



AÇÃO AMBIENTAL
2016

Painel "Economia Circular: Caminhos Possíveis"
Tomás de Lara – Sistema B Brasil
Rio de Janeiro – Sistema FIRJAN

← **SEMINÁRIO FIRJAN DE AÇÃO AMBIENTAL**

**REPENSAR PRODUÇÃO,
DESCARTE
E CONSUMO.** →



AÇÃO AMBIENTAL
2016

← SEMINÁRIO FIRJAN DE AÇÃO AMBIENTAL

REPENSAR PRODUÇÃO,
DESCARTE
E CONSUMO. →

1º de Junho 14h às 18h Seminário "Economia Circular"

Keynote Speaker

- Douwe Jan Joustra – Implement Circular Economy (ICE-Amsterdam)

Painel "Economia Circular: Modelos de Negócios"

- Beatriz Luz – Exchange For Change Brasil
- Mayra Sallie – MIG Jeans
- Rodrigo Santiago – Michelin
- Leonardo Freitas – EcoLab

Painel "Economia Circular: Caminhos Possíveis"

- Marc Diaz de Las Heras – Sebrae/RJ – Programas Estratégicos
- Pedro Junqueira – Resiliência e Operações do Município do Rio de Janeiro
- Tomás de Lara – Sistema B Brasil



Nós,

os agentes econômicos

SPECTRUM OF ORGANIZATIONS

Spectrum of Organizations: From Charities to Traditional Businesses

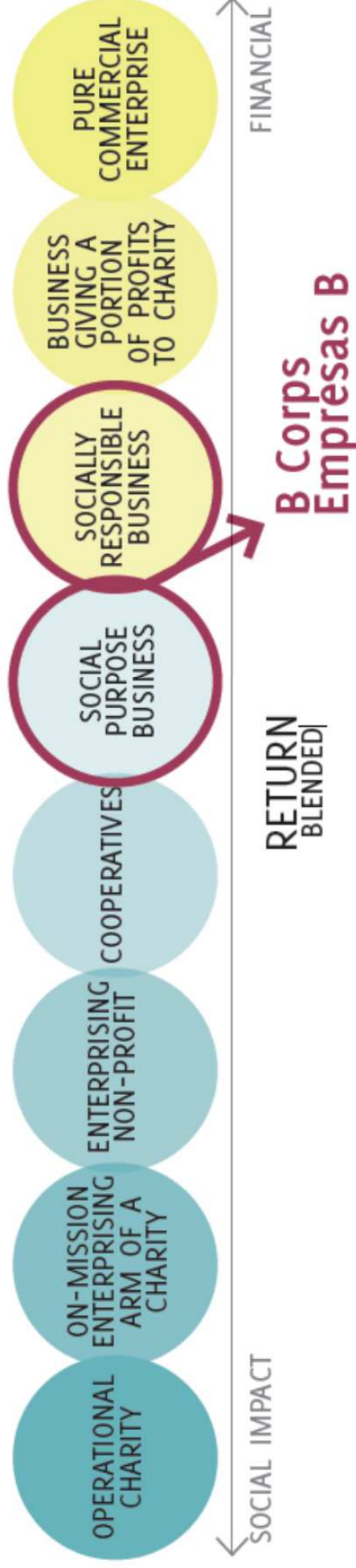
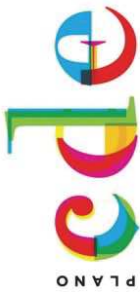


Imagen 3.

Learning from the B(enefit) Corp Assessment. Masson, 2012



GEEKIE
O MELHOR JEITO DE APRENDER O SEU



peerby



TRICICLOS



A água que retorna à sua origem



patagonia



DESENVOLVIMENTO SUSTENTÁVEL



bom, bonito e do bem



Empresa



Certificada



MUD JEANS



sustainable management of e-waste



natura
bem estar bem



natura
bem estar bem



Etsy

Triodos Bank

Make your money make a difference



KICKSTARTER



PRODUTOS INCLUSIVOS

Certified



Corporation



Meio Ambiente

Matéria prima, ACV, energia, regeneração, impacto...

Company
Score

Median
Score*

Overall B Score

110

80

Pessoas

Clima, remuneração, treinamento, flexibilidade, *ownership*...

Environment

55

9

Comunidade

Environmental Products & Services (e.g. renewable energy, recycling)

Fornecedores, envolvimento local, impacto, propósito

<1

4

Environmental Practices

54

6

Governança

Land, Office, Plant

Prestação de Contas e transparência

7

4

Energy, Water, Materials

10

2

Emissions, Water, Waste

12

1

Modelo de negócio

Suppliers & Transportation

Impacto social e/ou ambiental....

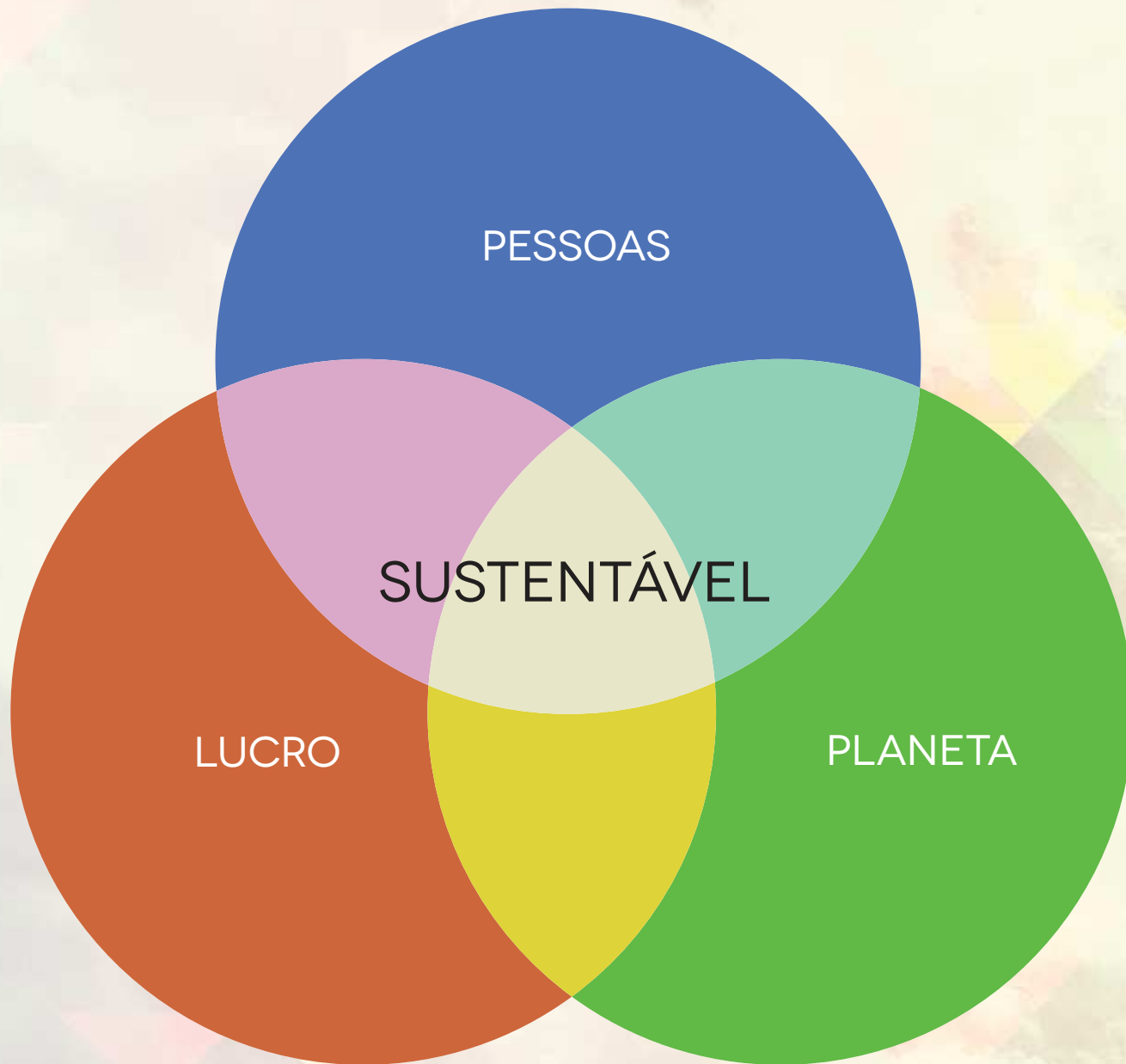
4

N/A

Workers

20

22



PESSOAS

SUSTENTÁVEL

LUCRO

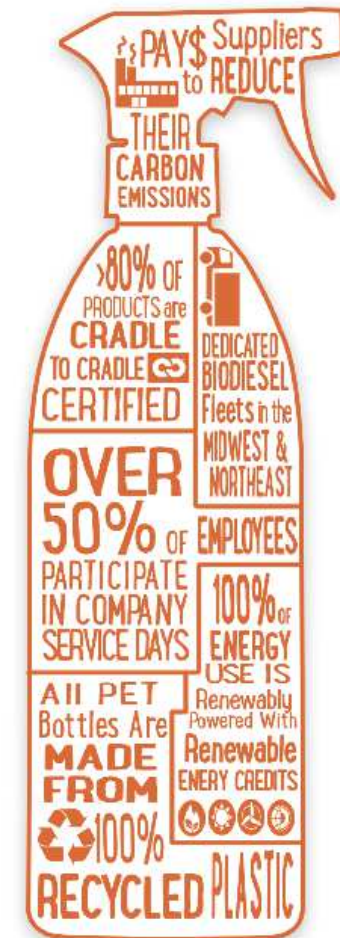
PLANETA



DIRT
ERASER

CHANGE
MAKER

80% dos produtos são Certificados Cradle to Cradle
Todas embalagens são feitas de plástico 100% reciclado
Maior parte da logística é feita com Biodiesel



Brought to you by
the community of

Certified



Corporations

BRAVINGthe..... OUTDOORS

SAVING (THE) OUTDOORS

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail firms have used to break and smash to make and money. But Black Friday and the culture of consumption it reflects, take the economy of small business that support all its limbs in the end. We're now using the resources of a planet that's finite on our one and only planet.

COMMON THREADS INITIATIVE

REDUCE
We've used your shirt for a long time. YOU don't buy what you don't need.

REPAIR
We help you mend your Patagonia gear. YOU (bring in to a local store).

REUSE
We help find a home for Patagonia gear you no longer need. YOU (sell or donate it).

RECYCLE
We will take back your Patagonia gear. YOU (bring it back).

And there is a 60% recycled polyester jacket, but not again to high demand. It's made from dead sheep, so you can't have to replace it as often. And when it comes to the end of its useful life, we'll take it back to recycle into a product of equal value. But, as in the case of all the things we can make and you can buy, the quality comes with an environmental cost higher than the price.

There is much to be done and plenty for us all to do. Start by what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads to see the full code below. Take the Common Threads Initiative pledge, and join us in the fight to reimagine a world where we take only what nature can replace.

patagonia.com



DESIGNS
PRODUCTS That Can
EASILY be REPAIRED and/or are made
from MATERIALS that can be
REUSED or RECYCLED

24,710 REPAIRS in 2013!

597,272 FEWER MILES Traveled by over 800 EMPLOYEES NTIVE driver

100% Certified Organic Fibers used in 100% of our cotton clothing since 1996

via CASH INCE to avoid single CAR TRIPS

1% OF ANNUAL NET REVENUE CONTRIBUTED TO NON-PROFITS that PROMOTE ENVIRONMENTAL CONSERVATION & SUSTAINABILITY Around the WORLD

\$5,602,433 Contributed in 2013

patagonia

100% do algodão das roupas é orgânico desde 1996
25.000 reparos de roupas em 2013
1.1 milhão de km economizados



Board independente que protege a missão socioambiental da Empresa (Unilever)

5% do lucro operacional é investido em produtores locais pequenos

50% da emissão de carbono é “offsetada”

COMFORT FOOD

FORCE FOR GOOD



RIO + B

REALIZAÇÃO



CONCEPÇÃO



PARCEIROS ESTRATÉGICOS



PARCEIROS ENGAJAMENTO



APOIO



REDE

RIO+[®]B

EMPRESAS DA
REGIÃO
METROPOLITANA

AVALIAM SEU
IMPACTO
SOCIOAMBIENTAL

GERAM DADOS
PARA A

CIDADE

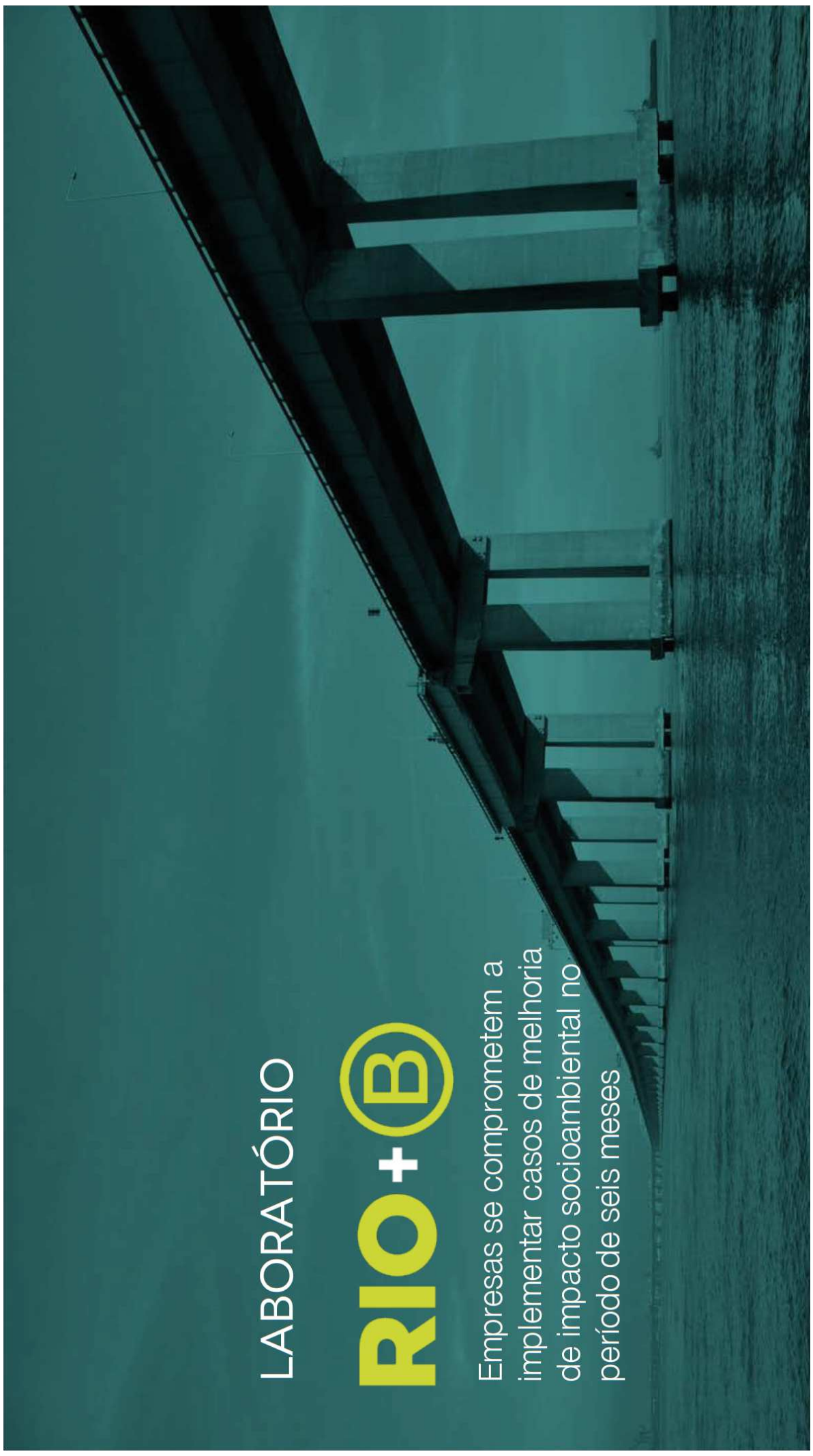
Fazem parte do
movimento de transição
para uma nova economia
inclusiva, diversificada,
circular e de baixo carbono

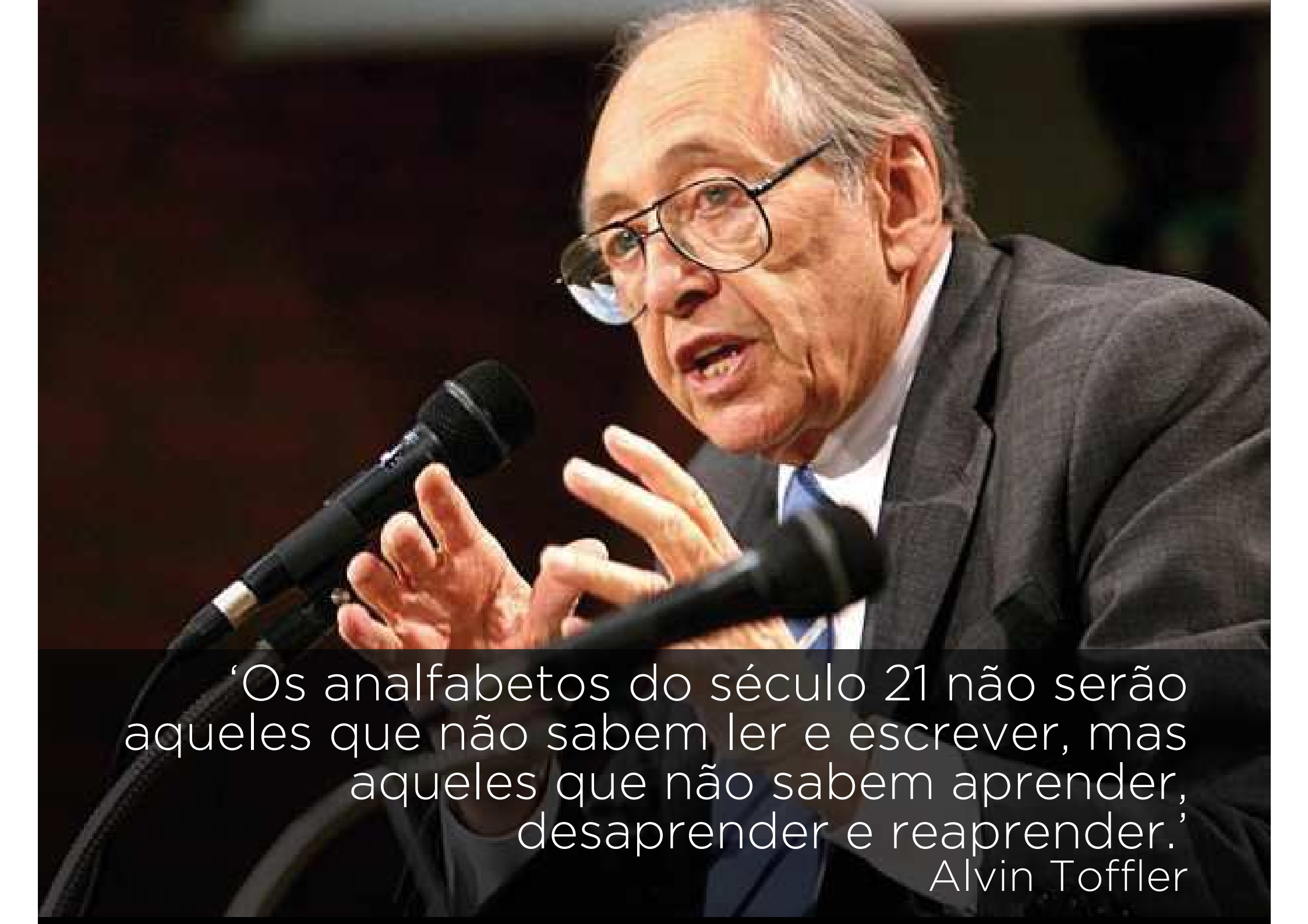
*Informações desidentificadas

LABORATÓRIO

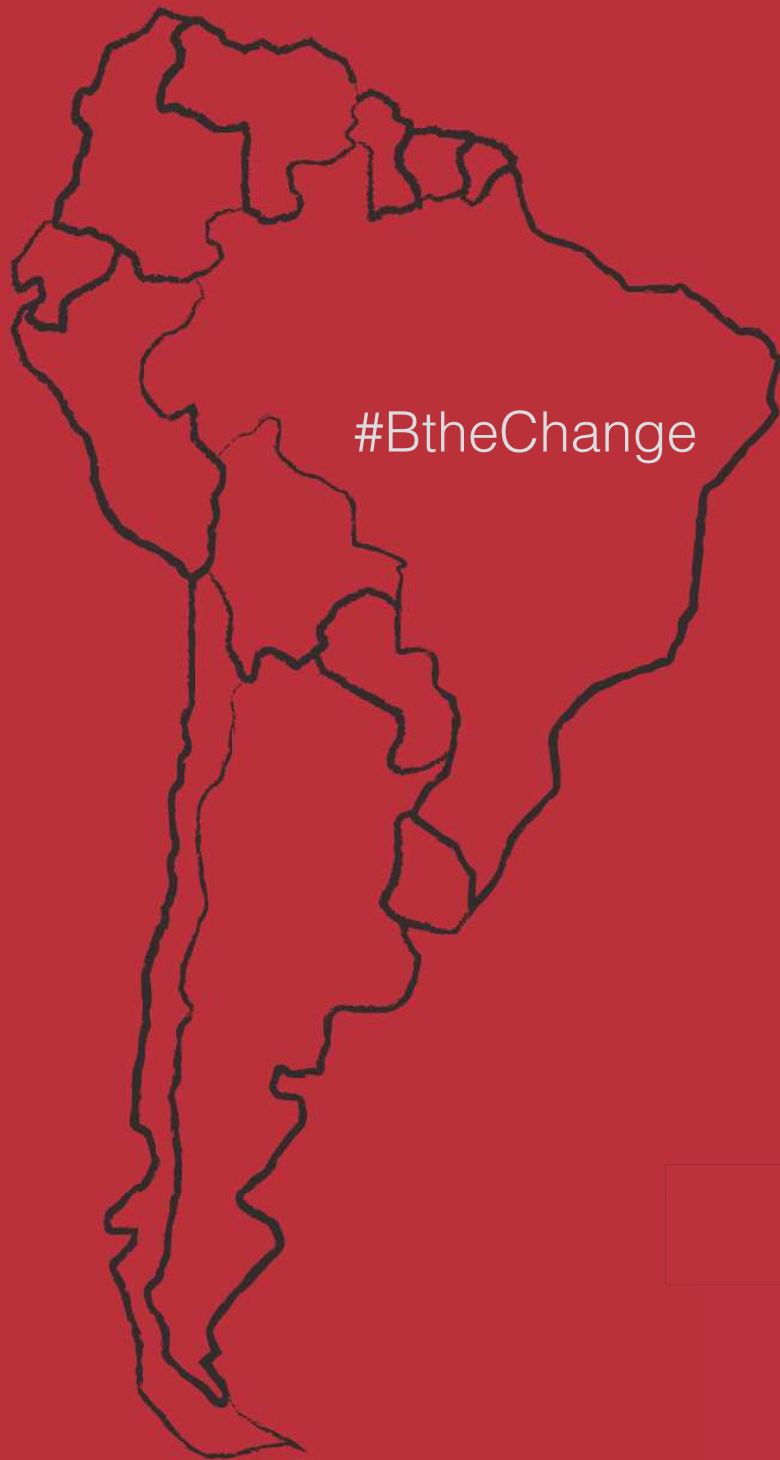
RIO+@B

Empresas se comprometem a
implementar casos de melhoria
de impacto socioambiental no
período de seis meses



A close-up photograph of Alvin Toffler, an older man with glasses, wearing a dark suit and a blue tie. He is speaking into a microphone, with his hands raised in a gesturing motion. The background is dark and out of focus.

‘Os analfabetos do século 21 não serão aqueles que não sabem ler e escrever, mas aqueles que não sabem aprender, desaprender e reaprender.’
Alvin Toffler



Sistema



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