

**ISO 14001
&
ENVIRONMENTAL CERTIFICATION
&
SUSTAINABLE FORESTRY**

Celso Foelkel

Environmental management systems

- **RESPONSIBLE CARE**
- **BUSINESS CHARTER FOR SUSTAINABLE DEVELOPMENT**
- **WHOLE COMPANY TARGET**

INITIATIVES ON **SUSTAINABLE FORESTRY**

- **MANAGEMENT SYSTEM (ISO 14001)**
- **GREEN LABELS (RAINFOREST,
ALLIANCE, FSC, CERFLOR, ETC)**

ISO 14001 IS BASED ON

- **LAWS**
- **EFFECTS**
- **COMMITMENTS**

**TECHNICAL DOCCUMENT IS ONLY SUPPORT
AND NOT THE TARGET**

DRIVING FORCES

- **QUALITY OF LIFE IMPROVEMENTS**
- **COST/ BENEFIT RATIO**
- **OVERALL IMPORTANCE TO THE COMPANY**
- **MANAGERS COMMITMENT**
- **SUB-CONTRACTORS INVOLVEMENT/ PARTNERSHIP**

KIND OF STANDARDS

1. PRESCRIPTIVES

HOW TO MAKE?

- **DETAILED**
- **LOW FLEXIBILITY**
- **BUREAUCRATICS**
- **EMPHASIS ON THE SYSTEM NOT IN THE OBJECTIVES**

2. OBJECTIVES

- WHAT SHALL BE DONE?**
- WHAT ARE THE INDICATORS OF ACHIEVEMENTS?**
- THEY BRING INNOVATION/CREATIVENESS**

**WHAT MOVES SOCIETY AHEAD
IS THE INCENTIVE TO**

INOVATION

**WE SHALL NOT FREEZE
THE SYSTEM**

**PEOPLE NEED FREEDOM TO
FIND BETTER WAY TO DO THINGS:**

**CONTINUOUS IMPROVEMENT
BREAK - THROUGHS**

ISO 14001

- **MANAGEMENT SYSTEM**
- **CORPORATE COMMITMENT**
- **ENVIRONMENTAL POLICY DECLARATION**
- **EVALUATION OF IMPACTS**

ISO 14001 OBJECTIVES

- COMPLIANCE WITH THE LEGISLATION
- EVALUATION OF ENVIRONMENTAL EFFECTS (IMPACTS)
- PUBLIC POLICY
- PREVENTION

ISO 14001

- ENVIRONMENTAL TARGETS
- CONTINUOUS IMPROVEMENT PROGRAM
- THIRD PART AUDIT
- COMMUNICATION TO STAKEHOLDERS

ISO 14001

- **CORPORATION CERTIFICATION NOT GREEN LABEL TO PRODUCT**
- **PEOPLE INVOLVEMENT**
- **DO NOT PROMISE THINGS YOU WILL NOT BE ABLE TO FULFILL**

ISO 14001

- **EMERGENCY PLANS**
- **SUB-CONTRACTORS/PARTNERS INVOLVEMENT**
- **HAZARDOUS WASTES / PRODUCTS**
- **GARBAGE**
- **SOCIAL PROBLEMS IN THE FOREST**
- **PUBLIC/SOCIETY HEARING**
- **EMPHASIS SHALL BE PLACED ON THE ENVIRONMENT NOT IN THE SYSTEM**

**ENVIRONMENTAL
LEGISLATION**

**PRINCIPLES
AND
CULTURE OF
ORGANIZATION**

**ENVIRONMENTAL
EFFECTS**

**ENVIRONMENTAL
POLICY**

**ENVIRONMENTAL
INDICATORS,
CRITERIA**

**TARGETS
+
OBJECTIVES**

**PERFORMANCE
CRITERIA**

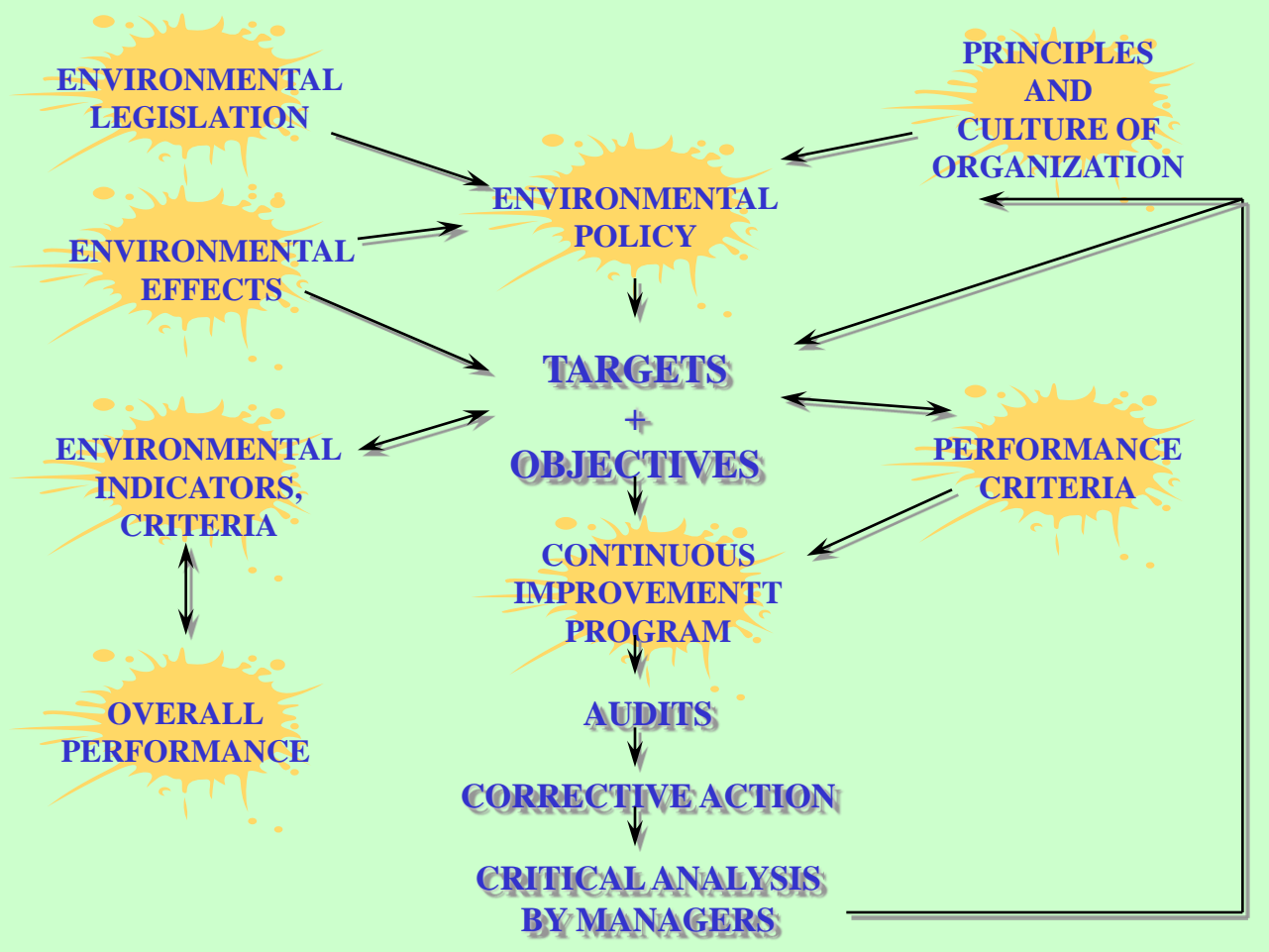
**OVERALL
PERFORMANCE**

**CONTINUOUS
IMPROVEMENT
PROGRAM**

AUDITS

CORRECTIVE ACTION

**CRITICAL ANALYSIS
BY MANAGERS**



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DIFFICULTIES TO IMPLEMENT

- HIGH DEMAND ON TRAINING PEOPLE
- REQUIRED INVESTMENTS
- SOLID RESIDUES DISPOSAL/TREATMENT

ISO 14001

DIFFICULTIES TO IMPLEMENT

- **NEW ROUTINE WORK TO COMPLY WITH LEGISLATION**
- **EMERGENCY PLAN / INVOLVEMENT OF PUBLIC/PARTNERS**
- **HIGH LEVEL OF DEMANDS/WHAT'S MORE URGENT?
WHAT TO BE PRIORITY?**
- **MANAGERS COMMITMENT**

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ADVANTAGES

- **QUALITY CONCEPT (PRODUCT, PROCESS, ENVIRONMENT, SAFETY)**
- **REVIEW OF TECHNICAL DOCUMENTS**
- **HIGH INVOLVEMENT OF SUB-CONTRACTORS/PARTNERS**
- **FOREST INCLUDED IN THE SCOPE**
- **USE OF ENVIRONMENTAL FORUMS TO FOLLOW-UP THE TARGETS / OBJECTIVES**

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ADVANTAGES

- **SOLID RESIDUES POLICY / RECYCLING**
- **EMERGENCY SIMULATIONS**
- **IMPROVEMENTS IN THE SAFETY OCCUPATIONAL HEALTH**
- **OVERALL ACCEPTANCE**
- **FLAG TO THE EMPLOYEES / MOTIVATION**

**O QUE MOVE A SOCIEDADE PARA
FRENTE É O INCENTIVO À**

INOVAÇÃO

**NÃO DEVEMOS CONGELAR O SISTEMA:
AS PESSOAS NECESSITAM DE MOTIVAÇÃO
PARA ENCONTRAR NOVAS MANEIRAS
DE FAZER AS COISAS**

- **MELHORIA CONTÍNUA**
- **RUPTURAS E QUEBRAS DE PARADIGMAS**

Desde o início somos movidos por

**Ameaças e punições
ou
Incentivos**

Atenção ao comportamental

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- SISTEMA DE GESTÃO
- COMPROMISSO CORPORATIVO
- DECLARAÇÃO DE POLÍTICA AMBIENTAL
- AVALIAÇÃO DE IMPACTOS

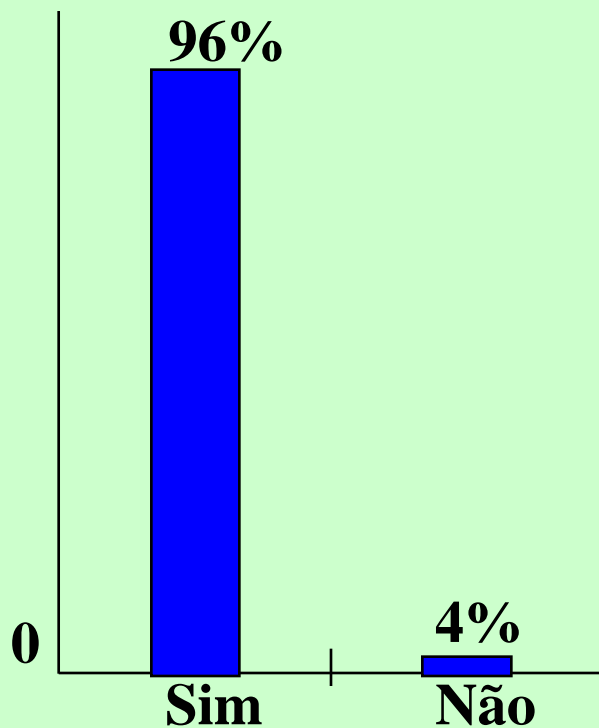
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- CUMPRIMENTO DAS LEIS
 - METAS AMBIENTAIS
- PROGRAMA DE MELHORIA CONTÍNUA
 - AUDITORIA DE TERCEIRA PARTE
 - COMUNICAÇÃO COM AS PARTES INTERESSADAS

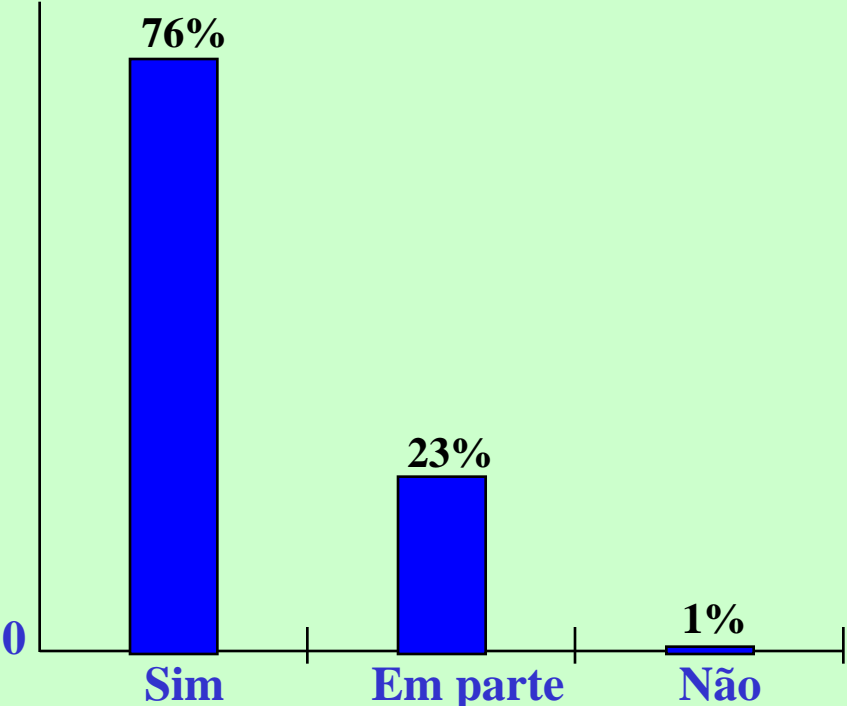
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- **CERTIFICADO À EMPRESA E NÃO UM SELO VERDE**
- **ENVOLVIMENTO DAS PESSOAS**
- **NÃO PROMETA COISAS QUE NÃO PODERÁ CUMPRIR**

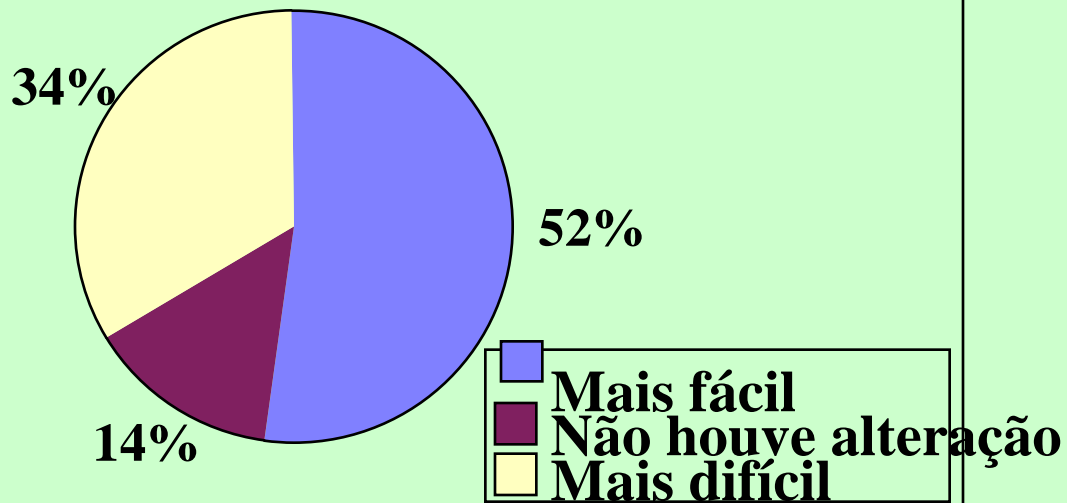
PESQUISA NA RIOCELL
DIFERENCIAL RELAÇÃO AO MEIO AMBIENTE



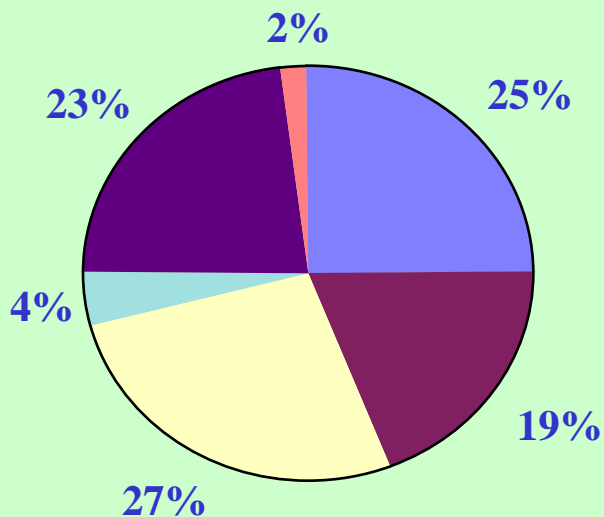
SATISFAÇÃO ISO 14001



VIDA NO TRABALHO

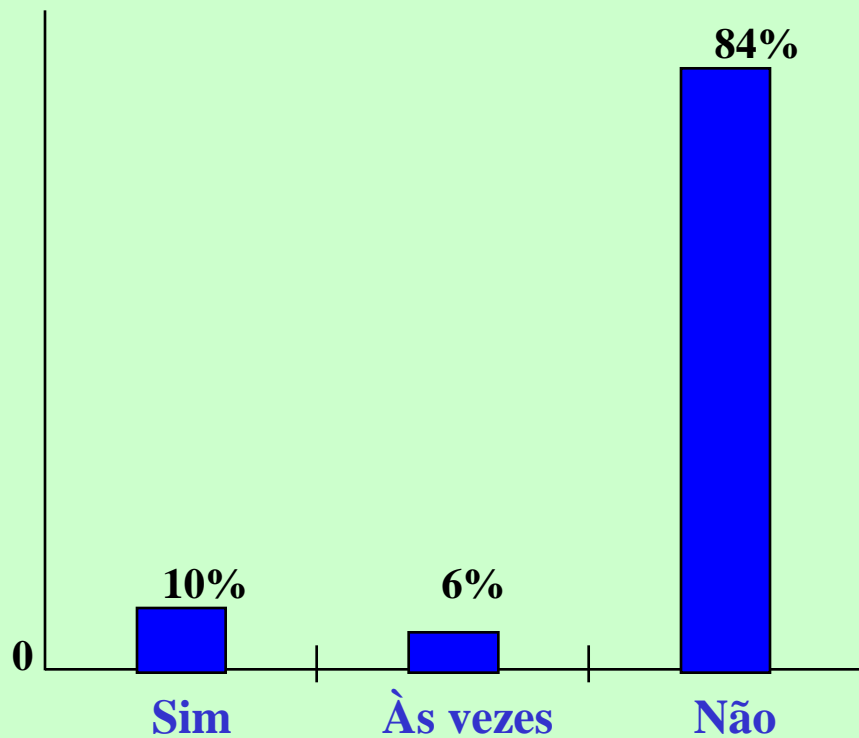


ASPECTOS DIFICULTADORES

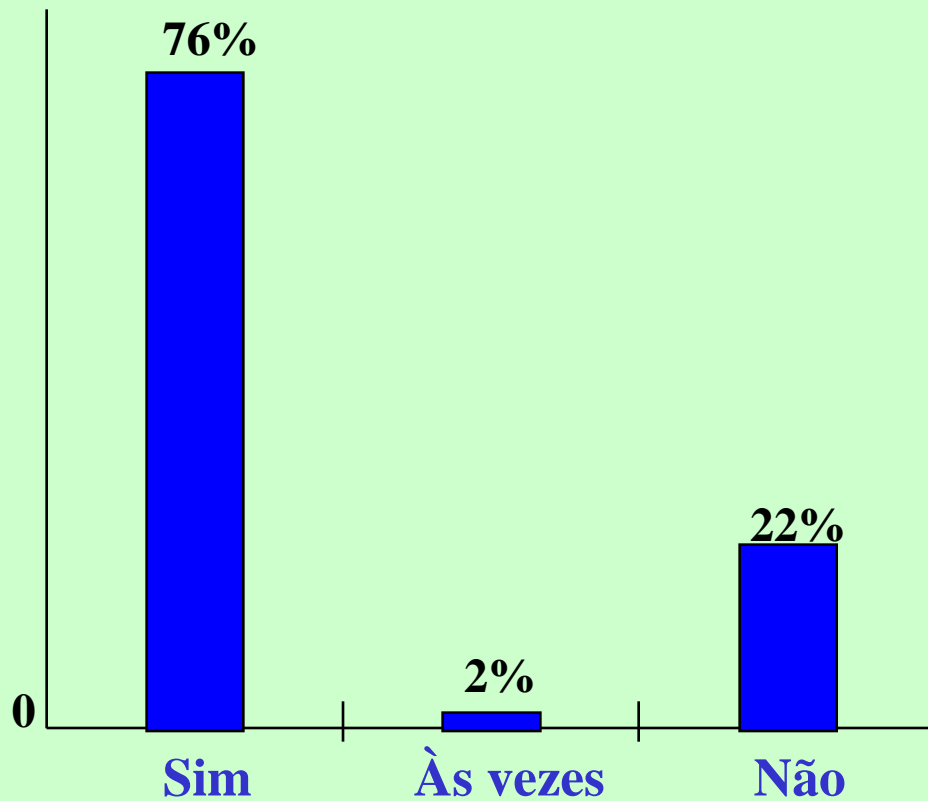


- Excesso de trabalho
- Excesso de burocracia
- Excesso de cuidados
- Inovação
- Maior exigência
- Tempo dispendido

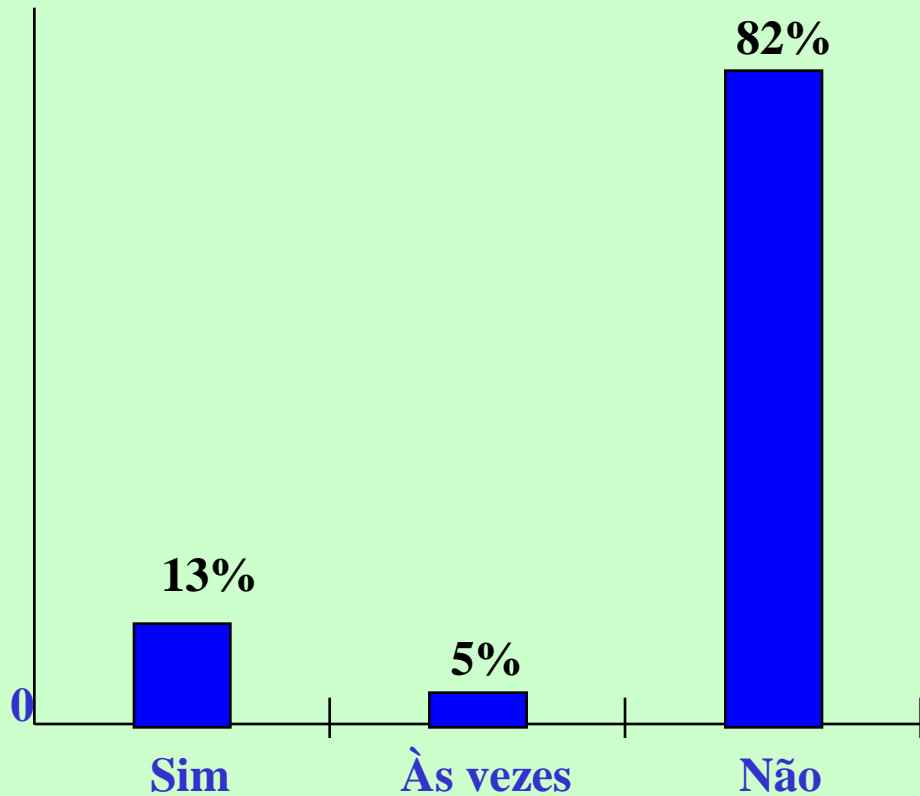
BLOQUEIO À INOVAÇÃO



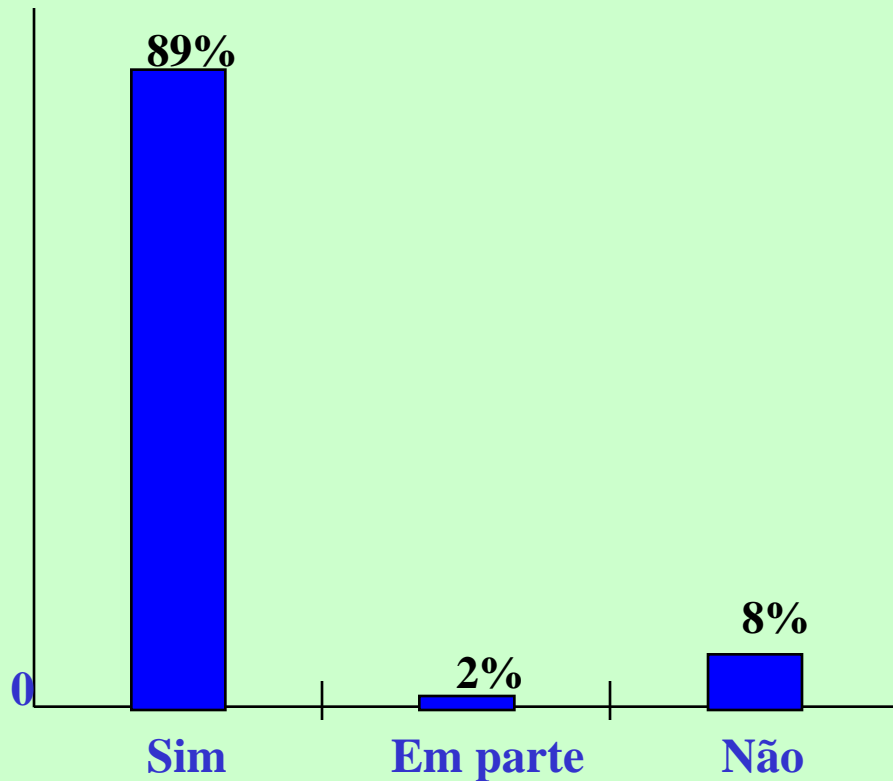
PROCESSO BUROCRÁTICO



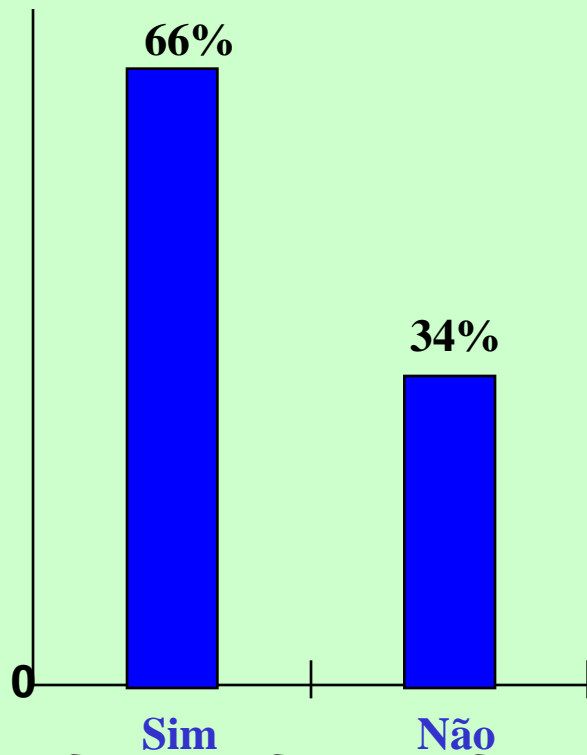
LIMITE À AÇÃO



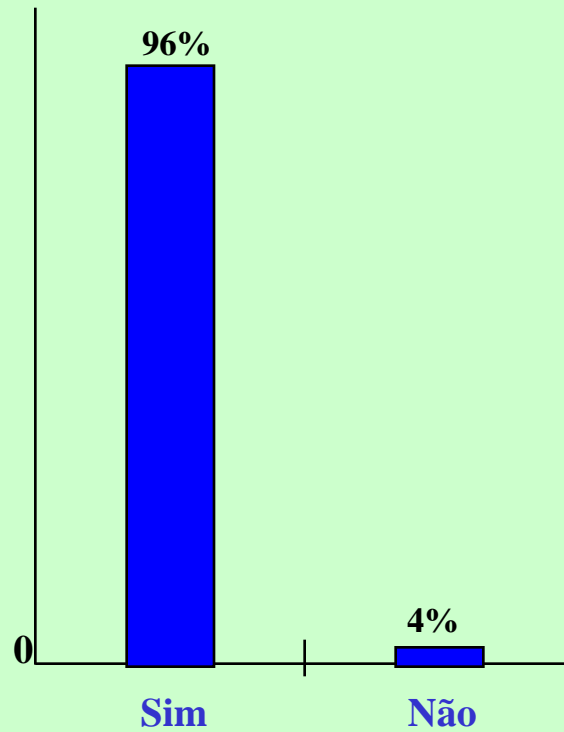
AUMENTO DA RESPONSABILIDADE



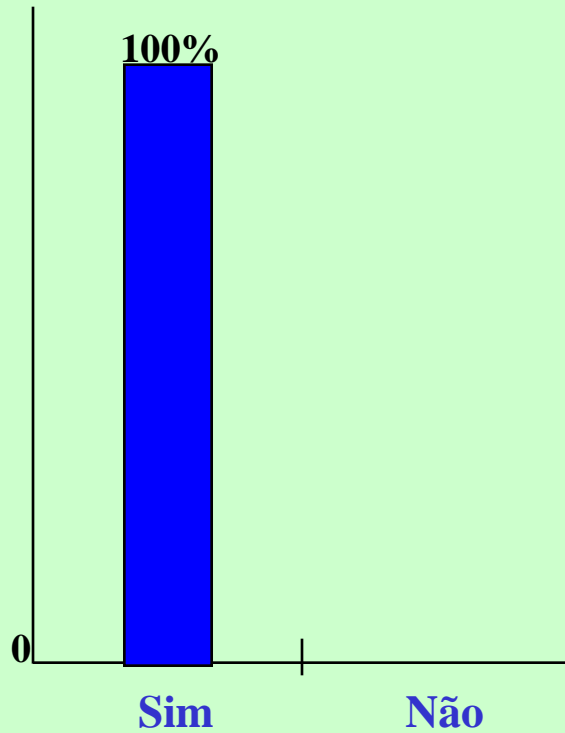
MELHOR COMUNICAÇÃO ENTRE ÁREAS



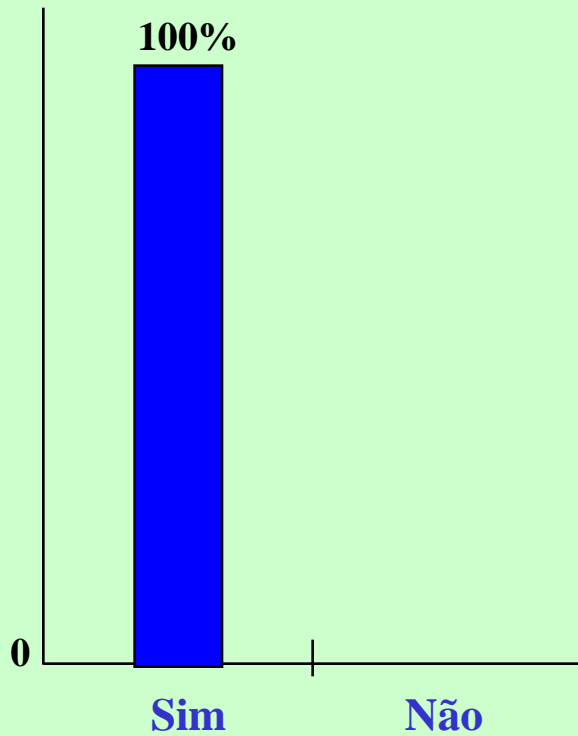
MELHORIA CONTÍNUA NO MEIO AMBIENTE

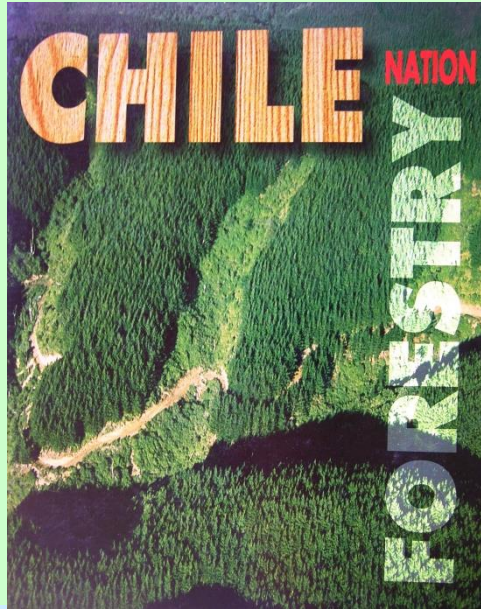


BENEFÍCIOS À EMPRESA



BENEFÍCIOS À EMPRESA FORNECEDORA





Buena suerte amigos

Y no olviden - trabajo duro...