

BALSAS CERAMICS BRAZIL

**Making the switch to sustainable
energy in a Brazilian ceramics factory**

The Balsas project is a ceramics factory which produces about one million bricks per month. For decades, the factory used native wood from the Cerrado to fire its kilns. Today, 100 percent of the fuel used by the factory comes from local agricultural waste.

The Context

The use of non-renewable woody biomass is a common practice in the ceramic industry. Before August 2008, Balsas ceramic factory's production process encompassed one Tunnel kiln which was fuelled exclusively by native firewood from the Cerrado Biome, placing significant strain on surrounding forests.

The Project

This project involves switching the factory's fuel from native firewood to renewable biomass, such as agricultural and industrial residues, and locally abundant biomasses. Revenue generated from the sale of carbon credits is reinvested into social, environmental and economic projects benefiting the factory and surrounding community

The Benefits

The switch to renewable biomass reduces greenhouse gas emissions and prevents illegal logging for firewood, a major cause of deforestation in Brazil. The project empowers local farmers and industries by generating income through the new market for renewable biomass. A new, automated biomass feeding system for furnaces means improved working conditions as employees are no longer exposed to extreme temperatures. Public consultation with community members and organisations explains these benefits and provides an opportunity for stakeholders to discuss their opinions on the project.

Fuelling the Balsas ceramic factory with renewable biomass stops logging in Brazil's native forests and improves local lives



Gold Standard



**45
employees**

benefiting from improved working conditions



**354
tonnes**

of recycled biomass used per month, promoting sustainable consumption



**5,688
tCO₂e**

reduced on average annually through avoided deforestation and reduced burning of fossil fuels



**980
ha**

of forest saved over the course of ten years; the equivalent of 784 soccer pitches

For more information on the UN Sustainable Development Goals, please visit: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Official name: Balsas Renewable Energy Project | **Registry link:** https://mer.markit.com/br-reg/public/project.jsp?project_id=103000000001639