



recicleiros
somos pelo todo

A photograph showing a massive, sprawling pile of urban solid waste, including plastic bags, food scraps, and other debris. Numerous people, some wearing hats and work clothes, are seen scavenging through the trash, carrying large yellow and white bags. The scene is set outdoors under a cloudy sky. A large green circular graphic is overlaid on the right side of the image, containing text.

Brazil generates
more than **82**
million tons of
urban solid
waste every year

* 82,5 milhões - ABRELPE 2021



60%

of Brazilian
cities still use
illegal dumps

4%

Only **4%**
ends up being
recycled

1
million
waste pickers

Who survive
on less than

US\$ 125/month





**NOW
MADE
WITH
100%
RECYCLED
PLASTIC***



*All 600ml and 750ml branded 500ml and 600ml plastic bottles, Lipton Ice Tea 600ml and Tropicana 300ml, including caps/labels, are made from 100% recycled plastic.

PEPSICO

100% recycled plastic*
100% refreshing



smartwater 100% recycled plastic

*Bottle made from 100% recycled plastic. Label and cap are recyclable but are not made from recycled plastic. ©2020 Energy Brands Inc. All rights reserved. SMARTWATER is a registered trademark of Energy Brands Inc.

**MADE FROM
RECYCLED PLASTIC***
PROGRESSING TOWARDS A GREENER PLANET



pepsi

SUPPORTED BY THE "RECYCLE PLASTICS INITIATIVE" OF MINISTRY OF CLIMATE CHANGE

*Excluding cap and label - Available in Karachi only

**FROM WASTE TO
BOTTLE**

This is how our packaging is made



**NEW
100%
RECYCLED
BOTTLES**



HELLMANN'S
LIGHTER THAN LIGHT 10 CALS
LIGHT
VEGAN MAYO

**MAKE A CHANGE
FOR
GOOD**

**RAISE YOUR
ENVIRONMENTAL
CREDENTIALS**

100%
Recycled &
Recyclable Bottles



*Bottle is 100% recycled plastic. Bottle and trigger are 100% recyclable. Please recycle.



NIKWAX
TECH WASH

**RECYCLED
AND RECYCLABLE**

**100% RECYCLED
PLASTIC**



**NOW MADE
WITH RECYCLED
PLASTIC**





**Municipalities need
to eliminate unmanaged
garbage dumps,
promote selective
collection and generate
employment in cities**

PNRS (Federal Waste Policy 12.305)



**Public
policies**

**Capacity to
recycle**

**Behaviour
Change**

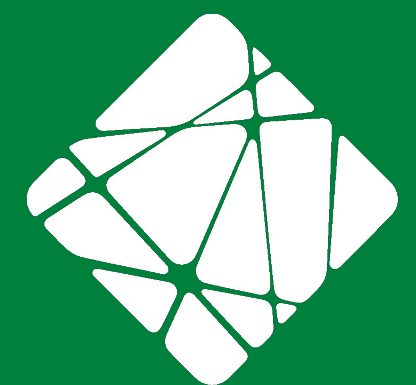
Market



We are



recicleiros
somos pelo todo



programa
recicleiros
ciudades



*Building infrastructure
for a cultural shift*

A young man with short dark hair and a mustache is working in a factory. He is wearing a green long-sleeved shirt and a black apron with a silver reflective strip. He is wearing blue and grey work gloves. He is standing next to a large industrial machine with a control panel. He has one hand on the top of the machine and the other on a button on the control panel. The control panel has several buttons, including a red emergency stop button. Above the machine is a green sign that says "Comando de Esteira" (Conveyor Control). The background shows a factory setting with blue metal frames and white bags.

and **social**
transformation

Guaxupé

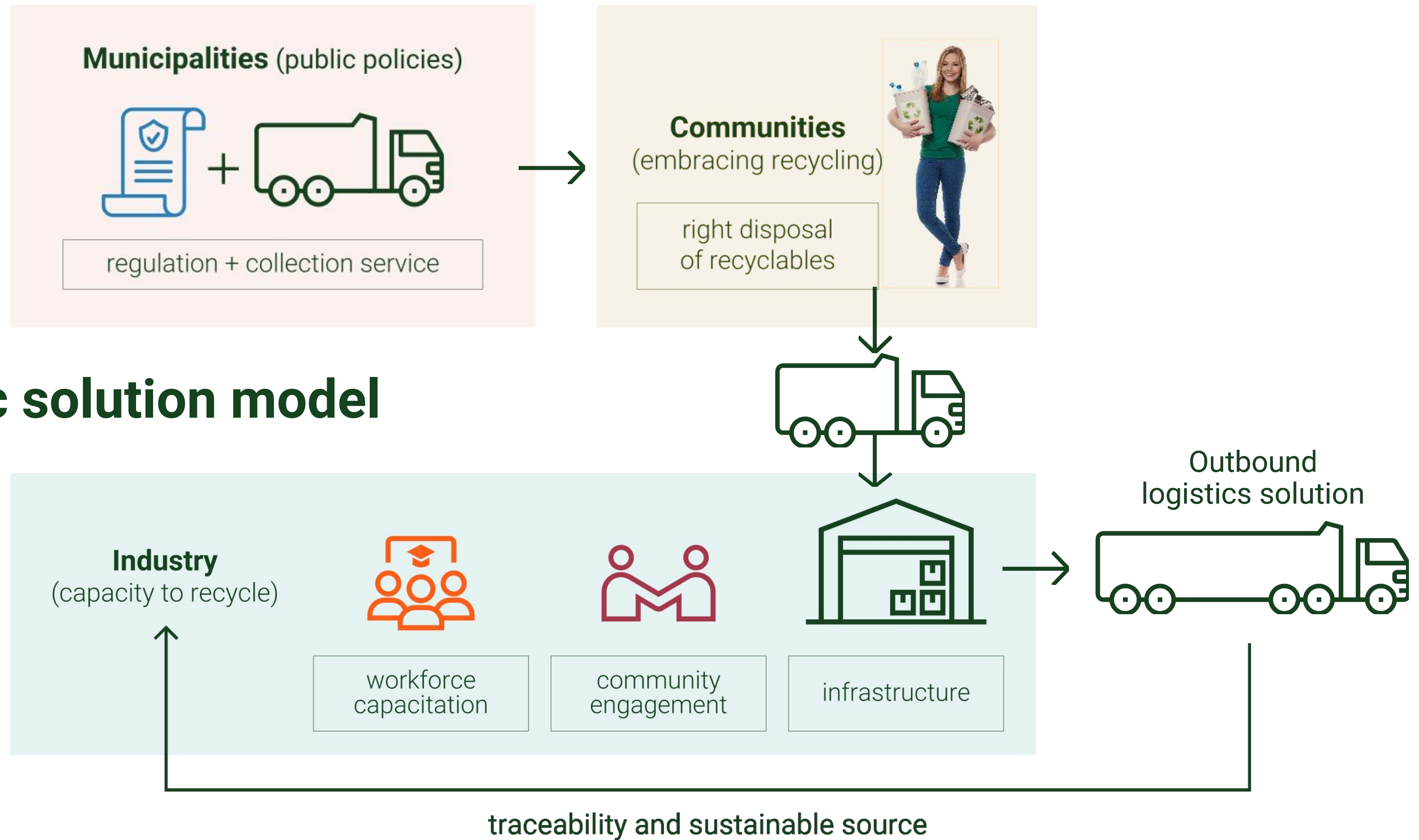
Minas Gerais





Piracaia

São Paulo



Systemic solution model

Companies investing in the project

Friboi

ABPA
ASSOCIAÇÃO
BRASILEIRA
DE PROTEÍNA
ANIMAL

aurora

BASF
The Chemical Company

Swift

Frimesa

Cargill

COLGATE-PALMOLIVE

KraftHeinz

JBS

BÜNGE

Heineken®

MARS
brasil

MasterFoods®

Nestlé
Faz Bem

Pif Paf
ALIMENTOS

natura

ABIOVE
Associação Brasileira das
Indústrias de Óleos Vegetais

Red Bull®

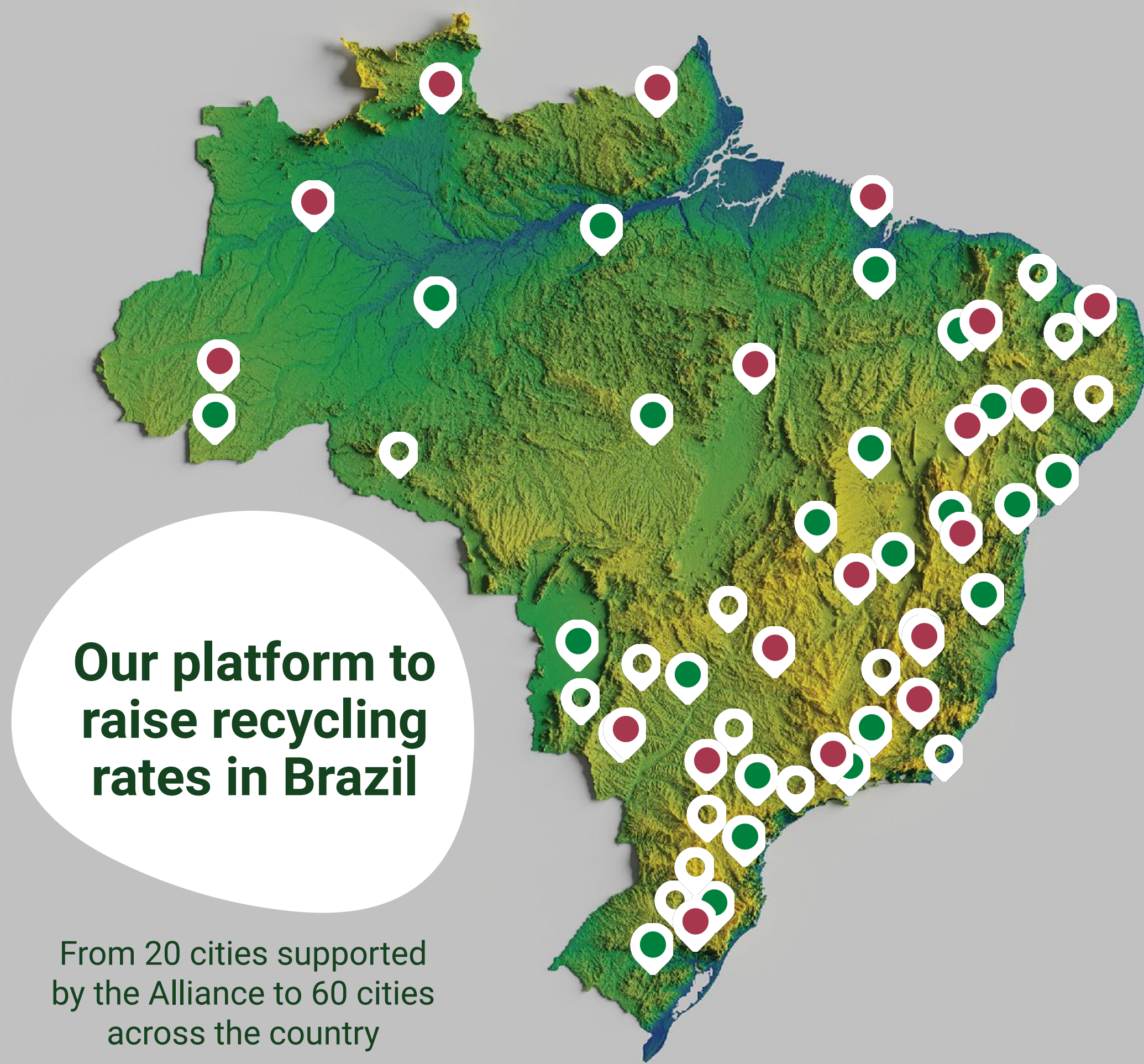
ROYAL CANIN

Seara

SIG


DPA
BRASIL
Dairy for Life

ABINPET
ASSOCIAÇÃO BRASILEIRA DA INDÚSTRIA
DE PRODUTOS PARA ANIMAIS DE ESTIMAÇÃO




**Our platform to
raise recycling
rates in Brazil**

From 20 cities supported
by the Alliance to 60 cities
across the country

 **14** | operating now

 **6** | to be launched by the end of september, 2023


2023


20

People served
Jobs created
Installed capacity

**1MM
1.000
4K t/month**


2026


40

People served
Jobs created
Installed capacity

**2MM
2.000
8K t/month**

2028


60

People served
Jobs created
Installed capacity

**3MM
3.000
12K t/month**



Let's do it
together!

Erich Burger
WhatsApp contact



erich@recicleiros.org.br