



Luara's Contribution to Sustainable Development Goals

3 - GOOD HEALTH
AND WELL-BEING



7 - AFFORDABLE AND
CLEAN ENERGY



14 - LIFE BELOW
WATER



Project Description

Luara is a brick factory located in Panorama municipality, a provincial part of São Paulo State. The factory previously used native wood from the *Cerrado* biome to produce ceramic pieces. To reduce environmental impacts, in 2006, the factory opted for **more sustainable production methods**, and became São Paulo State's first ceramic factory to implement a carbon credit project. In order to do this, Luara factory ceased its use of native firewood and invested in equipment which allows the use of **renewable biomass** to fuel its kilns. Furthermore, the factory reinvests profits from selling carbon credits into **modernizing**, generating **benefits for the surrounding community**.

Social Benefits



- **Encouraging sports:** Sponsorship of events, schools and municipal sports championships.
- **Social Inclusion:** Women employed.
- **Social Responsibility:** Financial resources and construction material donated to local community members and institutions.

Environmental Benefits



- **Public cleaning:** The ceramic factory made equipment and employees available for the "Cleaning Mob" community action.
- **Waste management:** Reuse of waste in the production process.
- **Water:** Use of rainwater in the production process.

Economic Benefits



- **Modernization:** Renovation of the vehicle fleet, toilets built and protective grills installed on the equipment.
- **Expansion of the market:** New clients interested in sustainable production.
- **Creation of new markets for local biomass suppliers.**



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

Project Highlight



IN SEARCH OF BEST PRACTICES IN THE CERAMIC SECTOR

Luara ceramic factory, run by Mr Cotrim, recognized that the carbon project represented an excellent opportunity for investing in the search for best practices in the ceramic sector. The factory is a **model in terms of sustainable production methods** for Red Ceramic products today, and has been nominated for various awards in the region. According to Mr Cotrim, *“when we made the decision to take part in the awards, such as those awarded by SEBRAE or FIESP, we were aware that we would be evaluated. So it means for us to identify our successes and failures in the management of our business”*. The recognition of more sustainable production methods is proving fruitful for the ceramic factory, which is the primary supplier for the PAC (Program for Acceleration of Growth) program in MS State.



SDG 3: Good health and well-being

- The ceramic offers Personal Protection Equipment (PPEs) and its rigid to the use of it.
- An outsourced technician visits the factory every year to evaluate levels of noises and temperature.
- The ceramic sponsors the football team and has a partnership with the Municipal Bureau of Sports.



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 14: Life Bellow Water

- Every year there is an event called EcoRotary, in which the people from the community get together to clean the Paraná river. The ceramic factory participates in this event and also makes donations for it.



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THIS PROJECT WILL AVOID THE
EMISSION OF

94.499 tCO₂e

ON THE COURSE
OF 10 YEARS

Location

Panorama/ SP, Brazil

Project Type

Renewable Biomass

Ecosystem

Cerrado

Project Status

Verified
(3rd Monitoring period)

DOE

TÚV Nord;

Registry

[Markit™ Enviromental](#)

Standards

VCS + SOCIALCARBON®

