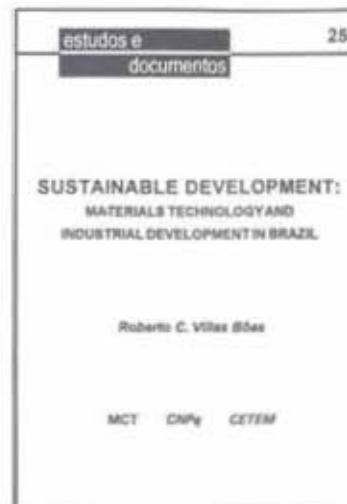


# SUSTAINABLE DEVELOPMENT: MATERIALS TECHNOLOGY AND INDUSTRIAL DEVELOPMENT IN BRAZIL

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**PRESENTATION**

This paper addresses to the questions posed by developing sustainable policies regarding materials technology and industrial growth in Brazil.

Thus the questions of minimizing energy usage, minimizing environmental impacts and maximizing social satisfaction in pursuing the SD goals in a National Materials policy are discussed.

Rio de Janeiro, May, 1995.

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## ABSTRACT

*Materials play a fundamental role in developing a nation. How deep such a role will depend upon the overall economy, as expressed through its own domestic industrial production and innovation capacity, its consumer demands, and, last but not least, its worldwide exchanging power.*

*The National Materials Policy (NMP) has to direct itself towards the aspirations of the society in building up the development of the country facing all of the pros and cons of such a path. In this paper, the Brazilian NMP, an analysis of its material resources, an overview of the materials technology infrastructure, the role of Quality in the country's materials management, the environmental impacts of materials production, the financing and investment options, the socioeconomic policy framework and its consequent Strategic Planning for minerals are presented.*

*A final speculative consideration on planning in a Sustainable Development (SD) environment is also presented.*

**Key words:** *materials, new materials, sustainable development, National policies*

## 1. INTRODUCTION

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The social-economical development of a given country needs, to be effective, to be based upon an infrastructure framework that is capable of giving rise, as well as to maintain and modify, the social wishfulness of that society. Such wishes are manifested in the political will of the society, that directs the routes to be followed, the social-economical targets and priorities to be reached in short and medium terms.

Traditionally, the economical development is measured by its Gross National Product (GNP), or the equivalent Per Capita Income (PCI), indicator that is well known and acceptable by the whole of the nations. These indicators, quite satisfactory to measure the development of the economical production of a given country, are however, inadequate to measure the "social satisfactions" of a given society and have been subjected to several criticisms.<sup>[1]</sup>

What is then, this "social satisfaction" and how it relates to the materials technology and the industrial development ?

It is the purpose of this paper to review some of the issues that are considered important nationwide to Brazil in order to assess its path toward development, focusing its materials foundations.

## 2. NATIONAL MATERIALS POLICY FRAMEWORK

Brazil's national materials policy allows the country to supply internally the vast majority of substances utilized in its industrial production<sup>[2]</sup>.

In fact, few items related to the materials needs of the country are imported.

Brazil's mineral production accounts today around 2% of the GNP, as well as the crude oil production of the country is today in the order of 700,000 barrels per day (bpd), although the estimated demand reached 1,300,000 bpd.

The mineral production is responsible for the basic materials foundation of the national industry, allowing the income of hard currency through exports. For instance, of the 60 major exporting industrial enterprises of the country 34 are materials based, i.e., iron ore - 5 enterprises; steel 6; non-ferrous metals 6 enterprises; transport material 9; chemical wood pulp 3; etc. The main purchasing economic blocs of Brazilian products are, in decreasing order: the European Economic Community (9.9 USD billion); the U.S.A. (7.7 USD billion); Asia, excluded Middle East, (5.3 USD billion, Japan accounting for 45% of it); the Latin American Association for Integration (3.2 USD billion); and other blocs (5.4 USD billion).<sup>[3]</sup>

These facts reflect the main body of the Brazilian Materials Framework as shown in Table 1.

Table 1 - Brazilian Materials Framework

Material	Overall Situation	Observations
Iron & Steel	Self-sufficient and exports	Exports manufactured products
Non-Ferrous Metals	Deficient, with exceptions	Exception: aluminum
Ferrous Metals	Self-sufficient and exports	Exception: molybdenum
Noble Metals	Self-sufficient	Exceptions: platinum group; silver coming from recycled materials and imports
Energy Resources	Deficient, with exception	Exception: uranium
Industrial Minerals	Sufficient, with exceptions	Exceptions: sulphur, potassium, bentonite
Rare Earths	Potential geological reserves and deficient production	New projects in expansion
Building Materials	Sufficient and exports	Red ceramics and dimension stones exportation
New Materials	Deficient production	Industry utilizes imported precursors
Plastics	Sufficient	Exception: special engineering plastics

Governmental organizations and enterprises in Brazil have been producing studies and documents analyzing the materials situation of the country, its vulnerability and self-sufficiency.<sup>[2,3,4,5,6,7]</sup> Today's policy is to enlarge the Brazilian capability to produce raw as well as special steels, to enlarge the domestic competitiveness in the petrochemical sector, to maintain in a competitive way its capability in the aluminum sector, to promote, in an environmentally acceptable way, its gold and cassiterite production, to favor the dimension stones production, to faster its competitiveness in the red ceramics sector, and last but not least, its R & D and production of selected New Materials products.

### 3. MATERIALS RESOURCES ANALYSIS

Figure 1 presents the relative importance of the several mineral based materials in the Brazilian economy, and Table 2 shows the dependence of the Brazilian economy related to some strategic metals.<sup>[7]</sup> Extraction industry includes activities at mines and quarries, while engineering industry means activities related to foundry, refining and so on.

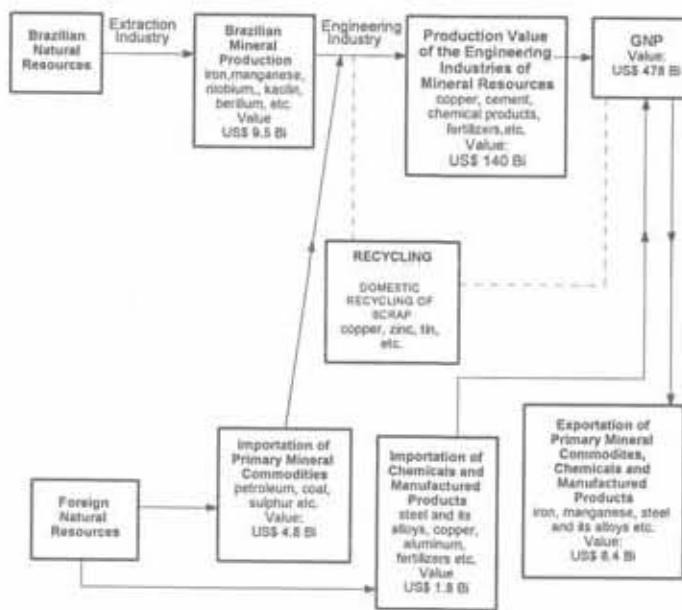


Figure 1 - Relative Importance of Minerals Based Materials in Brazilian Economy<sup>[2]</sup>

Table 2 - Brazilian Dependence on some Strategic Metals

Metal	Dependence %		Supplier
	ore	manufactured	
Tl	22	15	South Africa and Australia
Mn	0	3	N.I.
Ta	0	100	U.S.A., Australia, Swiss
Cr	5	1	Philippines and South Africa
Pt Group	N.I.	100	Germany, USA and Belgium
W	50	17,5	Bolivia, USA, Germany, Singapore and Mexico
Va	100	0	Germany, South Africa, The Netherlands
Mo	99	100	Chile, USA and England

Obs: N.I. stands for not identified

From both Figure 1 and Table 2 an overall view of the Brazilian materials situation is readily seen.

#### 4. INFRAESTRUCTURE MATERIALS TECHNOLOGY DEVELOPMENT

The national framework to promote engineering education and training in materials reveals the existence of several Universities, throughout the 26 States of Brazil, that offer courses and degrees in all branches of engineering sciences. About 30% of them offers courses and training directly linked to materials.

As well as, of the 100 research institutions located throughout the country, either governmental and private, around 45 do carry on research in the materials field.<sup>[8,9]</sup>

The Brazilian industry, being very active in developing materials products does have a significant participation in promoting social development through the application and uses of materials.<sup>[10]</sup>

However, the Brazilian enterprises that are internationally competitive are expressing their concerns towards a new management approach regarding R & D efforts and customers satisfaction.

Such new management style has been prompt forwarded by the Japanese steel industries specially, promoting an "on line" research reply to the customers.

#### 5. MATERIALS TECHNOLOGY AND QUALITY MANAGEMENT

The Brazilian Government launched in 1990 the Brazilian Program for Quality and Productivity (PBQP). After two years of implantation the proposals and impacts of such a Program on industry have been reviewed by the Secretariat of Strategic Affairs (SAE) and a group of involved entities of which SEBRAE, the Supporting Service to Micro and Small Enterprises, DNEQ/USP, Center for Quality Studies of the São Paulo University, ABIPTI, the Brazilian Association of Industrial Technological Research Institutions, the Ministry of Industry and Commerce, the American Chamber of Commerce of São Paulo and the Exame Magazine, among the most prominent.

The results of the conducted survey are shown below<sup>[11]</sup>:

- Training: 60% of the sampling universe spends less than 100 USD a year, per employee. Those enterprises that produces "tailor made" services to the clients are the ones that most invest in training. The exporting companies are claiming to train more than 50% of their working force; the non-exporting are in the range of 0 to 25%. As well as, in the most advanced industrial enterprises there is a trend of coupling such training in quality with the overall planning of the firm, derived from its Strategic Planning.
- Efforts to Q. & P.: observing the relationship enterprises/suppliers, the evaluations regarding better quality are (half) divided; half feels that there was a quality improvement and half doesn't; at the same time, there is a general agreement that no significative reduction in prices occurred (probably due to the economic uncertainties of the period).

A Price Waterhouse study<sup>[12]</sup>, sampling 1000 large enterprises throughout Brazil, shows the following declared obstacles to the PBQP implantation, as presented in Table 3.

**Table 3. Declared Obstacles to the PBQP Goals**

MOTIVE	PERCENTAGE (%)
Market instability hindering planning	52.3
Lack of training	46.9
Suppliers qualifications	27.7
Unfavorable environment	23.8
Barriers from the medium level supervision	20.8
Lack of financial resources	20.0
Motivation/Support from higher administration	20.0
Ignoring the methodology of implementing	19.2
Equipment obsolescence	19.2
Time required to develop new technologies	14.6
Cost/Benefit Analysis for implementing	10.8
Turnover of employees	10.0
Barriers in acquiring new technologies	6.9

Observation: the percentage points reflects more than one answer per firm.

An average cost of implanting the Quality Program, for an industry employing 1200 people is of the order of USD 50 to 70 thousand and consumes 6 months<sup>[13]</sup>; it may reach USD 100 to 130 thousand for larger organization, with several regional branches.<sup>[14]</sup>

The exporting materials based industries had conducted their training programs, implemented their Q & P effective projects and obtained, or are in the process of, the ISO-9000 certification.

A very interesting campaign was launched by MBR - Minerações Brasileiras Reunidas (the largest iron ore exporter, second to CVRD, with revenues of USD 317 million in 1990), through its Olympics 5"S" Program.<sup>[15]</sup>

Each operational sector of MBR had to search for and implement solutions regarding the working environment, aiming to promote an economy in job time, reducing the energy expenditure of the employees, to prevent work accidents, to avoid pollution, to achieve better productivity and cost reductions. It is claimed that USD 100 thousand per year has been achieved, only through cleaning of the minerals processing plant; from the 530 Men Hour per Week (MHPW) that were spent to clean that industrial area, just 170 MHPW are now utilized. The 5"S" stands for the Japanese words SEIRI (arrangement), SEITON (ordering), SEISOH (cleanliness), SEIKETSU (health) and SHITSUKE (auto discipline).

## 6. ENVIRONMENTAL IMPACTS

Heavy metals continues to be the greatest source of pollution regarding the materials based industries, together with CO<sub>x</sub>/NO<sub>x</sub>/SO<sub>x</sub> emissions.

In relative terms, a lot has been accomplished specially if one looks at the situation of the Cubatão Industrial Complex in São Paulo, today and four years ago.

The same might be true, here and there, due to the severe environmental law passed by the National Congress.

Nevertheless, to enforce the law in an economical unstable environment is not a trivial task !

Social pressures in the vicinity of the urban areas do cause the law to be obeyed in the nearby located industries. In remote areas of the country, mainly in the Amazon, where mercury and silting are a problem, there is almost no way to enforce the law !

As for the big materials enterprises, i.e., steel industries, petrochemicals, non-ferrous and ferrous foundries, automobile and naval manufactures, package, etc., negotiating approaches towards the environmental law obligations are being taken between the State agencies and the industries.

## 7. FINANCING AND INVESTMENT OPTIONS

The astonishing world situation that started with the demolishing of Berlin Walls, followed by the falling of the Communist Party from power in the eastern countries, culminating with the disruption of the Soviet Union and the sole rising of U.S.A. as the military power, brought the world to an unique and very delicate point of equilibrium.

What is the fate of Africa, South America and vast portions of poor Asia ? What is the real participation of such economies in the free world market ?

In the EEC block money is flowing within Europe, west/west, west/east.

Japanese money is heavily flowing towards U.S.A. and, in smaller amounts, nearby Asian countries.

American money is being flown to Europe, some eastern Asian countries and Japan.

Petrodollars are flowing to the Big Seven.

What about financing money for economical development ?

Regarding the Brazilian situation, besides the fact that within the American Continent the USA is, by far, the major mineral and materials producer, there are some niches available for expansions of the materials based industry.

These niches are related to the energy input needed in such industries (Brazilian electrical power production is in the order of 236,000 GWh), to the overall infrastructure of the economy (around USD500 Billion/GNP) and a general satisfactory education level of the professionals.

Therefore, industrial branches in the sector of paper and pulp mill, iron and steel, petrochemicals, cement, fertilizers and general metallurgy show a trend for expansions, representing today around 30% of the GNP.

It is envisaged that soon after the political institutional environment in Brazil calms down, new foreign as well as internal investors will play their role.

#### **8. ENVIRONMENTAL SOCIOECONOMIC POLICY AND STRATEGIC PLANNING FOR MATERIALS**

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Now comes the point to discuss the concept of "social satisfaction" as referred to in the introduction of this paper. Such might be explained by the stage reached for a given society, in harmony with its environment, and in which the social targets and objectives of the community have credibility and feasibility to be achieved.

From this it might be inferred that "social satisfaction" is peculiar to a given society; and might be differentiated for diverse societies; has to be in harmony with the neighboring societies; does not assume the same economical development in distinct societies.

Thus, any Strategic Planning for materials has to bear in its foundations the definition of the "social satisfaction" that the country is aiming at.

If such "social satisfaction" is expressed in terms of GNP, or PCI, then solely overall economical development is being aimed for, in the implicit assumption that the growing of the economy is sufficient to promote the social development of the people.

However, if such "social satisfaction" has not to be measured by the aforementioned indexes, the materials balance, translated into the strategic planning for materials of that particular society, has to include the basic assumptions of minimizing energy consumption, minimizing materials consumption and minimizing the environmental impact caused by materials production.

These are in fact, the proposals underlying the Sustainable Development concept.

It is worthwhile to observe that the aforementioned propositions are not independent from the world's power struggles; rather, they require a very serious, and synergetic, compromise of the nations of the world, in special the G-7.

It follows that such an adoption of the SD concepts, regarding the more issues strictly related to the materials scene, will bring:

- a) a global political convenience over the control of the materials exchange and production between the several geopolitical regions;
- b) a global political convenience involving the allocations, and reallocations, of different "technological levels" worldwide, to the several geopolitical regions.

## 9. PLANNING IN A SUSTAINABLE DEVELOPMENT ENVIRONMENT

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This is an speculative chapter, where the author tries to foresee some of the criteria that have to be bored forward if the SD concepts are to be utilized for planning the materials policy of a given country.

### 9.1 Minimization of energy usage

In order to reach the global compromise, a necessary review of the world's energy consumption is a must, regarding:

- a) the energy sources: what are those that mostly impact the environment ?; What are those that utilize huge masses of materials ?; What are those that most attend the community needs (jobs, relocation of cities, etc.);
- b) the energy dissipation: i.e., the energetic efficiencies of the demanding sectors, in a worldwide scale, and their redistribution and dimensions of the problem;
- c) the energy use profile: disposable products, with quite ephemeral life-cycle, consumption energy. This is very stringent in central economies;
- d) the energy criteria: leading to the conception, definition and implementing of energetic management models that minimizes energy misuse in a worldwide trend.

### 9.2 Minimization of materials use

In the sequence of a managerial program to minimize energy consumption, that of materials utilization minimization follows:

- the planning of developing, and uprising, of extraction, processing and manufacturing industries realigned worldwide, and re-oriented that searches the targets of the minimization of energy consumption, minimization of environmental impact and that promote the "social satisfaction";
- industries that are technological capable of recovering by-and-co-products and promote the production of recyclable items;
- the design criteria: has to conceive materials that are, or might be, substitutes between themselves;
- that minimizes the design and production of superfluous materials;
- that are corrosion resistant.<sup>[16]</sup>

### 9.3 Minimization of the environmental impact

The environmental impact promoted by the human being is quite inherent to the productive activity. Thus, when utilizing energy to extract, process and manufacture a material, the environment is being altered.

To reach a global compromise regarding minimization of the environmental impact, planners, economists, engineers, scientists and politicians, in special, have to pay attention:

- to the processes that are born within the synergism between energy, materials and environment;

- to favor, through legislation and scientific development, clean technologies having low energy and materials inputs;
- to the implicit need to alter the environment aiming "social satisfaction" !

### 9.4 An adequate social satisfaction

This is the central issue of the SD concept: how to conceive, define and implement an "adequate" social-satisfaction ? How "adequate" is adequate ?

Is the adequation different to different societies ? If so, which one is the privileged and which is not ? How to agree in a global fashion ?

From this author's point of view, it is quite obvious that such is the central issue of the SD proposals.

Will it be necessary to lower down the living standards of the central economies and increase those of the periphery ? How should this be done and which organization body is going to be responsible for its control ?

Those issues are left open, since even no speculative answer might be attempted in the world's scenario of today !

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