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Throughout his professional career, he has served as Director of Institutional Relations at Vitro and as Director of Public Relations and Communication at Prodigy MSN. He is currently Head of Corporate Affairs at Mabe.

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Head of Corporate Affairs - Mabe

WEBINAR SERIES

CLOSING THE LOOP: ENVIRONMENTALLY SOUND MANAGEMENT OF END-OF- LIFE ODS AND HFC

A successful business experience
In Producer's Extended
Responsibility Programs

mabe

Pablo Moreno
Head of Corporate Affairs



El ambiente
es de todos

Minambiente



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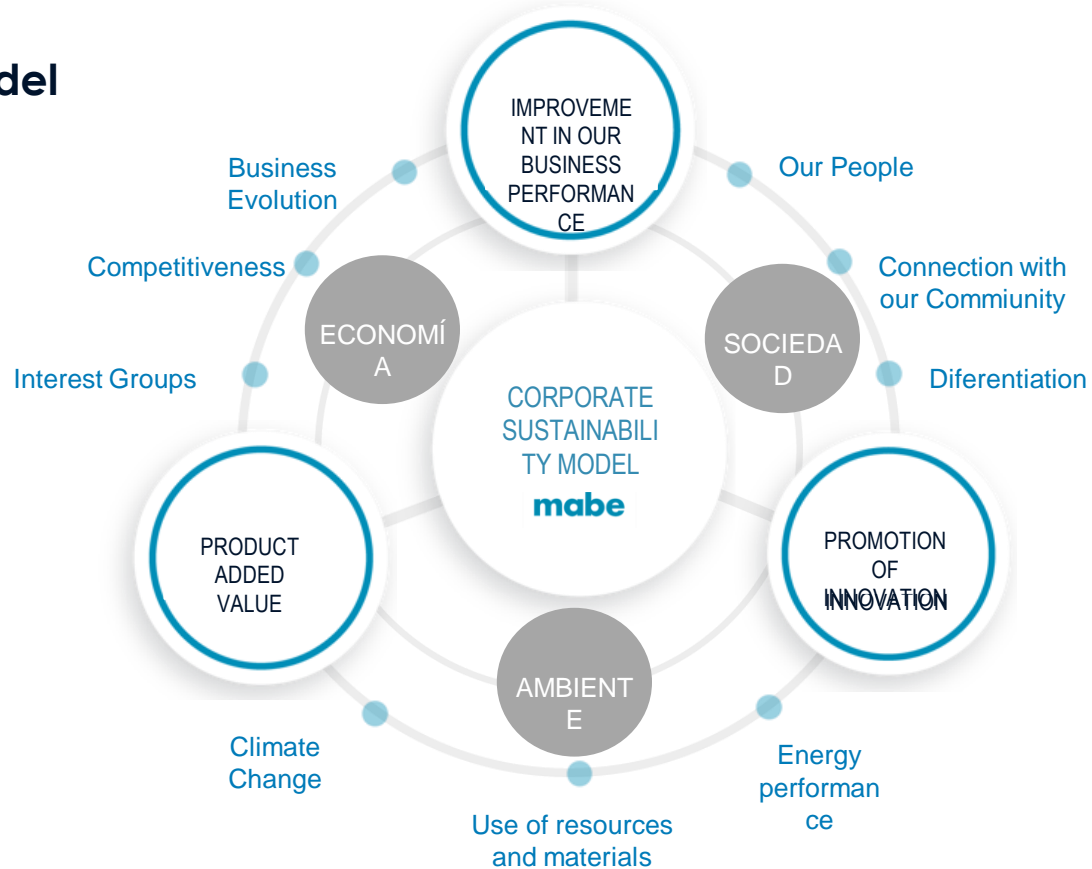


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Este seminario virtual es organizado en el marco de un proyecto financiado por la Agencia de Protección Ambiental de los Estados Unidos de América (US EPA)

Our Corporate Sustainability Model



Our Corporate Sustainability Model



ECONOMY

1. Relevant figures
2. Value chain
3. Digital age
4. Interest groups
5. Risk management
6. Brand value
7. Standardization
8. Conformity assessment
9. Products
10. Geographic Presence

ENVIRONMENT

11. Attention to climate change
12. Use of materials
13. Energy performance
14. Efficient use of water
15. Life cycle analysis
16. Eco-labeling
17. Environmental regulation

SOCIETY

18. Our people
19. Training and education
20. Comprehensive safety and health
21. Link with the community
22. Labor legal compliance
23. Environmental culture

PER
Eco design
Circular
economy



PRODUCER'S EXTENDED RESPONSIBILITY

An environmental policy in which the **responsibility** of the **producer** for his product is **extended** until the moment of post consumption at the end of the product **life cycle" (OECD)**

Regional status



What are we negotiating?

- Co-responsibility (Governments, Distributors and Marketers, Consumers).
- Phase oriented
- Cost internalization
- Environmentally safe management of RAEES
- Traceability



REGIONAL HARMONIZATION OF REGULATIONS

A success story

Voluntary initiative - **MABE founding partner in 2014** with other companies in the sector

Technical support - Technical Unit Ozone Colombia

- **Creation of the system for the collection and environmental management** of household appliances.
- **Communication strategies** of mechanisms for recovery of RAEES.
- Environmental **education**.



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EQUIVALENTES A
712.812 KILOGRAMOS

TAMBIÉN SE HA
RECOLECTADO
Y GESTIONADO

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EVITANDO EN TOTAL LA GESTIÓN INCORRECTA

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+ **TONELADAS**
DE RAEE

A success story

- **Strengthening of capacities** for the management of ODS and HCFCs.
 - **Development of capacities** for heat treatment in the management of polyurethane foams.
 - Refrigerant gas **regeneration network**.
 - **Strengthening of environmental management capacities** (recovery of refrigerant gases).
- National Refrigerator Substitution Program "**Entrégala y Ahorra**"



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Lessons

- Incorporate PER programs as part of the company's business model.
- Normative harmonization.
- Capacity building for the management of ODS and HFC at the regional level.
- Changes in consumer habits.
- The PER program is "Extended plus Non-Exclusive".
- Collaborative work with Ozone Technical Units.
- Knowledge transfer "international cooperation".

Graduality as the core for the application of the principle of PER.

- Diagnosis
- Capacity building
- Consolidation of results



- The **PER** as an element of change towards the circular economy to ensure the **competitive permanence** of the business (Security of supply in production chains).
- Detonator for the production and material recovery phase.
- Non-consolidation of the circular economy

"We ratify our commitment to the implementation of the PER program, understood as a tool to achieve the balances that future environments demand"



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Thank you

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