Colombia

International Pharmaceutical EPR Program Fact Sheet

Organizing Body: Punto Azul (Blue Point) (http://puntoazul.com) is organized by the National Association of Columbian Entrepreneurs (ANDI)¹

Program Description: Funded by pharmaceutical manufacturers and importers, Punto Azul was launched in 2010.¹ With over 738 medicine return containers installed in pharmacies and supermarkets in Colombia, 46% of the national population is covered.² The regulated goal is 70% national coverage by 2017.³ The Ministry of Environment and Sustainable Development organizes education and awareness-raising initiatives in connection with Punto Azul.¹

Funding: Funded entirely by pharmaceutical manufacturers and importers¹ via a membership fee program, independent of the quantity of products marketed.⁴

Program Costs: No cost data was found

Program Chronology:
- February 2009: Resolution 371 Article 5, Ministry of Environment⁵ became law requiring manufacturers and importers of expired pharmaceuticals to start roll out of program by 2010³
- 2010: Program launched with 10% coverage goal by 3/3/2011²
- 2014: 46% coverage achieved²
- 2017: 70% coverage required²

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Collection Locations:
- Located in pharmacies, large supermarkets and some chain stores\(^6\)
- Over 738 containers installed, covering 46% of the Colombian population as of June 2014\(^7\)
- **Punto Azul Goal:** 70% National population to have convenient collection locations by 2017\(^7\)

Results:
- As of June 2014, **166 tons** (150,750 kg) of medications have been collected to date\(^7\)

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\(^7\) "¿De Dónde Surge El Progama?"