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LATITUD R GAINS STRENGTH AS A REGIONAL PLATFORM TO SCALE UP INCLUSIVE RECYCLING AND MOVE TOWARD A CIRCULAR ECONOMY

Latitud R's 2021 indicators demonstrate that inclusive recycling is making a significant contribution to the development of Latin America's own model for a circular economy.

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After the pandemic stalled many of Latitud R's projects in 2020, several inclusive recycling programs were able to partially restart in 2021 with remote support, as evidenced by progress toward the platform's main impact indicators.

Why does Fundación Avina support this initiative?

For over 10 years, Fundación Avina has invested in the building of a multi-sector collaboration platform to foster synergy, co-invest in initiatives, and exponentially multiply the impact of stakeholders that support the inclusive recycling agenda as part of their social and impact investment strategies. Latitud R (formerly known as the Regional Initiative for Inclusive Recycling) has been enormously successful, not only in terms of its reach and results, but also its collaboration architecture, where private companies, development aid agencies, and recycler organizations work side by side. This innovative governance and operations model defies the traditional logic of development aid and philanthropy by including recyclers themselves in decision making.

What did Fundación Avina and its allies do?

Fundación Avina plays a two-part role in Latitud R. We are a founding partner of the platform (2011), and since 2016 we have also served as the implementation partner. The Latitud R partners chose Avina for this role to take advantage of our regional structure, network of on-the-ground allies, administrative capacity, and expertise in leading collaborative processes.

Impact Achieved

Public Policies. Latitud R impacts public policies that deal with inclusive recycling and the circular economy, by redefining the rules of the game in recycling markets and conserving natural resources and protecting the environment.



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In Latin America, we are living the complete opposite of a circular economy. To understand how waste management figures into a circular economy, we have to first understand how recycling works. We have to support the recyclers who are on the front lines so they can recycle more materials with greater efficiency, increase their scale, and incorporate innovation into the work they do. With this in mind, I see two things that give me hope for the future: I) innovation, both social (selective collection) and technological, to improve packaging circularity, and II) incidence, which is key to showing that the waste management sector can be much more sustainable, increasing recycling rates through circular economic models."

Sean McKaughan, Fundación Avina

"As professional recyclers from across the continent, we started organizing in order to achieve recognition of our work and its social, environmental, and economic importance. The main purpose of our organization is to achieve better living and working conditions for our sector, and we are making significant progress. The Latitud R platform is making key contributions to achieving this mission."

Silvia Ruiz Grisales, Director of Red Latinoamericana de Recicladores de America Latina y el Caribe

"Now more than ever, the path toward circularity must be inclusive, with recyclers at the forefront. Nearly two million recyclers across the region collect and separate materials that would otherwise go to waste. This is why we partner with Red Latinoamericana de Recicladores, because the best solutions are the ones that are designed and implemented alongside the people who are facing the issue on the front lines. The participation of recyclers brings legitimacy to all the

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interventions we carry out as a platform."

Mauricio Claver Carone, President of the Inter-American Development Bank

"At PepsiCo, we seek profit with purpose and want to have a positive impact on the planet and on people. A fundamental component of our strategy is fostering a plastics economy that is circular and inclusive. We've been working for over a decade on programs that promote inclusive recycling, and Latitud R is an essential part of this work, which without a doubt will help us grow in Latin America."

Paula Santilli, CEO of PepsiCo Latin America

Impact on Fundación Avina's Strategic Pillars
Just and Regenerative Economy

Impact on the Sustainable Development Goals (SDGs)



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Impact in Numbers

**850,000
tons**

of recyclable material
recovered thanks to public
policies supported by
Latitud R

80,400 tons of
recyclable material
recovered directly
through projects
supported by the
platform

3,760 recyclers

formally incorporated into integrated solid waste management systems

15 municipalities
with improved
integrated solid
waste management
systems,
incorporating
grassroots recyclers

4,250 people
trained through
programs and
materials
developed by
Latitud R

135 startups identified
with the potential to
receive investment and
accelerator support to
scale solutions that provide
a second life for difficult to
recycle materials

4 national

public policies
approved/implemented
with support from
the platform

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Impact on the Components of the Collaborative Process



Relevance

The current global environmental crisis is unprecedented, caused by the linear economy and mismanagement of solid waste. In the global South, a massive number of grassroots recyclers face enormously challenging working and living conditions; at the same time, they are making a concrete contribution to the development of a circular economy as a way to alleviate the climate crisis.



Tipping Point

Grassroots recyclers are no longer relegated to the margins of society; they are recognized as public service providers and key stakeholders in solid waste management systems, which feed circular economic production chains.



Scalability

The global problem of plastics in the oceans requires an urgent response to solve one of the greatest threats arising from humankind's relationship with the planet. The work of grassroots recyclers reduces the amount of plastics that end up in bodies of water and offers a pathway to the creation of green jobs that is highly relevant in the global debate about the future of work.



Collaboration Deficit

The public, private, and civil society sectors have clear interests and obligations when it comes to this agenda, but they are not always aligned. Fundación Avina helps to bring together stakeholders under a vision where incentives are aligned, gaps are shortened, and all of the sectors involved are positively impacted. This value proposition originated with the Regional Initiative for Inclusive Recycling and continues today with Latitud R, where multi-sector collaboration is more than just an idea.



Social Capital

Recycler organizations (associations and cooperatives, national movements, and regional networks), consumer goods companies, municipal and national governments, international aid agencies, experts, journalists, and media outlets work together on this agenda.



Unifying Vision

To place inclusive recycling at the center of waste management in Latin America, through the recognition, formalization, and optimization of the work of over 2 million grassroots recyclers, strengthening their contribution to a circular and inclusive economy.

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Shared Action Agendas

To achieve this vision, the platform's intervention strategy is divided into two dimensions, each consisting of two components:

i) Circular economy value chains, by intervening in the supply and demand of materials, aiming to:

- Strengthen the capacity of inclusive collection systems to deliver post-consumer recyclable material to the recycling industry
- Increase industry demand for consumer goods made from recycled materials

ii) An ecosystem that favors the development of these value chains, through:

- Aligned and appropriate public policies
- Strategic positioning: impact-oriented knowledge and communications



Innovation

The creation and implementation of a strategy where recyclers play a key role in decision making about investments is a form of social innovation that defies the traditional logic of development aid. The innovative business model combines public and private resources to achieve impact, sustainability, and resilience.

To take advantage of technological innovations, Latitud R created a circular economy business accelerator, the first regional instrument to invest in early-stage solutions to increase the recyclability of materials.



Incidence

One of the program's greatest successes has been its impact on public policies at the national level (regulatory frameworks) and the municipal level (Integrated Solid Waste Management Systems - ISWMs).

This work has changed the rules of the game and made inclusive recycling essential for consumer goods companies to obtain social acceptability and achieve sustainability.
