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# Acc4emic INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

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## **Development of Public Policies that Enhance the Reuse of Materials in the Brazilian Industry**

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### **Abstract**

This study analyses the definition of public policies designed to encourage the reuse of waste. A multiple case study with nine Brazilian industries was performed. All these companies reuse materials in their production process, or have the potential to do so. The following elements were investigated: types of public policies, market and technology. The question that guided the research was: How to define public policies that lead to sustainability without compromising the public funds? The findings showed that the penalties imposed by the government can induce the reuse of materials. However, the low market value of the waste, the absence of a technology to reuse the material, the reduced availability or the high geographical dispersion of the waste can reduce the efficiency of those penalties. In such cases, the policy makers must analyze the waste market value and the type of technology available. For some materials the combination of these elements is enough to induce the reuse of materials. Public funds or policies are not required in such case. High sums of public resources may be needed to finance the development of new technology. But such public investment is restricted to a short period of time. Other materials only require public funds to support the workers that collect and segregate the materials. The support to these workers may be more effective than the granting of economic benefits to companies that reuse the waste. Such support may save a huge amount of public resources, as well as generate a more decent income for several poor people in Brazil.

**Keywords:** *Environmental sustainability, public policies, industrial waste.*

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