



Buenos Aires' Contribution to Sustainable Development Goals

3 - GOOD HEALTH
AND WELL-BEING



7 - AFFORDABLE AND
CLEAN ENERGY



13 - CLIMATE
ACTION



15 - LIFE
ON LAND



Project Description

Located in the city of Buenos Aires, in rural Pernambuco State, this ceramic factory is a highlight of the regional sector due to its investment in new sustainability technology. For many years, Buenos Aires used native firewood from the **Caatinga biome** as fuel for production. In 2010, the factory began a project to switch from non renewable fuel – native wood – to renewable biomass, such as **Algaroba wood** and **wood from sustainable forest management**. Choosing increased sustainability also meant reduced GHG emissions, allowing Buenos Aires factory to enter into the international carbon market. According to the business owner, Mr Rodolpho Cunha Neto, the income from carbon credit sales will be used to promote **sustainable development in the local community**.

Social Benefits

- **Investment in education** for the local community: donations of funds to regional educational institutions.
- **Supporting leisure and culture:** Sponsorship of a local football team and a Pernambuco state folklore culture group.
- Intensification of civil action: Contribution of construction material made to the Pernambuco Military Police.

Environmental Benefits

- Reduction of pressure on the Caatinga biome: The ceramic factory maintains eucalyptus reforestation areas with a **sustainable management plan**, avoiding deforestation in the region.
- Air quality: Monitoring of atmospheric emissions.
- Economical management of resources: Installation of translucent tiles to reduce energy consumption.

Economic Benefits

- Focus on competitiveness: Buenos Aires is intensifying its quality controls of products in order to consolidate its reputation as an excellent brand.
- Technological development: Investment in technology representing best practices in the sector, such as equipment to automate the production process.



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Project Highlight:



INOVATION WITHIN THE FACTORY

Since the company's foundation, Mr Cunha Neto, the owner, has been seeking innovative means to increase competitiveness in the local market. The carbon project has become an important component of his plans for expansion, involving new technology, improvements in work conditions, and environmental management as value added for his business. Mr Cunha Neto says, "*it is an honour to be a part of the carbon market, and the credits will make sustainable development projects viable, improving conditions both for the company and for the workers*".



SDG 3: Good health and well-being

- The ceramic offers Personal Protective Equipment (PPEs) and its rigid about the use of the PPEs.
- The factory has mandatory program for safety at work and lectures about it.



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 13: Climate Action

- By changing the fuel from native wood to biomass Gomes de Mattos ceramic became a Carbon Neutral Project
- The emissions of the ceramic are measured by an electronic equipment which emits reports
- Protection against deforestation of Caatinga Biome



SDG 15: Life on Land

- 50 hectares was planted located around the ceramic.



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THIS PROJECT WILL AVOID THE
EMISSION OF
209.428 tCO₂e

ON THE COURSE
OF 10 YEARS

Location

Buenos Aires/ PE, Brasil

Project Type

Renewable Biomass

Ecosystem

Caatinga

Project Status

Verified
(1st Monitoring period)

DOE

Bureau Veritas

[Video](#)

[Registry](#)
[Markit™ Enviromental](#)

Standards

The Gold Standard®