



## Urban Agenda Platform

The global platform for sharing progress, action and knowledge on the implementation of the New Urban Agenda to achieve sustainable urban development.

# naPorta

Region	Latin America and the Caribbean
Award Scheme	Dubai International Award
Themes	Data-Driven Process and Management Local Economic Development Slum Upgrading
Sustainable Development Goals	Goal 1 - End poverty in all its forms everywhere Goal 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all Goal 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable
New Urban Agenda Commitments	Sustainable Urban Development for Social Inclusion and Ending Poverty Sustainable and Inclusive Urban Prosperity and Opportunities for All Environmentally Sustainable and Resilient Urban Development

## Summary

naPorta is an impact logistics technology company that operates in restricted areas such as favelas, using technology to improve logistics. The project employs local residents and develops Digital Postal Codes for geolocation and logistical efficiency in complex territories.

## Background and Objective

Currently, Brazil is home to approximately 14,000 favelas, where more than 17 million people reside. These communities represent a vibrant economy, generating approximately 220 billion reais annually. If favelas were considered a state, they would rank 4th nationally in terms of population and economic activity.

According to data from the Instituto Data Favela, approximately 36.2 million Brazilians living in favelas and peripheral areas face significant restrictions in receiving products. This reality affects about 20% of the country's population, depriving many of access to essential products through e-commerce.

To address this challenge, naPorta has emerged as the pioneering Social Impact Logistics Technology company in Brazil, dedicated to solving this distribution gap by providing reliable and accessible deliveries to hard-to-reach areas.

## Actions and Implementation

### Technology (Integration and Digital Zip Code)

: Technology centralizes operations, enhancing efficiency and reach through system integration and the Digital Zip Code, facilitating precise deliveries in hard-to-reach areas.

### Governance (Compliance Standards, Processes, and Training)

: Robust governance ensures regulatory compliance, quality, safety, and operational consistency, increasing customer and partner trust.

### Scalability (Standard Structure)



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: The standardized structure allows easy replication of operations in new locations, favoring expansion and maintaining operational efficiency.

### **Capillarity (500 Locations in the RJ and SP Axis)**

: The presence in 500 locations expands market coverage, ensuring accessibility and efficient deliveries in urban and peripheral areas.

### **Service Level (CX, Control Tower, SLA, D0 and D1 Deliveries)**

: Maintaining a high service level, with real-time monitoring and fast deliveries, increases customer satisfaction and loyalty.

### **Impact Measurement (Report and 2030 Goal)**

: Evaluating and communicating social and economic benefits demonstrates social responsibility, attracting investors and partners.

### **LaaS Solution (8 Services)**

: The comprehensive offering of logistics services (Last Mile, Middle Mile, etc.) provides a complete and integrated solution, meeting various logistical needs of clients.

## **Outcomes and Impacts**

naPorta operates on three pillars of impact: social, economic, and environmental.

**Social impact:** They work closely with the local community, employing and developing people. To date, they have generated employment and income for more than 2,000 residents and developed 9 operational leaders.

**Economic impact:** They aid in the community's development by operating "mini hubs," which are local infrastructures. Currently, naPorta has 7 operations in this format. Additionally, naPorta has injected approximately 3 million reais in payments to delivery workers, who earn an average salary of R\$5,800 from the company.

**Environmental impact:** They deliver through a clean delivery mode. And currently operate 2 operations entirely powered by electric vehicles (vans, tuk-tuks, and motorcycles). As well as, developing carbon credit initiatives in partnership with companies in the field.

## **Sustainability and Scalability**

According to UN-Habitat 2022, around one billion people currently live in slums and informal settlements worldwide. This number might be underestimated due to difficulties in data collection in various countries and the dynamic nature of the formation and dispersal of these territories. The naPorta solution can be replicated for these locations through our vision of impact and technology. This includes local employability, local workforce development, and training of professionals from these territories, as well as raising awareness among companies and marketplaces about this issue.

The Digital Zip Code solution supplements our logistics operation. Through it, we start to identify these territories, gain access to more accurate data, and, with the support of the public and private sectors, provide vital services (basic sanitation, energy, internet, paving) to places previously nonexistent on the



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map. This will help us to finally build resilient and smart cities.

## Gender and Social Inclusivity

The importance of gender equity is manifold and essential. Firstly, diversity brings different perspectives, experiences, and skills to the team, enhancing creativity in problem-solving, innovation, and performance improvement. Besides promoting social justice, equal opportunities, and inclusion, it creates a fairer and more balanced environment for everyone.

Recognizing that the logistics sector is traditionally male dominated, with only 17% of women holding positions in this field, and we aim to change this reality through incentives and talent development. Currently, half of our team consists of women, but we are not satisfied as only 17% hold leadership positions. Despite being in operation for just three years, naPorta is already implementing initiatives to change this scenario, from a dedicated women's channel to changes in hiring processes and work on unconscious bias.

Furthermore, 50% of the team comprises Black and Brown individuals, with 50% of them in leadership roles. Operating in restricted territories, we also boast a highly diverse team, with 58% coming from communities and 10.6% from peripheral and rural areas.

## Innovative Initiative

### End-to-End Technology

: They have integrated with various platforms to ensure instant delivery information availability, reducing failures, and enhancing operations. Their solution allows customers to track goods in real-time, a first for community consumers. In collaboration with Google, they have created the "Digital Zip Code" feature, incorporating communities into maps with unprecedented precision.

### Governance

: They are committed to professional advancement, fostering growth, and long-term perspectives within the company. naPorta aims to sustain its position as a responsible and impactful company, empowering community residents. Promoting employees from the ground up builds a cohesive and robust culture. In one year, they have developed five local leaders and provided livelihoods for over a hundred people. naPorta structure processes aligned with logistics compliance standards for efficiency and precise tracking.

### Operation

: All deliveries are insured and adhere to strict safety standards, supported by an infrastructure ready for client goods. Our scalable model is ready for local agencies. Through their logistics network, they connect client brands to end consumers. Their diverse portfolio ranges from pets to fashion, offering flexibility and a hybrid model adaptable to various needs.

### Social Impact

: Local residents manage their operations, bringing deep territorial understanding. naPorta support and train residents for successful careers. Using local infrastructure ensures direct community benefits. NaPorta operates two bases with electric vehicles, promoting sustainable logistics. Recognizing the male predominance in logistics, with only 17% women, we aim to transform this reality. In one year, naPorta formed a team with 50% women and implemented initiatives to address unconscious biases and change hiring processes. They are committed to lasting positive change.



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## Resources devoted to delivery

To ensure the successful implementation of their solution, they relied on the support of investors and partners. NaPorta completed their first pre-seed round, raising \$300,000, followed by their second seed round, securing \$1.5 million. Additionally, they have a team of 30 dedicated professionals and proprietary technology for optimizing and managing deliveries.

## Conclusion

naPorta is a Logistic as a Service (LaaS) provider for restricted areas, rural zones, riverine regions, and peripheral areas. They offer a complete and sustainable solution for their clients, including Last Mile, Middle Mile, Reverse Logistics, Scheduled Delivery, and Pick-up Points, all with end-to-end technology. They operate mini hubs near communities with access to goods received from their Cross Docking operations in strategic city areas. These goods are processed and routed, and local couriers deliver them to the final consumer's doorstep. Just like in urban areas, residents can track their deliveries in real-time, choose to pick up their orders at one of naPorta's agencies at no extra cost, and receive their products within one day or less than 24 hours. This eliminates the need to travel long distances to a post office, use a friend's address, or pay exorbitant shipping fees.

In three years of operation, naPorta has impacted around 6 million consumers, created opportunities for over 2,000 people, injected more than 3 million reais into the communities they serve, and is present in 500 locations between Rio de Janeiro and São Paulo.

Additionally, through technology developed in partnership with Google, they enable residents to have a "Digital Zip Code" and be located on the map, providing access to vital products and services.