

**附件六、IEMN 2018 Workshop 第五天
簡報**

movimento greenk

GREENK IS MOVEMENT OF ENVIRONMENTAL EDUCATION AND AWARENESS. WITH THE LANGUAGE OF THE NEW GENERATION, AND THE MISSION TO MOBILIZE AND CONSCIENTIZATE YOUNG PEOPLE AND THEIR FAMILIES FOR THE ENVIRONMENTALLY SOUND DISPOSAL OF THE ELECTRONIC WASTE.

Greenk Tech Show June 2018 – São Paulo – Brazil

MARCOS PIMENTEL

CENTER OF INFORMATION TECHNOLOGY RENATO ARCHER - CTI
MINISTRY OF SCIENCE, TECHNOLOGY, INNOVATION AND COMMUNICATION - MCTIC





8TH JEMN WORKSHOP

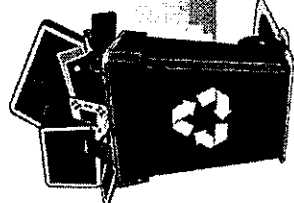
24 – 28 OF SEPTEMBER OF 2018
MANILA / PHILIPPINES

E-WASTE IS A WORLDWID ENVIRONMENTAL PROBLEM

Because it contains many hazardous chemicals, if disposed of in any way, e-waste can be highly polluting, contaminating soil and groundwater.

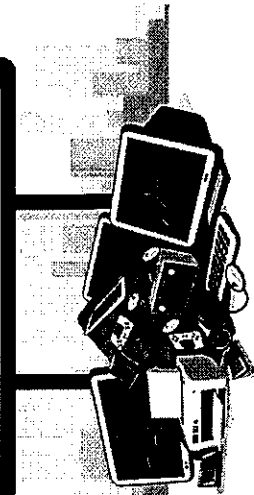
CORRECT DISPOSAL:

	NORWAY	74%
	MEXICO	35%
	AMERICAS	17%
	BRAZIL	3%



BRAZIL GENERATES

- 1,5 Million tones of e-waste per year
- 2° Largest generator of e-waste of Americas
- 7° Largest generator of e-waste of the world



ECOFRIENDLY ELECTRIC AND ELECTRONIC PRODUCT

Greenk is sponsored and supported by

- MINISTRY OF ENVIRONMENT
- MINISTRY OF INDUSTRY, FOREIGN TRADE AND SERVICES
- MINISTRY OF SCIENCE, TECHNOLOGY, INNOVATION AND COMMUNICATION

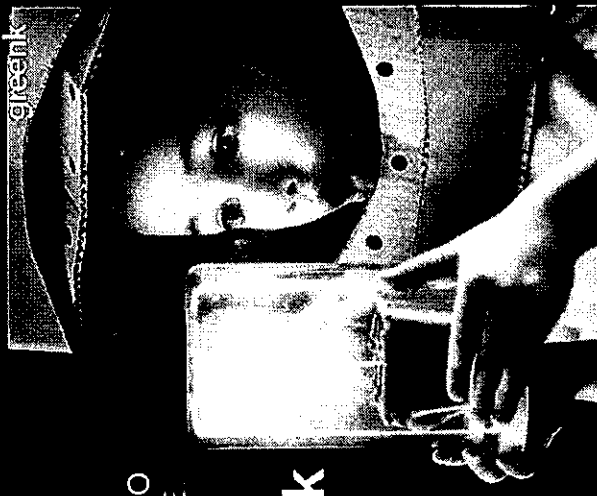


FOR THAT WE USE THE GEEK
DIGITAL CULTURE AS A MEANS TO
SPEAK FROM THE GREEN CAUSE.

geek + green = greenk

Those in love with technology, computers, smartphones, games, applications, series, cartoons and all kinds of new pop culture.

More than word green in English. With broad meaning, it represents who cares about the environment and the future of our Planet.

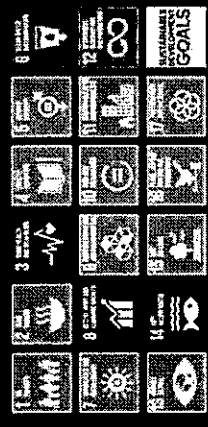
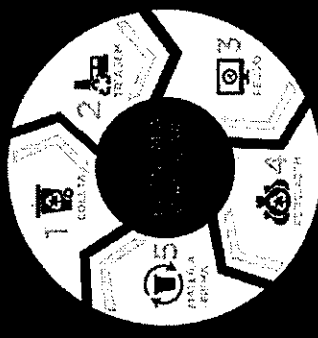


E-WASTE IS ALSO AN OPPORTUNITY TO WORLD ECONOMICS

100% OF MATERIALS ARE RECYCLABLE CAN GENERATE MORE THAN 100 THOUSAND JOBS IN THE COUNTRY

THE ENVIRONMENTALLY SOUND DISPOSAL MEETS 6 OF 17 SUSTAINABILITY OBJECTIVES OF AGENDA 2030 OF ONU.

WITH APPROVAL OF E-WASTE SECTORIAL AGREEMENT OF PNRS THE E-WASTE COLLECTION WILL RECEIVE INVESTMENTS TO GROW 5X IN NEXT 5 YEARS.

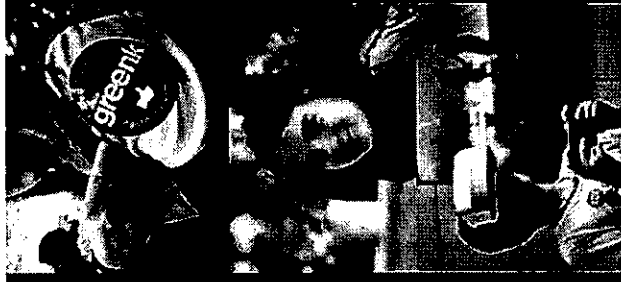
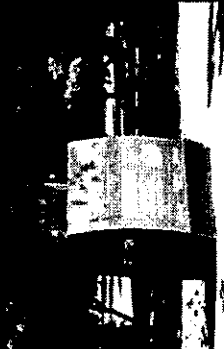


OUR PRODUCTS ARE EVENTS AND CAMPAIGNS
MOBILIZATION WITH HIGH IMPACT AND RESULT

ENVIRONMENTAL EDUCATION/ACTIONS IN FUNDAMENTAL AND HIGH SCHOOLS

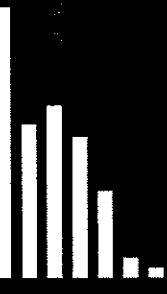
INSTALLATION OF COLLECTION POINTS IN PUBLIC AREAS

FESTIVAL OF DIGITAL CULTURE PROMOTING TECHNOLOGY, SCIENCE, INNOVATION AND SUSTAINABILITY



TO MOBILIZE THE DISPOSAL WE ENGAGE
IN OUR CAUSE THE FIRST GENERATION OF
DIGITAL NATIVES: THE GENERATION Z

BORN IN DIGITAL CULTURE * 1



HIGH ENVIRONMENTAL CONSCIENCE

COLLABORATIVES AND MOBILIZERS OF THE FAMILY AND SOCIETY FOR THEIR CAUSES * 3

INFLUENCES IN THE DECISIONS OF CONSUMPTION IN MORE THAN 45% OF FAMILIES *

YOUNG PEOPLE WHO MOBILIZE FAMILIES.

60 DAYS OF MOBILIZATION AROUND 90 SCHOOLS IN METROPOLITAN REGION OF SAO PAULO CITY



+70 visitors in classroom with distribution of 80,000 booklets

+52 activities of dissemination in school yard

75 applications of e-waste in schools with average weight of 14 kg, each



ENVIRONMENTAL EDUCATION ACTIONS IN FUNDAMENTAL AND HIGH SCHOOLS.

SPONSORSHIP 2018:

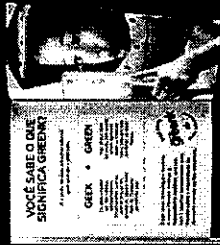


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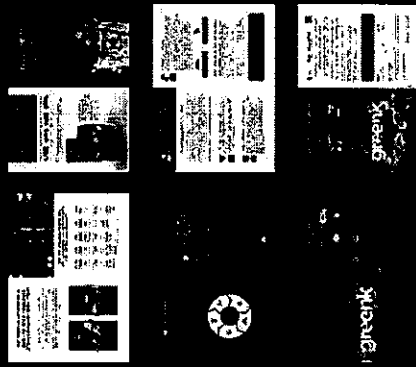
DISSEMINATION ACTIONS IN CLASSROOMS AND AUDITORIUMS:

80,000 BOOKLETS DISTRIBUTED

Booklet with contents of Ministry of Science, Technology, Innovation and Communication



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ENVIRONMENTAL CHALLENGE THAT MOBILIZES THOUSANDS OF STUDENTS OF MOST IMPORTANT SCHOOLS OF SAO PAULO CITY.



2^ª EDITION OF
GREENK TECH SHOW
THE GREATEST
FESTIVAL OF
TECHNOLOGY,
INNOVATION AND
SUSTAINABILITY
OF BRAZIL
MAY 2018.



MOBILIZATION THAT PRODUCES GREAT RESULTS

TOTAL OF E-LIXO COLLECTED	77.827,15 KG	CO ₂ AVOID BEING ISSUED	27.143 KG	ENERGY SAVED	272.861 KW
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SCHOOLS PARTICIPATING

92

TEAM PARTICIPATING

52

TEAM PARTICIPATING

203

E-WASTE COLLECTION

- 1^ª E.M.E.F.M. Arquiteto Oscar Niemeyer - 15.680 PT
- 2^ª Colégio Guilherme Dumont Villares - 6.490 PT
- 3^ª Liceu Coração de Jesus (Unidade 2 Safestano) - 7.839 PT
- 4^ª Colégio Rio Branco Higienópolis - 5.024 PT
- 5^ª Colégio Pentágono - Santo André - 4.111 PT
- 6^ª E.E. Maria Regina Demarachi Fanani - 3.992 PT
- 7^ª Colégio CTI Urivap - 3.353 PT
- 8^ª Colégio Visconde do Porto Seguro Valinhos - 2.484 PT
- 9^ª E.M. Alcina Dantas Feijão - 2.256 PT
- 10^ª Colégio Poliedro - 2.090 PT



18.000M² OF EDUCATION EXPERIENCE
AND FUN FOR Z GENERATION PEOPLE



The great champion was the public school E.M.E.F.M.Arquiteto Oscar Niemeyer, awarded with a computer laboratory with 20 computers refurbished during the event



VOLTAR



4 Arenas de conteúdo
 +86hs de apresentações ao vivo,
 101 atrações com transmissão pelo TechTudo na Globo.com

techtudo

OARENA CONHECIMENTO

OARENA GEEK

E-SPORTS ZONE

DRONE ZONE



OTHE ONLY FESTIVAL OF COUNTRY THAT ENVOVES

TECHNOLOGY

SUSTAINABILITY

ENTERTAINMENT

OARENA CONHECIMENTO

CO-PATROCÍNIO

GOODS

PARCEIROS CONTEÚDO

OLUNETA

PRESENCE OF AUTHORITIES



Ministro Gilberto Kassab

PATROCÍNIO PELA

MINISTÉRIA DA EDUCAÇÃO, CULTURA E ESPORTE

CINHO PLAY

Sócios Greenk

Admir Breccasin-Albinee

Andre Borges - MCTIC

FAMOUS INTERNATIONAL YOUTUBERS MOBILIZING THEIR PUBLIC ON LIVE



THE TIME OF SPACE-KNOW ALL ABOUT THE NEW SPACE ERA



MOMENT OF CULTURE ACCESS

CONTEST OF COSPLAY

INTER-SCHOOLS COMPETITION JUST DANCE



GREEN PANEL: INNOVATIVE INITIATIVES TO SAVE OUR PLANET.



SCIENCE AND INNOVATION PANEL: THE FUTURE HAPPENING IN BRAZIL.



PANEL OF START-UPS: EVERYTHING YOU NEED TO KNOW TO BEGIN...



PANEL OF STUDENTS: PRESENTATIONS OF TECHNOLOGIC PROJECTS.



CO-PATROCINIO:

LG OLED TV



PARCEIROS CONTEUDO:



CO-PATROCINIO:



PARCEIROS CONTEUDO:



GEEKS

#4550



CONTENTS THAT HAS REACHED
MORE THAN 6.5 MILLIONS OF PEOPLE BY INTERNET.



22.8 MILHÕES VIEWS



SHOW MATCH
PUBG

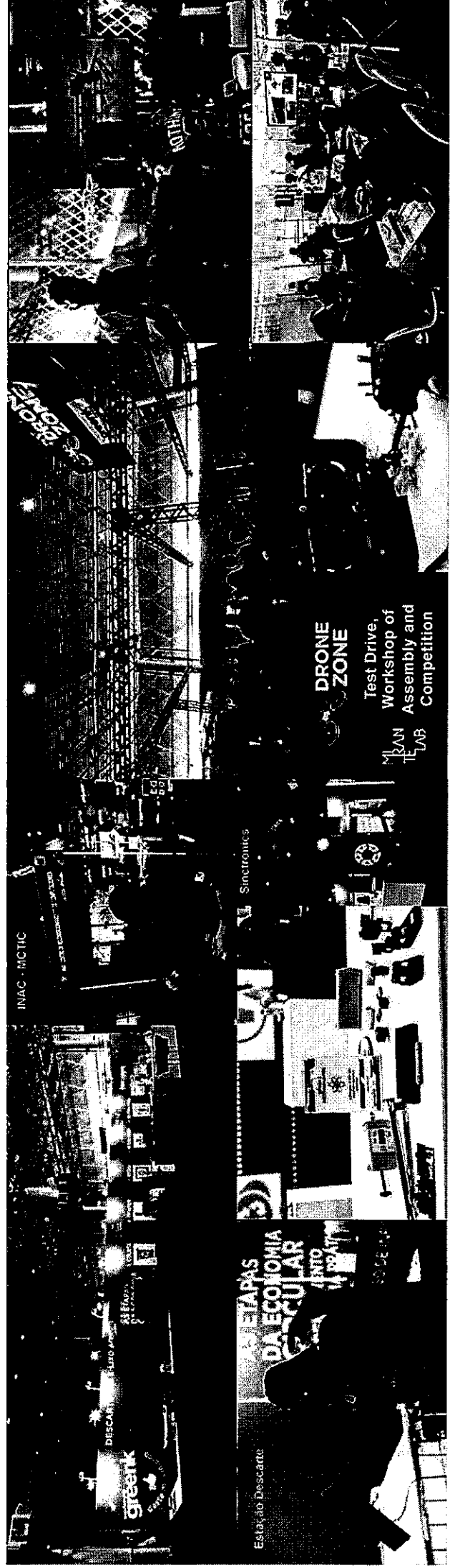
SHOW MATCH
FEMALE
RAINBOW SIX

OPEN TOURNAMENT
CLASH ROYALE

SHOW MATCH
MALE AND FEMALE
CS:GO

LG CHALLENGES
LG OLED TV

INTER-SCHOOLS
COMPETITION
LEAGUE OF
LEGENDS



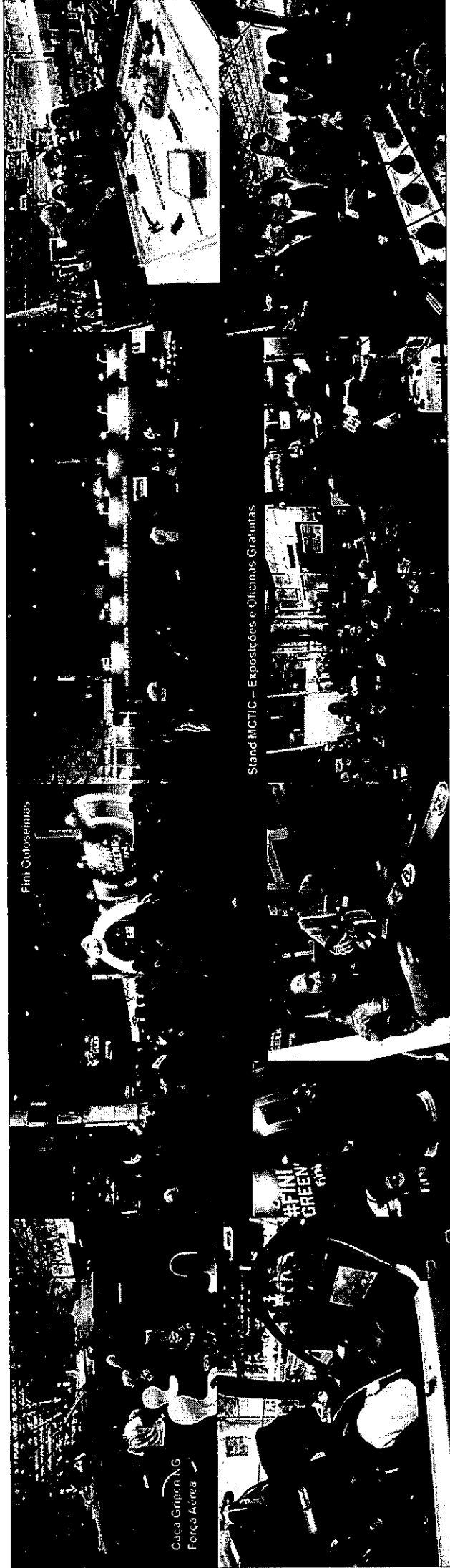
DRONE
ZONE
Test Drive,
Workshop of
Assembly and
Competition

INAC - MCTIC

Sinetronics

Estação Descarte

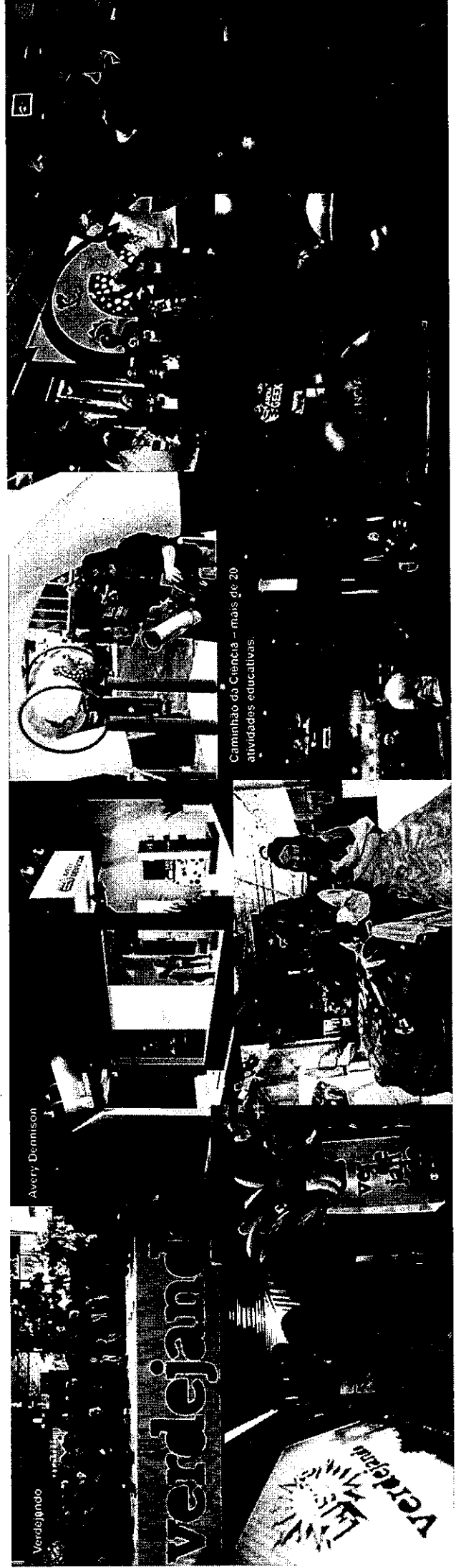
ETAPAS DA ECONOMIA DA ESCOLAR



Fim Gulosemias

Caca Crispin'NG
Força Ácres

Stand MCTIC – Exposições e Oficinas Gratuitas



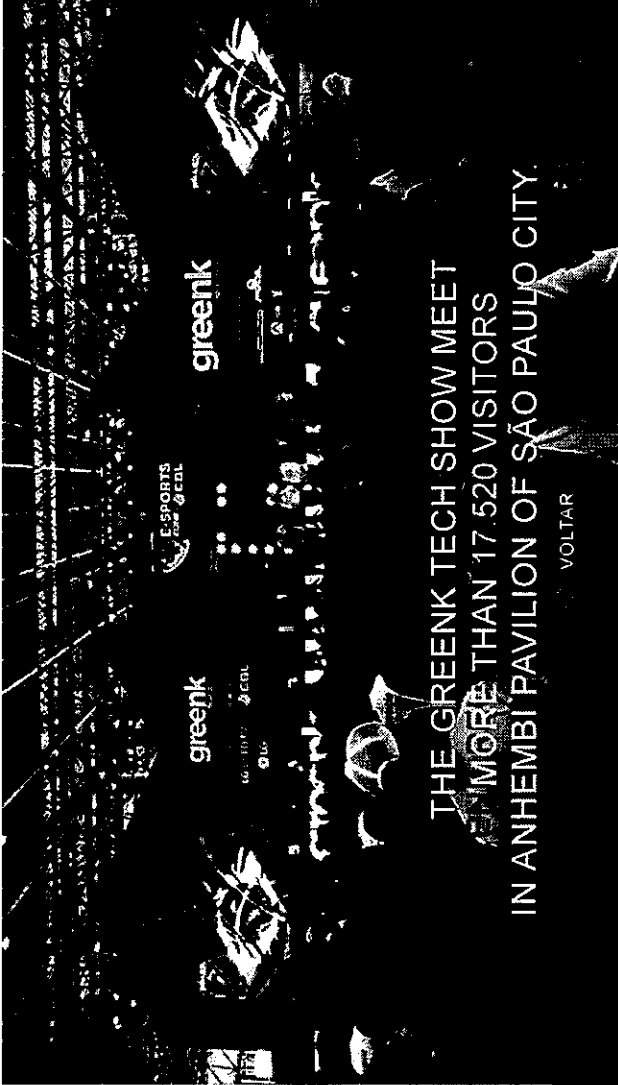
Verdejando

Avery Dennison

Caminhão da Ciência – mais de 20
atividades educativas.

verdejando

Verdejando



greenk

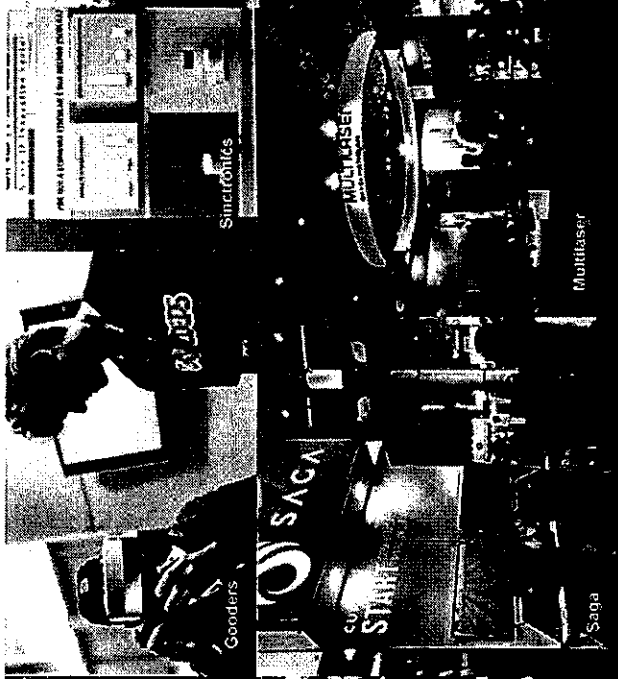
greenk

THE GREENK TECH SHOW MEET
 MORE THAN 17.520 VISITORS
 IN ANHEMBI PAVILION OF SÃO PAULO CITY.

VOLTAR



Crazyz Arcades



Gooders

Saga

Sincronics

Multilaser

NEXT GREENK TECH
 SHOW EDITIONS

NACIONAL WEEK OF
 SCIENCE AND TECHNOLOGY
 BRASÍLIA/DF
 OUTUBRO 2018
 EVENTO + MOBILIZAÇÃO



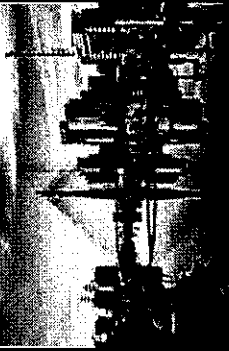
MOBILIZATION - SEPTEMBER 2018
 EVENT 10/01/18 - OCTOBER 2018

GREENK PORTO ALEGRE/RS
 NOVEMBRO 2018
 EVENTO + MOBILIZAÇÃO
 + PONTOS COLETA



MOBILIZATION - OCTOBER 2018
 EVENT STAND 11/01/18 - NOVEMBER 2018

GREENK SÃO PAULO/SP
 MAIO 2019
 EVENTO + MOBILIZAÇÃO
 + PONTOS COLETA



MOBILIZATION - FEBRUARY 2019
 EVENT 24/02/19 - MAY 2019

JOIN TO THIS MOVEMENT
 THE NATURE AND YOUNG PEOPLE
 THANKS

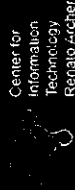


Thank You !

#GOGREENK

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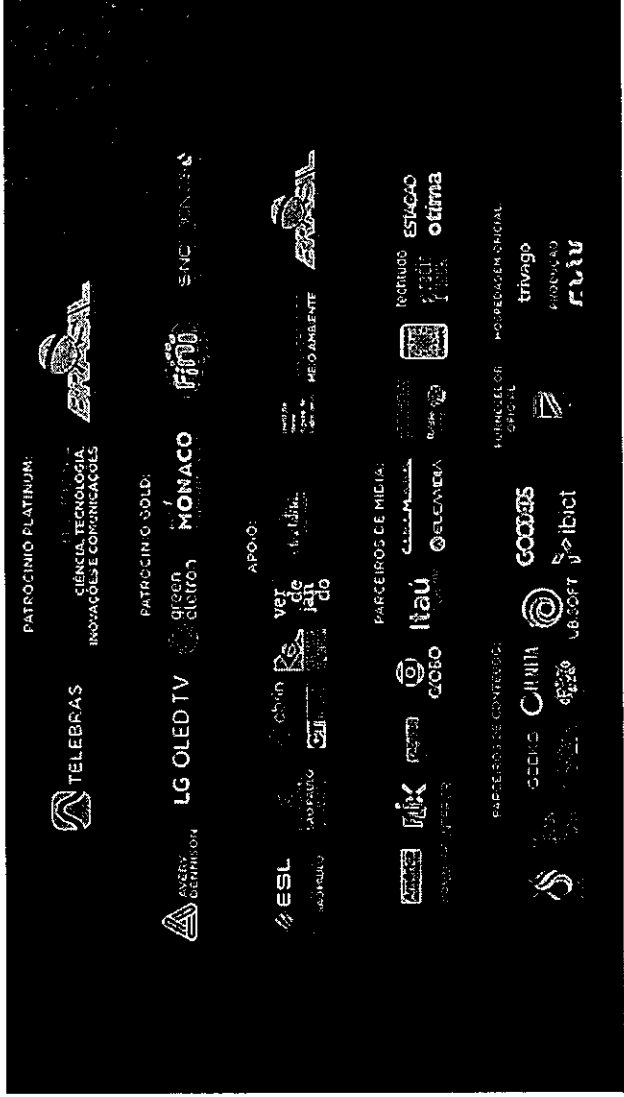
FERNANDO PERFEITO
fernando@greenk.com.br



Center for
Information
Technology
Renato Archer



    /greenk_oficial



2018 International E-Waste Management Network (IEMN)
Workshop.
Quezon City, Philippines, 24 - 28 September 2018

BASEL REGIONAL CENTER FOR SOUTH AMERICA PROVINCIAL E-WASTE CAMPAIGN

Basilea



CASES

4º Campaña de reciclaje electrónico

electrónico

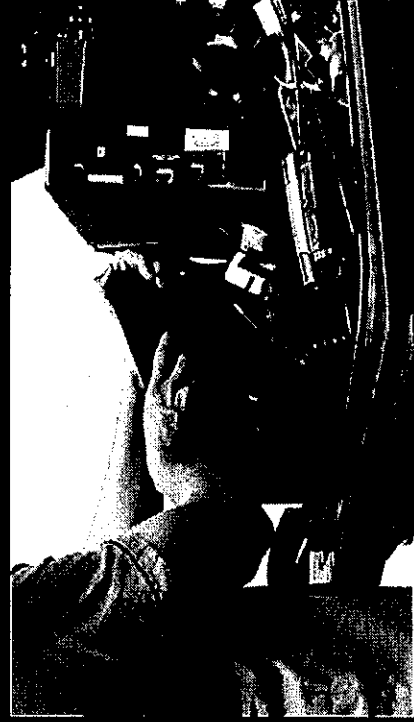
Contra la contaminación por residuos electrónicos
este año vamos por más!

DOMINGO
7 Dic
10 a 18 hs

Si Podés traer:

NO se aceptan:

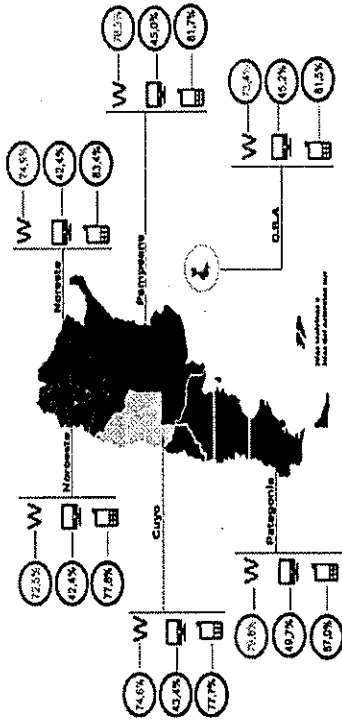
COOPERATIVA S.A. - COOPERATIVA S.A. - COOPERATIVA S.A.



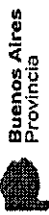
QUANTITY OF MATERIAL PROCESSED 2018

MATERIAL	KG
• PLASTIC	19.000
• SCRAP	39.460
• ALUMINIUM	3.453
• COPPER	190
• PLATES	1.855
• CABLES	964
• BATTERIES	432
GRAND TOTAL	64.004

Población de 4 años y más por utilización de bienes y servicios TIC, según región. Fuente: INDEC



Servicio
Ambiental
Buenos Aires



Buenos Aires
Provincia

Programa D. R. T. D

Disposición y Reutilización de Tecnologías en Desuso
Ministerio de JUSTICIA
SPB



DIRECCION DE TRABAJO PENITENCIARIO



Campaña de

Recolección de Aparatos Electrónicos (RAEE'S)

RECOLECCION GRATUITA

DE LUNES A VIERNES DE 08 A 16 HS GENERE SU TURNO LLAMANDO A LOS

TELEFONOS: 0221 4293852 o 0221 4295525

LOS VEHICULOS DE TRANSPORTE RECORREN TODA LA PROVINCIA Y SE RECIBE:

PRINTER

TV AND RADIO

FAX/TELEX

CPU AND MONITOR

PHOTOGRAPHIC AND VIDEO CAMERA

PUBLIC FIXED TELEPHONE AND DOMESTIC COMMUNICATION EQUIPMENT

NOTEBOOK/ NETBOOK

SOUND AMPLIFIER

COMMUNICATION EQUIPMENT

MOUSE AND TECLADO

PHOTOCOPIER

TELEFONO INALAMBICO

SMALL HOME KITCHEN HOUSEHOLD AND PERSONAL CARE APPLIANCES

THANK YOU !!

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