

Fortaleza, Brazil

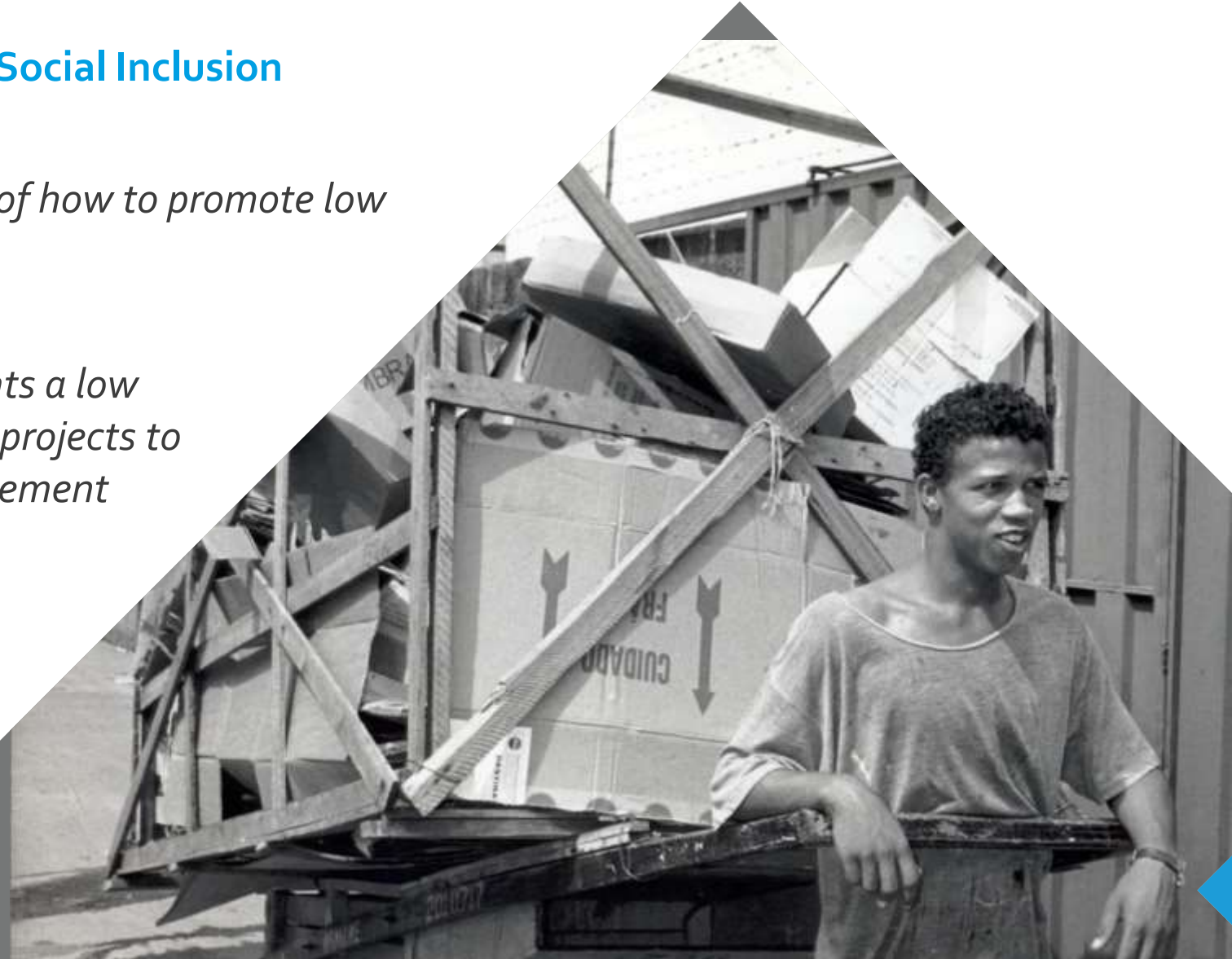
- Area: 314.9 km²
- Population: 2.6 million
- Density: 8,290 hab./km²
- Gdp: Us\$ 10.75 bi



The Challenge

Urban Mobility + Waste Management + Social Inclusion

- *Fortaleza struggles to solve the equation of how to promote low carbon urban logistics*
- *Like most cities in Brazil, Fortaleza presents a low recycling rate of 7% and seeks to develop projects to stimulate more sustainable waste management practices*
- *Waste pickers are the main responsible for recycling collection in Brazil, but they generally live below the poverty line, work in no decent conditions and are invisible persons to the society*



The Implemented Infrastructure

Associations

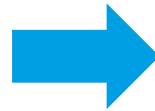


Ecopoints



- Recicla Fortaleza
- EcoEnel
- Banco Palmas

The Re-Cycle Project



Project's Benefits

By replacing manual carts to electric cycles, we can test this technology as a sustainable solution for urban logistics, increase recycling efficiency and promote better working conditions for waste pickers

Sustainable Transport

- Initiate and test the use of electric tricycles in Fortaleza as a sustainable solution for urban logistics
- Provide data and experience in order to subsidize the implementation of similar solutions to substitute trucks, vans and motorcycles to electric bicycles in the city's cargo transport

Recycling Promotion

- Increase waste pickers collection efficiency of recyclable waste, since they will be able to travel their routes more quickly
- Engage companies and condominiums in order to encourage them to recycle
- Increase recycling rates

Social Inclusion

- Bring value, dignity, visibility, comfort and better working conditions to waste pickers
- Recognition of waste pickers as professionals responsible for the selective collection, sorting, processing, marketing and recycling of reusable materials

The Pilot

