

**The Study for the Development of an Integrated Solution Related to Industrial Waste Management in the Industrial Pole of Manaus**

<i>In this issue...</i>	<b>Page</b>
<b>Report on the 1<sup>st</sup> Workshop</b> .....	<b>1</b>
Preparations.....	1
Morning Presentations.....	2
Afternoon Workshop Groups.....	2
Closing Remarks.....	3
<b>Announcement of FIAM Event</b> .....	<b>3</b>
<b>Photo Gallery of the 1<sup>st</sup> Workshop</b> .....	<b>4</b>



*Photo: Opening Ceremony at the 1<sup>st</sup> Workshop*

**Report on the First Workshop**

In order to achieve the goals of the Study, SUFRAMA and the JICA Study Team are working in collaboration with the Amazonas State Industries Federation (FIEAM), the Amazonas State Industry Center (CIEAM) and the Japanese-Brazilian Commerce Chamber of the State of Amazonas (CCINB-AM) to formulate an Industrial Waste Management (IWM) Master Plan to be implemented from 2011 to 2015. For the Master Plan to be practical and effective, it will be formulated based on input from all stakeholders to the greatest degree possible. The Study has already benefited from the participation of PIM factories and waste management companies in baseline surveys, as well as regular input from organizations such as IPAAM, PROSAMIM, SEMULSP and others. In order to bring together a wide variety of stakeholders, SUFRAMA hosted the first workshop in a series on September 11, 2009 at the SUFRAMA auditorium in Manaus, which focused on consensus building to present the results of the

baseline surveys up to that point and give an opportunity for participants to voice their opinions, ask questions and provide feedback.

The opening ceremony (see Photo above) commenced with a greeting and short talk, by Mr. Oldemar Ianck (second from left) on behalf of Mrs. Flávia Grosso, Superintendent of SUFRAMA, followed by a brief address by Mr. Masayuki Eguchi, Resident Representative of the JICA Brazilia Office (third from left). Representatives from FIEAM, CIEAM, UGPI, CCINB-AM and SEMULSP also took to the stage to show their support and hear the latest results of the Study.

***Workshop Preparations***

In preparation for the workshop, a planning committee made up of nearly 20 personnel from various departments at SUFRAMA met once or twice a week to put together an invitation list, plan the workshop schedule, and compile a comprehensive handout package for participants containing a short summary of the Study, the overall objectives of the workshop,

the day's schedule and handouts of all four morning presentations. The planning committee sent out over 300 invitations to a wide variety of stakeholders, such as representatives from federal, state and municipal institutions, as well as stakeholders in the private sector, including PIM factory contacts, local consultants and academia. The media was also contacted for interviews to be conducted with stakeholder representatives prior to the workshop (Picture 1). A high degree of interest in the topic was immediately apparent when over 100 stakeholders in the private sector and 55 public institution representatives confirmed their attendance within a short time of sending the invitations. On the day of the workshop, within minutes of opening the registration desk (Photo Gallery, Picture 2), over fifty people had arrived and eager to take their seats in the auditorium, and in the end, 158 attendees signed in at registration for the morning presentations (Picture 3).

### ***Morning Presentations***

After the opening ceremony, there were four presentations which provided the audience with the latest results of the Study. The speakers were assisted by SUFRAMA technical support staff, displaying the presentations on three large screens visible to all audience members (Picture 4). Please refer to Volume 3 of the Newsletter for a summary of survey results, which can be viewed online or by contacting the JICA study team to request a copy in Portuguese or English.

The first presentation concerning On-site Management of Industrial Waste was conducted by Mr. Alexandre Kadota, representing FIEAM, CIEAM and CCNB; he

gave a detailed overview of the Study results through the end of August. The next presentation, also containing Study results, on Off-site Industrial Waste Management was given by Mr. Antônio Ademir Stroski of IPAAM. This was followed by an informative presentation titled "Studies for the Elaboration of Manaus Solid Wastes Management Master Plan" by Ms. Jane Crespo of PROSAMIM. Finally, a thought-provoking presentation on domestic and health waste management was given by Professor João Bosco Ladislau de Andrade, PhD. from the Federal University of Amazonas (UFAM).

Once all the presentations were completed, time was given for a Question and Answer session (Picture 5). In total, 20 questions were collected from the audience and ample time was given for each of the speakers to respond, with additional input provided by Mrs. Maria Gracilene Belota, SUFRAMA's Foreign Trade General Coordinator. At the end of the morning, as the attendees exited the auditorium for lunch, they were given the opportunity to sign up for one of three small group discussions pertaining to the information presented in the morning.

### ***Afternoon Workshop Groups***

Participants were free to join any of the workshop groups in the afternoon. There were three groups located in different rooms within SUFRAMA, with signs posted clearly to guide participants to the correct room (Picture 6). The groups were as follows:

- 1) On-site waste management: current conditions and issues. (Picture 7)
- 2) Off-site waste management: current conditions and issues (Picture 8)

3) Improvement of policy for industrial waste management (Picture 9)

On average, each group was attended by some 20 participants, led by an expert on the topic. The groups were provided two hours to engage in discussion on actual practices, current conditions and important issues that would assist in formulating the IWM Master Plan. Each group was provided a room with desks and chairs configured to facilitate roundtable discussion involving all participants and a member of SUFRAMA was present to facilitate and take notes, using a projector to display the topics discussed on a screen. Following a short break (Picture 10), these notes also served to summarize the discussion and were used by a representative from each group who was selected to present the results of their discussion in the auditorium for all the participants.

### ***Closing Remarks***

The workshop ended with comments by SUFRAMA on the benefits of the workshop, thanking the attendees for their participation and positive feedback during the afternoon session. Afterwards, the JICA Study Team leader, Mr. Susumu Shimura, commented that the workshop provided a valuable opportunity for stakeholders to exchange information, ask questions and provide comments and he

commended the guests for their day-long participation. Mr. Shimura stated that in his 30 years as a consultant for international cooperation projects, the workshop was the largest and most engaging that he had seen and he thanked the Brazilian counterpart for their steadfast efforts before and during the event. He was particularly impressed with the proactive role played by members of SUFRAMA and other partner organizations who stepped forward to present material to the audience, answer audience questions, organize and appear for interviews with the media and expertly execute such a large event.

### **Announcement of Workshop at FIAM**

The next event will be the second workshop held at the Amazonas International Fair (FIAM) on November 27, 2009 from 2:00pm. The objective of the seminar will be to formulate the Concept of an Industrial Waste Management Master Plan (M/P) for the Industrial Pole of Manaus within the Manaus Free Trade Zone and exchange with stakeholders. Please contact SUFRAMA or the JICA Study Team for more information.

### **Contact Us**

As always, the JICA Study Team welcomes you to contact us with any questions, comments or suggestions.

*This newsletter is published by*

**JICA Study Team (SUFRAMA)**  
Av. Mario Andreazza 1424  
Distrito Industrial, CEP 69075-380  
Manaus, Amazonas, Brazil  
TEL: (092) 3321-7281,  
FAX: (092) 3321-7280

## Photo Gallery of 1<sup>st</sup> Workshop; Theme: Consensus Building



**Picture 1:** The media conducted various interviews



**Picture 2:** Guests registered in the morning



**Picture 3:** SUFRAMA auditorium can seat over 200 guests



**Picture 4:** Technical support staff made sure the presentation slides were ready for each speaker



**Picture 5:** A panel of morning speakers took ample time to answer questions from the audience



**Picture 6:** Signs showing the location of the small workshop groups were clearly posted around the building



**Picture 7:** Workshop Group 1 discussed Onsite waste management. (21 participants)



**Picture 8:** Workshop Group 2 discussed Offsite waste management. (19 participants)



**Picture 9:** Workshop Group 3 discussed waste management policy and database issues. (21 participants)



**Picture 10:** A short break in the afternoon allowed all participants to talk and exchange ideas freely