

YOU CAN'T
PROTECT
THIS

RENEWABLE BIOMASS Fuel-Switching Project

OIL

UNLESS YOU
STOP USING
THIS

PROJECT ARGIBEM, SÃO
BUNDLE SEBASTIÃO & VULCÃO

SUSTAINABLE
CARBON
CLIMATE SOLUTIONS



invest
GRADE PROJECT

ARGIBEM, SÃO SEBASTIÃO AND VULCÃO

Renewable Biomass Fuel-Switching (RBFS) Project

PROJECT IDEA NOTE

PROJECT DESCRIPTION

Argibem, São Sebastião & Vulcão are three separate, small ceramic factories located in Rio de Janeiro state that produce structural and decorative bricks for the regional market. In 2006, all three factories switched to using renewable biomass instead of heavy oil as fuel to fire the products in their kilns.

The choice to switch to a more sustainable production process has contributed to both reduced negative impact on the Atlantic Rainforest, as well as allowed for the investment in environmental, social and economic sustainability initiatives.



Three ceramic factories together for Atlantic Rainforest, keeping sights like this.

THE STORY - SOCIAL EQUITY

Argibem, São Sebastião & Vulcão ceramics are using the power of partnerships to bring healthcare, education and environmental preservation to Rio de Janeiro. Argibem ceramic works with a local charity to care for victims of HIV in the community, whilst Vulcão has partnered with a state university to roll out large-scale reforestation, planting 10,000 seedlings to counteract the severe deforestation affecting Rio's Atlantic Rainforest. All of the ceramics provide professional training, benefits and services for their employees in collaboration with national and regional organizations for health, safety and social responsibility including SESI, CIPA & CEMOQ. All of these community-based schemes are only made possible by carbon-financed project revenues and with another six years to go, the project's work has just started.

The **SOCIALCARBON®** Standard monitors the improvements of a project over time, providing assurance and evidence of its contribution to sustainability. The **SOCIALCARBON®** application consists of monitoring the project in six crucial areas of sustainability.

This project will reduce
208,144 tCO₂e
during a 10-year period



Rio de Janeiro, Brazil

Technical Data

Project Status: Validated

Validator: TÜV Nord

Registry: Markit™ Environmental

Standards:



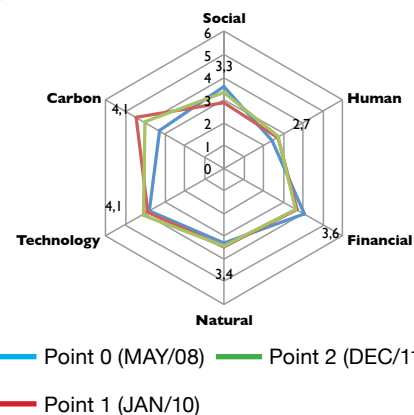
Ecosystem: Atlantic Rainforest

Switch From: Heavy Oil

sawdust

Switch to:

wood
residues



the ATLANTIC RAINFOREST

A Global ecological *hotspot* and the second largest forest in South America



The Atlantic Rainforest is Brazil's most threatened ecosystem with approximately 9% of the original forest remaining, and only 2% being legally protected. The forest is considered an ecological hotspot due to its enormous biodiversity of fauna and flora and the threat facing those species today.

The deforestation of the Atlantic Rainforest started with the exploration of the Pau-Brasil tree. It persisted and was intensified by the sugar cane cycles, the exploration of gold, cattle grazing and the cultivation of coffee, leading to extraction and burning of firewood and hence, the rapid decline in both area and health of the forest.

Because of such activities, the Atlantic Rainforest has been reduced by more than 90% of its original area which used to occupy approximately one million km² on the Brazilian coast (15% of the national territory). The remaining area now contains the last surviving vegetable and animal species of one of the richest ecosystems of the world.

SOCIAL Contribution to Sustainability

- São Sebastião works in partnership with “Grupo da Solidariedade”, a local NGO which supports people living with the HIV virus, donating milk to help care for infants at the charity
- Argibem has purchased a specialized water truck that supplies the local hospital and schools with water that is otherwise difficult to obtain
- All ceramics strive to give equal opportunities to all members of society, employing women and disabled people in administrative roles and on the production line



ENVIRONMENTAL Contribution to Sustainability

- Vulcão runs a reforestation program in partnership with the Rio de Janeiro State University of Rural Affairs, planting 10,000 eucalyptus seedlings to replace lost forest in the area
- São Sebastião uses wood for renewable biomass directly from areas of woodland that has been reforested and farmed sustainably, demonstrating responsible sourcing in the community
- Waste from production is re-used to further limit environmental impact of the ceramics



ECONOMIC Contribution to Sustainability

- The ceramics are using revenues from carbon credits to invest in creasing productivity to further support their move to a more sustainable way of business operation
- Entrepreneurs plan to increase exposure of the emission reductions project to local stakeholders in the community, including Argibem and São Sebastião ceramics planning a media campaign in local newspapers and magazines to garner support for their work





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