

Paper recycling: from citizens **to industry**



Improper disposal of solid waste and trash is currently **one of major global challenges**.

The world generates 1.4 billion tons of waste per year (UN, 2016). In Brazil alone, according to the Brazilian Association of Public Cleaning and Special Waste Companies (ABRELPE), **each citizen generates an average of 1 kilogram of solid waste and trash each day**. This means that over one year, a four-person family generates almost a ton and a half of trash.

And where does **all this trash go?**

Almost half of this volume goes to **dumps and landfills** without any proper treatment. In addition, sometimes waste is thrown in inappropriate places that pollute the environment and can cause serious damage to society, like the proliferation of diseases, insects, and small animals: flies, cockroaches, and rats, for example.

One solution within everyone's reach is recycling. Each citizen has a fundamental role in this process: choose sustainable products, generate less waste, reuse what is possible, and send any waste that is generated to the proper place.

How is it discarded?

- Separate recyclable materials, such as paper, corrugated cardboard, plastics, glass, and metal. Materials generally can be separated only into recyclable and non-recyclable items.
- Check that packages are clean and dry before placing them in the recycling bin. Items that are soiled with food should be thrown in the trash.
- Forward these recyclable materials for collection: through recyclable pickup, to people who collect these materials, waste collection cooperatives, or voluntary recycling drop-off points.



Do you know the difference between trash and solid waste?



Solid waste is everything that can be recycled or reused, provided that it is disposed of properly. Paper, plastic, glass, and metals are examples of materials that can be recycled.

Trash is all waste that is no longer useful and cannot be reused, like food scraps, dirty pizza boxes, and used toilet paper, for example.



What about paper?

100% of the paper produced in Brazil comes from **planted trees**.

Like any other crop, these trees are planted to meet this need and other demands for forest-based products.

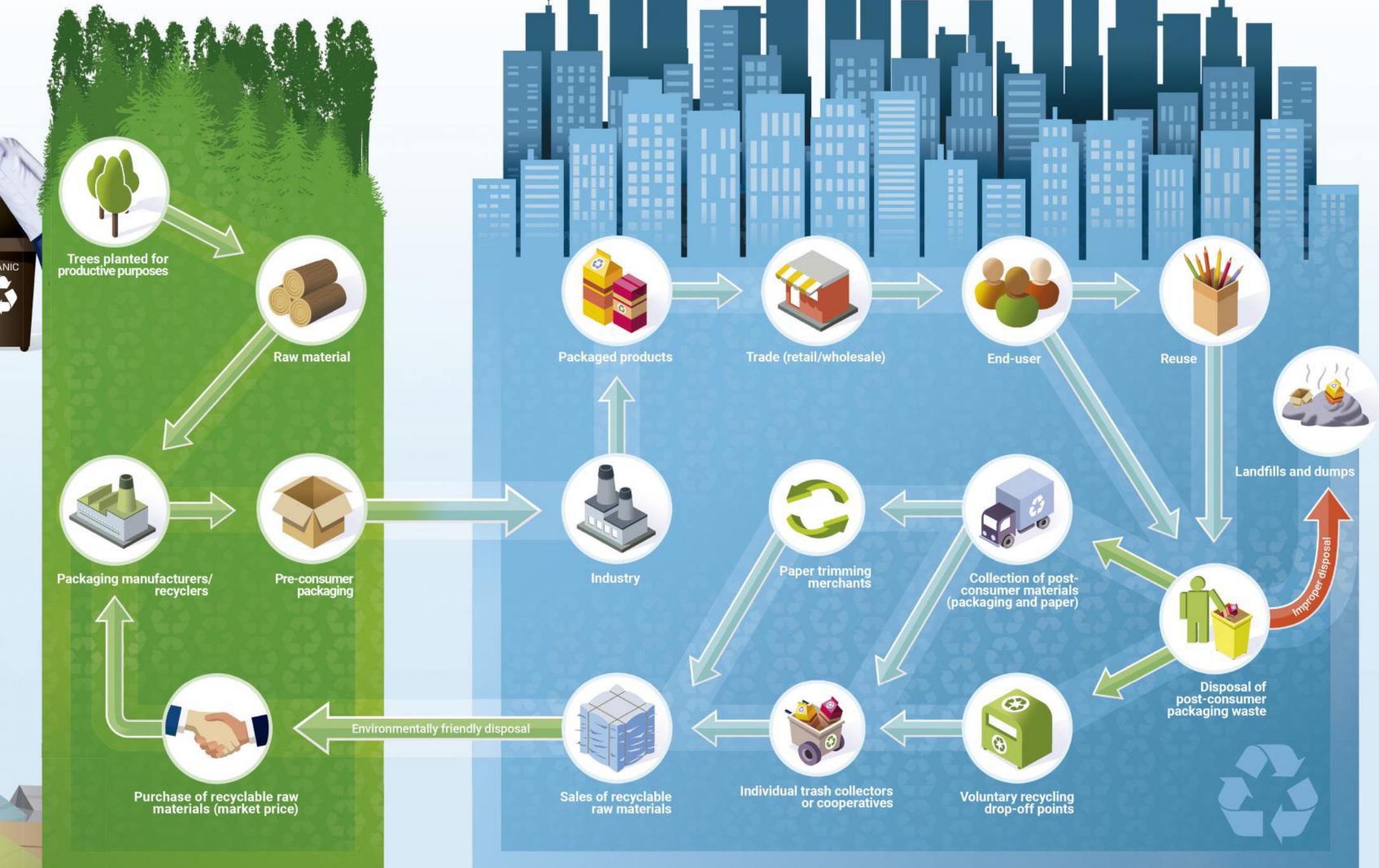
In this sector, recycling is present from the fields to the factory. In the plantations, nearly all the raw materials cultivated are utilized: wood, fibers, and leaves. In the mills, recyclable materials are purchased and used, which creates the **paper recycling cycle**.

Brazilian manufacturers of paper, paperboard, and cardboard are known worldwide for their sustainable production process, which respects the environment and people.

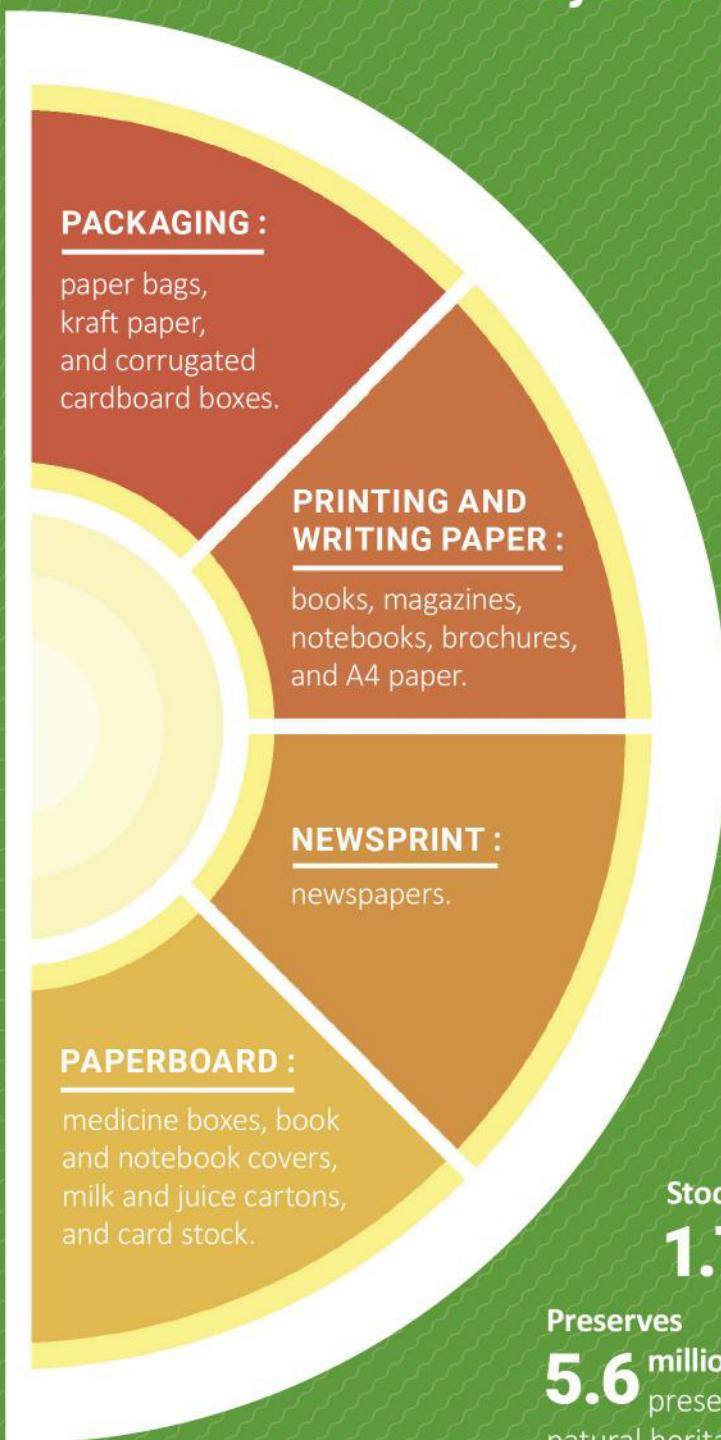
Learn more about this cycle, shown at right.



The paper recycling cycle



Examples of types of paper that can be recycled



Types of non-recyclable paper

Some types of paper are treated or finished using other products and consequently cannot be recycled. This is true for adhesive labels, photo papers, cellophane, laminated paper, paper that is impregnated with food, and used sanitary products including toilet paper, paper towels, and tissues. But when in doubt, recycle! Qualified staff can identify and select recyclables from non-recyclable materials that are collected properly.

Learn more about the Brazilian National Solid Waste Policy (PNRS), which is regulated by Law 12.305/2010, at: iba.org/pt/sustentabilidade/residuos-solidos.

Sustainable consumption of packaging

Studies show that even though our planet is very resilient and has a great capacity for renewal, humans currently consume about 30% more natural resources than the Earth has the capacity to renew.

Reexamine your beliefs and rethink your actions!

Paper, cardboard, and packaging are sustainable, made from renewable raw materials, and are easy to recycle. The sector also helps conserve flora and fauna conservation and combat climate change by stocking carbon. So when consumers choose this type of packaging and recycle it after use, they help provide a better environment for future generations.

The paper sector and planted trees:

7.8 million hectares of planted trees.

Generates

3.7 million jobs (direct, indirect, and income-effect).

Benefits

1.8 million people through **social and environmental programs**.

Stocks

1.7 billion tons of CO₂eq, which is the equivalent of **one year of the nation's emissions**.

Preserves

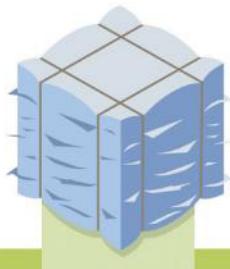
5.6 million hectares **of natural ecosystems** permanent preservation areas (PPA), legal reserves (LR), and private natural heritage reserves (RPPN).

Recycling trivia

What are the main **applications of recycled paper**?

Packaging (kraft paper and cardboard), sanitary paper products (paper towels and napkins), printing and writing paper, handcrafts.

Learn about some parts of the process

				
<p>Recycling: the process of reutilizing discarded materials which generates a new product or a raw material. The industry is responsible for recycling.</p>	<p>Collection of recyclables: the process that collects separated materials. This may be done by individuals who collect recyclables in the neighborhood, through the urban sanitation service, or at voluntary recycling drop-off points.</p>	<p>Individual trash collectors or cooperatives: these people collect, sort, grade, process, and sell reusable and recyclable waste.</p>	<p>Voluntary recycling drop-off points: public places where citizens can take the recycled materials they collect.</p>	<p>Paper trimmings: scraps that mainly result from commercial activities, and to a lesser extent from homes and other sources such as institutions and schools.</p>

Recycling and citizen engagement

Recycling is only possible if each individual does his or her part, because the majority of solid waste comes from homes. This is why the first step is **separating recyclables** from non-recyclable waste (trash).

This phase is crucial to reduce the volume of waste in the landfills and dumps that still exist.

After this separation, citizens can put their recyclable waste out for collection by individuals or cooperatives, or drop off these materials at one of the many individual drop-off points throughout the country. This part is essential for individual collectors, cooperatives, and waste collection services to send this material to the proper places for recycling, which is done in factories that produce products like paper, paperboard, and cardboard, or

in specialized facilities, depending on the material to be recycled.

Separating recyclables is the first step in recycling. If recyclable materials (like paper, cardboard, or paperboard) are mixed with organic trash, they cannot be recycled. When they are not mixed, they can be recycled several times.

Separation of recyclables is very important for the recycling process to be **effective**.



When people drop off recyclable materials at voluntary drop-off points, **they directly contribute to recycling**.

Find the voluntary recycling drop-off point nearest you at the following link: iba.org/pt/820-pevs.