

SUSTAINABILITY REPORT

VILA KALANGO



Prepared in December 2024

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VILA KALANGO: SUSTAINABILITY AND COMMITMENT TO THE COMMUNITY

Vila Kalango strives to preserve the essence of Jericoacoara as it was in the 1990s, connecting with nature and minimizing environmental impacts. The lodge retains the original coconut trees in the area, adopts sustainable practices in every detail, and prioritizes local materials for furniture and décor. It avoids using generators to prevent environmental damage, values the natural freshness of the constant breeze, and rejects elements that could alter the landscape, such as helicopters and beach chairs. The Vila is a place for immersion in nature and introspection, leaving a positive impact on its visitors.

Community and Culture

The pousada integrates with local communities by hiring and training residents for its team. Collaboration with local artisans and chefs enriches the design and gastronomy of the vila, promoting regional culture. Events with local artists provide guests with an authentic and engaging experience.

Environment

Only 34% of the land is developed, preserving the rest of the area. Vila Kalango collaborates with the Jericoacoara Recycling Plant, protects beaches, and maintains an organic garden at Rancho do Peixe. Locally produced compost nourishes the garden, which supplies the lodge's restaurants with fresh and sustainable ingredients.

Social

Monthly donations are made to the Jeri Community Council, supporting activities such as library access, English lessons, gymnastics, and capoeira for the community. Monthly donations are also provided to the "Escolinha da Rosa" football team, benefiting 70 children with classes and sports activities.

SOLID WASTE MANAGEMENT PLAN FOR VILA KALANGO

Responsibilities:

- Preparation: Marisa de Paula Arrais Alencar (Food and Environmental Engineer) CRQ/CE 100300373.
- Legal Representative: Silmara Ambrosio da Fonseca Americo.

Objectives:

1. Efficient solid waste management in compliance with regulations.
2. Minimizing environmental impacts and operational costs.
3. Promoting selective collection and raising awareness among staff.

Waste Classification and Destination:

- Non-Hazardous Waste (Class II): food scraps, cardboard, glass, plastic, and metal.
Destination: Selective collection by the Jericoacoara Waste Pickers Cooperative.
- Hazardous Waste (Class I): occasionally discarded electronics.
Destination: Storage and appropriate disposal.

- Recyclables: paper towels, sanitary pads, among others.

Destination: Daily collection by the municipality via a third-party company.

Sustainable Actions:

- Use of glass bottles and reduction of plastics in rooms.
- Composting organic waste.
- Segregated bins with pedal-operated lids.

Implementation and Training:

- Lectures on sustainability, recycling, and waste management.
- Biosafety procedures and bin identification.
- Supervision of collection and storage of certificates issued by partners.

Observations:

The plan complies with SEBRAE Quality Seal and licensing requirements. It must be updated periodically to remain compliant with current legislation.

MANUAL OF SUSTAINABLE PRACTICES FOR VILA KALANGO

The Vila Kalango Sustainability Manual guides staff, guests, and visitors in practices that foster conscious interaction with the environment and the continuous improvement of the hotel's environmental management.

Sustainable Practices

1. Waste Reduction:

Use of QR Codes for general information, avoiding paper and pamphlets. Selective collection in bungalows, kitchen, and common areas, with separation for recycling, composting, and appropriate disposal. Reuse of amenity packaging and fabrics to minimize waste.

2. Conscious Consumption:

Regional amenities and fixed packaging, valuing local craftsmanship. Guidance on proper disposal of coffee capsules, batteries, and minibar products. Furniture and lighting made from reforested wood and recycled materials.

3. Energy and Water Efficiency:

Showers heated by solar energy in selected suites. Reuse of pool water for garden irrigation. Use of low-consumption light bulbs in artisanal lighting.

4. Local Appreciation:

Decoration with community handicrafts. Partnership with local suppliers for inputs and amenities.

5. Internal Environmental Management:

System for separating contaminated liquid waste and reverse logistics for specific waste such as oil and coffee capsules. Team training on appropriate disposal and reuse practices.

Guest Role

Guests are encouraged to adopt conscious practices during their stay, such as using selective bins, saving water and energy, and respecting sustainable guidelines, promoting a harmonious experience with nature and local culture.

Commitment to the Environment

Vila Kalango reaffirms its commitment to sustainability, integrating actions that reduce environmental impacts, promote awareness, and strengthen the connection with the local community and ecosystem.

In 2023, we implemented a water filtration system and started offering free water to guests in reusable glass containers. This initiative resulted in a reduction of 22,000 plastic bottles consumed annually.

INVENTORY OF EMISSIONS AND CARBON NEUTRALIZATION

The Greenhouse Gas (GHG) Emissions Inventory for Vila Kalango was prepared based on the year 2021, using the GHG Protocol methodology to quantify emissions, propose neutralization actions, and identify mitigation opportunities.

Key Results

Total emissions reached 192,017 tons of CO₂e, distributed among the scopes:

Scope 1 (direct emissions): Mobile combustion, air conditioning, and extinguishers.

Scope 2 (indirect energy emissions): Electricity consumption.

Scope 3 (various indirect emissions): Home-to-work commuting, business travel, and waste.

Emission Distribution

Home-to-work commuting: 40.87% (78.469 tCO₂e).

Mobile combustion: 27.92% (53.610 tCO₂e).

Electricity: 14.88% (28.573 tCO₂e).

Air conditioning: 8.01% (15.388 tCO₂e).

Business travel: 5.71% (10.960 tCO₂e).

Waste: 2.58% (4.963 tCO₂e).

Compensation Actions

Tree Planting: Neutralization of emissions through the planting of 1,372 saplings, considering that each tree neutralizes 1 ton of CO₂e over 20 years.

Carbon Credits: Purchase of certified credits to compensate for emissions.

Other Sustainable Initiatives

Photovoltaic Energy: Emission reduction with the installation of solar panels.

Energy Efficiency: Encouragement of less polluting fuels and periodic maintenance of air conditioning units (PMOC).

Waste Management: Composting for food waste and selective collection.

The inventory highlights the importance of sustainable management to reduce environmental impacts, improve operational efficiency, and reinforce the commitment to ESG practices (environmental, social, and governance). Vila Kalango advances in emission neutralization and promotes innovative environmental solutions.

RECOGNITION

SELO XIS

LINK: <https://www.circuitoelegante.com.br/hotel/pousada-vila-kalango-gericoacoaraca/#selo-xis>

The SELO XIS, created by Circuito Elegante, promotes responsible and sustainable tourism based on ESG principles (Environmental, Social, and Corporate Governance), encouraging practices that respect the environment and benefit people. It responds to the growing demand for conscious consumption, addressing the negative impacts of unregulated tourism and prioritizing harmony with nature and future generations.

Key Evaluated Aspects

Environmental:

Sends waste to recycling cooperatives and responsibly disposes of oil.

Participates in and promotes reforestation actions.

Continuously monitors and evaluates energy consumption.



Uses recycled materials.

Preserves local ecosystems.

Social:

Promotes education and/or functional training.

Restores the local environment.

Participates in local and community actions.

Utilizes decor featuring artwork by local artists.

Works with local suppliers.

Governance:

Has its own sustainability project.

Recognized for sustainable practices (seals, awards).

Generates CLEAN energy (solar, wind, hydro, etc.).

Produces Key Performance Indicator (KPI) reports.

Practices Green Marketing.

TRIPADVISOR

LINK: https://www.tripadvisor.com.br/Hotel_Review-g303297-d594778-Reviews-Vila_Kalango-Jericoacoara_Jijoca_de_Jericoacoara_State_of_Ceara.html

Vila Kalango has been recognized multiple times by the TripAdvisor Traveller's Choice Awards over the years. In 2022, it was ranked the 10th best lodge in the world in the "Out of the Ordinary" category. Additionally, in 2024, it was named the best boutique hotel in Brazil and South America, as well as the 16th best lodge in the world.

INSTITUTO SER

LINK: <https://youtu.be/dNkX-EkzS3s?feature=shared>

The SER Institute – Sustainability, Essence, and Roots – works to preserve cultural memory, value local traditions, and develop responsible tourism in the Land of the Wind. It is guided by the values of sustainability, cultural essence, and strengthening the roots of the local community.

Purpose

The Institute aims to develop, support, and train projects and individuals that contribute to socio-environmental, cultural, and historical preservation, promoting integration between public authorities, civil society, and the local community.

Areas of Activity

1. Art and Culture:

Photographic and literary projects.

Socio-environmental film exhibitions.

Support for musical projects such as Escola AME.

2. Best Practices and Sustainability:

Sustainable tours and projects like Eco-mangue.

Sustainability Forum and climate initiatives.

3. Training:

Internship programs, environmental education, and promotion of sports practices such as Escola Ecoar and Academia dos Ventos.

The Institute fosters positive social impact by enabling education and social inclusion.