

**Report on the
Communication Workshop**

for

the CCAC MSWI City Assistance to the Municipality of Sao Paulo – Phase 2: Work Plan, implemented by ISWA, the International Solid Waste Association

20 January 2016, Sao Paulo, Brazil

Deliverable:

One of the two deliverables under Activity 4.2.2.6: “Organise training workshop for capacity building and knowledge transfer on organic waste management” (Page 17 of 40 of the PCA)

Acknowledgements

This Workshop is one of the components of the CCAC (Climate and Clean Air Coalition) MSWI (Municipal Solid Waste Initiative) Work Plan Project for the Municipality of Sao Paulo, Brazil. The Project is funded by the CCAC and implemented by ISWA, with the aim of laying out work plans and building capacity for the improvement of Sao Paulo's municipal solid waste management (MSW) particularly for the reduction of the emission of Short-lived Climate Pollutants (SLCPs) from the waste sector.

Acknowledgements must be given to the Secretariat of Services of the Municipality of Sao Paulo (SES) and its waste management authority (AMLURB) for the support and availability of their staff who participated actively in the training session. Special thanks to Mrs. Ana Loureiro, the ISWA Lead Expert on Communication for the Work Plan Project, for designing the programme and for brilliantly conducting the workshop. Appreciation also goes to the presenters invited to enrich the programme with their experiences: Mr. Marco Ricci (the Lead Technical Expert of the Work Plan Project); Ms. Julia Moreno (AMLURB); Mr. Claudio Spínola and Mr. Guilherme Turri (both from Morada da Floresta).

Thanks also go to the participation of representatives from the public sector: Ministry of Environment of Brazil, Environmental Agency of the State of Sao Paulo and the Municipal Secretariats of Education and of Environment. Finally, the workshop would not have been a success without the excellent organisation of the venue, logistics and supplies by Ms. Ana Montoro, Ms. Gabriela Otero and Ms. Fernanda Romero of Abrelpe.

The report was prepared by the Local Coordinator of the Work Plan Project, ABRELPE. For any enquiries, please contact jtang@iswa.org and gabriela@abrelpe.org.br.

Table of Contents

Summary	4
Workshop Programme	5
Workshop Report	6
1. Purpose.....	6
2. Organisation	6
3. Participants (in alphabetical order by name of organisation).....	6
4. Content Report	8
20.01.2016 Strategic Environmental Communication Workshop.....	8
5. Conclusions.....	10

Summary

This Workshop on Communication was carried out successfully on the 20th of January 2016 in Sao Paulo, Brazil, under the framework of the CCAC MSWI Work Plan Project implemented by ISWA with ABRELPE as the local coordinator.

The one-day training session targeted a high level audience, mainly stakeholders of the City's solid waste management system and key actors from the public sector. With over 30 participants from more than 20 institutions, the workshop focused on providing the fundamentals of environmental communication, strategies for MSW management and case studies presenting successful as well as failed actions from around the world. The programme also provided the opportunity for AMLURB to present its communications tools and actions for Sao Paulo in order to receive comments and contributions from the audience.

With a good combination of high level technical content and the active participation of the audience, the workshop was well received by the organisers and the participants, reflected by the evaluation forms they filled, the result of which can be found at the Conclusion session of this report.



Workshop Programme

Workshop on Strategic Environmental Communication

20th January 2016, Sao Paulo, Brazil

20 th January 2016	
Time	Program
09:00 – 09:30	Registration and reception of participants
09:30 – 10:00	Opening speech and overview of the Work Plan Project (Jiao Tang, ISWA and Gabriela Otero, ABRELPE)
10:00 – 12:30	Strategic Environmental Communication (by Ana Loureiro, ISWA expert)
12:30 -14:00	Lunch
14:00 – 14:50	Communication about MSW in Sao Paulo: structure and interface tools with the population (by Julia Moreno Lara, AMLURB)
14:50 – 15:10	Case study: Composta São Paulo Program (by Claudio Spínola, Morada da Floresta)
15:10 – 15:30	Case study: Communication in separate collection of organic waste: successful cases in Italy (by Marco Ricci, ISWA expert)
15:30 – 15:50	Coffee break
15:50 – 18:00	Strategic Environmental Communication (by Ana Loureiro, ISWA expert)

Workshop Report

1. Purpose

The workshop is one of the deliverables of the Activity 4.2.2.6 of the Work Plan Project: Organise a training workshop for capacity building and knowledge transfer – a one-day workshop on communication measures.

The main objective of the workshop was: 1). To provide capacity building on communication to participants who are mainly public officials and waste management entities; 2). to collect information and views from a wide range of stakeholders in Sao Paulo regarding public communication for MSW management, using them as input materials for the development of the communication strategy paper which is another deliverable under the Work Plan Project: Activity 4.2.2.5: develop a communication strategy to enhance citizens' awareness towards recycling and collection of source separated waste.

2. Organisation

The workshop was hosted and organised by the Brazilian Association of Public Cleansing and Waste Management Companies - ABRELPE and the implementer of the Work Plan Project, ISWA, with contributions from workshop participants.

3. Participants (in alphabetical order by name of organisation)

	Name	Organisation	Country
1	Ana Montoro	ABRELPE	Brazil
2	Fernanda Romero	ABRELPE	Brazil
3	Gabriel Brás	ABRELPE	Brazil
4	Gabriela Otero	ABRELPE	Brazil
5	Antonio Storel	AMLURB	Brazil
6	Diego Rizzo Vieira	AMLURB	Brazil
7	Julia Moreno Lara	AMLURB	Brazil
8	Flávio de Miranda Ribeiro	CETESB	Brazil
9	Marcos José de Abreu	CEPAGRO	Brazil
10	Rafael Otero	Consulate of Denmark	Brazil
11	Helena Werneck	DEPAVE-5	Brazil
12	Priscilla Mendes	DEPAVE-5	Brazil
13	Fúlvio Parajara	ECOMARK	Brazil
14	Altair Silva	ECOURBIS	Brazil
15	Ednei Rodrigues Silva	ECOURBIS	Brazil
16	Walter Gomes de Freitas	ECOURBIS	Brazil
17	Luiz Antônio Duarte	Embralixo	Brazil
18	Maria Stella M. Gomes	I&T	Brazil

19	Rafael Guiti	I&T	Brazil
20	Wanderley dos Anjos	I&T	Brazil
21	Eugenia Costa	Inova	Brazil
22	Ana Loureiro	ISWA expert	Portugal
23	Jiao Tang	ISWA General Secretariat	Austria
24	Marco Ricci	ISWA expert	Italy
25	Nathalia Lima	ISWA Young Professionals Group	Brazil
26	José Luiz Tomita	KMA	Brazil
27	Francisco Vianna	Loga	Brazil
28	Natalia Francisca da Silva	Loga	Brazil
29	Urias Neto	Loga	Brazil
30	Lúcio Costa	Ministry of the Environment	Brazil
31	Cauã Messinetti	Morada da Floresta	Brazil
32	Claudio Spínola	Morada da Floresta	Brazil
33	Guilherme Turri	Morada da Floresta	Brazil
34	Leopoldo Matosinho	Morada da Floresta	Brazil
35	Andreia Medolago	Municipal Secretariat of Education	Brazil
36	Ana Maria Hoffmann	Municipal Secretariat of Environment	Brazil
37	Shirley Diniz	Regional Board of Education	Brazil
38	Rafael Golin Galvão	SMSP- Lapa	Brazil
39	Monica Plits Borba	UMAPAZ/SVMA	Brazil

4. Content Report

20.01.2016 Strategic Environmental Communication Workshop

Wednesday morning

The first part of the workshop consisted of a welcome reception and registration of the participants, followed by an opening speech and an overall explanation of the Work Plan Project, made by Jiao Tang (ISWA) and Gabriela Otero (ABRELPE). Subsequently, the communication expert Ana Loureiro initiated her presentation, introducing the following topics:

- Moving from theory to practice;
- The challenge of sustainability;
- Communication applied to waste issues;
- Controversial issues and other fears;
- Crisis and other challenges.



The participants were invited to introduce themselves and what they expected from the workshop. The main expectations were to deepen knowledge about environmental communication and its techniques, as well as strategic actions to create innovative practices and to improve those that already existed. Specifically they expected to obtain knowledge about the use of communication in environmental education programs, actions for the establishment of communication channels between population and public and private agencies in order to achieve the goals set in the Sao Paulo

Integrated Solid Waste Management Plan (PGIRS) and the application of communication techniques to inform people about landfills. In between the presentation of Ana's, some group interactions were initiated: participants were divided into groups each with 3 persons to discuss and present two major problems about solid waste communication as well as possible solutions. The main problems listed by them were: negative views of devices used for managing MSW; lack of appropriate language to each public group; lack of information and monitoring of actions already practiced. The main solutions proposed were: public entities have to start with having good internal communication; creation of dialogue spaces; establishment of dialogue with the population; creation of a handbook about waste; clarification of the law and an effective oversight.

After this point, Ana Loureiro took the opportunity to briefly mention the Activity 4.2.2.5 of the Work Plan Project, "develop a communication strategy to enhance citizens' awareness towards recycling and collection of source separated waste" and asked the participants to analyze the list of target groups and selected data set and give their feedback.



Wednesday afternoon

The second part of the workshop started with a presentation of Julia Moreno from AMLURB, who presented "Communication about waste in Sao Paulo: structure and interface tools with the population". The main topics presented were a brief explanation of the PGIRS, general concepts, guidelines for organic and dry waste, separate collection and its problems and solutions. She explained the three fractions concept in Sao Paulo – organic, dry and non-recyclable residue waste and developed actions including reusable plastic bags, information pamphlets, audio communication in collection trucks for separate collection, EcoPontos (Eco-points) for the disposal of construction and demolition waste and pilot composting projects.

Claudio Spínola from Morada da Floresta presented the program "Composta São Paulo" which encouraged home composting through the distribution of vermicomposting boxes. The programme was supported by AMLURB, started in 2014 and selected 2,000 households from the registrations on their website, based on economic, social and geographical criteria. The presentation focused on the communication methods employed in this programme. Each household received a box followed by a brief brochure on how to manage the composting process; they were also invited to participate in workshops and meetings conducted by Morada da Floresta in parks and green areas. An online community of knowledge and experience exchange platform was additionally created to facilitate dialogues. The program was successful based on the evaluation result: over 95% of participants were

satisfied and had been composting at home successfully. Because of the good results, there are perspectives of a second phase to expand the participation in the future.

The last presenter was Marco Ricci from ISWA, the Lead Expert of the Work Plan Project, who talked about “Examples of campaigns focusing on separate collection of bio-waste and composting”. In his presentation he mentioned examples of campaigns on separate collection of organics, the use of compost and the change of behaviour of waste producers. Besides, the content and scope of each campaign and different target groups (citizens, local authorities and waste experts) were also presented.

The last part of the workshop was conducted by Ana Loureiro, focusing on the importance of feedback regarding evaluation of implemented actions and the development of it. Examples of practices related to waste management and environmental education like “Mais Valor” and “Ecovalor” programs were shared. The participants were frequently invited to give their opinion on the case studies presented and to share their own experiences. The workshop ended successfully on time.



5. Conclusions

From the organizer's side:

The workshop was a day full of experience exchange and the event ended fulfilling its goals: capacity building and collecting inputs learnt "on the ground" by the stakeholders for the strategy paper on communication. Methodologically stimulated by Ana Loureiro, attendees interacted in a dynamic and

positive way and shared different points of view about communication on solid waste management in the Municipality of Sao Paulo.

During the workshop the attendees demonstrated a good understanding of the Work Plan Project for the Municipality of Sao Paulo and its activities related to communication. The knowledge acquired by the attendees during the workshop encouraged them to continue exchanging information and providing information needed by the Work Plan Project.

From the participant's side:

After the workshop most of the participants filed out the evaluation forms provided at the registration desk the scanned copy of which is attached to this report as an Annex. In summary, below are listed the strong points of the workshop highlighted by the participants:

- Speakers;
- Objectivity and richness of the presented topics;
- Attendees interaction;
- Experiences exchanged;
- High quality of the presented content;
- Variety of participants from public and private institutions.

And the weak points:

- Audio and visual issues due to equipment and internet problems;
- Due to the high amount of information the content could have been distributed into a two-day training;
- Limited amount of case studies from the Brazilian and Sao Paulo reality.