

ECO-EVENT - A SUSTAINABILITY ISSUE IN THE SENAI'S *OLIMPÍADA DO CONHECIMENTO*

1. Short description of the action/programme/initiative/network

The Eco-event encompasses at least three aspects related to sustainability, from planning the event to minimize the environmental impact by purchasing products and services less aggressive to the environment, and the management of solid waste generated and the neutralization of greenhouse emissions.

The concept of the Eco-event was first applied at the *Olimpíada do Conhecimento*, the largest professional training competition conducted by SENAI. This process began in 2007 in the state stage of the competition, and thereafter became part of the national stage, being held in 2008, 2010 and now in 2012.

The solid waste management starts already in the planning phase of the event, aiming to prioritize more sustainable materials, from the point of view of life cycle, ease of reuse, as well as lower environmental impact on disposal.

All emissions of greenhouse gases are estimated on the tournament, from the planning stages, assembly, competition and disassembly. The calculations of emissions estimates include various modes of transportation (road, air, etc...), whether related to material handling, food, personnel, energy consumption, waste generation, consumption of materials or LPG consumption, among others.

To neutralize these gases partnerships are made with institutions that promote the planting of native trees, which neutralize the greenhouse gas emissions along its growth (approximately 30 years). Aiming at the effectiveness of this process, the planting is monitored every 6 months by promoting replanting when necessary, for at least the first two years after planting.

2. Description of the context in which the projects/programmes were undertaken

The program seeks to cover the three pillars of sustainability:

- The economic factor (which is inherent in all actions, since the planning), looking for more sustainable consumption;
- The social, with the involvement of Waste Picker Cooperatives, participating in the solid waste management of the event, assisting in sorting, baling and organization of materials, and receive all recyclables during the event by way of donation, generating work and income;
- The environmental aspect, promoting the proper disposal of all solid waste, adding value to them, as well as assist in the environmental education of the participants, organizers and visitors of the event. Besides the waste management, another important action concerns the inventory of emissions of greenhouse gases, made by SENAI.

The whole process of separating waste, pressing and other waste processing procedures are performed on site and during the competition through partner waste

picker cooperatives, allowing the people to visualize the whole process, and the repercussions of their actions within the environmental education in practice.

3. Main partners and their roles

- **Partner Companies:** Lending of equipment for demonstration of the process of sorting and processing of solid waste during the competition;

- **SENAI-DN (SENAI - National Department):** Organizer of the event *Olimpíada do Conhecimento*, which involves the action of "sustainability" in all planning;

- **NGOs:** Partnerships with organizations from social and environmental care segment, with the aim of enhancing the environmental education activities at the event.

4. Contribution of your project

– **What according to you is the most innovative aspect of your case study?**

The main focus of the project is that any event can be performed in a more sustainable way, an idea still not carefully cultivated by event organizers.

– **In which area has your project contributed the most?**

The project could involve the local community and even people from abroad, depending on the scope of the event, through visitations and competitors, having a bias of environmental education. The event aims at the implementation of more sustainable practices, such as reducing the use of products that are difficult to recycle, the adoption of industrial washable towels instead of mesh rags to mesh contaminated with oil, among others. On the issue transportation, looking modals with less environmental impact, as well as planning to optimize transport services and where possible, also with the inclusion of electric vehicles.

– **What is the unique long-term sustainability element in your case?**

Students competitors start to incorporate sustainability practices, since attributes of waste management, material consumption, water and energy are also evaluation criteria in tests.

– **What, according to you, is a critical governance element that made your project successful?**

The determination of SENAI-DN as a guideline for a more sustainable *Olimpíada do Conhecimento*, providing resources, including budget for holding a "greener" event.

– **Are there any ethical, socio-cultural, political or economic dilemmas? If yes, how have they been addressed?**

Initially sustainability issues along the *Olimpíadas* were carried out, but did not have the "eco" they should, or they needed. Today those responsible for

organizing and coordinating the *Olimpíadas* already foresee sustainability intrinsic to the process of this management. However, the major difficulties in implementing these actions relate to the conduct of individuals, particularly visiting public with regard to waste separation, a process that ends up having to be supplemented with secondary separation by the waste picker cooperatives.

5. Upscaling of project results

It starts with an idealism, where events of any kind were made more sustainably, covering at least the solid waste management and the calculation and neutralization of emissions of greenhouse gases. Therefore, in addition to mitigating environmental impacts, we would be contributing to social inclusion and environmental education for the public involved.