



THEME **D** PRIVATE SECTOR ENVIRONMENTAL PERFORMANCE

Under Theme **D** the Environmental Cooperation Program promotes clean production methods and environmental management systems to improve a company's competitive advantage by reducing resource consumption and waste. See below for examples of Theme **D** Activities. For more information, visit www.caftadr-environment.org.

VOLUNTARY MECHANISMS & INCENTIVES



IN COSTA RICA, HONDURAS and NICARAGUA, promotion of Private Sector Partnerships between small producers, business associations and wholesale buyers for the adoption of cleaner production practices and environmental management systems. *Photo: <http://impreso.elnuevodiario.com.ni/2010/01/28/economia/118032>*

IN THE REGION, Cleaner Production Awards recognize firms that improve their products, processes and services on a preventive basis and increase their competitiveness. Winners are widely promoted at the regional level and may use the distinction in publicity, packaging and marketing.



CAPACITY FOR CLEANER PRODUCTION



In El Salvador, a family-run milk processor which adopted cleaner production processes to meet international standards is now certified by the U.S. Food and Drug Administration, has improved its environmental performance and has paid off its costs of investing in cleaner production. *Photo: Agroindustrias San Julián*

IN EL SALVADOR and GUATEMALA, step-by-step manuals for poultry, dairy and textile companies cover the gamut of issues on how to improve environmental performance by reducing pollutants, recycling and treating wastes, as well as the legal aspects of cleaner production and how to measure performance.



GUATEMALA

EL SALVADOR