



Maceió

The **Projeto Sururu: Conchas que Transformam*** is an initiative with a purpose

Working with the community of Vergel do Lago, in Maceió (AL), the Brazilian Institute of Development and Sustainability (IABS) and Portobello, with their partners, propose to bring better quality of life, generate more income for shellfish gatherers and other residents, and reduce the environmental impact of sururu shells abandoned on the streets of the neighborhood, transforming these shells into innovative and high value-added products.

Objectives



Generate income alternatives and improve the quality of life for the community



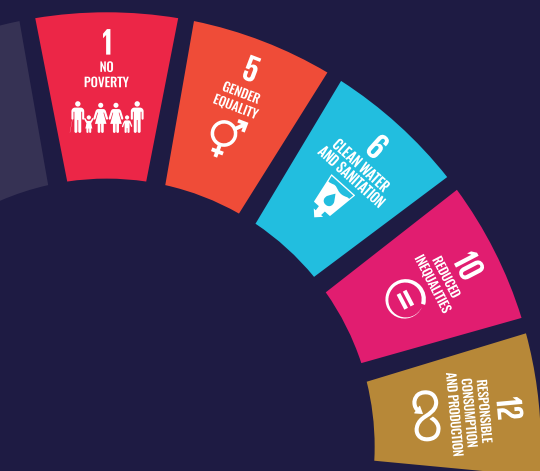
Create high value-added products, redirecting the profit to the local population



Reduce the environmental impacts of the activity



Create opportunities to promote collective well-being



*Sururu Project: Shells that Transform

Implementation



IABS Portobello



Learn more about the project at:



**PROJETO
SURURU**
Conchas que Transformam

Sururu Project: Shells that Transform

1 Vergel do Lago

Vergel is a low-income community with high social vulnerability, but with a lot of tradition and engaged people.

In the region, **sururu*** is the economic base for many families, and the residue generated from the processing, which separates the meat from the shell, has become an environmental and public health issue due to the **improper disposal of these shells** on the streets of the neighborhood.

**Mytella charruana*, immaterial heritage of the state of Alagoas.



4 From waste to innovative products

After much study and partnerships, the sururu family of products were created: the **Cobogó Mundaú** and the **Solar** and **Fita** wall covering lines.



Cobogó Mundaú (2020)

Created by designers Marcelo Rosenbaum and Rodrigo Ambrosio in partnership with local craftsman Itamácio dos Santos, the cobogó embodies the essence of the community: made from sururu shells with the shell shape in the cutout center of the piece. This is a legacy of the *Maceió Mais Inclusiva* Project.



Solar (2023)

A wall covering also created in collaboration with designers Marcelo Rosenbaum and Rodrigo Ambrosio.



Fita (2024)

A new sustainable possibility that uses the same bio material and continues the Project.

5 Social fund: profit reinvested in the community

With the sale of high value-added products and a common purpose, **the profit** from all sales will be reinvested in new projects in the community. Thus, it is possible to continue improving the quality of life in the community.

3 Pillars of Sustainability

Social

- Improves the quality of life for the Vergel community
- Brings new income alternatives for women who previously lived solely on sururu picking
- Mainly involves the social participation of women



Environmental

- Provides an alternative destination for sururu shells, which were previously disposed of improperly
- This improper disposal burdens landfills and has become a public health issue in Vergel



Economic

- Creates a new source of income for the community
- Enables new projects in the community
- Creates a legacy of transformation for future generations in the community



3 New raw material: shell reuse

Through social circular economy, the shells that would be taken to the landfill are transformed into raw material for innovative products. Once ready, they are sold to partner companies such as **Portobello**.

All of this takes place at the **Entreposto**: the Social Enterprise factory unit, managed by IABS for the Vergel community.

