
THREE BRANDS, ONE VISION

Aēsop®

Nourish through intelligent interactions


natura
bem estar bem


THE
BODY
SHOP
ENRICH
NOT EXPLOIT™
(It's in our hands)

SUSTAINABILITY VISION 2050

MANAGEMENT AND ORGANIZATION

Impact valuation
EP&L 2016



BRANDS AND PRODUCTS

Reducing relative
GHG by 33%

OUR NETWORK



INVENTORY

—
We measure our emissions of CO₂ from the extraction of natural resources to the post-consumption disposal



REDUCTION

—
Our commitment is to reduce our relative emissions by 33% until 2020 (vs 2012)



OFFSETTING

—
We support projects that have social and environmental benefits to offset the emissions that couldn't be avoided.

36
PROJECTS
SUPPORTED



30 BRAZIL



2 PERU



1 ARGENTINA



1 COLOMBIA



1 CHILE



1 MEXICO

OFFSET
2,8 MILLION TONNES OF
GHG



Ecoefficient cookstoves



People are continuously exposed to the smoke of the cooking process.





We fomented the implementation of a social technology



The reduction in emissions is due to the reduced use of firewood.



12.247

COOKSTOVES

Have been installed in the region of
Recôncavo Baiano and in Mexican cities

237.880

TONNES

of greenhouse gases will no longer be
emitted

139million

USD

of societal value created

Project assessment framework



valuing
nature

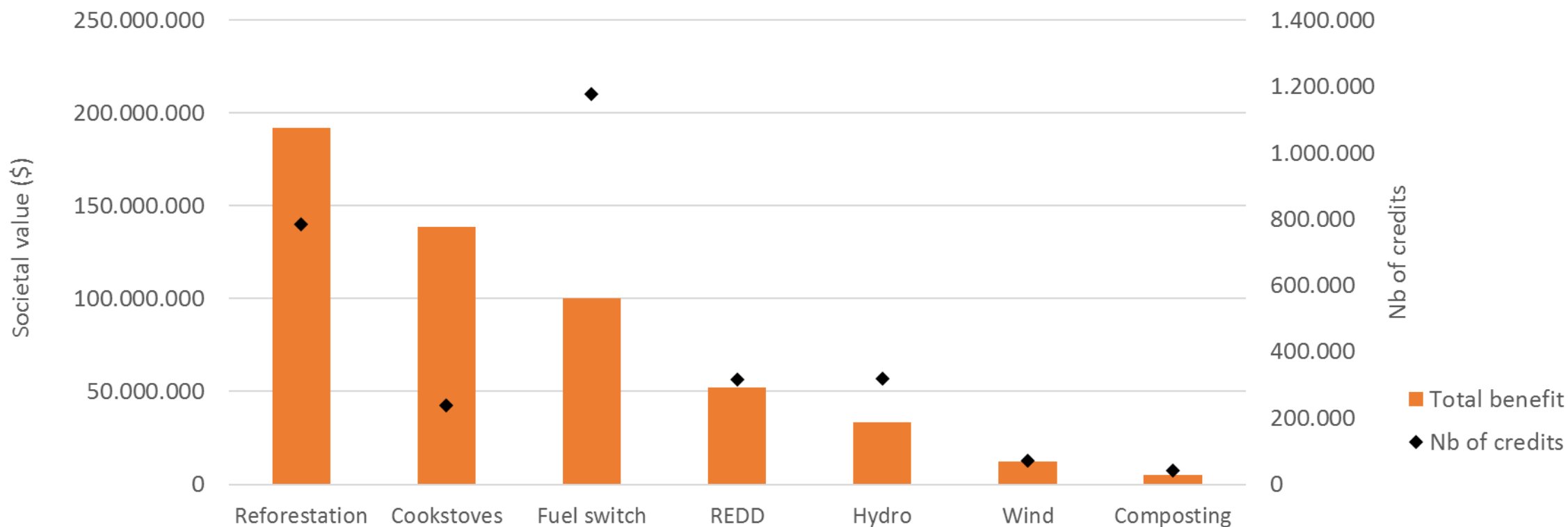
		Hydro	Wind	Forestry	Cookstoves	Composting	Fuel switch
Climate change		✓	✓	✓	✓	✓	✓
Jobs created		✓	✓	✓			
Human health		✓	✓		✓	✓	
Ecosystem Services		✓	✓	✓	✓		
Community development				✓	✓		
Education/Skills/Technology				✓	✓	✓	✓

Preliminary results – Societal benefits



valuing
nature

Natura projects have generated roughly 533 millions USD benefits (excluding the insetting project).



INSIGHTS

Different ways of using those results for Natura and others:

- Knowledge of each project and how they contribute to society
- Internal communication to get buy in to continue to invest in society
- External communication to engage with a range of stakeholders
- Support decision making to optimize investments in the future
- Selection process of the projects
- Net positive approach, company wide

Thank you



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