

2020 - 2022
a brief sustainability report



We are Abiti

Welcome to a new world

We are a portal of possibility

We are a temple of enthusiasm

We are a house of bare necessities



*"We were called to care for the planet, tending to its wounds,
and in the process, heal ourselves."*

Wangari Maathai

Who are we?

We are an experimental socio-environmental project, focused on man and his home, the planet. And our Mission is to see happiness bloom.

Our vision is to be an inspiring and sustainable project, based on the values: kindness, gratitude, generosity, excellence and spirituality.

This is not just a workplace, we are a project that strives to improve life on the planet. We collaborate for the preservation of LIFE... Life of people, animals and nature.

It all started in 1982 with the purchase of the old Fazenda do Engenho with the aim of recovering native nature in all areas that were already degraded by pasture. How? -Preserving the springs and bringing the fauna and flora back to their place.

Since then we have added more than 6000 hectares, and 98% of this area is already in the ReWilding process. Today, there are more than 350 people who collaborate with the project, and more than 20 sustainable business units.

Empresa



Certificada

With transparent and responsible actions we are B Certified.

A global community of leaders who use their businesses to build a more inclusive economic system, equitable and regenerative for people and the planet.

Ibiti | Projeto in numbers

350 collaborators

320 suppliers

700 families impacted





We add efforts
to multiply
results

With strategic partnerships and
nature-based solutions we are a
sustainable and resilient project

Karen B. Strier
Researcher, President
of the International
Society of Primatology
and close friend of the
Ibiti | Project



ibiti

Project Overview

SAIBA MAIS SOBRE O QUE DESENVOLVEMOS AQUI:

- **MURIQUI HOUSE**
Conservação do maior primata das Américas
- **REWIDING**
Reafirmação e Replantação de 98% de nossa área
- **GAIA**
Produção de alimentos orgânicos, bistrô e café
- **LIFE SCHOOL**
Escola experimental para comunidades pequenas
- **ENGENHO**
Hospedagem pra quem gosta de privacidade
- **ISGONÊ**
Hospedagem pra quem gosta de aventura
- **SANTUÁRIO SÃO FRANCISCO**
- **PROJETO ASAS**
Reintrodução de animais silvestres
- **PROJETO ONÇAS**
Monitoramento das onças da região
- **YUCCA**
Restaurante Vegetariano Garden to Table
- **VILLAGE**
Hospedagem para quem busca vivenciar o espírito de comunidade
- **AREIÃO**
Hospedagem pra quem quer a verdadeira cultura mineira
- **PROJETO EMPREENDEDORES**
Empoderamento da comunidade local
- **RECICLAGEM**
- **PROJETO ARARAS VERMELHAS**
- **PROJETO JACUTINGA E MACUCO**



Somos um projeto socioambiental, experimental focado no homem e sua casa, o planeta!

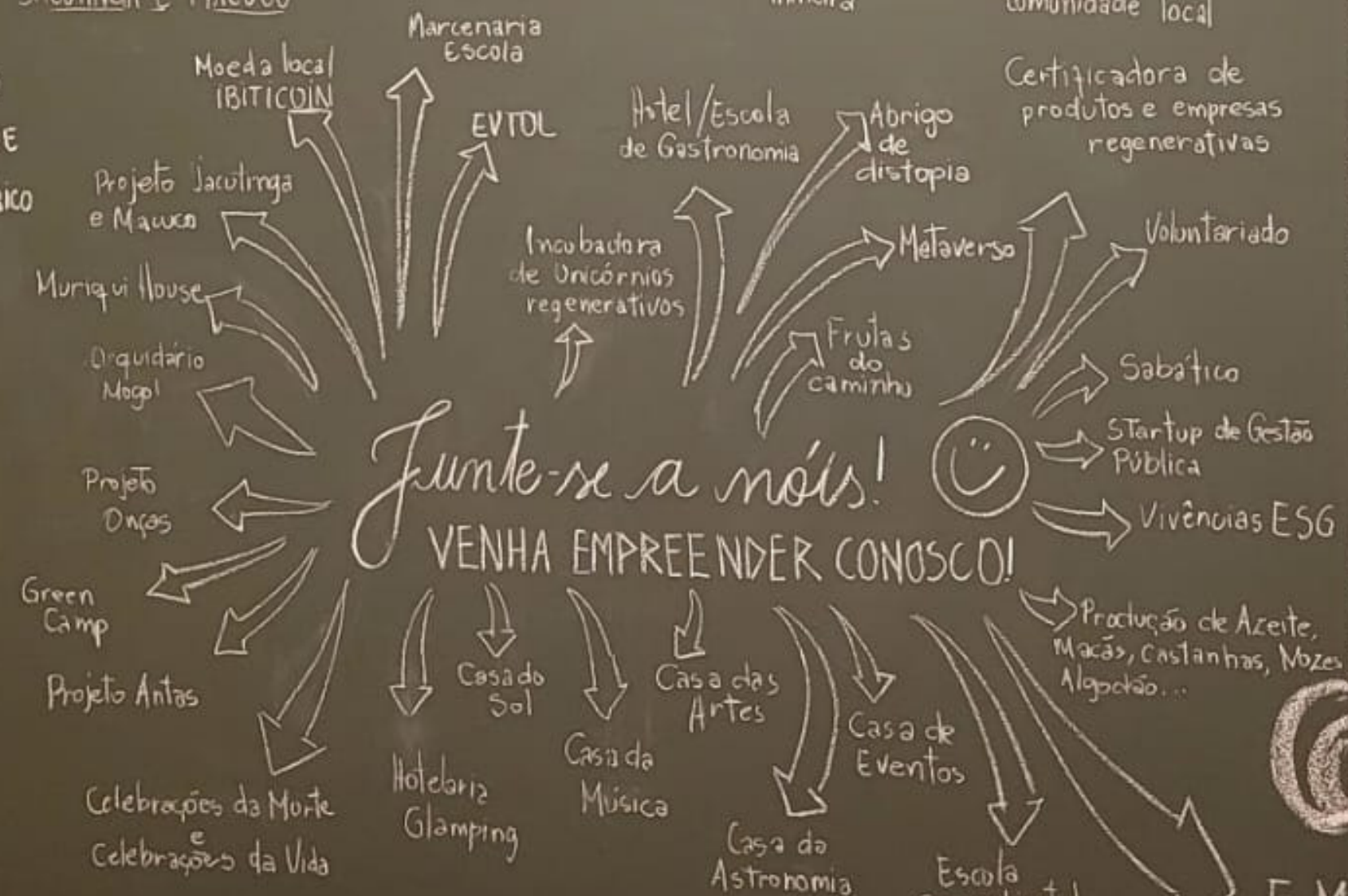
CALENDÁRIO 2022

- * **JANEIRO** *
 - 6 Folia de Reis
 - 16-21 Life In Nature
 - 16-31 Quinzena da criança
- * **JULHO** *
 - 4-10 Semana da Astronomia
 - 17-22 Life In Nature
- * **FEVEREIRO** *
 - 19 Sunset
- * **AGOSTO** *
 - 1-4 Bike Festival
 - 13 Nossa Sra dos Remedios
 - 15-19 Semana das Orquídeas
 - 27 Aniversário IBITI Dia do Muriqui
- * **MARÇO** *
 - 17-21 World Happiness Fest
 - 20 Equinócio de Outono
- * **SETEMBRO** *
 - 18-22 Seminário de Biodiversidade
 - 22 Equinócio de Primavera
- * **ABRIL** *
 - 10-13 Festival Gastronômico
 - 18-29 Encontro da Taxonomia de Escala
- * **OUTUBRO** *
 - 26-29 Programa Bird Watching
- * **MAIO** *
 - 08-13 Semana do Pinhão e da Cachaça
 - 27-29 Mostra de Cinema
- * **NOVEMBRO** *
 - 6-9 Programa Vegano
 - 13-18 Semana das Hortências
 - 27-01 Programa ESG
- * **JUNHO** *
 - 5-10 Programa Welltress
 - 19-23 Fórum IBITI
 - 21 Solstício de Inverno
- * **DEZEMBRO** *
 - 1 Programa ESG
 - 19 Solstício de Verão



EXPLORE IBITI

- VOCÊ ESTÁ NO MOGOL
- | NORTE | SUL | LESTE | OESTE |
|----------------------------|----------|--------------|------------------------------|
| * Areião | * Canyon | * Chapadão | * Estátuas |
| * Boa Vista | | * Chapadinho | * Lago Negro |
| * Projeto Asas | | * Água Santa | * Gaia Produção de alimentos |
| * Santuário São Francisco | | | * Muriqui House |
| * Yucca | | | * Engenho |
| * Life School | | | * Circuito das Águas Engenho |
| * Gaia Café | | | |
| * Circuito das Águas Mogol | | | |
| * Rancho do Sol | | | |
| * Cinema Charles Chaplin | | | |



E MUITO MAIS!



Some of our projects



Muriqui House:
conservation of
the largest
primate of the
americas



Rewilding:
Refaunation and
reflowering of 98%
of our area



Life School
An experimental school for
small communities



Gaia Products
Local production of organic
products



Entrepreneurs Project:
Empowerment of the local
community





Pamonã Waterfall
*The perfect connection
with nature*

TOURISM

Contact with nature as
the essence of
socioeconomic
development



IBITI | PROJETO

three lodging concepts:



Engenho Lodge
Welcomes and enchants tourists with comfort and privacy



Village
Offers interactivity with the local community and living in the countryside lifestyle



Remote
Total immersion in nature.

The journey through the SDGs

Our Goal

Dissemination of the 2030 Agenda that defines global priorities and aspirations and identification of actions already practiced locally in the Comuna do Ibitipoca that strengthen the achievement of the 17 Sustainable Development Goals plus Goal 18, which is composed of the mission to create a fertile environment to flourish Happiness, so that the Comuna do Ibitipoca becomes a valuable and decisive example for giving scale to good sustainability practices in view of the planet's economic, social and environmental challenges.

To reach the goal, we follow a plan:



OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL



STEP 1



Knowing the 17SDGs

Bringing the SDGs + Happiness to our people

Produce short videos. The videos will be presented in sessions during fortnightly meetings and followed by dynamics for participation and fixation of the content presented to know what each one thinks of how the practical experiences of the Comuna act on what is being explained in each episode. The objective is to know how each one feels, what they do and how they think they can do better about the subject.



Episode 1 - What is Sustainable Development and a brief explanation of what the 2030 Agenda is.

Episode 2 to 18 - Illustrated explanation of each of the 17 Objectives in a clear, succinct and objective way using local language

Episode 19- About being happy in the Ibiti I Projeto

STEP 2



Promotion of meetings with all employees to gradually present the videos to better absorb the contents of the SDGs, followed by group dynamics, debate and fixation.

STEP 3



Based on the survey, define what can be done to improve and what does not apply according to the context of the community.

Reporting and Effective Communication

STEP 4



Elaboration of an illustrative mural with the 17 ODS + Felicidade, with the creation of an icon representing the ODS + Felicidade

Gamification with the SDG's contents

Produce a video to show how Comuna do Ibitipoda is concerned about the SDGs



Igor Fonseca, a local broadcaster is our narrator to explain, in video, what the ods are about and how we can be a reference for each of the objectives. (part 1)



If you are reading this report in PDF format, you can use this QR code to watch the video on YouTube



<https://www.youtube.com/watch?v=36z9K9BNaC0&t=4s>

Igor Fonseca, a local broadcaster is our narrator to explain, in video, what the ods are about and how we can be a reference for each of the objectives. (part 2)



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https://www.youtube.com/watch?v=9XyIQI4aR_8

18 FELICIDADE



Creation of visual identity for the Happiness Goal icon

Just as the GDP represents the sum of all final goods and services produced in a given region, the GNH is also the sum of the positivity contained in the thoughts, feelings and behavior of individuals. Hence the icon representing the collectivity.

The 17 UN SDGs are represented in colored icons. We chose the color violet, which is not included in the spectrum of the UN logo and is, according to chromotherapy, a color that has the power to transmute energies as it can connect to all chakras. It is capable of transforming all negative energy into positive and is directly linked to the power of healing.

We created a visual identity for the representation of the 2030 Agenda in the Comuna and resignification of the UN slogan 'Leaving in the ONE behind' to 'Leaving no LIFE behind'



The ODS Mandala - diagram composed of petal-like shapes representing each ODS+Happiness icon and their respective colors forming a magic circle that symbolically represents the unity of the Ibiti Project.

Our Mandala handpainted mural on the wall at the community center



Fortnightly we held meetings with film presentations and debate with quiz games about the SDGs and its relation with the theme of the films. At each movie session we had a Quiz Game with around 10 or 12 questions and the ones that participate got little gifts

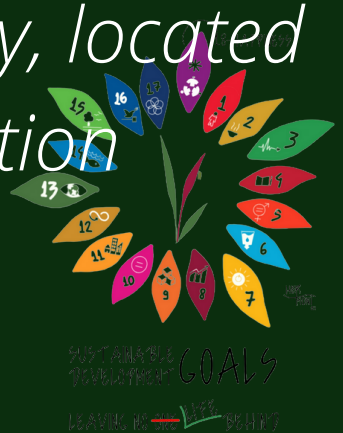


Films presented:

- **An Inconvenient Truth**-a 2006 American concert/documentary film directed by Davis Guggenheim about former United States Vice President Al Gore's campaign to educate people about global warming.
- **Ibitipoca Droba pra lá** - A documentary with testimonies of local people and records about the degradation of nature in the region of Ibitipoca (Where our project is located)and the consequent economic decline in the region . <https://www.youtube.com/watch?v=TD-GG2-wd6l>
- **A Beleza de Rose** - a Brazilian film that fictionalizes an ordinary day in the lives of many Brazilian girls, in order to discuss Brazilian women positioning, image and imaginary.
<https://www.facebook.com/abelezaderose>

- **O Vale** - *The Valley*, a documentary by João Moreira Salles and Marcos Sá Corrêa

" O Vale" portrays the penury in which farmers and ranchers in the Vale do Paraíba live. *This valley, located on Brazil's south west region presents a condition of intense land degradation, as a result of the occupation history and current use.*



1. Vimos no filme que muita gente ia embora da nossa região porque?...

We saw in the movie that a lot of people left our region because?..

A. Eles preferem fazer compras em Shopping Center

They prefer go shopping

B. Aqui chove muito

We have too much rain around here

C. Aqui não tinha oportunidades de emprego e de ter renda

Here there were no job and income generation opportunities



SUSTAINABLE DEVELOPMENT GOALS

The last movie session , the movie sessions climax:

O Menino que
Descobriu o Vento

The Boy Who Harnessed the wind

The key question

How do you think the relation
between the movie and the
SDGs, that we have been
talking about in our meeetings?



Researching all the people involved with the projects we created this chart where we measured how do each one of our projects contributes for each SDG

Leaving no ~~one~~ life behind



Casa do Sol



Gaia



Governança



Ibitipoca University



Infra Estrutura



Life School



Refauna



Turismo Regenerativo



Zero Print



we contribute a lot



Contribuímos muito

we contribute a little



Contribuímos

we contribute indirectly



Contribuímos indiretamente



educaplay

Types of activities Support center Enter your Game Pin Blog Premium English

Activities Ex.: Rivers of Europe... All the activities New Activity

Caça palavras ODS

0 PONTUAÇÃO 00:19 TEMPO

S U S T E N T A B I L I D A D E

1. SUSTENTABILIDADE
2. ENERGIARENOVAVEL
3. DESENVOLVIMENTO
4. PROSPERIDADE
5. MEIOAMBIENTE
6. MEIOAMBIENTE
7. RESILIENCIA
8. ECOSSISTEMA
9. PROTECAO
10. PLANETA

word search puzzle

educaplay

Activities Ex.: The French Revolution. All the activities New Activity

Nossa Mandala

0 /25 NÚMERO DE TENTATIVAS 0 PONTUAÇÃO 00:11 TEMPO

Clique em: ODS 10 - Redução das Desigualdades

SUSTAINABLE DEVELOPMENT GOALS
LEAVING NO ONE BEHIND

Matching Game

educaplay

Activities Ex.: Parts of the cell... All the activities New Activity

ODS Memória

10 /25 NÚMERO DE TENTATIVAS 70 PONTUAÇÃO 00:42 TEMPO QUE RESTA

4 EDUCAÇÃO DE QUALIDADE

7 ENERGIA LIMPA E ACESSÍVEL

Memory Game

We also developed some games about the SDGs on line on educaplay. The games were shared in the internal network groups so that everyone could play, have fun and learn more about the SDGs



THIS IS IBTI | PROJETO and the SDGs



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<https://youtu.be/3Alyta8U5XA>

Think Global Act local

we learn from
the past and
reimagine the
future.

We want to
inspire the
world!

Thank You!

Valentina and
Marina are
students at our
local school

