



**MÃOS
PRO FUTURO**

REVERSE LOGISTICS PROGRAM

Annual Report 2024

An initiative:





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● PRESENTATION

In 2024, the **Mãos Pro Futuro Program** consolidated its position as one of the leading **structural initiatives for reverse logistics for post-consumer packaging in Brazil**. More than just complying with legislation, we deliver concrete results—environmental, social, and economic—that pragmatically connect corporate commitments with the ESG agenda.

The results reflect our work across four sectors of the economy, supporting companies seeking integrated, auditable solutions aligned with national and international best practices.

Our model is based on productive inclusion with a focus on professionalization, and stands out for its direct work with formalized cooperatives—with significant investments in infrastructure and equipment, technical support, training, and fair compensation mechanisms. More than half of these cooperatives are led by women, also expanding the positive impact on diversity and female empowerment.

In a dynamic and constantly changing scenario, the **Mãos Pro Futuro** maintains its **essence: delivering reverse logistics with traceability, measurable social impact, and alignment with what truly matters to the business sector committed to true sustainability.**

We continue to evolve, with responsible data, and a model that meets current expectations and anticipates future challenges.

Luiz Carlos Dutra
Executive President of ABIHPEC

○ Number of participating companies

146 associated
companies

38 associated
companies

7 associated
companies

23 associated
companies



○ History



GOVERNANCE AND DATA TRACEABILITY

Mãos Pro Futuro operates with robust, multi-sectoral governance, based on formal contracts, a corporate Steering Committee, independent audits and verifications, a proprietary structuring methodology, and strict operational control with partner cooperatives — ensuring transparency, traceability, and full compliance with the criteria of Brazilian National Decree No. 11,413/2023.

Through the **SindiDados Information System**, participating companies in the Program report data on the quantities, in tons, of packaging placed on the market, in an anonymized and confidential manner. This enables planning and implementation of the Program and ensures compliance with current recovery targets.

SindiDados®
sindidados.com.br



KPMG is the company responsible for the independent annual assurance of the information provided by the companies participating in the Program, on a sample basis.

Target Definition

In 2024, our national recovery target was

184,351 tons.

The recovery target refers to a percentage of the total packaging placed on the Brazilian market by companies participating in the Program in the previous base year. **In 2024, the target set was 30%.**

Indicators Platform

The **Mãos Pro Futuro** developed an exclusive platform to collect the recovered mass from its partner cooperatives. This platform consolidates information related to the commercialization of recovered recyclable materials and enables the upload of invoices.



CENTRALDE CUSTÓDIA
LOGÍSTICA REVERSA DE EMBALAGENS

Independent Verification

Since 2021, **Mãos Pro Futuro's** results have been analyzed by the independent verifier **Central de Custódia da Logística Reversa de Embalagens em Geral**, to ensure no overlap between invoices that prove post-consumer packaging recovery results, issued by cooperatives and partner operators. This analysis guarantees system consistency, preventing duplicate accounting of results and ensuring that only the actual volume destined for recycling is considered.

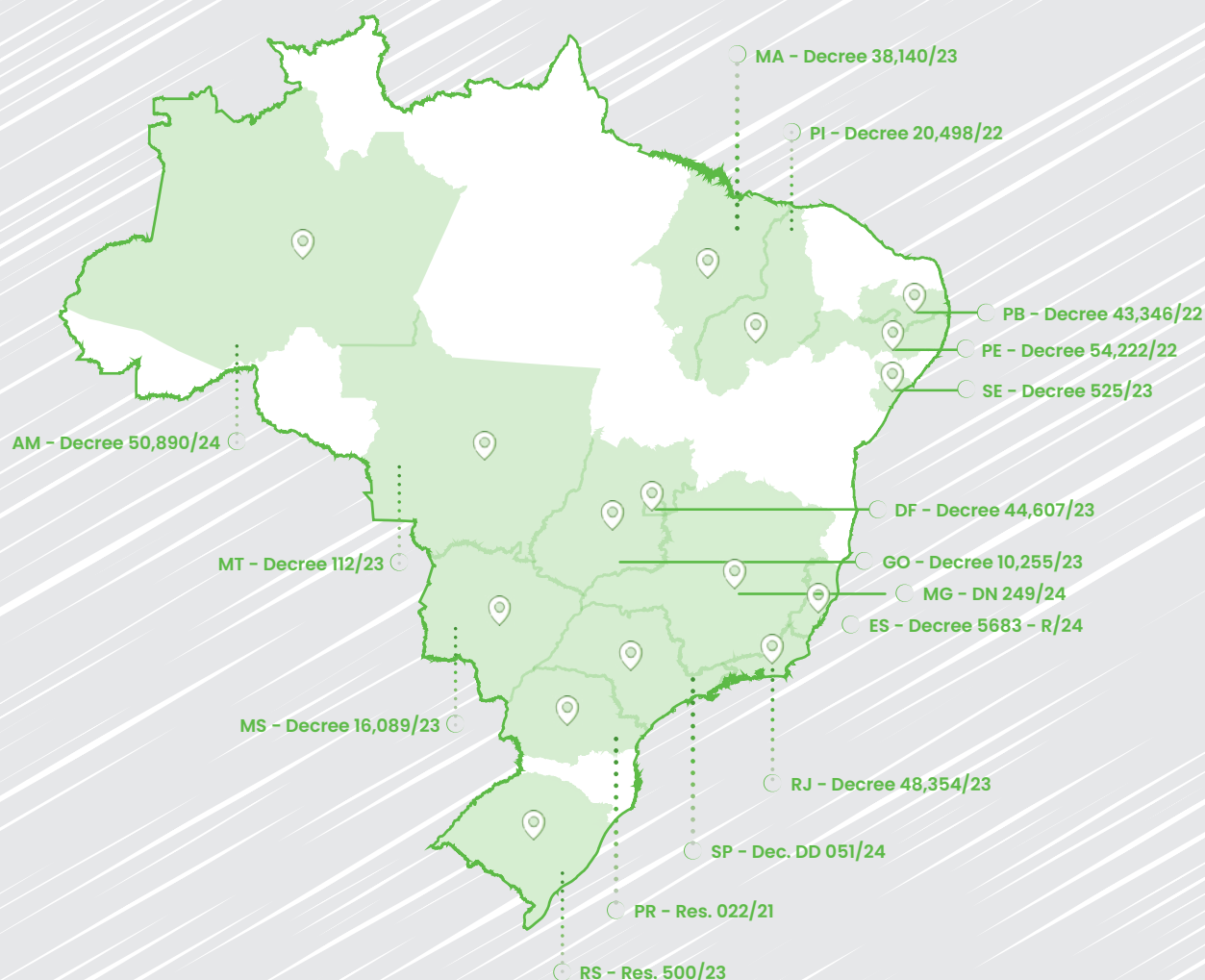
● BRAZILIAN REVERSE LOGISTICS LEGISLATION

○ Federal Legislation

*As of the publication of this Report;
legislation in force in 2024.

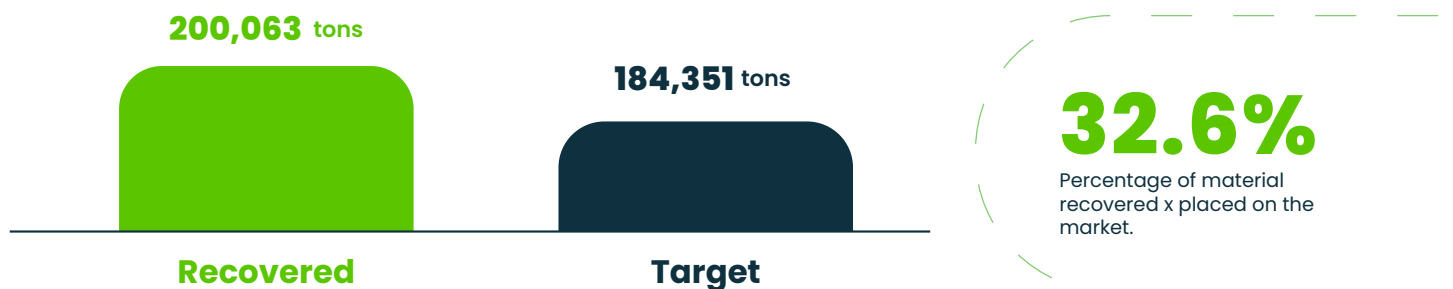


○ State Legislation

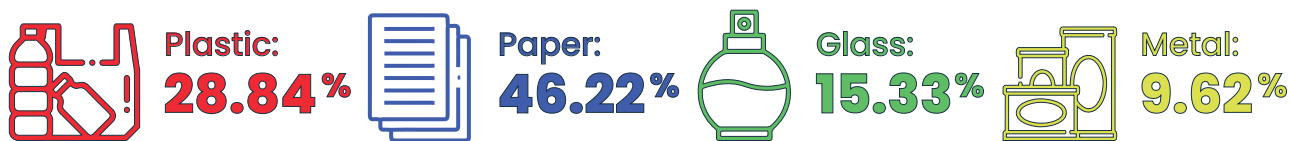


● RESULTS 2024

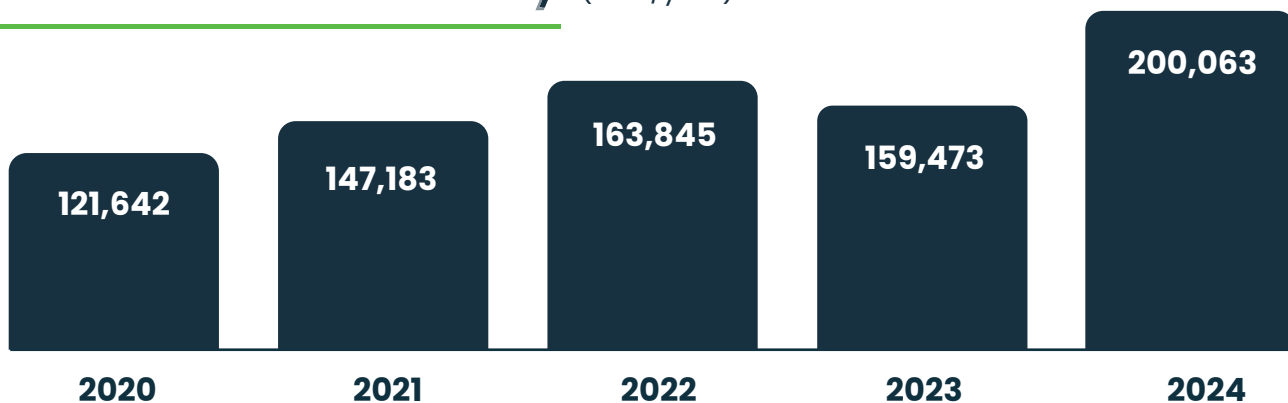
In 2024, the **Mãos Pro Futuro Program** recovered **200,063 tons of post-consumer packaging**, equivalent to the recovery of **32.6%** of the packaging placed on the market in 2023:



○ Recovery by Material Type



○ Annual Recovery (tons/year)



1.325.881 tons

has recovered of Mãos Pro Futuro since 2013

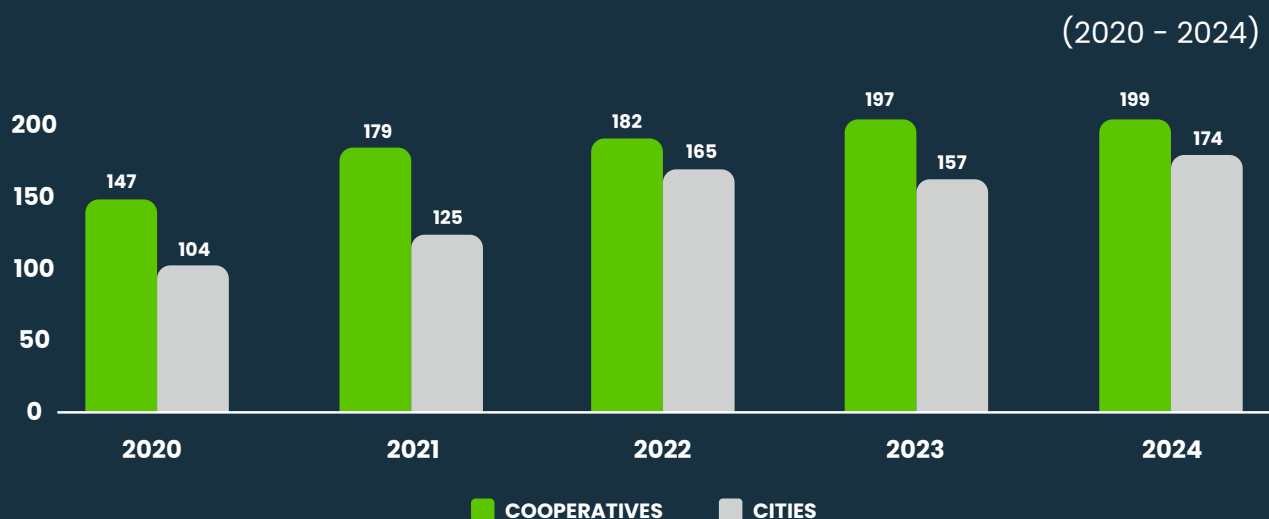


● COOPERATIVES AND WASTE PICKERS PARTNERSHIPS

In 2024, the **Mãos Pro Futuro** maintained active partnerships with **199 cooperatives and waste pickers' associations**, bringing together **5,594 recycling professionals** directly benefited in **174 cities**.

This network is the foundation of the **structuring approach** adopted by the Program since its origin, **19 years ago** — anticipating the criteria now defined in Decreto nº 11.413/2023 and proving its **commitment to productive inclusion and the effectiveness of reverse logistics** in the 27 Federative Units of Brazil.

○ Number of organizations and cities



○ Gender and Income Distribution



53%
Women

R\$ 114 M

in annual gross revenue
generated from the
commercialization of
materials

R\$ 572 T

average annual gross
revenue per cooperative



44%
Men

R\$ 1,705

average monthly income*
of waste pickers

*The national minimum wage in 2024 was R\$ 1,412.00



3%
Transgender



199
Waste picker
organizations



27
Federative
Units

○ Coverage



27
Capitals



174
Cities
served



5.594
Waste pickers



27
Coastal municipalities
in Brazil



29
50 most populous
municipalities in the country
with Program presence
(IBGE, 2022)

Mãos Pro Futuro operates in coastal regions of Brazil: there are **41 partner organizations** in **27 coastal municipalities**, in addition to **3 cooperatives** in **Manaus-AM**, **3 in Belém-PA**, **1 in Baixo Guandu-ES**, **1 in Porto Alegre-RS**, and **1 in Cubatão-SP**, regions that hold important freshwater reserves in the national territory.

● INVESTMENTS 2024

Throughout 2024, Mãos Pro Futuro allocated strategic investments to strengthen the Program's operational base, focusing directly on the structuring of partner cooperatives and associations. These resources enabled the acquisition of equipment, infrastructure improvements, technical training, environmental education, and support for accounting/tax formalization — contributing to increased productivity, safety, and traceability of sorted recyclable materials.

Category ¹	2024	%
1 Operational Support	R\$ 321,261.76	1%
2 Infrastructure	R\$ 540,777.50	3%
3 Equipments/Machinery	R\$ 2,970,528.84	14%
4 Training and Technical Assistance	R\$ 873,546.00	4%
5 Environmental Education	R\$ 727,758.74	3%
6 DRT - Direct Resources Transfe	R\$ 10,744,530.39	50%
7 Recycling Credits	R\$ 5,164,276.50	24%
8 ERP Software for Cooperatives	R\$ 194,882.52	1%
Total	R\$ 21,537,562.25	100%

1 - Does not include administrative expenses and indirect costs.

The evolution of DRT - Direct Resources Transfer contracts demonstrates that Mãos Pro Futuro has fulfilled its role as a structuring reverse logistics program, promoting autonomy, efficiency, and maturity in the management of partner cooperatives.

The model foresees a step-by-step development trajectory, generally over an average period of five years: waste picker organizations begin their participation with investments in training, infrastructure, equipment, and environmental education. As they advance in operational and administrative maturity, they become eligible for TDR contracts.

These contracts are aimed at cooperatives that have already gone through earlier structuring phases and demonstrate good technical and managerial performance. At this stage, organizations start receiving financial amounts per ton effectively recovered and documented, directly managing the transferred resources — with the requirement that at least 15% of the amount be allocated to the maintenance or acquisition of equipment and infrastructure.

Even with greater autonomy, these cooperatives continue to receive periodic technical support from the Program, ensuring data traceability, process transparency, and continuous operational improvement. This is a virtuous cycle that strengthens the recycling chain, aligned with Decree No. 11,413/2023 and the principles of qualified productive inclusion.

5.394 hours

of training, technical assistance, and specialized consulting carried out in 2024

● TECHNICAL ASSISTANCE AND TRAINING

In 2024, the Mãos Pro Futuro Program carried out 5,394 hours of training across 13 Brazilian states, reinforcing its commitment to the structuring and professionalization of waste picker cooperatives.

Through technical training activities, specialized advisory, and management consulting, the Program directly contributed to strengthening the operational, administrative, and commercial capacity of waste picker organizations.

These activities are an essential part of the Program's structuring logic, as they **expand the cooperatives' capacity for self-management, improve sorting and commercialization processes, and ensure greater efficiency in contract execution.** Continuous training is, therefore, a strategic axis to consolidate environmental and social results with quality, traceability, and lasting impact.

The Brazilian states covered in 2024 were: **Amazonas, Bahia, Ceará, Espírito Santo, Goiás, Minas Gerais, Mato Grosso, Paraná, Rio de Janeiro, Rio Grande do Norte, Santa Catarina, São Paulo, and Rio Grande do Sul.**



COOPERCICLA, Mato Grosso/MT

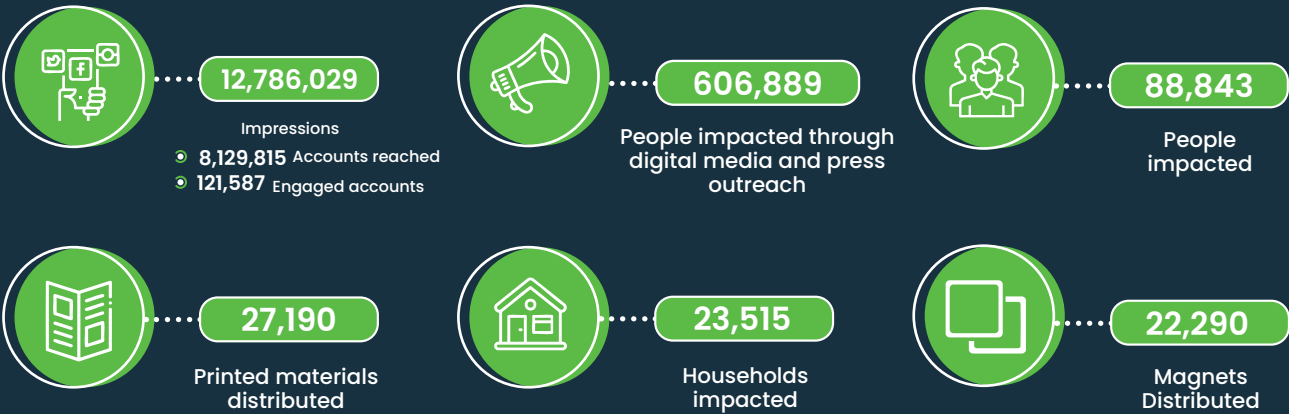


● ENVIRONMENTAL EDUCATION 2024

At **Mãos Pro Futuro**, environmental education is not an accessory action — it is an integral part of the structuring reverse logistics strategy established in Article 9 of Federal Decree No. 11,413/2023 and aligned with the National Solid Waste Policy (Law No. 12,305/2010).

Through campaigns, workshops, training, and educational materials, the Program promotes awareness of responsible consumption, correct sorting, and proper disposal of post-consumer packaging. It also fosters long-term behavioral changes, generating positive social and environmental impact.

These actions resulted in:

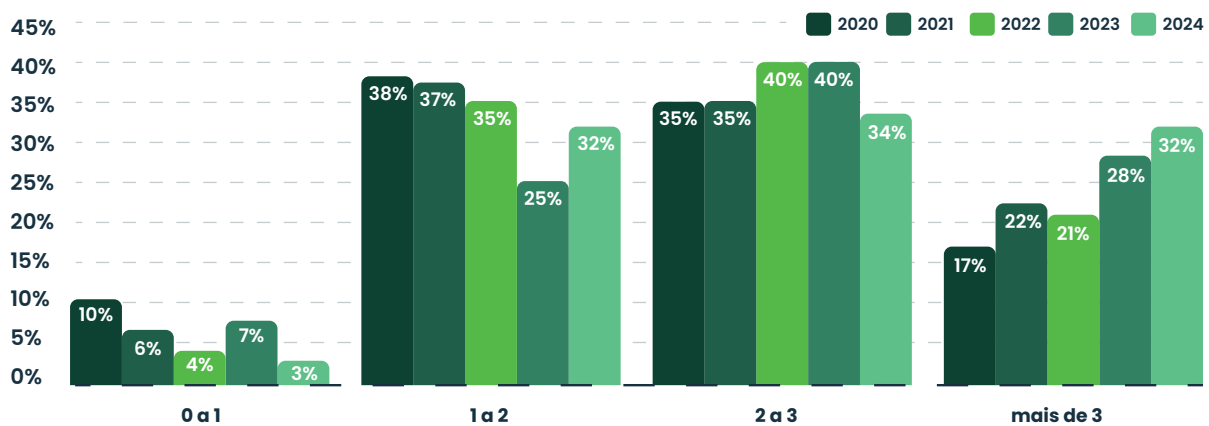


+2M of views in 69 news articles
published across national media in 2024

ANNUAL PERFORMANCE INDICATORS

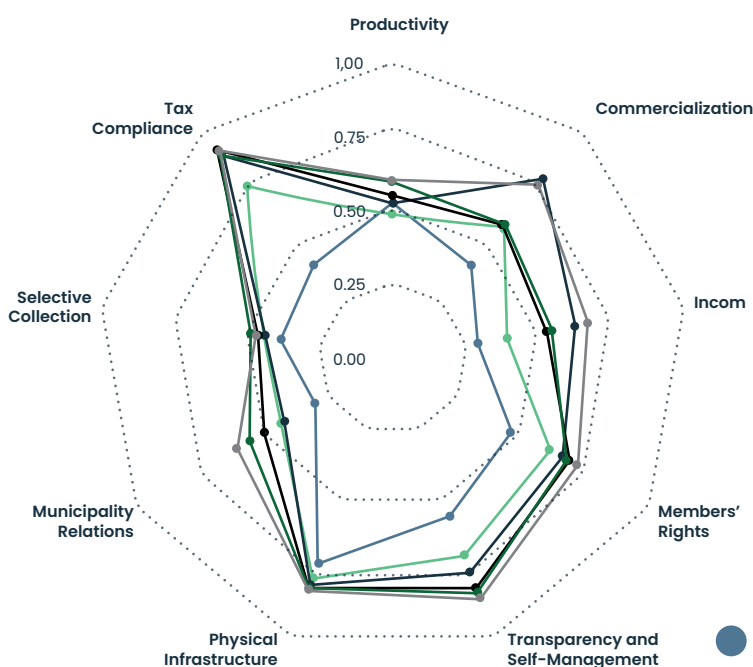
Productivity per Waste Picker

The following chart shows the distribution of waste pickers from Mãos Pro Futuro's partner cooperatives according to their annual productivity in tons recovered. Each bar represents the proportion of waste pickers in four performance ranges: up to 1 ton, between 1 and 2, between 2 and 3, and above 3 tons per year.



The evolution between 2020 and 2024 reveals a consistent reduction in the least productive group and significant growth in waste pickers recovering more than 3 tons: in 2024, only 3% remained below 1 ton/year, while 32% surpassed the 3-ton mark — the best result in the historical series. This continuous monitoring demonstrates the Program's importance in structuring cooperatives, valuing waste pickers' work, and effectively increasing recovered volumes nationwide.

Institutional Development Index



Since 2013, Mãos Pro Futuro has monitored data aimed at the institutional development of the Program, evaluating indicators such as productivity, transparency, tax compliance, among others. This ensures the continuous development of Program operations and management in all areas.

The indicators presented demonstrate continuous improvement of processes, providing a macro view of results from all actions developed for cooperatives, associations, waste pickers, member companies, and partners.

CIRCULAR ECONOMY AND DECARBONIZATION

Mãos Pro Futuro's operational model fosters the connection between circular economy practices and decarbonization:

- * In 2024, the Program **calculated greenhouse gas emissions avoided** through structuring reverse logistics using a proprietary methodology developed for **Mãos Pro Futuro**. This methodology was developed according to GHG Protocol and ISO 14067:2018 (Greenhouse gases — Carbon footprint of products — Requirements and guidelines for quantification).
- * Also in 2024, in partnership with **Wiego**, the Program launched the **Monitoring of Extreme Climate Events in 14 partner cooperatives across 6 states**. This monitoring allows Mãos Pro Futuro to assess and respond in real time to potential impacts caused by climate change in partner waste picker organizations.

CO₂ Emissions Avoided



706,000 tons of CO₂ avoided in 2024



4.5 million tons of CO₂ avoided since 2013



Paper

306,262.48
tons of CO₂ avoided

X 503,469.00
tons collected



Metal

2,070,158.82
tons of CO₂ avoided

X 96,881.39
tons collected



Plástico

844,133.90
tons of CO₂ avoided

X 211,172.95
tons collected



Vidro

48.875,91
tons of CO₂ avoided

X 1.777.868,82
toneladas coletadas

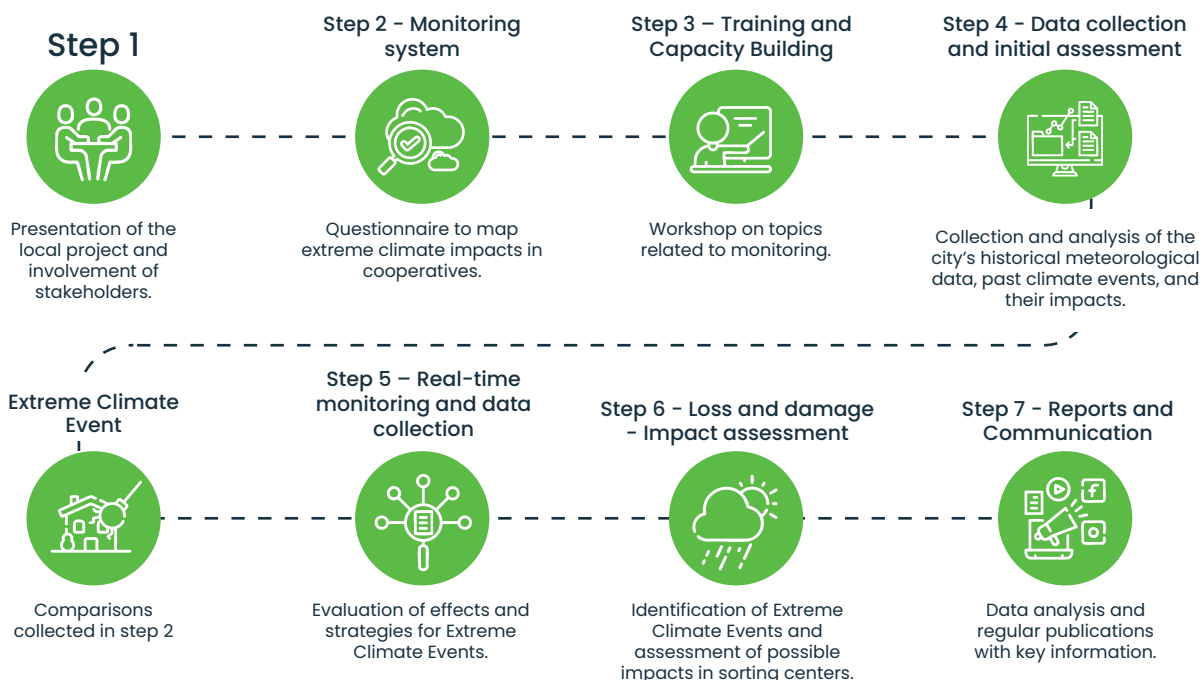
● MONITORING EXTREME CLIMATE EVENTS IMPACT

The project carried out in partnership with Wiego aims to develop a comprehensive monitoring system that connects potential extreme climate events with impacts on working conditions and income generation in partner waste picker organizations:

- Identify how these events affect waste pickers' working spaces and conditions;
- Identify existing strategies for adapting to extreme climate events;
- Develop a monitoring system for data collection and trend analysis



 **14 Cooperatives**
 **6 Cities**  **6 States**



● MÃOS PRO FUTURO & SUZANO'S SOCIAL INVESTMENT

In 2024, **Mãos Pro Futuro** in partnership with **Suzano S.A.**, launched the **social investment project in waste picker organizations.**

Combining Mãos Pro Futuro's structuring and inclusive reverse logistics experience with Suzano's social investment has the potential to significantly reduce social inequality.

Around R\$ 3M will be invested between 2024 and 2027, aiming to benefit almost 2000 people out of poverty.

This initiative is part of **Suzano S.A.'s Commitments to Renew Life**, which aims to reduce poverty through inclusive recycling: strengthening cooperatives and regional networks, increasing material collection, and improving waste pickers' income.



○ Coverage:

📍 **5 States**

👥 **15 Municipalities**

♻️ **17 Cooperatives**

👤 **+1,900 people benefited**

○ Stages

🩺 **Diagnosis**

📅 **Planning**

🏗️ **Implementation**

SDGS ALIGNMENT

The **Mãos Pro Futuro** addresses 14 of the 17 United Nations Sustainable Development Goals (SDGs).



EVENTS

COP29 2024, Baku – Azerbaijan.



Institutional Support for the IV ECAL – Meeting of Amazon Legal Waste Pickers, held in Aug/2024 in Manaus-AM.

Institutional Support for Expocataadores 2024, São Paulo-SP.



WEBINAR – Reverse Logistics and Decarbonization Training for Public Managers: Avoided GHG Emissions Methodology

With the objective of training Public Managers from Municipal and State levels, the Mãos Pro Futuro Program held the Reverse Logistics and Decarbonization Webinar on December 5th. There were 42 participants, including representatives from companies and federal, state, and municipal governments.



SPONSORSHIP – ACMR Fut7 at the Copa Libertadores de América Fut7, in Córdoba of Argentina.

In 2024, Mãos Pro Futuro sponsored the women's soccer team of the ACMR cooperative from Florianópolis, which won second place in the Copa Libertadores de América Fut7 in Córdoba, Argentina.

● MÃOS PRO FUTURO SEAL

A registered trademark of the **Mãos Pro Futuro Reverse Logistics Program**, the Seal is available to participating companies, aiming to communicate to consumers the recovery and proper destination of post-consumer discarded packaging, in compliance with current legislation.



Hidramais

Hidramais is a Biocap Laboratórios brand that brings professional quality to consumers' homes, with formulas that combine advanced technology and responsibly selected ingredients. It joined the Mãos Pro Futuro Seal in 2024, further reinforcing its commitment to the reverse logistics of its packaging.

Soft Hair

A modern and committed brand whose main objective is to offer quality products at affordable prices, with complete lines for hair, body care for feet, legs, hands, and more. Joined the Seal to further encourage conscious disposal and reuse of its post-consumer packaging.



Yamá Cosméticos

Founded over 50 years ago, Yamá operates throughout Brazil with more than 200 products in its portfolio, combining high quality, natural ingredients, and innovation. Alongside Mãos Pro Futuro, Yamá reaffirms its commitment to structuring reverse logistics and sustainable development.



Credits

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ABIHPEC – Sustainable Development Department

Support and Review

ABIHPEC – Communication Department and
InPress Porter Novelli Agency

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ABIHPEC – Mãos Pro Futuro Communication

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**MÃOS
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REVERSE LOGISTICS
PROGRAM

An initiative:



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BRAZILIAN ASSOCIATION
OF THE COSMETIC, TOILETRY AND
FRAGRANCE INDUSTRY



BRAZILIAN CLEANING PRODUCTS
INDUSTRY ASSOCIATION

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