

Conscious Disposal Campaign Launched at Anuga Brazil to Drive Circular Economy

With healthy nutrition, sustainability, and ESG (Environmental, Social, and Governance) at the forefront of Anuga Select Brazil 2024, the event served as the official platform for the phase-two launch of the "Crie Esse Hábito" (Make It a Habit) campaign.

The initiative addresses the critical future of food and beverage packaging, advocating for conscious post-consumption disposal and **extended producer responsibility**.

Multi-Stakeholder Partnership and Social Impact

The campaign is a strategic collaboration between the **Ministry of the Environment** and the **Brazilian Association of Soft Drinks and Non-Alcoholic Beverage Industries (Abir)**. This new phase also features the partnership of the **National Association of Recyclable Material Collectors (Ancat)**, emphasizing the social and ecological importance of waste pickers in the recycling value chain.

The primary objectives of the second phase include:

- **Public Education:** Instructing consumers on the proper disposal of non-alcoholic beverage packaging outside the home.
- **Resource Efficiency:** Demonstrating how effective waste management reduces pollution, decreases water and energy consumption, and lowers urban sanitation costs.
- **Socio-Ecological Valuation:** Strengthening the role of professional collectors as essential agents of the green economy.

"This campaign reflects our commitment to being part of the solution through shared responsibilities. The new educational content provides the public with actionable information on conscious disposal, contributing to environmental sustainability while honoring the vital work of material collectors," stated **Victor Bicca**, President of Abir.

Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil

- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – SP
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, serving as a vital hub for **business development** and sustainable industry innovation.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets—including Brazil, China, India, and the UAE—to ensure a sustainable international business network for its clients.

Digital Presence:

- **Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)