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Reverse Logistic Implementation: First Phase of Sao Paulo State Experience

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Abstract

Reverse Logistics is part of most modern waste policies throughout the world. Considered essential in expanding the recycling rates for many waste streams, is a fundamental tool for creating means of restoring to the productive sectors various products and post-consumer packaging as raw material. Within this context, the present research details a case study of São Paulo State, Brazil, which since 2010 has implemented a deployment strategy of reverse logistics through pilot projects with business sectors, using as an instrument an agreement called “Terms of Commitment”. After presenting the regulatory environment, the article describes the vision and the strategies adopted for the first phase of this initiative, then detailing how the Terms have been established and demonstrating the results to date, including the consolidation of the evaluation of participants in 13 meetings conducted at 2014. At the end these results are analyzed and the outlook for the second phase of the initiative is presented

Keywords: reverse logistics; waste management; extended-producer responsibility; environmental regulation; environmental public policy
