

# INITIATIVE UNDER CONSTRUCTION

The Anfacer Initiative + Sustainable aims at allowing Brazilian companies to add both environmental and social values to the business, while yielding financial results.

In addition to contributing to improved management, the Initiative agenda is aligned with creating a Green Economy, adopting Circular Economy practices, reducing negative impacts and maximizing positive impacts.

The work involves two major phases. In the first, the focus was on producing knowledge by undertaking the following studies:

- Life Cycle Assessment (LCA)
- Tabela Ambiental® (Environmental Table®)
- Environmental Legislation

The second phase will be centered on engaging ANFACER member companies and on preparing industry professionals to work on the collaborative development of the program, focusing principally on promoting the sector's sustainable development.

One step taken in this direction was the elaboration of the Greenhouse Gas (GHG) Emissions Inventory.



## AGENDA TO PROMOTE THE SECTOR'S SUSTAINABLE DEVELOPMENT

### See drivers and opportunities offered by the Anfacer Initiative + Sustainable:

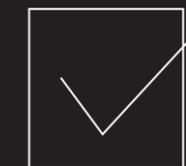
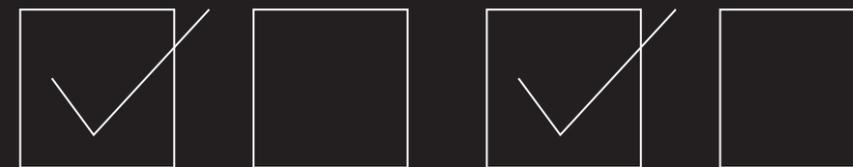
- > Positioning the Brazilian ceramic tile industry;
- > Promoting innovation to drive business sustainability;
- > Generating and disseminating content and knowledge to drive this area forward;
- > Promoting a sustainable economy in the Brazilian ceramic tile industry;
- > Promoting local actions in the clusters;
- > Developing content that creates differentials for ceramic tiles in the civil construction industry;
- > Promoting innovation for sustainable cities.

[www.iniciativaanfacer.com.br](http://www.iniciativaanfacer.com.br)

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The Brazilian ceramic tile sector's commitment to incorporating sustainability into business strategy

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# THE VALUE OF BRAZILIAN CERAMIC TILES

Brazil occupies a leadership position in the global ceramic tile market. Boosting sustainability and driving technology and innovation in Brazilian ceramic tiles is part of this leadership.

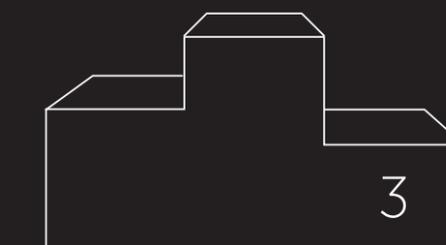
**This is the mission of the Anfacer Initiative + Sustainable.**

## THE SECTOR IN NUMBERS\*

Brazilian production totals **790 million m<sup>2</sup>**

Installed production capacity is **1,055 million m<sup>2</sup>**

**US\$ 344.5 million** was the amount exported by the sector



**Brazil is the third largest** global producer and consumer of ceramic tiles

**25,000** direct jobs  
**200,000** indirect jobs  
**93** companies in the sector

\* 2017 DATA

# THE SECTOR'S FOOTPRINT

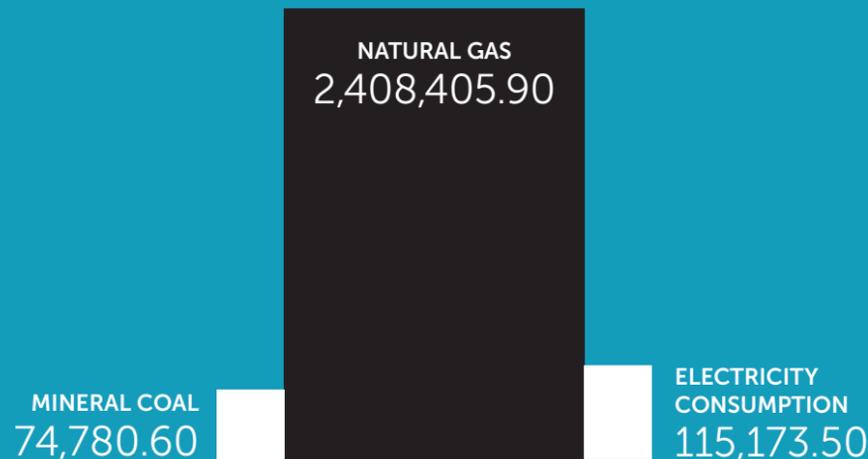
The Anfacer Initiative + Sustainable will show the Brazilian ceramic tile sector's socioenvironmental impacts.

See the initial results.

## THE EMISSIONS INVENTORY

Year: 2016 (tCO<sub>2</sub>e)

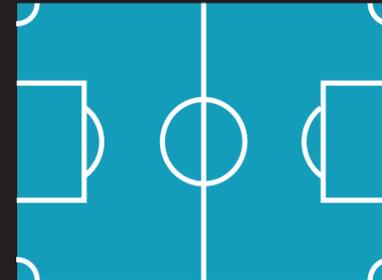
The Greenhouse Gas (GHG) Emissions Inventory is a management tool that enables measurement of the Brazilian ceramic tile sector's emissions. This will permit manufacturers to develop management plans to reduce their emissions.



## 4,640,619 tCO<sub>2</sub>e

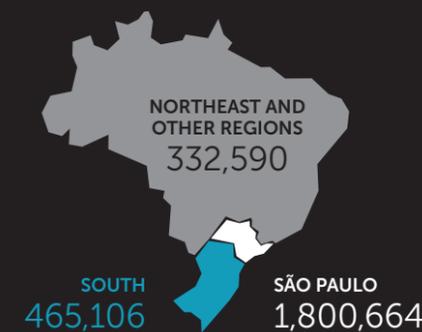
This was the reduction in emissions the sector achieved between 2006 and 2016, with the adoption of natural gas as its main energy source. **This is equivalent to:**

stopping **1,000 cars** from driving around the planet **836 times**



avoiding felling a forest area equivalent to **8,861 football pitches**

## EMISSIONS BY REGION (tCO<sub>2</sub>e)

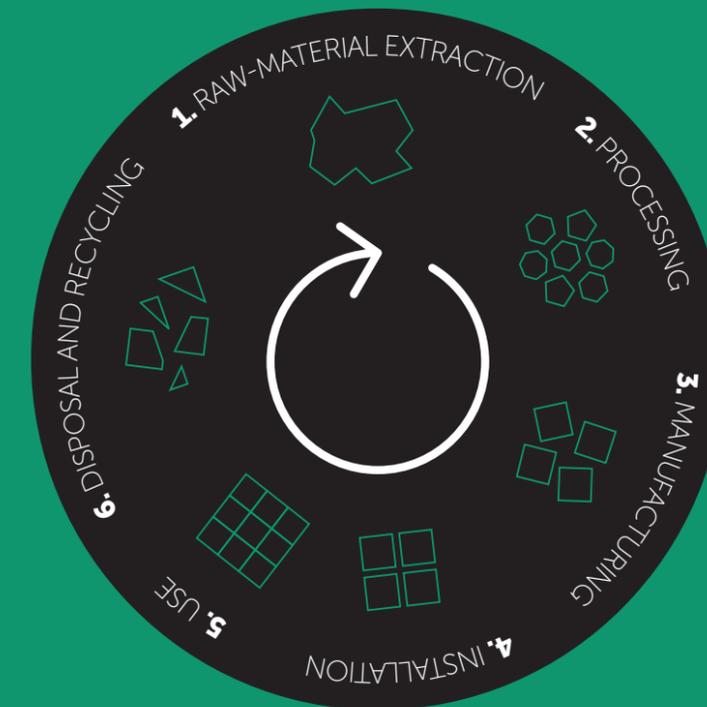


The energy efficiency index per m<sup>2</sup> produced remained similar between 2006 and 2016:

**0.00314 tCO<sub>2</sub>e/m<sup>2</sup>**

## THE LIFE CYCLE ASSESSMENT

The Brazilian ceramic tile sector's environmental footprint was calculated by means of a Life Cycle Assessment (LCA) study, a management tool that enables the compilation of a product's environmental impacts throughout its life cycle.



## FROM THE CRADLE TO THE GATE

The study ranges from the extraction of the raw material until the product leaves the factory (cradle-to-gate). The two main national manufacturing routes were inventoried. The inventories were conducted in accordance with the NBR ISO 14040 standard and adopted internationally used premises for the sector.

**MORE THAN 70% OF THE TECHNOLOGY EMPLOYED IN THE PRODUCTION IS OF HIGH EFFICIENCY ON WATER AND ENERGY USAGE.**

See the whole study on the website: [www.iniciativaanfacer.com.br](http://www.iniciativaanfacer.com.br)

## TECHNOLOGY ROUTES

Production (millions of m<sup>2</sup>)

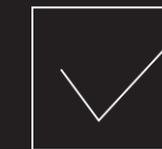


WET ROUTE

**TOTAL: 792\***

DRY ROUTE

\* IN TERMS OF PRODUCTION, THE INVENTORIED AMOUNT WAS EQUIVALENT TO 26% AND 32.1% OF THE DRY ROUTE AND THE WET ROUTE RESPECTIVELY.



## THE ENVIRONMENTAL TABLE®

From now on, the Brazilian ceramic tile sector will have its own "nutritional table". The objective is to communicate the product's technical attributes to the market in a transparent manner. The information is presented in the form of a table.

## Sustainable construction

The Environmental Table® also details the environmental attributes of the main sustainable construction certifications, LEED® and AQUA-HQE, in addition to the requirements of Brazil's 15575 Performance Standard.

\* Leadership in Energy and Environmental Design.

## CERAMIC TILES HAVE THE LONGEST LIFETIME

Ceramic tiles emit zero volatile organic compounds and do not contain formaldehydes or other toxic components, as well as offering other benefits such as durability, energy efficiency, health and hygiene, fire safety, among others. They represent a conscious consumption choice for sustainable construction.