

VOLUNTEER  
Program



# VOLUNTEER GUIDEBOOK

**WeCARE** WEEK  
ONE COMPANY, ONE WEEK, ONE CAUSE:  
CIRCULAR ECONOMY



THROUGH THIS

## GUIDEBOOK,

WE **INVITE YOU TO PARTICIPATE** IN WECARE WEEK. IT IS A GLOBAL VOLUNTEER WEEK, AND THIS YEAR THE FOCUS AND THEME IS "CIRCULAR ECONOMY". DUE TO COVID-19 THIS YEAR, WE HAVE ALSO INCLUDED MANY EDUCATIONAL ACTIVITIES TO PROVIDE OPPORTUNITIES TO ENGAGE IN A SAFE WAY.

WE WANT TO PROVIDE WAYS YOU CAN LEARN MORE ABOUT CIRCULAR ECONOMY, INCLUDING HOW BRASKEM IS CONTRIBUTING IN THIS AREA. WE INVITE YOU TO PARTICIPATE WHETHER YOU ARE WORKING FROM HOME OR AT A BRASKEM SITE!

## GUIDEBOOK CONTENT SUMMARY

**I • LINEAR ECONOMY CHALLENGES 3**

**II • JOINING TOGETHER TO MOVE TOWARD A CIRCULAR ECONOMY 4**

**III • WHAT IS BRASKEM DOING ABOUT IT? 6**

**IV • HOW CAN YOU HELP BY VOLUNTEERING? 7**

**V • ONLINE TASKS 9**

**VI • SHARE YOUR EXPERIENCES 15**

“  
**IN NATURE NOTHING IS CREATED,  
NOTHING IS LOST, EVERYTHING CHANGES.**

ANTOINE-LAURENT DE LAVOISIER

### I. LINEAR ECONOMY CHALLENGES

By consuming a single fruit, nothing can be considered waste. Peel, when fallen to the ground, may become fertilizer to strengthen local plants. Seeds, in turn, originate new fruit trees from the same species. For nature, there is no waste, all the processes occur in cycles.

However, industrialization has created assembly lines of products with an established and limited lifespan. A product is manufactured, consumed and disposed of. Often, the methodology for extraction of raw material, product development, use and disposal does not consider that, later, the material will end in landfills, incineration or open dumps – and eventually yield to natural decomposition.

The problem with linear thinking is humans are currently extracting much more raw material than the planet can absorb. Moreover, the problem is that waste is getting more complex than it seemed in the beginning of manufacturing activities.

Soil and ocean pollution directly impact life on the planet and harm biodiversity.



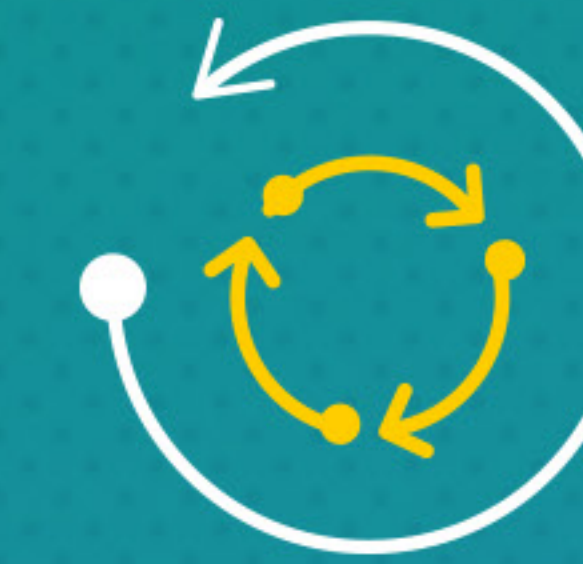
## II. JOINING TOGETHER TO MOVE TOWARD A CIRCULAR ECONOMY

A way to avoid nature depletion is to think of a way to extract fewer resources and get the most of them, for the greatest time possible, estimating product lifespan. Thus, this product is also designed with the moment of disposal in mind.

### THIS IS THE CIRCULAR ECONOMY:

Thinking of a product from the beginning to the end of its lifespan, aiming at the highest efficiency in the use of materials and energy, and reducing waste generation. In CE concept everything can be continuously used and reused in a new cycle.

One well-known example is mobile phones. Did you know your mobile may be returned for free to the same store you purchased it? Modern devices are assembled with boards creating various layers made with fine metals and fine wires. These components may be disassembled and destined for reuse separately. Manufacturing companies are already prepared for reverse logistics and take back their products, reusing them in new equipment of the same type or reconditioning raw material for new uses. For example, some elements from the battery may be recovered and become loudspeakers. Perhaps the mobile phone you are using right now has been made from reused products.



## CIRCULAR ECONOMY

THE IMAGE BELOW SHOWS HOW CIRCULAR ECONOMY WORKS.



● RAW MATERIAL ● DESIGN ● PRODUCTION ● CONSUMPTION ● COLLECT ● RECYCLING



### III. WHAT IS BRASKEM DOING ABOUT IT?

#### SUSTAINABLE INNOVATION HAS BEEN IN BRASKEM'S DNA SINCE ITS BIRTH.

Braskem has always been committed to the betterment of the world around us and are dedicated to finding industry leading solutions that drive the company towards a more sustainable future. From 2002 to 2009, Braskem improved its safety results by 90%, reduced its waste generation index by more than 60% and its waste water production by 40%. The journey of almost two decades has led Braskem to be recognized as one of the leading chemical companies in the world in terms of sustainable development. Yet the commitment to progress does not stop, as we know that more needs to be done.

As part of this Strategy, Braskem has made the following commitments for our next phase of transformation:

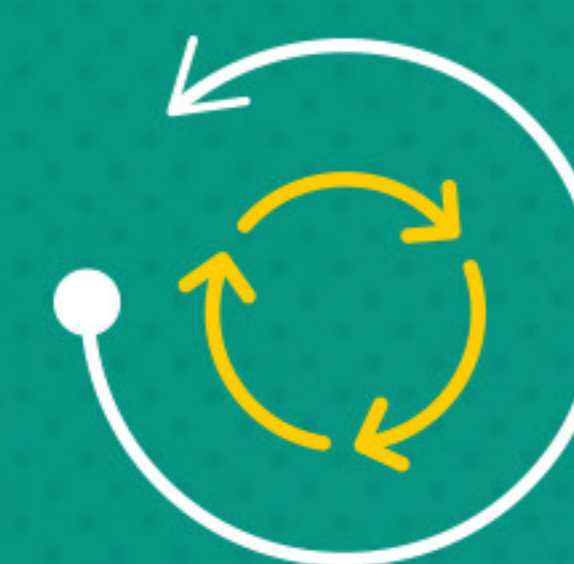
- ACHIEVE CARBON NEUTRALITY BY 2050;
- EXPAND THE I'M GREEN™ PORTFOLIO TO INCLUDE 1 MILLION TONS OF THERMOPLASTIC RESINS AND CHEMICALS WITH RECYCLED CONTENT BY 2030;
- BY 2030, WORK TO DIVERT 1.5 MILLION TONS OF PLASTIC WASTE AWAY FROM INCINERATION, LANDFILL OR THE ENVIRONMENT;
- EXPAND THE I'M GREEN™ PORTFOLIO TO INCLUDE 300 THOUSAND TONS OF PRODUCTS WITH RECYCLED CONTENT BY 2025.
- DELIVER A 15 PERCENT REDUCTION IN GREENHOUSE GAS EMISSIONS BY 2030;
- ADDRESS SOCIO-ENVIRONMENTAL CONCERNS, HUMAN RIGHTS, DIVERSITY, EQUITY AND INCLUSION IN AN INTEGRATED AND TRANSPARENT MANNER;
- REMAIN ONE OF THE BEST CHEMICAL COMPANIES IN THE WORLD IN HEALTH, SAFETY AND ENVIRONMENTAL PERFORMANCE;
- ALWAYS ACT WITH THE UTMOST INTEGRITY AND IMPLEMENT THE BEST GOVERNANCE PRACTICES;
- TO BE ONE OF THE MOST HUMAN ORIENTED COMPANIES TO WORK FOR BY 2025.

### IV. HOW CAN YOU HELP BY VOLUNTEERING?

You can support Circular Economy by making and helping others make the right choices.

Being able to make the right choices requires awareness and knowledge, so it is essential to encourage the discussion about the environmental impacts of everyday life.

#### BELOW ARE SOME QUESTIONS FOR YOU TO REFLECT ON:



**DO YOU KNOW  
HOW TO RECYCLE YOUR  
WASTE PROPERLY?**



**DO YOU KNOW WHICH  
MATERIALS ARE RECYCLABLE?  
AND THOSE THAT ARE  
NOT RECYCLABLE?**



**DO YOUR CHILDREN  
KNOW WHAT CIRCULAR  
ECONOMY IS?**

These are simple and extremely relevant questions, which we want to address during **WeCARE Week**.

**We are inviting you to participate in WeCARE Week** – a global volunteer week of knowledge exchange, awareness and hands-on activities on the theme of Circular Economy.

As everyone's health and safety comes first, this year we will not take action together. We invite you to participate at home or in your neighborhood, individually or with your family, to collect more than **10,000 items of waste at WeCARE Week Cleanup Challenge**.

And, if you want to do something **without leaving your home, Circular Economy Book Club Party, Post Consumer Plastic Artwork Contest, Bench Donation** can also be carried out.



## SEE BELOW FOR STEP BY STEP HOW TO PARTICIPATE.

NO MATTER WHERE YOU ARE, YOU CAN MAKE A POSITIVE IMPACT?

1

### SIGN UP FOR WECARE WEEK

Register on your country's Crowd Effort page to receive news from WeCARE Week, a special Circular Economy gift, information about educational conversations and much more.

<http://volunteers.braskem.com/us/crowdeffort>

2

### ENGAGE IN ACTIVITIES OFFERED

There are some actions related to Circular Economy that you can do individually or as a family. All activity suggestions are in the Topic V - Online Tasks. Use your creativity and learn more about Circular Economy.

3

### CONNECT TO WECARE TALKS

The week will be full of conversational meetings and discussions on the theme Circular Economy. All information are available at Braskem View, [@BraskemVolunteers](#) instagram's page and will be sent by email for the volunteers signed up in the Crowd Effort website!

4

### SHARE YOUR WECARE WEEK EXPERIENCES

Send us pictures so we can tell everyone what has been achieved during the week. please email all pictures to [svc\\_voluntariado@braskem.com](mailto:svc_voluntariado@braskem.com)

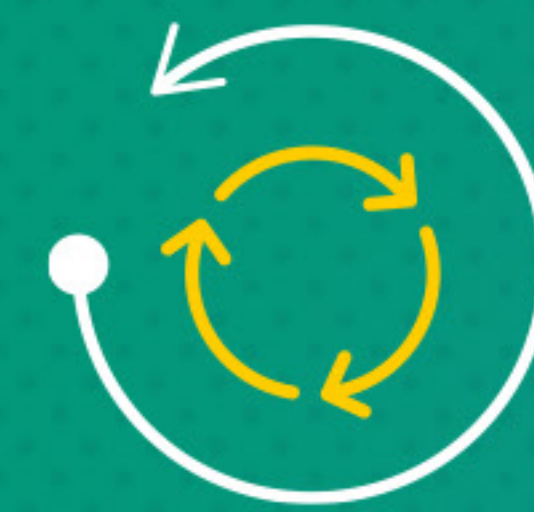
Or, if you prefer to post on your Yammer Group (**VOLUNTEER PROGRAM - BRASKEM AMERICA TEAM**) with the hashtag **#BraskemWeCAREWeek**.

5

### TELL US WHAT YOU DID DURING THE WEEK

**Click here** and tell us what you did!

We will be giving out a special gift to all volunteers who have registered their activities that were completed during WeCare Week.



## V. ONLINE TASKS

During WeCARE week, we are apart but together, and we can make a positive impact by getting outside and cleaning up an area around our community that needs. We want to remove 10,000 items of waste incorrectly disposed of from the Environment, check the item "WeCARE Week Cleanup Challenge" how you can participate!

We also selected several other actions that you can participate in without leaving your home. Find one or more actions below that interest you can perform these actions

FROM **NOVEMBER 28TH**  
TO **DECEMBER 5TH**

With the exception of the **Post Consumer Plastic Artwork Contest**. The Post Consumer Plastic Artwork contest kicked off on November 8th in conjunction with D&I week since this activity incorporates elements of both circular economy and D&I.





# WECARE WEEK CHALLENGES

## WECARE WEEK CLEANUP CHALLENGE

We collected more than 5,000 waste items at the Challenge and we want to collect another **10,000 during WeCARE Week**. Therefore, we need your support.

Get outside and get going! We invite you and members of your household to clean up litter in an area around your community. As part of this activity, we encourage you to **download the Litterati app (free on app store- just type "Litterati") to document your findings via photo**. The data collected serves to help drive positive environmental policy changes. There is a specific and unique challenge code (listed below) you can enter in Litterati to log Braskem's participation. **For more information on Litterati, go to [www.litterati.org](http://www.litterati.org).**

If you want to ramp up the festive spirit while cleaning up, feel free to wear a costume, holiday sweater, or whatever is your best litter-picking-up attire! The team member (or household member) who is deemed to have worn the most "festive" clean-up attire will win a \$50 Amazon gift card. Judging will be done by D&I Council and announced the week following **WeCare week (week of December 7th)**. Please post all pictures of you or your team in costumers on the **Yammer group "Volunteer Program- Braskem America Team"**.

In addition, a random drawing will occur for those that participate and post pictures of this activity on The Yammer Group **"Volunteer Program- Braskem America Team"**. We will select three winners from this random drawing and each will win a Preserve water bottle. Before and after pictures of the areas cleaned up are encouraged. The team member (or team member's household if in a group) that makes the most significant impact in terms of amount of litter cleaned up using before and after pictures will win a HelloFresh 4 meal gift card. CE&S director and his team will do the judging and this winner (or winning team) will be announced the week following WeCare week (week of December 7th).

No duplicate winners allowed. Want to be included? Then follow the step by step on your right:

1

## WECARE WEEK CLEANUP CHALLENGE

1. DOWNLOAD THE **LITTERATI APP** FROM THE **APP STORE** OR **GOOGLE PLAY**
2. CLICK ON **"I'M NEW"**
3. USE THE **CODE WECARE-US**
4. **CREATE** YOUR **PROFILE**
5. **PHOTOGRAPH** THE COLLECTED **WASTE**
6. **UPLOAD** THE PHOTOS IN THE **APP**
7. **POST ONE OR MORE OF THE PICTURES** YOU TOOK DURING THE CLEANUP ACTIVITY TO THE BRASKEM NORTH AMERICA YAMMER GROUP **"VOLUNTEER PROGRAM-BRASKEM AMERICA TEAM"**.

IF YOU ALREADY HAVE A PROFILE IN THE APP, CLICK ON CHALLENGES, THEN **"PARTICIPATE IN A CHALLENGE USING A CODE"**. ENTER THE CODE **WECARE-US**.

**PLEASE RESPECT ALL LOCAL HEALTH AND SAFETY GUIDELINES PERTAINING TO COVID-19 AND WEAR A MASK AND GLOVES! [CLICK HERE TO SIGN UP.](#)**



2

## CIRCULAR ECONOMY BOOK CLUB PARTY

Join us on **December 3rd** for an opportunity to chat and connect about a few good sustainability articles related to plastics. This optional meeting is open to all **Braskem America team members, and the US CE&S team will help facilitate discussion on the content of the articles.** Come with questions and comments and walk away with more knowledge and information on our industry and the challenges and opportunities with plastics recycling.

Pre-registration is required for the meeting so that we can properly plan for the number of team members participating. An email communication with a link to sign up will be sent out on **November 16th** to allow those that want to participate two weeks to read the two articles we will discuss during the meeting.

**Upon sign-up, we will send you an email with the links to articles/podcast you can choose to read/listen to beforehand.** We may create breakout rooms during this meeting depending on the **number of team members who sign up.**

### ARTICLES/PODCAST THAT WILL BE DISCUSSED DURING BOOK CLUB PARTY:

2.1

**THE NEW PLASTICS ECONOMY:**  
RETHINKING THE FUTURE OF PLASTICS & CATALYSING ACTION, ELLEN MACARTHUR FOUNDATION, PAGES 11-15  
**HERE**

2.2

**THE DRIVE TOWARD SUSTAINABILITY**  
IN PACKAGING-BEYOND THE QUICK WINS, MCKINSEY & COMPANY  
**HERE**

2.3

**INNOVATION IN ADVERSITY:**  
RE-THINKING WAYS TO TACKLE PLASTIC WASTE, AEPW  
**HERE**

2.4

**PODCAST SPOTIFY:**  
TWO RULES FOR THE CIRCULAR ECONOMY & SETTING  
SYSTEM CONDITIONS FOR AN ABUNDANCE OF FLOWS

A random drawing for a Kindle Paperwhite e-reader will be held which all team members who participate will automatically be entered into.



**DATE: THURSDAY, DECEMBER 3RD, 2PM-3PM EST**



**MEDIATORS: BRITTANY DARRAS, DAVID NIX, HEATHER MARTIN, ERIC OLSSON**

One **Kindle Paperwhite e-reader** will be given away via a random drawing open to all who participated and the winner will be notified after the meeting.

**CLICK HERE TO SIGN UP.**



3

## POST-CONSUMER PLASTIC ARTWORK CONTEST

We are inviting you and your household members to get creative with post-consumer plastic. For this activity you will be tasked to create art using only post-consumer plastic. Check below all of the requirements for your artwork entry!

3.1

**CLICK HERE TO REGISTER - ON THE VOLUNTEER WEBSITE.**

3.2

Art needs to be made on a flat surface that ultimately we will be able to be mounted on a wall. Art should be no bigger than 12" x 12". Recommend making art using cardboard, canvas, or plastic sheet as a backer board. Also recommend using hot glue/gorilla glue/strong adhesive to adhere plastic pieces/objects to board. The "backing board" is the only part of the art that you can use a material other than post-consumer plastic if needed.

3.3

Artwork should be guided by this quote: "Diversity is being invited to the party; inclusion is being asked to dance."  
-Verna Myers. Let this quote inspire you to create art that you feel best represents the message!



3.4

Clear photos (feel free to take as many as needed to appropriately capture art) will need to be submitted to Brittany Darras who will organize all entry information for D&I Council. All pictures should be emailed together in one email to Brittany. Please include name of team member or household member who created the art.

3.5

The artwork will be judged based on creativity, ability to convey the quote's message, and the ability to utilize only post consumer plastic materials in the making of it.

3.6

Art should be retained until we are able to come back to the office if possible.

3.7

All artwork needs to be submitted via emailed pictures to Brittany by 5PM November 27th. Winners will be announced during WeCare week.

**FUN TIP:** When creating artwork, take note of the resin identification code found on the plastic packaging. If creating artwork with children, feel free to use this as an educational opportunity to teach children about the different types of plastics (#1-7) and what is able to be recycled in your community (if you don't know call your hauler and/or township!) If you want an "extra" challenge, you can try making your artwork from only post-consumer polypropylene.

14

4

## RECYCLED PLASTIC BENCH DONATION TO ORGANIZATION IN NEED

Braskem America team members can submit nominations for an organization somewhere near where Braskem operates who would benefit from obtaining a bench or table made from 100% recycled plastic (partly recycled polypropylene). **Fill out this Microsoft form to submit your nomination – click here.** You will be required to explain why you think this organization is deserving of this donation keeping in mind that Braskem is trying to partner and work with organizations that are advancing STEM education, Diversity & Inclusion, and Sustainability and Circular Economy. Nominations can be entered now through Friday, **November 27th**. Selected organizations will be announced during **WeCare week by the US CE&S team**.

**IF YOU WANT TO PARTICIPATE, CLICK HERE AND SIGN UP!**



## VI. SHARE YOUR EXPERIENCES

We really want to know what you did during WeCARE Week!

**Click here** and tell us your experience. We will have a surprise for the volunteers who have registered what they did during WeCARE Week.

15



VOLUNTEER  
Program

LET'S GET TOGETHER, EVEN AT HOME,  
TO SPREAD AWARENESS ABOUT CIRCULAR ECONOMY!

# WeCARE WEEK

ONE COMPANY, ONE WEEK, ONE CAUSE:  
CIRCULAR ECONOMY

 [braskemvolunteers](https://www.instagram.com/braskemvolunteers)



Braskem 