

Sistema CAMPO LIMPO
inPEV
Comunidade Recicladora do Sul

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Throughout 2013, with the support of the receiving central offices, inPEV participated in over 200 events all across Brazil. The purpose was to divulge the Campo Limpo System and the importance of disposing of empty crop protection packaging in an environmentally correct fashion.

Stakeholders



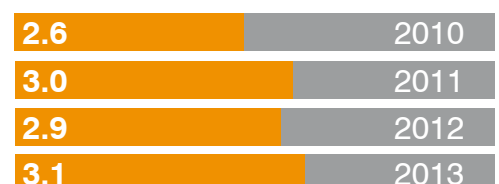
inpEV keeps open channels for communicating with agents of the Campo Limpo System and with society as a whole

The international recognition of the SCL as a successful program also reflects the continuous investments by inpEV in education. Combined with this are the financial resources intended to communicate the reverse logistics of empty post-consumption crop protection packages and develop awareness among all their agents and society about the contributions this model makes to the environment.

The institute also participates in political and sector-based discussions that involve the SCL directly or indirectly. Besides this, it dedicates itself to different educational actions involving new generations throughout the country on environmental preservation.

In 2013, R\$ 3.1 million were invested in several initiatives: campaigns, printed materials, participation in events focusing on education and activities during the Campo Limpo [Clean Field] National Day and the Environmental Educational Program (see graph). <4.14, 4.15, 4.16 & 4.17>

Investments in educational initiatives – 2010/2013 (million R\$)



Society



Diversified actions

Conscientious education

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Since 2010, the Environmental Educational Program, which reflects inpEV's commitment towards the quality of life of future generations, supports the work developed by educational institutions to supplement course syllabuses, including some topics related to the environment, in alignment with the recommendations of the Parâmetros Curriculares Nacionais (PCN [National Syllabus Parameters]) of the Ministry of Education. <PR6>

In order to assist teachers and stimulate students' curiosity on the life cycle of packages - knowledge which they convey to their parents and relatives, thus amplifying the effectiveness of the Environmental Educational Program -, inpEV distributes multidisciplinary pedagogical kits together with municipal Educational offices, teaching centers and other educational agents.

Key indicators of the Environmental Educational Program – 2010/2013

Year	2010	2011	2012	2013
Number of schools	1,022	1,001	1,058	1,861
Participating 4th and 5th grade classrooms	2,364	3,842	3,973	7,164
Cities involved	163	164	147	190
Participants in the drawing competition	42,056	42,061	39,757	29,289
Participants in the essay competition	25,921	39,813	36,165	25,804

Stakeholders <4.14>

- > Farmers
- > Collaborators
- > Distributors/cooperatives
- > Member entities and companies
- > Employees of the receiving units
- > Press
- > Public power
- > Partnering incinerators and recyclers
- > Society

Drawing and essay competitions

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Two key activities of the Environmental Educational Program, the drawing and essay competitions, involved 55,093 4th and 5th grade students in 2013. The works came from 1,861 schools from 190 cities (23 states). As a way of stimulating new generations to identify such ideals, this initiative proposes, respectively, the topics "More recycling and less garbage" and "Why is recycling good for the planet?".

The judging panel formed by representatives from member entities and companies, besides journalists, educators, educational agents and designers, awarded the three best works in each category with tablets (students), laptops (teachers) and multimedia projectors (schools).

Campo Limpo National Day

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The Campo Limpo [Clean Field] National Day, celebrated on August 18, represents an opportunity to integrate communities, schools, producers, distributors, industries and authorities, in celebrating the good results of the SCL. In 2013, the opening ceremony was exceptionally held on August 16 in Taubaté (SP - São Paulo) with the presence of several authorities among the 150 participants.

Another 120 cities from 23 states also participated in this action. In order to support this date, the central offices and collection points held an Open Doors Day and this initiative was complemented with the organization of talks, theater shows, pep rallies and workshops at public locations and schools, especially intended for young audiences regarding consumption awareness and solid waste disposal.

Institutional campaigns

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When making institutional campaigns, inpEV follows the guidelines established by the Código de Autoregulação Publicitária (Conar [Advertising Self-Regulation Code]), as well as the Copyright Law standards and all other valid norms relative to the protection of intellectual rights related to messages communicated to the public. Since the institute does not commercialize products because its activity does not have a mercantile nature, all its advertising and campaigns have a solely informative nature and are targeted at specific audiences. <PR6>

inpEV representatives participated in more than 200 events during 2013 - in some of them with its own booth (see table).

Key Brazilian agribusiness events in which inpEV and SCL participated in 2013

Month	Period	Event	City	State
January	23 to 25	ShowTec	Maracaju	Mato Grosso do Sul
February	4 to 8	Show Rural Coopavel	Cascavel	Paraná
March	15 to 24	Expoconquista 2013	Vitória da Conquista	Bahia
March	6 and 7	TecnoAgro 2013	Chapadão do Sul	Mato Grosso do Sul
March	14	Expodireto Cotrijal	Não-Me-Toque	Rio Grande do Sul
March	20 to 22	Expoagro Afubra	Santa Cruz do Sul	Rio Grande do Sul
March	14	Expodireto Cotrijal	Não-Me-Toque	Rio Grande do Sul
March	20 to 22	Expoagro Afubra	Santa Cruz do Sul	Rio Grande do Sul
April	8 to 11	TecnoShow Comigo	Rio Verde	Goiás
April	5	Agrishow 2013	Ribeirão Preto	São Paulo
May	14 to 18	Agrobrasilíia	PAD-DF	Distrito Federal
August	3	Feacoop 2013	Bebedouro	São Paulo

e-Learning

inpEV offers an e-learning module at www.inpev.org.br with certificate. Entitled the Final Destination of Empty Crop Protection Packaging, it addresses the legal aspects that regulate on the disposal of empty plant health packaging, the responsibilities of each SCL link and the work carried out at the packaging receiving units, as well as the care necessary for the final destination of materials (recycling or incineration), among other information.

Success case

The Ministry of Agriculture, Cattle and Supply dedicated a chapter of the publication Sustainable Management of Agriculture, released in March 2013, to provide information on the reverse logistical process of empty crop protection packages of the Campo Limpo System. Besides the main activities developed by SCL, another seven success stories are told by companies that also act in the agricultural sector.

International interest

> SCL's international recognition has also given rise to experience sharing with other countries in 2013. In March, a representative in Europe of the Food and Agriculture Organization of the United Nations (FAO) organized a visit of a Mozambique, Africa delegation, consisting of authorities from the environment, crop protection, agriculture and food areas. The group visited the central offices of Francisco Beltrão (PR - Paraná) and Rondonópolis (MT - Mato Grosso), besides the Campo Limpo Plastic Transformation and Recycling and the receiving central office, both located in Taubaté (SP - São Paulo).

The company also received a FAO representative in Brazil, Alan Bojanic, in June 2013, besides specialists from France and Germany, countries that have well-developed reverse logistics systems, interested in differentials of the Brazilian system.

Multi-sector dialog

> Another inpEV relationship front includes its participation in debates about the Política Nacional de Resíduos Sólidos (PNRS [National Solid Waste Policy]), besides discussions on topics that may also impact the SCL activities. Towards this effect, 54 bills under revision were monitored in Congress. <SO5>

Educational awareness

	2010	2011	2012	2013
Number of people involved (DNCL + PEA)	139.616	122.772	127.592	192.283
Campo Limpo National Day (participants)*	90.392	67.649	72.028	63.343
Number of states	23	21	21	23
Number of participating receiving units	98	99	97	112
Campo Limpo Environmental Educational Program	70.916	81.818	81.204	128.940
Number of offices that enrolled schools	80	88	71	93
Number of schools involved	1.022	1.001	1.058	1.861
4 th and 5 th grade classrooms participating in the PEA	2.364	3.842	3.973	7.164
Cities involved in the PEA	163	164	147	190
Participants in the drawing competition	42.056	42.061	39.757	29.289
Participants in the essay competition	25.921	39.813	36.165	25.804

* Total of people involved in the open door activity celebrations, in schools and communities.

Main results of the dialog with inpEV stakeholders <4.16 & 4.17>

Type of activity	2010	2011	2012	2013
Contact Us requests (website channel)	667	618	501	539
Editions of the inpEV Informative Bulletin ⁽¹⁾	3	3	4	6
Virtual teaching ⁽²⁾	1.717	1.023	493	1.151
Public involved in the Campo Limpo National Day and in activities of the Environmental Educational Program	139.161	122.772	127.592	192.283
Articles published on SCL and inpEV	2.436	3.237	3.937	4.649
Events with the presence of SCL	157	125	100	204

1. The inpEV Informative Bulletin is published every two months with a 10,000 copy print run.

2. The number refers to the users that started the course on packaging destination. In total, 742 people have concluded the course.

Participation in the Work Group (GT3) which includes representatives from various sectors to discuss aspects of SCL's tax unbundling and similar programs, had as a highpoint the submittal of a study to the federal government, developed with the support of an external consultancy, on the positive impact that a tax revision would have on empty packages reverse logistics.

The intention is to continue to develop awareness among authorities in 2014 as to the importance of this topic, not only because of the reverse logistics program of empty post-consumption crop protection packaging, but also with regard to the correct final disposal of solid waste generated by other economic sectors.

Improper and obsolete crop protection products

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In 2013, 74.5 tons of improper products were removed from the field, which use was impossible for specific reasons, such as overdue good through dates or damage to the original packaging.

Also, the pioneering program adopted in Paraná to dispose of crop protection products prohibited by law and/or obsolete that remained stored in rural properties since the 1980's was concluded with the return of more than 1,200 tons of BHC and other obsolete crop protection products by producers, who voluntarily declared possession of such under the amnesty of State Law Nr. 16.082/2009. The initiative of the Paraná government, by means of the Secretary of Environment and Water Resources and the Secretary of Agriculture and Supply, involved 235 cities and counted on the participation of inpEV, the Organização das Cooperativas do Estado do Paraná (Ocepar [Organization of Cooperatives of the State of Paraná]) and of the Federação da Agricultura do Estado do Paraná (Faep [Agriculture Federation System of the State of Paraná]).

Final destination of improper products – (kg)

Year	Weight (kg)	States
2005	10,420	1
2006	80,811	4
2007	102,518	7
2008	179,832	9
2009	209,970	9
2010	73,310	7
2011	24,210	6
2012	54,350	4
2013	74,542	9

Destination of illegal products

In 2013, in partnership with the National Union of the Industry of Plant Protection Products (Sindiveg), 54.3 tons of apprehended illegal products were disposed of, representing a 12.8 ton increase (+ 31%) when compared to 2012.

Events abroad

In 2013, inpEV was represented by its CEO, João Cesar M. Rando, at the Annual CropLife Latin America Convention, held between April 8 to 12 in Mexico City. The entity, of which the institute is an honorary member, represents nine manufacturing companies and a network of 22 associations in 18 South-American countries, and promotes good agricultural, user and consumer health protection and environmental conservancy practices.

In Toronto, Canada, the president also participated in the Conference on Canadian Stewardship, which attracts hundreds of executives from companies, manufacturers, retailers, industrial associations, city and governmental authorities involved with management programs in North America and Europe.

Collaborators

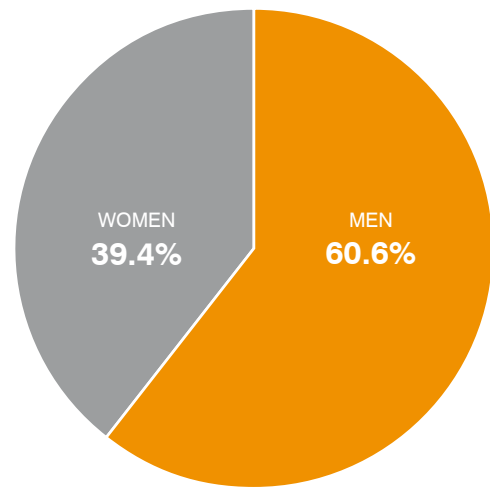


Integrated team

inpEV's internal audience consists of collaborators allocated in the administrative unit in São Paulo, at the central offices in Rondonópolis (MT - Mato Grosso) and Taubaté (SP - São Paulo) and regional operational coordinators (CROs). At the end of 2013, the team consisted of 56 in-house collaborators and five outsourced, 37 of which were men and 24 women, with seven professionals (two young apprentices) hired during the period.

Most of them hold coordination positions (18), while more than half (39) work in the Southeast Region with another 16 in the Midwest. inpEV holds work contracts for an indefinite period with all collaborators, who work full-time, except for interns and underage apprentices, contracted under a part-time regime (six hours daily). <LA1>

Distribution of collaborators, by gender – 2013



Work benefits <LA3>

inpEV offers the following benefits to all collaborators:

- > food/meal vouchers;
- > transportation vouchers;
- > life insurance;
- > health plan;
- > coverage for incapacity/disablement;
- > reimbursement of physical exercise activities*;
- > maternity/paternity leave.

* Not available for operators at the receiving stations.

Number of collaborators, per functional level – 2011/2013

Category	2011		2012		2013	
	Men	Women	Men	Women	Men	Women
Directors	1	0	1	0	1	0
Managers	2	3	3	2	3	2
Leaders/coordination	11	6	11	6	12	6
Technicians/ supervisors	0	3	0	3	0	3
Administrative	4	8	4	8	4	9
Operational	9	0	9	0	12	0
Third Parties	1	3	1	3	1	4
Apprentices	1	0	1	0	2	0
Interns	0	1	1	0	2	0
Total per gender	29	24	31	22	37	24
Total		53		53		61

Number of collaborators per type of labor contract – 2011/2013

Duration of contract	2011 ¹	2012		2013	
	Men/Women	Men	Women	Men	Women
Fixed period	0	2	0	4	0
Undetermined time	53	29	22	33	24
Total per gender	NA	31	22	37	24
Total	53		53		61

¹ For 2011, there is no separation in the number of collaborators per gender and type of work contract. With an improved management system, as of 2012 it was possible to determine this data.

NA - not available.

Since it was created, inpEV has not recorded any cases of discrimination in terms of ethnic and social origin, color, sex, religion and ideology, nor risk or the occurrence of child labor or analogous to slavery.



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Employee wearing protection equipment (PPEs) at the Rondonópolis (MT - Mato Grosso) receiving central office organizes packaging bails.

Number of collaborators, per employee type – 2011/2013

working hours	2011 ¹	2012		2013	
	Men/ Women	Men	Women	Men	Women
Full-time	52	29	22	33	24
Part-time	1	2	0	4	0
Total per gender	ND	31	22	37	24
Total	53		53		61

¹ For 2011, there is no separation of collaborator numbers by gender and job type. With an improved management system, as of 2012 it was possible to determine this data.

NA - not available.

Number of collaborators per region – 2011/2013

Region	2011 ¹	2012		2013	
	Men/Women	Men	Women	Men	Women
South	2	2	0	2	0
Southeast	36	16	17	20	19
Midwest	13	11	3	13	3
Northeast	2	2	1	2	2
North	0	0	1	0	0
Total per gender	ND	31	22	37	24
Total	53		53		61

¹ For 2011, there is no separation in the number of collaborators by gender within the regions where inpEV acts. With an improved management system, as of 2012 it was possible to determine this data.

NA - not available.

In 2013, two new work positions were created at the Rondonópolis (MT) unit and one at Taubaté (SP). When considering the collaborators at both locations, the other receiving units, the inpEV headquarters, the haulers, incinerators and recyclers, among which Campo Limpo Plastic Transformation and Recycling, SCL is currently responsible for 1,500 direct jobs. <EC9>

Ethic positioning

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In over a decade of activities, inpEV has not recorded any cases (internal or external) of discrimination based on ethnic origin, color, sex, religion, ideology, nationality or social origin, nor risk or confirmation of work analogous to slavery, children or youngsters exposed to hazardous work.

The Campo Limpo System currently employs 1,500 direct employees, distributed throughout all receiving units (stations and central offices), besides the recycling unit located in Taubaté (SP).

Committed towards integrity, one of its main corporate values and managerial directives, inpEV maintains a bond with its employees under the Consolidação das Leis do Trabalho (CLT [Labor Laws Regime]). The jobs created by the receiving units are also formal, based on the same legislation. <HR4, HR6 & HR7>

In 2013, there were no reported non-conformances regarding voluntary codes and regulations of marketing communication, advertising, promotion or sponsorship, nor penalties for non-fulfillment of laws and regulations relative to the supply and use of products and services. The institute did also not receive any fine or non-monetary sanction for non-fulfillment of environmental laws and regulations. <PR9 & EN28>