

# GrupoBoticário



The business case for biodiversity

+

As Boticario Group we go  
from industry to the store.

In the *beauty segment*, we are  
engaged in *research, factory,*  
*logistics, marketing and retail.* +



# Grupo Boticário *today:*



*12 thousand direct employees*

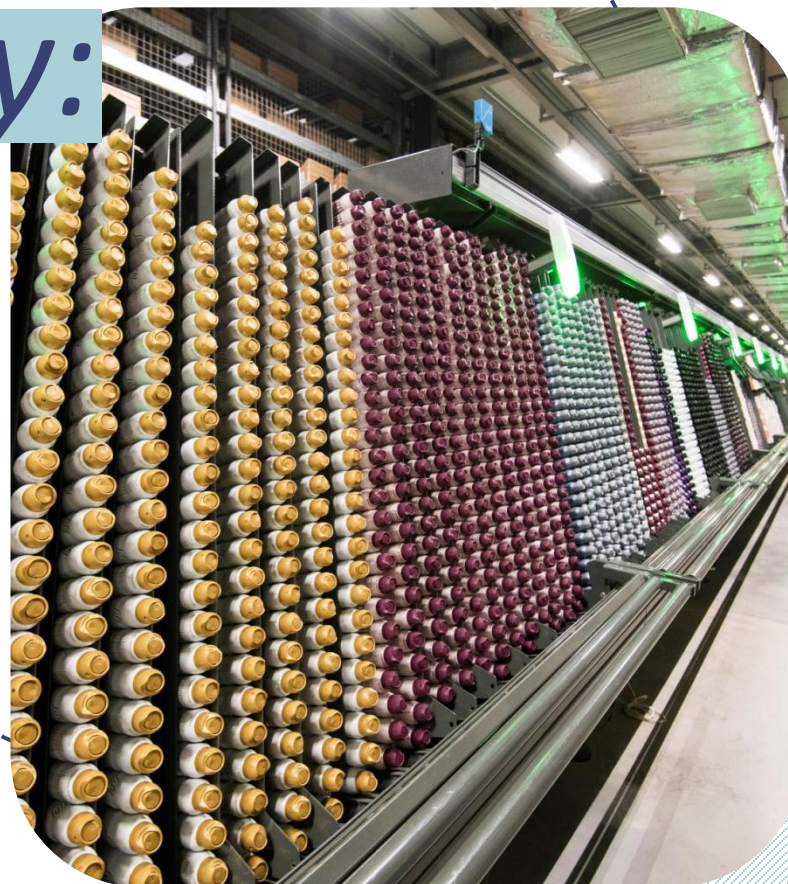


*2 factories, 6 distribution centers*



*5 offices*

*Brazil, Portugal, Colombia,  
and China*



Revenue growth  
of 5.2%  
USD 3 *billion* in  
2020



We create opportunities for *beauty* to transform the life of people, and thus transform the world around us.



| Beauty is our *most important fuel*.



| Through beauty, we make the world a better place.



| Its primary source is *nature*.

# Private Social Investment



*1% of our net revenue* is directed to develop our social and environmental projects.

Instituto  
GrupoBoticário 

Fundação  
GrupoBoticário 







Biodiversity provides essential environmental services to the economy and to our survival:



| Fresh *water* provision.

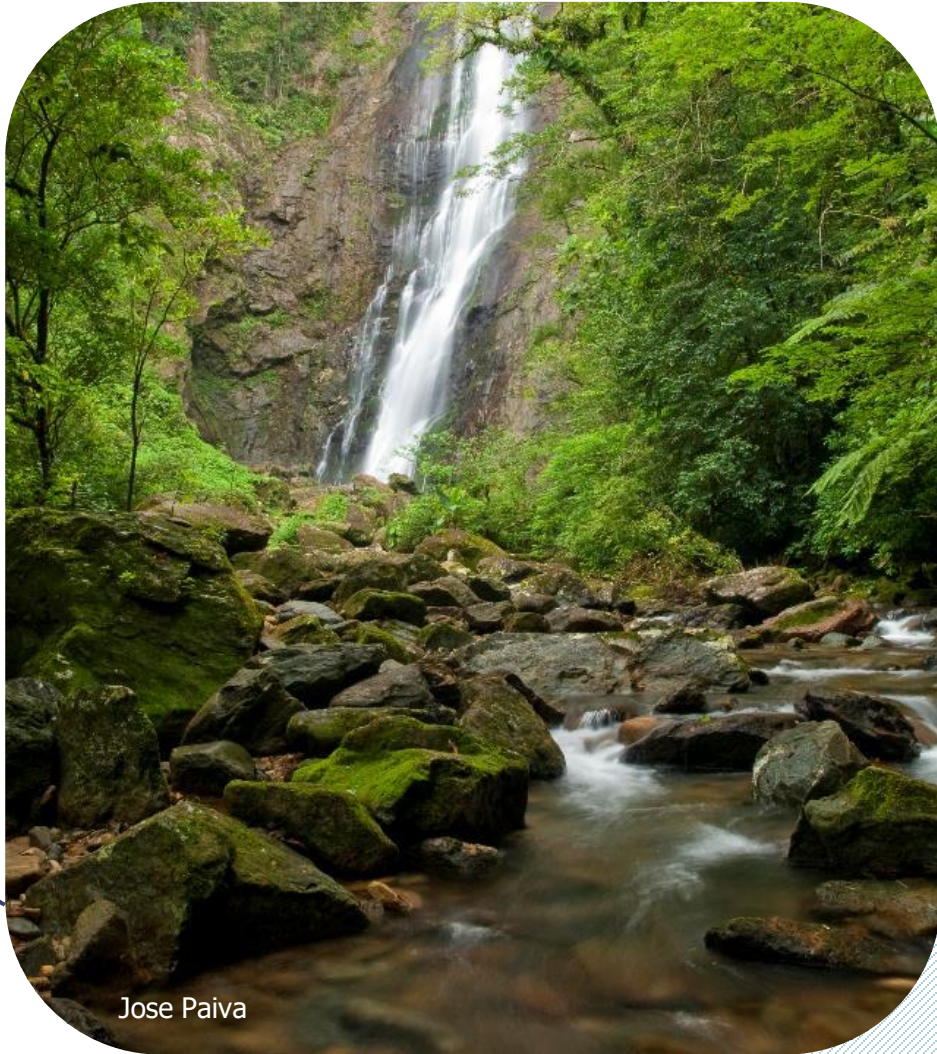


| Climate *regulation*.



| Maintenance of *air and soil quality*.

Due to the need of preserving nature, Miguel Kringsner created *Grupo Boticário Foundation* in 1990.



Jose Paiva

*Grupo Boticário*

# Foundation



Mission: nature *conservation*.



To *carry out and support initiatives* that focus on nature conservation in Brazil.



Grupo Boticário

# Foundation

Some figures:



| 177 new species discovered.



| 11,000 hectares of Atlantic Forest and Cerrado protected in 2 natural reserves.



| +1,600 nature conservation initiatives supported across the country.



| 558 terrestrial and marine protected areas benefitted.





*Grupo Boticário*

# *Foundation*

How do we work:



Management of *Protected Areas*.



Priority *territories*.



National *agendas*:  
Ocean / Tourism in natural areas /  
Nature based cities.



Engagement: communication to influence  
*behavior change*.



# *Commitments for the future* to boost biodiversity

Established in 2021:



To promote *biodiversity conservation* on 3.5 million hectares.



To invest in *conservation of the natural capital*, which is critical for our business's longevity.



# Viva Agua

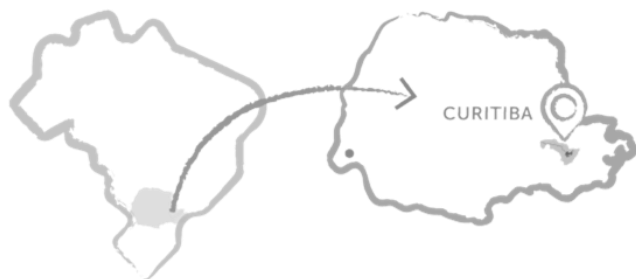
## Initiative



**Challenge:** to connect business's dependencies to positive impact on biodiversity.



**Focus:** water dependence.



Multi-stakeholder initiative to promote *water security and resilience to climate change effects* through nature conservation and impact investing.





# Viva Agua

## Initiative

### Goals 2030:



Conservation of *1,500 hectares* of natural areas through financial mechanisms.



To strengthen *30 businesses* with positive socio-environmental impact.



Restoration of *650 hectares* of strategic areas for water availability.



Converting *500 hectares* into sustainable production.



# Water crisis

## reflexes

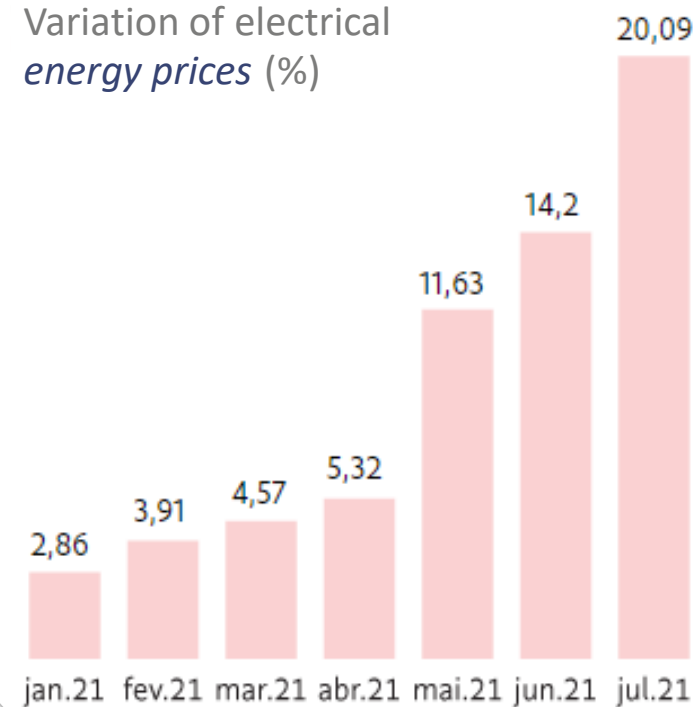


*Water scarcity* worries **90%** of Brazilian industrial entrepreneurs.



Decrease of the GDP (2<sup>nd</sup> quarter) by **0.1%**.

Variation of electrical energy prices (%)



# Align Project



**Aim:** to support businesses and other stakeholders in developing *standardized natural capital accounting practices*.



**Phase 1** supported by *Grupo Boticário Foundation*:

- Recommendations on a *common framework for biodiversity indicators* - measurement, monitoring and disclosure of corporate biodiversity impact and dependence.
- Discussion paper on *suite of indicators for business and policy* to move towards a global policy that measures and tracks business impacts and dependencies on biodiversity.



**Target 15 CBD:** All businesses assess and report on their *dependencies and impacts on biodiversity* to reduce negative impacts and increase positive impacts.





† *Corporate sustainability strategies* need to go  
beyond the business's "4 walls" †





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