

Environmental Program

Summary: The program seeks to promote corporate environmental sustainability by promoting and developing projects with a positive impact on the environment.

Corporate Sustainability implies that a company must consider the environment and the community in which it operates as key stakeholders for decision-making.

The company should not only focus on profitability but will also consider the impact and value that each decision will have on the environment and the community in short, medium and long term.

The focus is on the legacy that each company is passing on to future generations.

Goal: To support the development of an ecosystem of companies that understand sustainability as a fundamental strategy to guarantee both the future of the company and the planet.

Objectives: The program includes both specific projects and cross-cutting initiatives across all Fibras' projects, ensuring that the focus on sustainability is maintained at all times.

Projects: For example, projects with impact on any of the following topics will be promoted:



Climate change



Change in the energy matrix



Water use



Biodiversity, conservation and/or land use change



Waste management



Pollution



Environmental education



Transportation

Cross-cutting initiatives:

Environmental sustainability is a part of corporate sustainability. To achieve sustainability in its broad sense, Fibras will work on both environmental and social initiatives that are transversal to all of its projects.

In this context, the environmental program will be in charge of:

- Defining the strategy for measuring environmental impact, to be communicated and implemented in all of Fibras' programs. The impact of each project must be communicated based on the Sustainable Development Goals.
- Ensure that these impacts are measurable and verifiable, preferably following international standards (e.g. GHG protocol for Carbon Footprint calculation).

Proteo - Multipurpose Platform for Marine Data Acquisition

Proteo will make available valuable data for scientific research, marine management and the fishing industry

The problem: It is not easy to access technological tools that allow quality information to be obtained both for scientific study and for the correct management of maritime areas of interest. In this regard, several challenges are identified:

- Improve monitoring capacity: Detect vessels in a given maritime area in real time, either for IUU fishing detection or for detection of illegal navigation. Available tools are expensive and/or do not cover all needs.
- Build an accessible source for marine data: Many regions do not count with a database of oceanographic and atmospheric indicators. In some cases, key indicators for environmental management decisions are not yet being measured.
- Provide data for the fishing industry: The sector does not currently have data that would help them make decisions at the time of setting out to fish.

Value proposition: Proteo will provide a reliable, accessible, configurable and scalable marine monitoring and data acquisition solution. In addition, since it is going to be a multipurpose network, it will be constantly changing according to the needs and just like the Greek deity, from which it inherits its name, it will predict the future thanks to its oceanographic and climatological predictive capacities based on machine learning.

Functionalities:



Real time detection of suspected illegal fishing and navigation in marine areas of interest. Solution based on radars placed on beacons/ buoys that count how many vessels are being detected in a given area.



Gathering of marine environmental data for academic and private usage and for supporting environmental management decisions. Sensors, hydrophones, passive acoustics and cameras will be installed on both buoys and ships.



Useful data will be generated for the fishing sector, helping to optimize its processes in order to minimize the environmental impact while reducing operational costs.

Business model: The platform will have publicly available data and private data that can only be accessed through a subscription plan.

Competitors: There exist big data projects that use satellite data and remote sensing to identify suspected IUU fishing, such as Global Fishing Watch, Ocean Mind and Skylight. As these projects have a global scope, they do not cover 100% of a particular area's management needs. Besides, they do not integrate marine data acquisition capabilities.

Opportunity:

- There is demonstrated interest from both government agencies and academia at national level.
- The number of Marine Protected Areas is expected to increase globally (30% by 2030 campaign), which will demand greater management capacity.
- The same technology can also be used to detect other illegal activities that may be occurring in the monitored areas.

Current status: Developing the idea, working on the value proposition and definition of the minimum viable product.

Team: Pyxis Ecosystem with more than 10 years of experience in platform development, including its engineering and data science unit.

