fall. Please visit the PSWM website for team biographies at www.geog.uvic.ca/pswm.



Team photo from left to right: Tony Lukach, Emma Taylor, Jutta Gutberlet, Crystal Tremblay and Jason Emmert.

UN WORLD URBAN FORUM IN CANADA JUNE 2006



The United Nations World Urban Forum, hosted this year in Vancouver, Canada, presented an array of thought provoking and pressing issues on rapid urbanization and its impacts on cities, economies, policies and the environment.. Members of the PSWM project were fortunate to attend the week long event, participating in networking sessions, roundtable discussions and building connections with contacts in other countries working towards alleviating poverty, social exclusion and waste management. Reflecting upon these invaluable connections reveals the importance of sharing experiences and dialogue between communities around the globe, helping to foster inclusive policies that support integrated waste management and poverty alleviation.

Photo: Crystal, Jutta, Emma and Nandan at the UNWF, Vancouver 2006.

UBU MEETING IN VANCOUVER



As an innovative initiative of the United We Can Bottle depot, the Urban Binning Unit (UBU) project aims to provide not only a more efficient transportation tool for binners in Vancouver, but contributes to legitimizing informal resource recovery (binning) as an important waste management strategy that fosters poverty alleviation and social inclusion. In July, 2006, mem-

bers of the PSWM were able to meet with the binners group, exchange experiences and share stories from the co-operatives in Brazil. The UBU team were inspired by the “common voice” and inclusive political support for the ‘catadores’ (recyclers) work in the various municipalities in Brazil. he

Since the inception of the UBU project, the response from the public has been overwhelming, “people are constantly telling me how much they appreciate the service I provide”, reveals Mike (one of the binners at United We Can) and has contributed to reducing noise complaints, a major cause of negative stigmatization towards the activity. The UBU and PSWM project

members are dedicated to continue building the connections between Canada and Brazil. There is also interest in using video to share experiences and document stories towards environmental education and inclusive waste management policies.

Link: www.unitedwecan.ca



“...inspired by the “common voice” and inclusive political support for the ‘catadores’ (recyclers) work in the various municipalities in Brazil”.

-Mike, Member of the UBU team at UWC, July 2006

Photos: Ken Lyotier, Jutta Gutberlet and Michael Strutt at United We Can. Michael, member of the UBU team in Vancouver, BC.

CEDNET

The Canadian Community Economic Development Network (CED-NET) is a national, non-profit organization that seeks to enhance sustainable and inclusive economic opportunities and social conditions in communities across Canada. CED-NET sponsored its annual conference in Vancouver, BC from March 15-18, 2006. PSWM representation at the conference acquired information and contacts contributing to the project’s interests. The CED Network is an effective means of unifying these initiatives on a national level; however, a future focus should link Canadian organizations to the global community.

Link: <http://www.ccednet-rcdec.ca/>

COMMUNITY-BASED RESEARCH LABORATORY

In 2005, the Canadian Federation of Innovation (CFI) provided funds for setting up a community-based research laboratory. Since that time, we have been acquiring computing technology including a host of multi-media software necessary to launch the PSWM, the global waste database and other related research projects into motion. Included in the lab's capacity is a server which will house the waste database, facilitating information on qualitative and quantitative information of countries around the world. The focus countries initiated in this database include Morocco, Brazil, Argentina, India and China.



Photo: PSWM meeting in the new lab space. Photo: J.Gutberlet.

WASTE AND CITIZENSHIP FESTIVAL IN BELO HORIZONTE (FESTIVAL LIXO E CIDADANIA)

This year's festival was a stunning success. Among the speakers were representatives from several ministries (environment, employment, social development and poverty eradication, and cities) as well as from other countries including Colombia, India and Egypt. One of the highlights was the presentation of the experience of Diadama, where recyclers are well organized in associations and are paid for the amount of recyclables collected at the household level. This is so far the only city in Brazil that has adopted such an inclusive waste management policy. Others are to follow now. During the festival the PSWM project could make new valuable contacts on a local, regional and international level. PSWM is now part of the International recycling network. See: <http://www.cwgnet.net/>

UPCOMING EVENTS

WASTE REDUCTION WEEK IN CANADA, OCTOBER 16-21, 2006

The Community-based Research Laboratory (CBRL) will be hosting a one day event with activities including video screenings, information booths and a roundtable discussion addressing "inclusive waste management policies". The seminar will include the participation of local and provincial government, a representative from the social enterprise United We Can bottle depot and binners from the region. We would like to dedicate this week to the binners (informal recyclers); to improve their livelihood strategy by making solid waste management policies inclusive and by generating awareness in our community about the benefits from strong partnerships between consumers and binners.

Date: October 19th, 2006

Where: Uvic SUB

When: 3:00 to 5:00PM 2006

CONGRESS OF THE CANADIAN ASSOCIATION OF LATIN AMERICA AND CARIBBEAN STUDIES

"From Local to Global in Latin America and the Caribbean: Where Have We Come from and Where Are We Headed?
With the presentation: "Resource Recovery and Recycling: An Opportunity for Social and Economic Inclusion"
Dr. Jutta Gutberlet (University of Victoria) Friday, 29.10. at 8:45AM

Date of Seminar: September 28-30, 2006

Where: University of Calgary

IN THE NEWS...

The following links are project stories in the media. Links to these stories are also available from the PSWM website under 'Media'.

Shore, Valerie (June 2005). Geographer leads \$1 million Brazilian recycling project. The Ring, 31(6).
<http://ring.uvic.ca/05jun09/news/brazil.html>

Author unknown (2005). UVic faculty share in \$23.8 million for research support. The Ring, 31(4).
<http://ring.uvic.ca/05apr07/news/cfi.html>

Backhouse, Francis (2006). More than just poor. Torch, 27(1). http://web.uvic.ca/torch/torch2006s/feature_3.htm

Gauk, Matthew (2006). UVic prof helps Brazilians recycle to earn a living. The Martlett, 59(28).
<http://www.martlet.ca/view.php?aid=38659%20>

Searle, Rick (2006). Cooperpires: the recycling of citizenship. EkosTV <http://www.ekostv.com/node/258>

Participatory Sustainable Waste Management

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