

# NATURA COSMETICS

Business and Biodiversity Forum  
COP14- Egypt

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## About Natura

Natura is a Brazilian multinational in the cosmetics, hygiene and beauty sector, that currently operates in Brazil, Argentina, Chile, Colombia, France, Mexico, Peru and the USA.

Founded in 1969, Natura has deepened its commitment to sustainable development over the course of its history. Natura is committed to developing products that transmit sustainable values and behaviors throughout its entire relationship network.

As a member of the United Nations Global Compact since 2000, Natura is fully committed to the 2030 Agenda for Sustainable Development adopted in 2015. Through initiatives relating to issues such as carbon, waste, women's empowerment, education, water, biodiversity and the Amazon Rainforest, we are contributing, directly or indirectly, to the 17 SDGs.



# SUSTAINABLE USE OF SOCIOBIODIVERSITY

## Innovation Plataform Strategy









# Access and Benefit Sharing

## Legislation

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### Brazilian legislation:

- Prior to 2015: Provisional Measure 2.186
- Post 2016: Federal Law 13.123

### Nagoya Protocol

## Voluntary ABS

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- Promote sustainable use of biodiversity
- Fair trade
- Education, entrepreneurship and strength local organizations
- Add value to biodiversity products

## Regulatory ABS

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### Focus ABS with traditional communities

- More than US\$ 10 million shared
- Sustainable development projects
- Territorial development agreements



# RESEX Mid-Juruá

ABS agreements and partnerships to create largescale transformations



## Territorial Development Forum

- Natura Amazon Program
- Partnership with traditional communities, governments, NGOs and other companies,
- Empower leadership and institutions
- Foster development and improve regions' quality of life.

→ Participatory diagnosis

→ Social Progress Index

→ US\$4,6 MM

## PROJECTS

- Amazon Sanitation Project
- Technical courses in sustainable production at conservation units
- Processing unit reform
- Logistics for production flow
- Rural family house education project

## Mid Juruá Committee

- Associations, Cooperatives, NGOs and government
  - ABS for genetic patrimony (Murumuru and Andiroba)
  - Annual calls for projects
- US\$ 700.000

## PROJECT APPROACHES

- Strengthening of citizenship, education and health;
- Food security and income generation;
- Conservation and environmental preservation;
- Strengthening associativism/cooperativism
- Diversification of markets

## 1<sup>ST</sup> YEAR APPROVED PROJECTS:

- Agroforestry systems in deforested areas
- Pirarucu sustainable management
- Commercial warehouse
- Management and monitoring of chelonians

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



6 CLEAN WATER AND SANITATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS





# Thanks!

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