



Lara'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

Lara Ceramic factory, located in Cachoeira Paulista municipality, São Paulo state, used heavy oil in the past as fuel to fire its Ceramic pieces. This type of oil is a fossil fuel derived from petroleum, which emits soot during burning, damaging the respiratory system. Furthermore, heavy oil is highly polluting and contributes significantly to global warming. In response to this, the factory decided to switch its fuel to renewable biomass (a clean source of energy) to produce its Ceramic pieces. . Apart from reducing GHG emissions and, consequently, generating carbon credits, this switch promotes sustainable development in the surrounding community.



Social Benefits

- Social Responsibility: Funds and building material contributed to community members and institutions.
- **Encouraging sport:** Sponsoring schools and municipal sporting championships.
- Workers' wellbeing: Football pitch built to encourage workers to take part in sport.



Environmental Benefits

- Renewable biomass: Use of wood waste products.
- **Waste management:** Reuse of waste products from the production process.
- Air quality: Installation of a chimney filter to avoid emissions of particulate matter.



Economic Benefits

- **Technological progress:** New kilns purchased for greater energy efficiency.
- **Quality:** investment in quality certification for products.
- Creation of new markets for local biomass suppliers.

Lara's Contribution to Sustainable Development Goals (SDG) by ONU

Project Highlight



GOALS ON AND OFF THE PITCH

In order to encourage the employees to take part in sports, Mr. Lara (the owner) set up a football team for the factory employees. Mr. Lara built a football pitch on the factory grounds, acquired four football strip kits as well as 30 official balls. To date, the team has won three trophies, proving the success of the initiative. According to Juliano, the administrative manager, "This initiative enables benefits which reach beyond the pitch, because employees show greater enthusiasm and productivity at work". The benefits go beyond the factory walls, spreading into the community, for example through the sponsorship of the nursery and the city football teams.



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 an internal commission for accident prevention (CIPA) and the mandatory program of safety at work.



SDG 7: Affordable and Clean Energy

- The factory uses Biomass as fuel to produce ceramic pieces instead of heavy oil
- 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 heavy oil to biomass Lara ceramic became a Carbon Neutral Project
- Protection against deforestation of Rainforest Biome



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THIS PROJECT WILL AVOID THE
EMISSION OF

102.750 tCO2e

ON THE COURSE
OF 10 YEARS

Location

Cachoeira Paulista / SP,
Brazil

Project Type

Renewable Biomass

Ecosystem

Atlantic Rainforest

Project Status

Verified
(2st monitoring period)

DOE

TÜV NORD

[Video](#)

[Registry](#)

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Standards

VCS + SOCIALCARBON®

