Project Jogo Limpo - Bairro Limpo
What is the project?

The project is a result of the Cidade Anfíbia event – the first moment of reflection and discussion about the problems related to the development of the 4th District of Porto Alegre – and has the purpose of carrying out permanent social and environmental responsibility actions in the neighborhood surrounding the Arena do Grêmio stadium.

The actions focus on chronic problems of the region such as accumulation of waste, flooding and lack of mobility, aggravated on match days and major events. For the result to be effective, the project will be continuous and will count on the resilience of the network. Thus, the actions will be adapted according to the expected public and continued in the neighborhood.

Partners:
On November 1, 2017, there was the execution of the Pilot Project, which was very well accepted by the community, merchants and public. There was commitment from everyone, not just the network partners, and the good performance of the Pilot Project is due to this. In total, more than 1 ton of recyclable waste was collected.
In view of the challenges posed by the first action, we decided to continue the Project, with the establishment of a new operation in the match of the Copa Libertadores final on November 22. In this edition, there was the improvement of the Pilot Project, with the difference that the experience of the previous action could strengthen our collaborative network. This action marked the end of 2017 activities, and by 2018 we have already closed partnerships with several private entities, universities and public agents to make this project a success.
FAÇA SUA PARTE
DEIXE LIMPO

FAÇA SUA PARTE
DEIXE LIMPO

AGENTE AMBIENTAL

VOLUNTEER
How is it going to work?

Project

When: on Grêmio game days
Where: Arena do Grêmio and surroundings
How: volunteers, residents of the region and trained recyclers carry out actions of socio-environmental responsibility: awareness about the disposal and correct destination of waste.

The ReciclaPOA station, to be installed in the place, is a traveling triage unit that brings clarification about the correct segregation of waste by recyclers. The station will have space for publicizing the Project and also for partners of the 4th District Collaborative Network to show their actions of socio-environmental impact in the region.

The training is intended to prepare agents (whether volunteers, residents or collectors) to sensitize the public, traders, street vendors and the community about the Project. It is also worth mentioning that more than 30 residents of the community will participate in the approach on the day of the game.
The big problem on match days is the lack of collectors for fans to deposit their waste. Collectors will be placed on the streets around the Arena, focusing on the points of greatest concentration of fans (such as squares and open fields).

There will also be 2 collectors in front of the commercial establishments of the region, which will be under the responsibility of the merchants after the action.

The recyclers of the region will be under the coordination of COMINT, a cooperative that brings together several TUs (Triage Units) from the capital. All agents will receive custom t-shirts on the day, which will be reused in other actions of the Project.

Recyclers will raise awareness on the streets around the Arena and collect only recyclable waste. The area will be cleaned by the DMLU (Municipal Department of Urban Cleaning).
AGENTE AMBIENTAL
Long term goals

To improve the neighborhood’s quality of life → HOW?
- reducing the accumulation of waste, flooding and mobility problems;

To give responsibility and to engage all of those involved (Grêmio, Arena, Traders, Ambulants, Fans, Residents, Leaders, City Hall and Triage Units);

Increase the volume and quality of recyclable waste in the Triage Units of the region;
Increase the income of recyclers in the Triage Units;
To train multipliers of socio-environmental responsibility;
Stimulate the adoption of responsible solid waste management practices in events and in the neighborhood.

Specific goals of the Project

Recruitment of recyclers to carry out the separation and organization of waste around Arena, provision of chemical toilets, active participation of EPTC (Public Transport and Movement Company), organization of the territory on match days and realisation of awareness actions and environmental education of residents, merchants and fans.
Thank you!