Extended Abstract


One of the key issues regarding social policies in Brazil is the one related to universal access to basic sanitation with quality, equity and continuity. The universalization of basic sanitation has been assumed as a commitment of the whole Brazilian society and it is an institutional reform effort involving governments, service providers, industry, financial agents and society through their organizations and channels of participation. By basic sanitation, it is meant the set of services, infrastructure and operational facilities regarding drinking water supply, sewage, solid waste management and urban sanitation, management of urban stormwater and drainage. This issue gains more prominence each day, due to its social impact and the growing concern about quality of life, health, and the environment.

The theme and the steps involved in solid waste management are included and defined in Law nº 11.455/07, which established the national guidelines for the basic sanitation federal policy. This law also brought an essential instrument for the implementation of the National Sanitation Plan policy [Plano Nacional de Saneamento Básico], with the preparation of the respective Municipal and/or Regional Plans for Basic Sanitation. It also considers solid waste management as a set of activities, infrastructure and operating facilities for collection, transportation, transfer, treatment and final disposal of household refuse and garbage originated from the sweeping and cleaning of public areas and public roads. The irresponsible treatment and disposal of such waste pave the way for the deteriorating quality of life and health of the population. Among the various alternatives for solid waste treatments, recycling is the most friendly and more attractive to the public and media in general, especially for its strong environmental and educational appeals.
Although the garbage collection in Brazil represents one of the best indices of attendance amongst the services of basic sanitation, the final disposal of these residues continues to be a problem. Only part of the daily collected volumes is sent for final disposal in landfills. The rest of the waste has still not a proper final destination, ending up in landfill dumps or at open air landscapes.

The legal framework for that topic starts in our Federal Constitution, in which is attributed to the Union, the States, the Federal District and Municipalities the common responsibility to promote the improvement of basic sanitation. The Union, through the Ministry of Environment (MMA), is implementing a state-supporting program to help them mount their State Plans for Solid Waste Management, promoting the deployment of Public Consortia of Municipalities in order to make possible scale ventures for the proper treatment and disposal of solid waste. This States' intervention in the process of solid waste management happens by transferring of technical knowledge and with the delivery, to the municipal consortia, of the executive projects of the landfills already with their environmental permits.

Furthermore, it grows increasingly the transfer of funds from the movement of the Ecological ICMS tax. This transfer is based on a state law device, by which part of the revenues to be transferred to municipalities is allocated observing differential apportionment based on environmental criteria, including the proper disposal of solid waste in environmentally licensed premises. The technological solutions used by Brazilian municipalities still focus mainly at the removal of waste from urban areas, often allocating them into places with no environmental requirements or protection systems needed. The local public managers should have the responsibility to promote and act in the prevention of waste generation, focusing on the decrease in supply and always seeking continuous improvement in the Administration and Management of Solid Waste. There is a need to intensify training, guidance and monitoring of all waste generators. This program needs to include individuals, public or private entities.

Upon the legislators falls the duty and responsibility to formulate, implement, complement and improve the existing legal framework. And, finally, the local private initiative should focus on bettering their installed systems by focusing on continuous improvement of their practices.

This paper presents a research on the topic of "urban solid waste", more specifically the selective collection in the town of Armação dos Búzios (RJ), one of the best known and most visited tourist destinations in Brazil. What was once a small
fishing village has experienced, since its autonomy, a real boom in urban growth. The tourism sector has thus become a major economic pillar in the city, which is considered today by the Ministry of Tourism as one of the inducers municipalities’ of tourism in Brazil.

Among the many negative environmental impacts of increased tourism in the city of Buzios is the excessive increase of solid waste and effluents spills in its environment, composed of unique and fragile ecosystems. In order to accomplish this research, a historical survey about the implementation of the now abandoned landfill in the municipality was made. To this end, periodic local visits based on photographic survey and file researching were performed. An important link to the accomplishment of this work was the support of a businessman, owner of a shed of recyclable products, Mr. Ivan Ferreira. Settled in Buzios a few years ago, he guaranteed himself a steady flow of materials by encouraging waste scavengers with the donation of wheelbarrows to collect and also by buying their collected materials. He also focus on purchasing recyclable waste from some of the hostels in town.

There was also an in situ accompanying work, during a few months of 2009, in two of these hostels, which had already implemented their internal programs of selective collection of their waste. This implementation focus on adding value to their businesses and also on receiving the seal of Lodging Sustainable Management, delivered by the Brazilian Association of Technical Standards [ABNT]. During the research period monitoring of the operation of collection in the two hostels made by Mr. Ivan was made. The whole process of weighing the waste, loading it on the truck and the route traveled daily in the city were accompanied and documented through photos.

Regarding participants hostels, photographic recognition of its internal facilities of selection, packaging and storage of waste was made, as well as a survey of waste types and their respective weights. The survey also included a questionnaire completed by the owners of two hostels, visits to the establishments, interviews with managers responsible for the program, as well as informal conversations with the internal employees directly responsible for maintaining the program. It was also subject of this paper the focus on environmental management as a factor of competitive gain in the tourism sector. Currently, one of the instruments that companies, including service providers, display in order to increase the success of their business is in a real demonstration of their social responsibility through the implementation of an Environmental Management System (EMS). The central idea embedded in the
deployment of an EMS is that the organization must be ready and able to control the environmental effects of its own activities. They should, therefore, reduce systematically the environmental impacts caused by these activities.

Through research, it was possible to quantify the financial costs of the two hostels during their implementation of this program. The conclusion is that, rather than financial, the biggest investment is related to time spent by management on training and motivation of employees. One of the main conclusions is that this whole process of management systems regarding sustainability in hostels, with a focus on selective collection of waste materials, is a win-win process. Internal employees benefit when they divide among themselves the money from the sale of such waste; it's also beneficial for the entrepreneur, who drastically reduces waste, let alone the possibility of convincingly presenting his environmental stance as part of its institutional marketing. Wins the county by increasing the money in the local economy; win the scavengers by increasing their productivity and income. Not to mention the obvious financial gain for the city due to reducing the volume collected by trucks. Also wins the whole society by improving the quality of life. Finally, the environment wins because less waste is disposed on its dumps, generating less pollution.

Keywords

Urban waste; selective collection; lodging facilities; environmental certification; scavengers.