



Fronteira e Novicel's Contribution to Sustainable Development Goals

3 - GOOD HEALTH AND WELL-BEING



7 - AFFORDABLE AND CLEAN ENERGY



8 - DECENT WORK AND ECONOMIC GROWTH



13 - CLIMATE ACTION



Project Description

Fronteira and Novicel are two factories located in the Amazonas state. Together the two factories used to produce 17 million pieces for the local civil construction market, relying on burning firewood sourced from deforestation of the Amazon biome. Seeking to modernize its processes and promote **sustainable development** in the region, as of 2011, the company owners replaced the use of non-renewable fuel (native wood), which was used to fuel the kilns, with **renewable biomasses** sourced from local agribusinesses surplus. This initiative allowed the factories to reduce their GEEs and reduce their adverse effects on deforestation of the Amazon biome and its unparalleled biodiversity. Choosing sustainability enabled the ceramics to participate in the international carbon market. The sale of credits is being reinvested into the factory and into **social benefits for the local community**.



Benefícios Sociais

- **Social responsibility:** Novicel factory organised an event providing **free assistance to community** residents in the health, social and legal areas. One of the services provided was the provision of legal documents for community members.
- **Education first:** Both ceramic factories contribute to educational institutions in the region.
- **Social inclusion:** Employing women to work in the production process.



Benefícios Ambientais

- Reduction of deforestation pressure affecting the most important tropical biome existing today: the Amazon rainforest.
- Reuse and better management of waste products from the production process.
- **Air quality:** Fronteira factory installed a chimney filter to reduce atmospheric emissions.



Benefícios Econômicos

- **Investment in quality management:** Fronteira is certified by ISO 9001 – Quality System.
- Upgrading of the production process and improvement of technological efficiency, improving working conditions and the process efficiency.
- Using credit sales to increase of financial resources for socio-environmental investments.



Fronteira and Novicel's Contribution to Sustainable Development Goals (SDG) by ONU

Project Highlight

EDUCATION IS GROWING



The two factories are strongly committed to social and community improvements. Novicel **created a philanthropic foundation**, known as the Fundação Cacau Pirera. The institution includes a pre-school for over 330 pupils and the owner plans to expand them further. The factory invests R\$200,000 per year into the foundation which organizes various programs ranging from sporting events, digital workshops, to literacy programs that are aimed at the ceramic factory's workers. According to Mr Filho, the factory owner, *"the Foundation benefits my employees, as they have the peace of mind to come and work while their children are studying right beside the factory"*. Fronteira is responsible for structural material and school equipment for the pupils at "David Nóvoa" school, located in the municipality of Iranduba (AM). Together, the factories aim to guarantee access to education for all the children in the community.



SDG 3: Good health and well-being

- The ceramic offers Personal Protective Equipment (PPEs) and its rigid about the use of the PPEs.
- Technician during a period that monitored the conditions of work
- Certification ISO 9001



SDG 7: Affordable and Clean Energy

- The factory uses Biomass as fuel to produce ceramic pieces instead of native wood
- High efficient Kilns in the production process



SDG 8: Decent Work and Economic Growth

- Improvement of working conditions for the employees and the strong health and safety practices in the factories



SDG 13: Climate Action

- By changing the fuel from native wood to biomass Gomes de Mattos ceramic became a Carbon Neutral Project
- Protection against deforestation of Rainforest Biome



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THIS PROJECT
ALREADY SAVED
90 HECTARES
OF AMAZON BIOME

THIS PROJECT WILL AVOID THE
EMISSION OF
237.130 tCO₂e
ON THE COURSE
OF 10 YEARS

Location

Iranduba/ AM, Brasil

Project Type

Renewable Biomass

Ecosystem

Amazon Rainforest

Project Status

Verified
(1st monitoring period)

DOE

Bureau Veritas

Registry

[Markit™ Enviromental](#)

Standards

VCS + SOCIALCARBON®

