

LIFE AFTER

GLYPHOSATE

BOROUGH OF
ESTRELA

OBJECTIVES

OF THIS PRESENTATION

SHARING THE
JOURNEY TO
GLYPHOSATE FREE
TERRITORY

ORGANIZATIONAL
DEVELOPMENT

TECHNOLOGICAL
PROCUREMENT

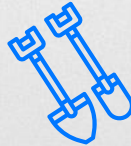


GENERAL FRAMEWORK

2014 INHERITED SERVICES
FROM CITY HALL



Street
Maintenance



Gardens
Maintenance

IN COMMON:

USE OF GLYPHOSATE



THE DECISION

Team members
Health Concerns

Community
Health Concerns

List of **Health Issues**
(From Alzheimer to Cancer;
From Impotence to Infertility)

DECISION TO
BAN THE USE



ALL ALONE

— THE **FIRST**
IN PORTUGAL

— **ONE OF
THE FEW**
IN EUROPE

— NO REAL
NETWORK
**TO SHARE OR
BENCHMARK**



THE CHALLENGE

STRUCTURE OF
LISBON
SIDEWALKS

ADVANTAGE OF
GLYPHOSATE **SIX**
MONTHS BETWEEN
CAMPAIGNS

TECHNOLOGY
AVAILABLE GAVE
ONLY **FIFTEEN DAYS**
SIDEWALKS TURNING
IN TO SAVANNAHS

PEOPLE GROWING
RESTLESS:
**GO BACK TO
GLYPHOSATE?**



NO WAY BACK



Difficult **odds**



An operational **blunder**



But ban on glyphosate was a **civilizational matter**

HOW?

IMPLEMENTING
A NEW PUBLIC
ORGANIZATIONAL
MODEL



FROM BLUNDER

TO EFFECTIVENESS

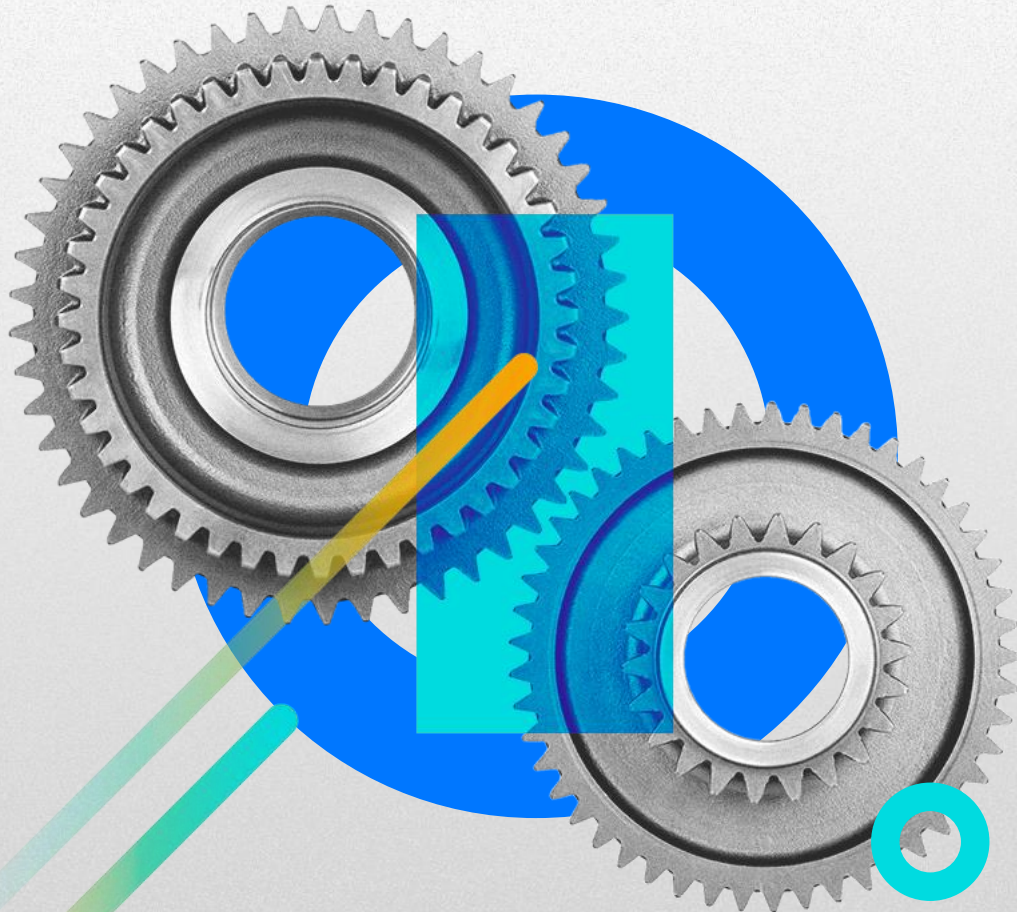


NEW ORGANIZATIONAL MODEL
BASED ON **OVERLAPPING**
OPERATIONS

INTEGRATED
OPERATIONS MODEL
WAS BORN



TECHNOLOGICAL PROCUREMENT



Gaining time between Campaigns

Needed to Gain **operational velocity**

Technological Procurement

Challenge Private Sector to Develop

New Equipment was being **developed and Implemented**

WITHOUT GLYPHOSATE, IN
FOUR YEARS WE ACHIEVED 67%
OF GLYPHOSATE EFFECTIVENESS

BUILDING A FUTURE TOGETHER

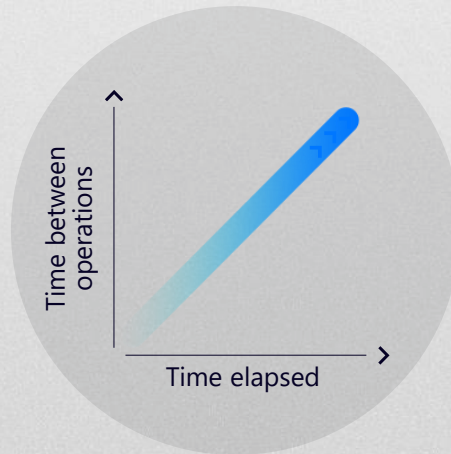


BEGINNING



15 DAYS

AFTER ONE YEAR



NOW



New Equipment and Integrated Operations **reduced cost and increased effectiveness**

EXPLORING FURTHER



TOGETHER

**WITHOUT
PESTICIDES
A SUSTAINABLE
FUTURE**





THANK YOU