

SUCCESS CASES OF THE STATE OF MINAS GERAIS/BRAZIL

SUSTAINABLE DEVELOPMENT

AmbientAÇÃO Program

AmbientAÇÃO is a socio-environmental management and education program, created in 2003 by the State Foundation for the Environment (Feam), currently part of the Undersecretary of Environmental Management of SEMAD, whose objective is to create a lasting and continuous organizational culture, which encourages the critical and emancipatory questioning of public servants and employees of partner institutions, with regard to the environmental dimension of their impacts on the world, as well as its potential to reduce them, through the promotion of educational campaigns and the dissemination of good practices.



Lines of Action

AmbientAÇÃO encourages the appropriation of the concepts of the 8 R's: Rethink, Reduce, Reuse, Refuse, Respect, Take Responsibility, Pass On and Recycle – through the lines of action "Conscious Consumption" and "Waste Management".

The objective of the Conscious Consumption line is to sensitize civil servants and employees to the responsibility regarding the proper use of goods and services of the Public Administration, and to generate savings in natural resources, the reduction of waste and the reuse of materials; The Waste Management line makes it possible to properly dispose of waste from organizations, returning materials to the production chain, through recycling, increasing the useful life of landfills and contributing to the generation of work and income for associations of recyclable material collectors, who receive materials from organizations through donations to associations and cooperatives of waste pickers, contributing to the increase in income of these important environmental agents, still in great social vulnerability.

Structure

The structure of AmbientAÇÃO is formed by the "Management Committee" that gives basic guidelines, elaborates the entire theoretical framework and provides technical consultancy to the "Sectorial Commissions", composed of employees of the participating organizations, who volunteer to act as multipliers of the actions in their respective organizations.

The program provides a Catalog of Actions for each of the thematic modalities worked on by the Program: Water, Energy, Materials, Waste and Quality of Life, accompanied by Practical Guides, aiming to give autonomy to the Sectorial Commissions to prepare their annual action plan, choosing the themes, actions and indicators that best suit the reality of the organization.

Participating Organizations

The program maintains partnerships with 40 organizations, including state agencies, municipal governments and civil society organizations, in addition to 26 regional units of Copasa/MG, operating in 66 public buildings, totaling 26 municipalities in Minas Gerais.

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Certification

The Sectoral Commissions register the data collected in the SIGA System, which enables remote monitoring of the performance of participating organizations, which receive the certification of sustainable organizations through a seal of up to 5 thematic stars: Water (blue star), Energy (yellow star), Materials (gray star), Waste (brown star) and Quality of Life (green star).

SIGA has several features, including the Social and Environmental Impact Calculator that shows not only the amount of water, energy, disposable cups or paper saved,

of water, energy, disposable cups or paper saved, but also the environmental impacts resulting, for example, the amount of greenhouse gases that are no longer emitted. Finally, the System also allows the generation of reports as well as certification and ranking of organizations based on their performance.

Overall Results

In the Administrative City of the State of Minas Gerais, since its implementation in 2010, AmbientAÇÃO has worked on the campaign to replace disposable cups provided to servers with mugs, avoiding the consumption of about 4,365,144 disposable cups and generating an average saving of R\$261,908.64 per year.

Since the partnership with the Lacre do Bem Campaign, in 2015, considering only the actions in the Administrative City of the State of Minas Gerais, almost 9 million aluminum seals have already been collected, sending 2.6 tons of aluminum for recycling and enabling the donation of 25 wheelchairs.



For more information, [click here](#).

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Partner Organization Results - Certification 2022

- 40 certified public buildings
- 11,290 people impacted by the actions
- At least 26 municipalities involved
- 18 trade fairs held with 676 participants, 3,728 objects involved, 1,647 of which were donated.
- Savings of 680,500 sheets of A4 paper (considering 2021 consumption minus the 2022 consumption of organizations that have proven a reduction in consumption).
- 103,541.47 kg of recyclable waste sent for recycling
- 2431 notebooks produced from 177.7 kg of single-sided used sheets
- 262.71 kg of batteries collected and disposed of in an environmentally appropriate manner
- Collection of 1128 kg of aluminum seals, which enable the donation of about 10 wheelchairs to people with disabilities in social vulnerability, through the Seal of Goodness Campaign.
- 55.27 kg of plastic caps and other recyclable materials destined for projects that send this material for recycling to enable the castration of animals in vulnerable situations
- 12 kg or 41 umbrellas collected for the Sleeping Hugs Campaign, which transforms used umbrellas into sleeping bags and raincoats to donate to homeless people.

*The results of the 2023 Edition of the Certification are still being computed.



For more information, [click here.](#)