

Mission Report

Program: Closed Looped Cycle Production in the Americas
Mission Team: Andrea Herrera, Bibiana Serna (Program Officers)
Bogota, Colombia
Jun 4-6, 2014

1. GOAL OF PROGRAM

To contribute to nations in the Americas' capacity to promote and facilitate the adoption and implementation of Closed Looped Cycle Production design and manufacturing methods as one means of promoting sustainable development.

2. SPECIFIC OBJECTIVES

Increased awareness and buy-in on the part of stakeholders in Colombia, of the relevance and viability of innovative Closed Loop Cycle Production methods and certification as means for energy efficient and sustainable production in companies with focus on small and medium sized enterprises.

3. OBJECTIVE OF MISSION

- (a) To present the CLCPA Program and its project 'Productive Sustainable Development towards a Circular Economy in Colombia' at the IV International Environmental Fair (FIMA) 2014 to be held on June 4-7 at the International Business and Exhibition Center of Bogotá (CORFERIAS);
- (b) Create awareness of the CLCP in the Americas Program among the participants of the Fair; and
- (c) Present the three prioritized subsectors as result of the multi-criteria evaluation with the focal points in Colombia and discuss following steps with principle counterparts according to the activities set in the approved work plan.

4. MISSION RELEVANT EVENTS

Wednesday – June 4th, 2014

(a) Preparatory work for the IV International Environmental Fair and meeting with the Sustainability and Infrastructure Executive of Productive Transformation Program (PTP), Jessica Angulo De Castro (JADC)

Andrea Herrera (AH) and Bibiana Serna (BS) prepared the presentation for the academic agenda for the following day where the presentation 'Closed Looped Cycle Production in the Americas: the beginning of a Circular Economy' was presented. (JADC) explained the logistic of the event and indicated where the outreach material would be located as well as other preparatory actions.

Thursday - June 5th, 2014

(a) Presentation of ‘Closed Looped Cycle Production in the Americas: the beginning of a Circular Economy’ by Andrea Herrera (AH)



CLCP Program Officers Ms. Bibiana Serna and Ms. Andrea Herrera (OAS/DSD)

(AH) presented the CLCP Program, the background and general phases of the project ‘Productive Sustainable Development towards a Circular Economy in Colombia’ as part of the academic agenda of the IV International Environmental Fair 2014 Bogotá.

The International Environmental Fair (FIMA) is the main platform for the promotion of goods and services; and dissemination of programs and projects that promote the care, conservation and recovery of Natural Resources and Environment. (AH), during the presentation, presented the principles of a Circular Economy and Cradle-to-Cradle (C2C) and provided an outline of the CLCP program and the work plan for its implementation in Colombia. The presentation took place in Bogota city at Corferias facilities and aroused the interest of the participants. Please review [Annex A](#) for the slides of the presentation.

(b) Meeting with Edith Urrego (EU) and Fernando Montaña (FM), Maria del Pilar Granados (MPG) and Andrés Felipe Martínez (AFM)

During this meeting (AH) and (BS) presented the three pre-selected sub-sectors based on the analysis performed by the OAS/DSD and asked for feedback and perspective from the different bureaus and projects represented by the participants of this meeting: (EU) of the Competitiveness and Productivity Bureau of the MINCIT, (FM) from the Small and Medium Enterprises Bureau of the MINCIT, (MPG) from the Productive Transformative Program (PTP) of the MINCIT and (AFM) from the Colombia Low Carbon Strategy of the MINCIT.



Ms. Andrea Herrera (OAS/DSD) accompanied by the principle focal points in Colombia, Ms. Edith Urrego (MINCIT) and Mr. Fernando Montano (MINCIT)

The representatives of MINCIT expressed their interest of being considered during the whole process of the sub-sector selection and will support the qualitative analysis.

The call for participation to the CLCP Awareness Raising Seminars planned for the near future is going to be for public officials, academia, and companies within the three preselected sub-sectors.

(c) Meeting with Raul Mendivelso (RM) and Adriana Vergara (AV), Sustainable Tourism Coordinator

(RM) and (AV) gave an introduction of the programs that are currently carried out by the Sustainable Tourism department such as *Sustainability within the hotel industry*.

They inquired for the options of collaborating with the CLCP Program. According to RM and AV the tourism activities in Colombia are responsible for a high amount of solid waste generation and high water consumption. After attending the presentation of the previous day, they are exploring the options to implement CLCP methodology within this sector. BS and AH have explained the focus and the projects of the CLCP Program. Two ideas of possible collaboration were made between the participants of this meeting: (i) Analyze the material flow within the hotel industry and apply the C2C principles to its products considering the complete value chain, (ii) Apply the C2C principles to the building of the hotels and to the processes and services within it.

RM and AV will share a Sustainable Impact Report of the Hotel Industry so the CLCP team could analyze the potential for a future pilot within this sector.

BS and AH will discuss these ideas with the CLCP Program team and its manager.

Friday - June 6th, 2014

(a) Meeting with Edith Urrego (EU) and Fernando Montano (FM)

AH and BS met Edith Urrego from Competitiveness and Productivity Direction and Fernando Montano from Small and Medium Enterprises Direction. The Multi-Criteria Matrix Evaluation was presented and explained to the representatives of the MINCIT. The methodological and statistical process used to select the top three subsectors was discussed in detail. They agreed with the evaluation process and the results. According to the evaluation the three main subsectors to focus on are: (i) Textile and Apparel, (ii) Chemical Products and Substances, and (iii) Wood and Furniture.

The work plan for the 'Sustainable Productive Development towards a Circular Economy in Colombia' was reviewed and the following actions were agreed:

- BS and AH will finish the description of the evaluation process of the industrial subsectors of Colombia;
- BS and AH will include in the evaluation report the economic and environmental indicators, the performance of the prioritized subsectors according to their economic activities. These will allow recognizing which specific economic activities within the subsectors are more relevant for the project.
- MINCIT, PTP, CNPML, Proexport, and Bancoldex will support the qualitative evaluation process of the subsectors. For this purpose AH and BS will send a summary of the quantitative evaluation results before 16th June and EU and FM will share it with these organizations for reviewing. On 19th June a teleconference will be held among the participants to get the inputs for the qualitative evaluation. EU and FM will send the invitation for the teleconference.
- Participants to the qualitative evaluation will be requested to invite a group of SME's to the first awareness raising seminar on Circular Economy, CLCP and C2C to be carried out at the end of July, 2014.

(b) Meeting with Fernando García Rubio (FGR) from the *Corporación Colombiana de Investigación Agropecuaria (CORPOICA)*

Since Wood and Furniture is one of the top-three subsectors, EU introduced Mr. Garcia who works at Corpoica. He is interested in applying the methods of CLCP and looking for collaboration to his program. He is willing to join forces and providing funds to make an alliance. His department is currently working on a program to close the loop of the wood finding a function or added value for every sub-product resulting of the process.

Tuesday – June 10th, 2014

(c) Meeting with Adriana Alzate (AA) from CNPML Colombia

AH visited the offices of the CNPML in Medellin and had a meeting with AA to review CNPML' participation in the CLCPA Projects. They reviewed all the dates for the activities within the countries and found some changes and updates to address. Adriana gave Andrea an example on how to prepare the research framework of the project in T&T. Please review the minute of this meeting in [Annex B](#) to see detailed information.

5. MAIN OUTCOMES OF THE MISSION

- Promoted and created awareness about Closed Looped Cycle Production, Circular Economy and C2C during the IV International Environmental Fair.
- Present the results of the quantitative evaluation of the productive subsectors in Colombia and secured agreement on the next steps to follow for the development of the project with the focal points.
- First contact and exploration of collaboration between the CLCP Program and the initiatives implemented under the Sustainable Tourism section have taken place.
- First contact and exploration of collaboration between the CLCP Program and Corpoica established.

6. STEPS FORWARD/ACTIONS

- Finish the description of the evaluation process of the industrial subsectors of Colombia, including the performance of the prioritized subsectors according to their socio-economic and environmental activities and send the evaluation to EU and FM before June 16th.
- Prepare questions to be answered by the participants of the qualitative evaluation during the teleconference of June 19th.
- Hold a Teleconference on June 19th with representatives of Proexport, Bancoldex, PTP, CNPML, MINCIT and other critical stakeholders to perform a qualitative evaluation of the selected top-three subsectors.
- Review the options for collaboration with the programs of the Sustainable Tourism section and follow up with RM and AV, representatives of the Tourism section.
- Follow up with FGR for future alliances and for participation of this subsector during the development of the project.
- Confirm activities, dates and CNPML' participation in Colombia, Panama and T&T.



Closed Looped
Cycle Production
in the Americas

7. CONTACT

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