

P2 Partnerships in the State of São Paulo, Brazil

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The State of São Paulo has nearly 32 million inhabitants (22% of the Brazilian population) and 42,752 (39% of national figures) manufacturing plants with a turnover of 78,7 billion dollars (54% of the country's total).

CETESB - Cia de Tecnologia de Saneamento Ambiental - has been enforcing during the last 30 years the environmental control in the State of São Paulo, which includes the largest industrial park of Latin America and is responsible for nearly half of the country's gross national product. Through its headquarters and 37 regional offices and with a staff of 2050 employees, nearly 70% technical, the company was considered one of the top five world centers of reference in Water Supply and Sanitation by the World Health Organization. CETESB has conducted several works in other States and abroad, focusing policies, regulations, standards, environmental monitoring and assessment, emergency plans and actions, restoration of vegetation areas, water sanitation, solid wastes management and air pollution control technologies.

Amongst other activities, the company's actions comprise recovery and preservation of the environmental quality through control programmes and actions, operationalisation of air and water monitoring networks, licensing and inspection of pollution sources, standards and legislation establishment, training and technology development and transfer. During the last years efforts were made in order to implement the principles of Agenda 21 and to take advances in the issues of sustainable development, aiming to develop, amongst others, pollution prevention actions and to promote the rational use of natural resources, complementing its traditional role in control.

With Cetesb's leadership, the process of change in paradigm in environmental management required the establishment of strategies that considered the cultural environment of the institution itself and the society's demands, through the search for partnerships and appropriate tools.

Initially Cetesb redefined action guidelines of its technical areas, promoted the reduction of the management staff and organised, for example, areas of pollution prevention, environmental auditing and global issues. Through international cooperations with USEPA, Environment Canada and the Ministry of Housing, Spatial Planning and Environment, verified the models applied in the USA, Canada, Netherlands and UK and promoted information exchange and staff

development in themes related to pollution prevention, environmental management and cleaner production. A human resources development policy was specially designed to the staff of Cetesb, including courses in P2 and environmental management to the inspectors of all the 37 regional offices of the institution.

During the last four years CETESB is implementing new approaches, focusing the prevention of pollution at source. Energy Efficiency (E2) is another issue currently being tackled, within the company and in some external pilot projects. In order to extend the reach a broad range of P2/E2 actions, joint efforts are being conducted together with partners such as:

- the United States Environmental Protection Agency (USEPA) and a large American multinational industry in the chemical sector, the PREVENIR Project focuses the supply chain of a local subsidiary by applying models successfully consolidated abroad. From this motivating element, FIESP - The Federation of the Industries of the State of São Paulo is also to give support in the process dissemination;
- SENAI - The National Service for the Industry - capable to provide technology transfer through Centres of Technology and educational programmes specially tailored for each industrial sector;
- major State universities such as University of São Paulo (USP) and University of Campinas (UNICAMP), aiming to disseminate concepts and knowledge in environmental management. A project entitled “Compras Verdes” (Green Purchases), concentrated in CETESB’s suppliers envisaging on greening the governmental sector;
- FURNAS - an important Electricity Company, providing consultancy in E2 for public buildings (“greening the government”) and industries (primarily focusing the textile sector). Contacts with other institutions in the area - including PROCEL - the National Programme for Reduction in the Consumption of Electricity - are under way;
- Seventeen Environmental Chambers (working groups comprising productive sector entities and the environmental agency) were established on several industrial sectors, in order to set up communication amongst role players and the government in issues regarding sustainable development and P2;
- Financial institutions are being invited to support investments in cleaner production. Procop - a lower interest rates financing scheme administered by Cetesb - was recently re-directed in order to prioritise P2 actions and to provide better access to funds.

The strategies on CP comprehend:

- to develop management procedures and local expertise by using pilot scale projects; to collect, process and disseminate information on CP made available through the regional agencies. Pilot scale projects are being conducted in key industrial sectors such as textiles (2 companies), metal plating (5) and ceramics(7);

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- to leverage results by establishing partnerships with CP Centres, syndicates, associations, universities and other important role players;
 - to provide community right-to-know by a Toxic Release Inventory – TRI and technological information through CETESB’s library and Internet resources in local language as well as email discussion lists, courses and talks;
 - projects already implemented aim at phasing out harmful substances such as chlorofluorocarbons (CFCs) and persistent organic pollutants (POPs) based on product substitution – a P2 strategy;
 - to train and transfer technology on P2/CP. In 1997-98, 17 courses provided by Cetesb trained 392 people. With regard to informational products, CETESB has issued a P2 Implementation Manual in Portuguese, a comprehensive list of web links on P2 and as a bibliographic research. Some successful case studies were also published.

Future actions in CP/P2 are also to include in the legal framework the hierarchy of methods for CP/Waste Minimisation, P2 actions in environmental licenses and Terms of Conduct Adjustment (TACs), which determine a chronogram of commitments and procedures. Moreover, other activities started comprise gathering information on P2/E2 and making them available through written and electronic media. The Conference of the Americas for Cleaner Production was a decisive step to integrate major regional role players.

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