



Best Practices Database

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Men Recycling Papers and their Social Roles, Florianopolis *Brazil*

Good Practice

New for 2002

- Categories:**
- Production and Consumption Patterns:
 - production/consumption cycles
 - resource conservation
 - waste reuse and recycling
 - Poverty Eradication:
 - income generation
 - vocational training
 - Social Services:
 - crime reduction and prevention
 - education
 - recreation

Level of Activity: Provincial/State

Ecosystem: Continental

Summary

The concept of sustainable development of the Instituto da Terra, aims towards simultaneous search for economical efficiency, social justice and ecological harmony, emphasizing the importance of the environmental balance and the improvement of quality of life.

Therefore, the company Terra Fine Papers, has been participating for 10 years in the new industrial revolution. The plan consists of valorization of the renewable resources, productivity of resources, and an echo-strategy where the business responsibility in the environmental administration is a voluntary activity.

TERRA is aware that garbage, and other solid residues can be creators of wealth and solutions to the prevailing environmental problems. The company recycles the remains of the human activities considered by the generators as useless, undesirable and disposable.

In Terra this raw material is transformed to useable products. This is a business strategy that balances environmental preservation and combats poverty for there is no larger ecological crime than poverty. It's a moral, ethical, sociological, and economical problem.

Compassion and the need to assimilate soon-to-be released prisoners into the community has been the driving force behind this socially engineered approach to integration. Partnership between the private company and Prison authorities has contributed to effective solutions in the social and professional reintegration of the detainees, an undeniable component to prevent a relapse of violence and crimes.

We aimed to refocus and revitalise the old prison rehabilitation model by introducing "To recycle, recycling."

Narrative

SITUATION BEFORE THE INITIATIVE BEGAN

The Florian prison like any other Brazilian prison is over crowded and accomodates 274 prisoners contrary to its capacity of 152 people. The prisoners were kept very idle which was the main contributing factor for increased crimes.

Terra Fine Papers:

After 20 years of research and studies on recycled paper, in 1989, the teachers of the University of Brasia, Zuleica de Medeiros, began the production of hand made paper in Florianopolis. As a result the India Papel da Terra was born and it was known nationally known for the quality of its products. The company managed to break the stigma of the recycled paper, proving that besides the aesthetic beauty with high visual impact, the paper can be practical and durable, with lasting effect 10 times more than the industrialized papers.

Establishment of priorities:

The prison is definitively a space for the companies to exercise the social responsibility and in decisive way for the future. Therefore it is necessary firstly to understand the meaning of the punishment and of the prison and to know who the actors are, for an effective rehabilitation.

And, for the business insert in the penitentiary universe, microorganism of a society that it ignores, a study of the viability and a discerning planning is necessary .

The construction of a social atmosphere of trust for the work where the worker-prisoner, he will be treated as any other to stimulate the positive sociability, without fears, distrusts, prejudices, discriminations or labling.

For the process, the logic of the cost-benefit relation, indicates that the company had better use their competences already developed, accumulated knowledge and strategies already tested and approved, assuming the implantation, the operacionalization, the supervision and the quality control as if it was really promoting an extension of their businesses.

Therefore and seeking the solemnity-sustaining of the project, the company Terra besides coordinating the production, makes the distribution and the commercialization of the products.

c) Formulation of objectives and strategies:

For the simultaneous execution of economical efficiency, social justice and ecological harmony, it was necessary to assume an adult business responsibility.

We left the selfish time, of the capital for the capital and, we assumed the historical time, with the moral competence to maintain the step of our responsibility, looking for to help the social and professional reintegration of the detainee, according to the law no. 7210/84 of the penal execution that aims the need to provide conditions for the harmonica reintegration to try to establish a bridge between the two worlds, the intra and the extra-walls.

A bridge to drive the detainee from besides the prison world, for a new life. This is the challenge. A voluntary business seclusion to undertake the transformation in the prison, removing from them the stigma of crime school and turning them an instrument of the society for the recovery, for the social life of those that have strayed.

d) Mobilization of resources:

The financial and technical resources were totally allocated by the Company Terra Fine Papers, it fell to the Prison besides the internal space of the prison, for the implantation of the industrial plant, the human resources in the detainees' condition, prison agents, civil and military police and to the Institute, the administration of the practice, keeping until the present moment.

e) Process:

The work atmosphere was adapted for the production line, from the reception of the "garbage " until the transformation of this in paper sheet. A manual work, methodical and repetitive that it cannot be automated.

The recruitment and the "employees' " selection (detainees), were made obeying safety's requirements and discipline, favoring the convicts with more time of punishment execution and the best behavior.

The supervision of technical nature, the training was specific so that the detainee absorb and live the culture of the work as the execution of routines in continuous way, organized and systematic.

The cellular conception is made in rotation outline, giving them the possibility to know all of the stages of the productive cycle and not the segmented vision of the process.

In the interrelation of the productive units, the external (free) of the Terra Fine Papers with the graphic finish and the intern (criminal), the executives and the employees dedicated part of their time inside of the prison to establish new rules of professional social coexistence among those that violated them.

The employees' of the company physical integrity as well as the machines, the equipments and the products, are extremely preserved by the own detainees.

f) Obtained results:

As in any business activity, the option for the work inside the Penitentiary System, are measured by identical indicators to the adopted in the extra-walls business activities: productivity, man cost, work,... but the effectiveness of the social responsibility of the company, can and should be measured by own indicators of the professional universe.

The main indicator of the effectiveness of the works developed in the penitentiary universe is the tax of criminal backsliding. The exit, the detainee when obtains the freedom, lives a moment as dramatic as the one of the prison in the act. They need attendance for the freeing.

The Brazilian estimates inform between 50 and 70% the tax of that that accomplish their penalties, commit new crimes and return to the prison.

Of these 34% commit other crimes in the interval of 6 months after their exit; 12% in the interval of up to 12 months; and the other 10% in the interval of 18 months.

A vicious curriculum of continuous entrances and exits. Indicators of the bankruptcy of the system.

The initiative of the company in this field was fundamental to alter that scenery, the exercise of the social responsibility of the company is a simple and effective medicine to revert this tax for less than 3% in the 300 men's universe and in the period of 4 years.

g) Maintenance:

From the point of view of the Prison administration, the prisoners' work has purposes labotherapics, with positive reflexes in the discipline, in the decrease of the tensions and of the idleness.

The solemnity-sustentabilidade of the detainee with the professionalization, generation of income, elimination of the idleness, existence possibility, culture of work, decrease of interns violence and the decrease of the criminal backsliding.

But the best way of making a person accomplish her sentence without revolt feelings and injustice is to know that her family and children are in safety, whatever is the crime committed mainly when they constitute the only support of her family and it is easy to notice how the social problem is worsened by the situation of abandonment in that the children are after the father's or mother's prison. An eternal vicious cycle of the crime.

The environmental maintenance with the recycling of materials, in any segment, will be the great competition opportunity in the future market, not only in relation to the results and economical opportunities, but as the direct advantages of the recycling of materials, as the reduction of the heavy garbage in the economy of the natural resources, as raw material, energy and water.

To recycle "old" papers consumes about 50% less energy than to manufacture it starting from trees and it is used 50 times less water, besides reducing the pollution of the air in 95%. In Brazil, only 30% of the produced paper are recycled, but we also know that the future of the Earth won't be decided by monumental actions of some few, but in the common people's daily choices.

It is necessary to put in practice the recycling idea, mainly in the penal system breaking paradigms and finding solutions that don't request high investment to begin to work well, because they can generate extremely positive economical results for in a clean way to expire, even in the intransigent competitiveness.

h) Learned lessons:

The prison has as basic characteristic in its preferential clientele, the more poor of the population, originating from of the social delinquency, consequence of the inequalities in the distribution of income and of the opportunities, whose registered marks are the color of the skin (more than 50% are black and brown), the family desestabilization (more than 90%), the low education degree, (more than 90% have less than 8 years of the guaranteed studies constitutionally), the absence of professional qualification, (79% with marginal professions and 21% defined professions) and the precarious insert in the job market, (more than 80% were never registered) and the average of age of the prison population is of 25 years.

A picture of the poverty. We concluded that the criminality is associated to the social inequality and to the selectivity of the System of the criminal Justice, that punishes the most vulnerable and creates countless means for the which the most privileged can escape from the actions of the Justice.

To invest in the professional work is fundamental for long term survival reasons. The tearing off of our social fabric is today in unsustainable levels because of the violence and of the crime rate affecting our

life quality and our self-esteem as people. To cooperate to combat these factors represents a relevant social contribution for a right to the future.

i) Replicability:

Unfortunately the data point the criminality as the great problem of this century and of everyone. With the progressive growth, here and in several other places of the planet we have situations of similarity.

But, it is enough to think in answering the model of partnership of private company with the penal institutions. In short period, certainly this is the fastest solution and economically viable to transform, to recycle the poverty, the violence in citizenship and peace.

As the governors have not been capable to accomplish the minimum constitutional at least, for the appropriate treatment of arrested, multiply the rebellions, the escapes and the accusations of ill-treatments. It remains to the civil society to participate in the construction of the future.

In the prison universe, to answer the model of partnership of private companies with the penal institutions, in a short term, certainly it is the fastest solution and economically viable to transform the violence in citizenship, recycling the poverty.

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