

TRANSFORMATIONAL SOLUTIONS

#EuCuidoDoMeuQuadrado #ITakeCareOfMySpace

Description of the project

Instituto Limpa Brasil empowers citizens in fostering waste management and recycling in 1,200 cities across Brazil. Over 650,000 volunteers are engaged in the #EuCuidoDoMeuQuadrado program, supporting an interactive map to alert on irregular garbage spots, as well as inform on waste disposal ecopoints and circular economy cooperatives. 1,500 community leaders working with 96 ecopoints contribute to collecting over 100 tons of waste each year, directing part of it to recycling cooperatives. Waste collection and reduction campaigns are also conducted in schools. The organization works with women from black and peripheral communities (80% of their workforce), challenging this male dominated sector.



Transformative outcomes

Climate impact



Waste management, recycling, and mapping campaigns achieve significant waste and pollution reduction: 100 kg/month recycled via cooperatives.



GHG emissions coming from landfills and waste incineration are reduced.

Gender impact



Creating job opportunities for marginalised women from BIPOC communities.



Gender assessments conducted for all actions and promoting equal access to all benefits of the programs.



Promoting women's democratic rights and decisionmaking power.

Scalability / replicability



Limpa Brasil has built a strong network of 1,500 community leaders engaging over 650,000 volunteers.



The digital collaborative platform can be easily replicated. It allows for knowledge sharing and tracking.



A broad network of educational, institutional, and private sector partners ensures lasting success and extension.



CONTACT



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