

Imerys na comunidade

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March 2017 - nº 10



PROJECT RESUMES ACTIVITIES



Casa Imerys at Vila do Conde opened for planned activities in 2017, with a big attendance success. All the 150 openings were quickly filled on the first day of enrollment for ballet and karate classes, school work assistance and work exercise for the elderly.

“While enrollment was taking place, we heard about the development of children who come to Casa Imerys. We were proud of the warm welcome the project deserved from the communi-

ties”, Casa Imerys coordinator Nayara Santos, says.

Classes of the 400-hours professional qualification course “Ore Processing Operator” have also started.

Thirty candidates passed the objective test. Requirements to attend the course included domicile at the communities close to Casa Imerys, to be over 18 years of age and to have completed High School studies.





EXPEDIÇÃO IMERYS 2017

COMUNIDADE & FOTOGRAFIA

Imerys Expedition 2017 is already underway

Participants of the second edition of Imerys Expedition will draw inspiration from Casa Imerys, the largest social project developed by the mining company, which, in five years, has already brought benefits for over 9 thousand people. In April, the 60 candidates who have been selected will have one day to take an artistic look at activities developed in both of project units, located at Vila dos Cabanos and Bairro Industrial.

Twenty images will be part of the Imerys Expedition, and the authors of the two best ones will earn a trip, all expenses paid, to attend the Valongo International Image Festival 2017, in Santos/SP. The name of the winners will be disclosed during the exhibit in June, in Belém.

“We want to show the general population of Pará the relevance of the social actions of Casa Imerys through education, health and income generation for the communities”, Imerys Coordinator of Communication & Community Relations Juliana Carvalho, reported.



WHAT IS NEW

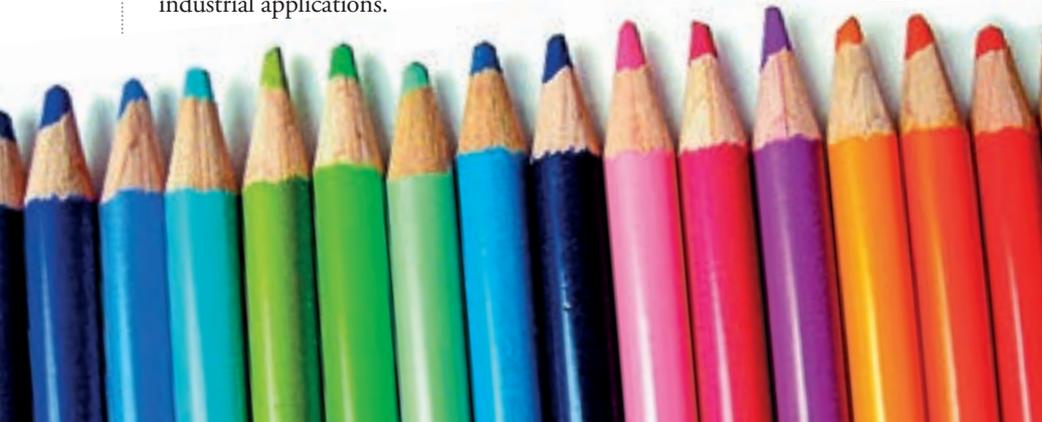
The “Popular Jury” category was created to select the author of the image with the largest number of shares on Facebook using the hashtag #expedicaoimerys. The winner will receive a “Workshop Voucher” from Associação Fotoativa, in Belém.

JOIN US AND SHARE YOUR FAVORITE PHOTO!

Kaolin in your daily life

Kaolin is one of the six most abundant ores taken from the ground. Once processing is completed, it is used to manufacture many of the products we use in our daily life, such as paper, color pencils, cosmetics, paint, toothpaste, cups and other.

In recent years, other uses were found for kaolin as for example, in manufacturing plastics, pesticides, animal food, food and pharmaceutical products, fertilizers and several other industrial applications.



Records

Paying tribute to women

In association with Embeleze, Casa Imerys prepared a special program for the International Women’s Day celebrated in March. Beauty services, such as eyebrow design, hair cuts and makeup were offered to 70 women at both of project units at Vila do Conde and Bairro Industrial. A chat with beauty tips and a breakfast especially prepared for them were also sponsored.



Growth Microcredit

Twenty four of the fifty-eight micro-entrepreneurs selected for the Imerys program, whose purpose is to invest in the development of micro-entrepreneurs whose educational qualification is already underway. They have now reached the second module of the Business Management Course, ministered at Casa Imerys under a partnership with Microlins. Once their qualification is completed in May, participants will proceed to the second phase of the program involving microcredit grants from Banco da Amazônia and OSCIP Amazônia Florescer.



IMERYS NA COMUNIDADE

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