

Velotex'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



15 - LIFE ON LAND



Project Description

Velotex is a brick factory located in the in the State of Sergipe, in Northeastern Brazil. The factory previously used native firewood – from the exclusively-Brazilian **Caatinga** biome – as fuel to produce its ceramic pieces. In order to reduce their environmental impact, in 2007, the factory decided to implement **more sustainable production** methods. To do this, they terminated their use of native wood and invested in equipment allowing the fuelling of kilns with renewable biomass, such as **coconut husks**. This change has enabled the reduction of atmospheric GHG emissions and generation of carbon credits. Furthermore, since the project's implementation, the factory has invested in **modernization**, and generates benefits for the **surrounding community**.



Social Benefits

- Social responsibility: Donation of construction material and funding to various community members and institutions.
- **Encouraging sports:** Construction of football field in the ceramic factory for employees and community use.
- Workers' wellbeing: Bicycle shed and ambulance made available for employee use.



Environmental Benefits

- Reuse of by-products: Partnership with the **association of rubbish collectors** for use of wood waste products as fuel.
- Use of different biomass types: Coconut husks, sugarcane bagasse, sawdust, mesquite and eucalyptus.
- **Serra de Itabaiana National Park:** Expansion and refurbishment of sanitary facilities.



Economic Benefits

- **Introduction of new technology:** Acquisition of new equipments and more comfortable tractors for the employees.
- Product quality: In the process of obtaining quality certification for the products.
- Access to new markets.



Velotex Contribution to Sustainable Development Goals (SDG) by ONU

Project highlight



SUPPORTING CONSERVATION OF NORTHEASTERN CAATINGA

Through its activities in partnership with Itabaiana municipality's local Falcon Park, Velotex contributes to the conservation of the Caatinga biome. The factory supplies bird food and also all the material for the cleaning and construction of the aviaries. The park houses over 800 birds and is one of the few places in Brazil with authorization from IBAMA to breed falcons in captivity. According to employee, Mr Luis Carlos, *"the factory is very well integrated into the community. As well as the donations to the Municipal Park, Velotex provides space for the Itabaiana community to use for leisure activities"*.



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 meets all mandatory legal requirements of safety at work and has an internal commission for accident prevention (CIPA)



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 Velotex Ceramic became a Carbon Neutral Project
- Protection against deforestation of Caatinga Biome



SDG 15: Life on Land

- The pottery has a partnership with Itabaiana municipality's Falcon Park that contributes to the preservation of the Caatinga biome.

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THIS PROJECT WILL AVOID
THE EMISSION OF

317.745 tCO₂e

ON THE COURSE
OF 10 YEARS

Location

Itabaiana/SE, Brasil

Project Type

Renewable Biomass

Ecosystem

Caatinga

Project Status

Verified
(3st Monitoring Period)

DOE

TÜV Rheinland; TÜV Nord

[Video](#)

[Registry](#)

[Markit™ Enviromental](#)

Standards

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