

BANCO DE IMAGENS ABTCP



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NATIONAL INTEGRATION

The pulp and paper sector has been keeping up with the global trend, also seen in other productive segments, of strengthening aspects relating to the control over processes and minimizing waste in the generating source. The objective is unequivocal: promote an even more efficient integrated management in companies in order to mitigate environmental aspects in industrial operations.

This achievement will answer with responsible actions the vast number of civil society organizations who alert to the problems of accelerated growth in a given industrial sector without an appropriate assessment of risks in relation to the value chain, based on the Life-Cycle Analysis (LCA) concept and in conformity with its standard ABNT NBR ISO 14040:2209.

At present, much advancement has been obtained by the sector in relation to managing environmental impacts. We need to consider as a premise that organizations that generate impacts will always be held responsible. Within this context, the National Solid Waste Policy (PNRS) creates the shared responsibility guidelines for the lifecycle of products and, in a greater scope, the National Solid Waste Plan will consolidate the good practices of companies in the market.

It is clear that this policy integrates the environmental responsibility perspective of companies – expressed by a positioning focused on the preventive management of environmental impacts that stem from a Life-Cycle Analysis (LCA). With its implementation, it will initially be possible to establish the guiding direction and short, medium and long-term priorities in terms of management, prevention and environmental strategic controls. It will be a preparation for the National Solid Waste Plan to enter the field.

The first reflection to be done within the PNRS context refers to a global nature movement related to corporate responsibility, where reverse logistics appears as a “social and economic development tool” that aims to “allow for the gathering and return of solid waste in the corporate sector for reutilization in its cycle or in other productive cycles, or another final disposition that’s environmentally appropriate.”

Through its technical committees and *O Papel* magazine, among other activities, ABTCP has produced important information about the National Solid Waste Policy (PNRS), and the information presented in this month’s *Cover Story* about the National Solid Waste Plan will also contribute to further clarify readers about the latest in this area related to the packaging papers. In time, with the advancement of new technologies and efficient management of integrated logistics as a strategic process, we will certainly observe gains in environmental and economic quality aspects in alignment with the sustainability of the pulp and paper business. The power of this movement towards business sustainability, coupled with the legal framework, strongly influences the identity and management of companies, to the point of becoming a key competitive advantage in certain cases. It is worthy to mention, as example, the programs and plans present in many companies of our sector directly in alignment with the PNRS:

- 4Rs Program (rethink, reduce, reuse and recycle);
- Environmental Education Program (PEA);
- Long-term goal plans for reducing waste in industrial landfills.

According to the 4Rs Program, we need to Rethink (R1) ecoefficiency management from the time we begin to conceive a new project; Reduce (R2) waste at the generating source; Reuse (R3) waste within our own production process, in order to minimize losses and maximize economic gains; and Recycle (R4) by changing physical, physical-chemical or biological properties in order to obtain new products through the employment of alternatives for the energetic use of waste, **coproducts (1)** such as soil acidity correction, among other good examples in the pulp and paper sector.

It is important to keep in mind that the efficiency in applying this last stage of the 4Rs Program is only achieved upon the operational optimization of processes in relation to solid waste losses in the sector. It also means executing with efficiency each of the R1, R2 and R3 stages.

In turn, the Environmental Education Program (PEA), the second item on our list of sustainability programs, must be treated as a long-term, gradual and continuous process in order to ensure awareness of people about the importance of solid waste integrated management and the effective pursuit of innovative results. The most important thing achieved by now in an environmental education program (PEA) and that effectively “makes a difference” is people commitment, and the individual or group movement to cause the least environmental impact possible.

In the third aspect, which includes long-term goal plans to reduce waste for industrial landfills, the proposal consists in establishing a framework for minimizing the disposal of this waste. However, it is important to point out that an industrial landfill designed in accordance with regulatory standards and utilizing best engineering techniques, fulfills its fundamental role of adequate disposition of solid waste, minimizing risks for the industrial unit.

The PNRS itself, which will be the cornerstone for developing the National Solid Waste Plan, in its definitions wisely mentions the following:

- “Environmentally adequate final disposition: the organized distribution of rejects and, where applicable, waste in landfills duly licensed by environmental entities, in conformity with specific operational standards, in order to avoid damage or risks to public health and safety, as well as minimize adverse environmental impacts”;

The PNRS for the pulp and paper sector, which has always known how to seek results with the lowest impact on the environment by adopting best management practices and innovative technologies, will certainly become a source of new opportunities for a sector that, year after year, overcomes challenges and plays a key role in the legal framework. ■

Note (1): any one between two or more products stemming from the same elementary process or product system, this being the smallest element considered in the lifecycle inventory analysis for which input and output data are quantified (ABNT NBR ISO 14040:2209).