

# Climate, biodiversity and nature



*"This is how, day by day, we build an economy that keeps the forest standing. This is how we ensure that the forest remains a home, a source of livelihood, and a horizon for future generations."*

**Elizabete Freitas dos Santos** – Extractivist at the Iratapuru Sustainable Development Reserve

"For a long time, we used to take the Brazil nut from the forest and sell it without knowing whether the price was fair. We simply accepted whatever amount was offered. We worked hard and, even so, saw little in return. It felt like our effort had no value. When we began our partnership with Natura more than 30 years ago, things started to change. It was one of the doors that opened for our community – and for my own life. Today, I'm part of Comaru, an extractive cooperative that has strengthened our organization and given us greater autonomy. Throughout this journey, we've learned to transform the Brazil nut into a product with more added value, made with our own hands and with the knowledge that comes from the forest. We managed to build the infrastructure to process the oil from this asset right here in our community – and that made all the difference. From that point on, we began selling 100% of our production to Natura through long-term contracts. This brought income, jobs, and dignity to our families. It brought security, stability, and the real possibility of growth. We learned to calculate our costs and negotiate a fair price. With this work, we structured a fund together with Natura that gives the children of extractivist families the opportunity to study. Four of my children received scholarships. Sandra was one of them. Today, she works with us at the cooperative, bringing back the knowledge she gained and strengthening what we've built together. Each product carries a story: it starts deep in the forest and continues in the hands of those who respect what it offers. **This is how, day by day, we build an economy that keeps the forest standing. This is how we ensure that the forest remains a home, a source of livelihood, and a horizon for future generations."**

**Elizabete Freitas dos Santos**

In order to be able to regenerate, a company needs to operate systemically to promote the conservation and regeneration of biodiversity, raise the standard of wellbeing and improve the quality of life amongst the communities and business partners, whilst at the same time implementing comprehensive initiatives designed to tackle climate change. To achieve this, we have always adopted an holistic approach, involving everyone we work with.

With this 360° vision, our ambitions and targets also involve all aspects of regeneration. Natura's Commitment to Life and 2050 Vision initiatives define the integrative approach we take to the key-issues of our business - its relationship with the socioeconomic development of the regions, the responsible use and regeneration of natural resources, and the seizing of opportunities related to the climate.



#### Highlights and progress in 2024

**We renewed the future vision of the Natura Amazônia Program**, that aims to position the region as a hub of wealth, innovation and technology, strengthening our regenerative business model (read more on page 92).

**We commemorated the tenth anniversary of the Ecopark**, Natura's technological, industrial, and innovation complex in Benevides, in the Brazilian state of Pará (*see more on page 141*).

**The Living Amazon funding mechanism began operations** and has already raised R\$ 21 million. The initial actions have benefited 13 agro-extractivist cooperatives and associations in the region, having a positive impact on more than 2,500 families.

**We developed the Socio-climactic Vulnerability Index** and implemented actions in support of those affected by the floods in Rio Grande do Sul, and the droughts that hit the Northern, Northeastern and Midwestern regions.

**We inaugurated an essential oils agribusiness** in partnership with the Campo Limpo Community Farmers Association (Aprocamp), based in Santo Antônio do Tauá in the Brazilian state of Pará.