



碳减排先锋  
Defensores do Clima  
クライメート・セイバーズ  
Climate Savers



## Well-being in a low carbon world

Natura is a cosmetics, fragrance and personal hygiene company operating in Brazil, Argentina, Chile, Colombia, Peru, Mexico, Bolivia and France.



### How Natura has promised to fight climate change

Natura's Climate Savers commitment is to reduce its operational emissions by 10% by 2012, with 2008 as a baseline.

Natura joined the Climate Savers programme in December 2009. The Climate Savers target follows a previous target to reduce product carbon intensity by 33% by 2012 compared to 2006 across their entire supply chain, including product transport, consumption and waste.

### A leader of well-being

In the business for 40 years, Natura maintains a direct-sales business model and is recognised in Brazil for its innovative business approach, which has a focus on sustainability.

In 2006, Natura began a complete mapping of its emissions, including those related to the production and transport of raw materials and all transport, consumption and waste generated by its products.

In 2007, with the study completed, the company launched its Carbon Neutral Project. The project developed activities to cut 33% of its emissions of greenhouse gas per kilo of product by 2011, compared to 2006 levels, and offset the remaining emissions.

By signing the partnership with the WWF Climate Savers programme, Natura commits itself to investing in renewable energies with an explicit objective of decoupling its growth from its emissions. The target will be achieved by:

- Use of ethanol in its own fleet of vehicles
- New factories will eventually use renewable sources of energy
- Substituting diesel and oil used in its furnaces by biomass and ethanol

Helping deliver on this last strategy, Natura has developed a 'flexi-furnace' which can run on both biomass and traditional fuel. This

**“The climate change crisis requires us all to make changes in consumption and production. WWF’s Climate Savers programme is one of our answers to contribute to this challenge.”**

**Alessandro Carlucci** CEO



[climatesavers@wwfepo.org](mailto:climatesavers@wwfepo.org)  
[panda.org/climatesavers](http://panda.org/climatesavers)

innovative solution is currently waiting on environmental licensing from the government before being activated, and is already installed.

### **Learning from past experiences**

Previous climate targets made by the company have provided them with several constructive lessons. In the past Natura has overestimated the reduction potential of certain projects, and other climate initiatives have been affected by a slower market penetration of necessary technologies, such as raw natural material needed for packaging.

Natura has responded to these developments by setting up a dedicated task force of directors and managers focused on accelerating the adoption of carbon reduction projects. The tasks of this group include mapping all possible carbon reducing options, following up on mitigation activities, educating staff, and improving management and monitoring practices.

### **Providing an incentive to change**

In 2010, Natura implemented an extensive incentive programme to join both GHG emissions impacts and productivity gains. It encompasses education and capacity building, support in decision making, incorporation of carbon criteria in processes, and even changes in cost allocation with the inventory, reduction and neutralization of emissions. The programme thus aims to empower managers and permits carbon management in day-to-day activities.

The company is also adopting new measuring tools for carbon emissions. Project development teams will measure emissions each trimester, and have been provided with a specialized carbon calculator and guidelines for the development of new products within the company.

Natura has a two-way approach to communicating about reducing their carbon footprint. Tools such as workshops, blog, videos and focus groups have been implemented to disseminate and gather information and ideas on how to efficiently reduce their carbon footprint.