inspiring stories #2

Interview with
Priscila Roder

USE, REUSE, RETHINK

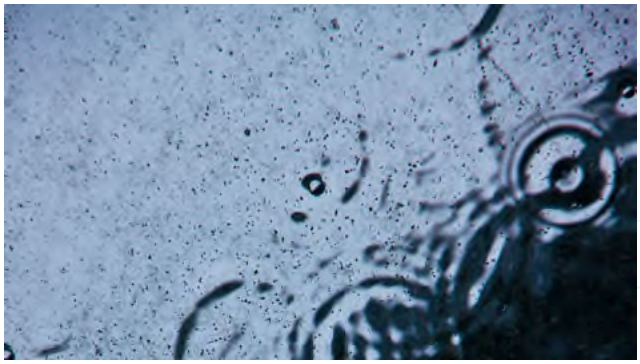
Inside Lamberti Brasil, where sustainability becomes culture, responsibility and renewal

From lab to leadership

Priscila Roder is Industrial Director of Lamberti Brasil at the Nova Odessa site. She has been with Lamberti for 22 years. As she explains, *"I started as a trainee in the laboratory, then worked in development and application labs for textiles and coatings, later moved into industrial process engineering, and for the past six years I have been Industrial Director here in Brazil."*

Today, she is responsible for production, maintenance, EHS, industrial regulation, process laboratories and quality assurance systems, coordinating around seventy people directly within the industrial organisation. **She is also the first woman in Brazil to hold an operational industrial leadership role at Lamberti.**

"At the beginning there was scepticism," she recalls. *"It is a role that has always belonged to a male universe."* Over time, that perception changed. Competence, attention to detail and consistency proved otherwise. Her presence marked not only a professional milestone, but a cultural shift that gradually opened the door to more women in operational functions.



The Brazilian way

Sustainability in Brazil follows a different rhythm compared to Europe. Priscila explains that regulatory change often arrives later, but when it does, it can drive meaningful transformation. **In 2024, Brazil implemented its National Solid Waste Policy**, a significant step that introduced mandatory responsibilities for waste management across production, distribution and end use.

The state of São Paulo, where Nova Odessa is located, is among the most advanced regions in the country in terms of environmental awareness. As a highly industrialised area with higher levels of education and quality of life, sustainability topics are more widely understood and discussed.

Within the Lamberti plant, waste separation was introduced years before it became mandatory. *"We already had a separation programme in place about eight years ago,"* Priscila explains. Plastic, paper and other waste streams are separated systematically. Because a fully structured public waste management system was lacking until recently, recyclable materials were sold to specialised operators. The proceeds were then reinvested internally. *"We use the value from selling these materials to fund safety and environmental training for our people,"* she says.

Once a year, during SIPAT (Internal Week for the Prevention of Workplace Accidents), the legally required week dedicated to accident prevention and environmental awareness, those resources are used to organise training sessions and invite specialists. In this way, **waste management becomes a tool for education, involvement and shared responsibility.**

Culture becomes auditable

One of the most transformative projects at Nova Odessa was the implementation of ISO 14001 three years ago. *"It created a complete change in our internal culture,"* Priscila says. It required the entire organisation to adapt, from procedures to behaviours, and to understand the environmental impact of daily activities.

The difference between the situation three or four years ago and today is visible. *"The change is not only visible, it can be measured,"* she adds. Waste separation is organised and systematic. Water consumption during reactor setup has been reduced. Employees are more aware of how their work affects the environment. Sustainability is no longer abstract. It is operational and measurable.

Water plays a central role in this story. Although Brazil is often perceived as a country rich in water, the São Paulo region faces increasing periods of scarcity due to climate change and longer dry seasons. Some nearby cities experience water shortages that directly affect the population.

At the Nova Odessa plant, water is drawn from company-owned wells and does not represent a direct cost. *"We do not pay for water because we have our own wells,"* Roder explains, *"but we still have to act responsibly."* Water is treated as a precious resource regardless of its availability. *"The people who work here live in nearby cities where there is water scarcity,"* she says. *"We cannot ignore that."*

In the photo, from left to right, colleagues:
Isabela Giusti (Quality Control), Sérgio Assunção (Production and Materials Planning), Luis Mesquita (HSE), Poliana Preti (Industrial Regulation), Priscila Roder (Industrial Management), Carlos Teles (Maintenance), Caroline Kuchnier (Process Engineering), Leandro Muniz (Warehouse Logistics and Shipping).

Keeping water in the loop

A major project currently underway aims to further reduce water consumption by increasing reuse. The site already treats its wastewater internally before it is released into the environment. **Now, a year-long study is evaluating additional investments such as reverse osmosis or nanofiltration systems to allow treated water to be reused within the production process, for reactor setup, gardening or other internal uses.**

Tests have shown promising results. Reverse osmosis delivers very high-quality water, though a portion remains too concentrated to reuse. Nanofiltration allows up to 80% of the water to be reused. The final decision will balance technical performance, investment costs and overall impact.

The objective is clear: reduce withdrawal from wells and move towards greater circularity in water use.

Renovação

When asked to define Planet, Priscila chooses a word in Portuguese: renovação, renewal. For her, the past provides experience, the present calls for action, and renewal means thinking about the future.

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