



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Fundação Estadual do Meio Ambiente
Country/Region: Brasil/Minas Gerais
Name of nominated project developer: Bacia Viva Indústria, Comércio & Gestão Ambiental
Name of nominated action: Pavimento ecológico elaborado a partir de rejeitos retirados dos leitos dos rios
Place: Centro Mineiro de Referência em Resíduos
Town: Nova Lima
Region: Minas Gerais
Country: Brasil
Nominee **category**: Business/industry
Dates of action: 20th – 28th November
Year: 2010

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

This action was focused on public participation in discussions at CMRR plant - 100 square feet of floor eco-shaped fish (symbolizing the restoration of rivers). This flooring is an ecological patented process of dredging and revitalization of rivers, streams, watercourses, lakes, dams and lakes in the region of mining tailings reusing it and settled in the production of materials for floors PAVIECO, as well as in production of coating materials in construction. This design also provides the opportunity to minimize the use of new raw materials, easing pressure on the deposits of sand, quarries and other inputs - and withdraw from the riverbeds waste already sedimented, thus helping to conserve rivers. By transforming the liabilities of mining products used in construction are greatly reducing the volume environmental impact and operational costs and effectively contributing to the sustainability of their watersheds and waterways.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

This action was aimed primarily professionals and mining companies responsible for most of the release of tailings in rivers, originating from the mineral extraction process. Also aimed to reach a wider audience, as participants of the activities developed at the Center for Excellence in Mining Wastes (CMRR) - students, NGOs and government organizations - who have had the opportunity to know the implications of the release of wastes in watercourses, as well as technologies and alternatives for the recovery of rivers from the removal of waste and its transformation into a raw material for other processes - thus showing the potential for reuse of waste. The estimated public visitation during the week at CMRR was about 4,000 persons.



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6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The indication of this action to run for the prize by business category is due to the fact that it represents an action that combines two important elements are central to the discussion on the reduction in waste generation, but also in the recovery of: waste and river pollution. A significant portion of waste generated is still discharge into rivers and Minas Gerais and Brazil does not escape this sad reality. Thus, we conclude that this action, which aims to contribute for the improvement of water courses and at the same time, it gives a new assignment - useful - to the tailings removed from these rivers, using them as raw materials in other production processes and other uses such as flooring, meets the requirements: 2) good practice, exemplary originality, 3) quality of action / content and prevention of waste generation, 4) reproducibility in other contexts, especially in watersheds where there is the presence of mining activities, 5) continuity of action and ability to contribute effectively to the reduction in waste generation and its subsequent exploitation.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



