



Sustainability action · Project Renewable Energy and Energy Efficiency

Polo de SP Biomass, Brazil

Carbon offset funds enable ceramic plants to switch from using local native firewood to using biomass to heat the plant's kilns and cook its ceramic materials.

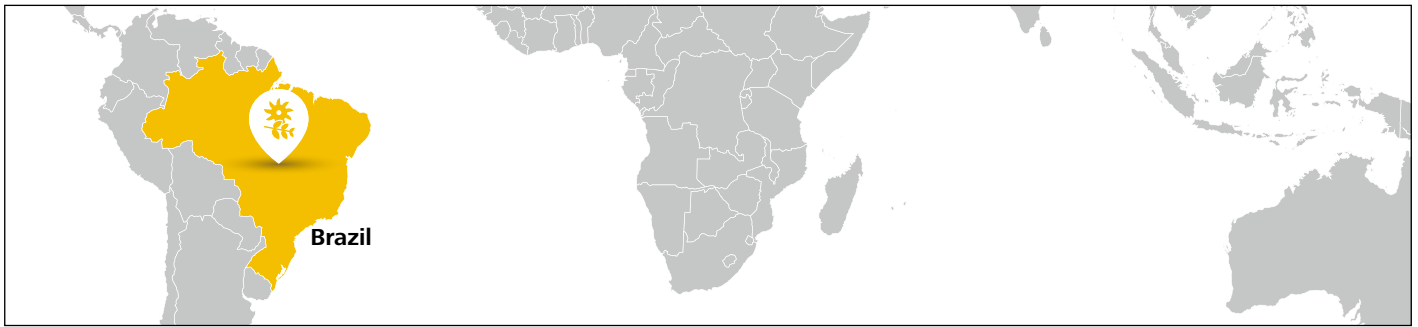
Project

The project activity consists of utilizing sugar cane bagasse, sawdust and peanut shells to feed the ceramic's kilns, replacing the use of wood from areas with non-sustainable forest management, which does not have any kind of contribution biodiversity enrichment. The fuel used before in the burning stage in the Ceramic productive cycle was native wood from the Cerrado. The improper way to use native wood to burn ceramic pieces has increased the deforestation within the region, overbalancing one of the most important ecosystems in the planet. The ceramic companies utilize wood from areas without sustainable forest management, which is a pioneer practice in the region. The fuel switch was only feasible when

considering the income derived from the commercialization of carbon credits, since it was unattractive due to the high investments on the adaptation of the machineries to the new biomass, among other barriers. The ceramic companies can also use elephant grass and peanut shell, due to harvest rotations or lack of other renewable biomasses.

Beside consultation with employees and the INCOESP (Cooperative of the West of São Paulo State), these emission reductions projects have the CCB support. CCB sent a letter supporting the VCS in the Red Ceramic Sector, which in their judgment is a very important action to the Civil Construction in Brazil, due to environmental and social benefits as well as quality improvement in their products. The project activity will indirectly help in reducing the Brazilian deforestation rates, Brazil's main source of greenhouse gas emissions.

Checklist	Additionality and permanence	3 rd party verified	Transparency	Social and environmental benefits	Marketing material
Project 301 765	To the rules of VCS® and the SocialCarbon Standard	By TÜV NORD	Provided by Markit Registry	As documented in our database	High resolution pictures available



Location

This project includes five ceramic factories located in the municipality of Panorama, in the state of São Paulo. Panorama lies on the Paraná River, which is the second longest river in South America and the surrounding area is an important ecological watershed.

Project achievements

Socio-economic impact

- Financial donations and construction material supplied to local community members and institutions.
- Policy of hiring local Women promotes equal opportunities.
- Renovation of local Panorama municipality machinery and facilities
- New markets opened for local biomass suppliers
- A project providing assistance during gestation, aimed at the women participants and wives of employees.
- The project generated new jobs and improvement in the working conditions of the employees responsible for the alimentation of kilns
- Projects sponsor social events for their employees, life insurance, food staple, and commission per production.
- Housing provided for approximately 20 workers.

Environmental impact

- Re-use of waste products in production
- 100% of the fuel used in the kilns is renewable biomass
- Control and recovery program for areas used for clay extraction

