



Momentum for Change: Climate Neutral Now Category

Natura's Carbon Neutral Programme

Global

[Natura Cosmetics](#) is the largest cosmetics manufacturer in Brazil and holds a significant market share across Latin America. In 2007, Natura launched its Carbon Neutral Programme to measure, reduce and offset its greenhouse gas emissions.

Natura is measuring and reducing emissions across its value chain, from the extraction of raw materials through to their production and distribution. In addition, Natura also measures and reduces the post-consumption impacts of their products. To help compensate for the emissions that Natura cannot avoid, the company has supported 38 projects with socio-environmental and climate positive impacts.

Key Facts

- From 2007 to 2013, Natura reduced its carbon emissions by 33%. The company aims to reduce its emissions by another 33% by 2020.
- Natura has supported 38 projects to offset its emissions to reach carbon neutrality. These projects have impacted 15,367 families directly, while creating 1,874 jobs.
- As part of its Carbon Neutral Programme, Natura has offset 3.4 million tonnes of carbon emissions, reclaimed or maintained 7,593 hectares of forest and generated 1,125 GWh of renewable energy.
- Natura estimates that its Carbon Neutral Programme has generated USD 427 million in environmental, social and community services.

More information





Digital assets are available for download at <http://bit.ly/mfc-2019>

Project Contacts

Vanessa Motta | vanessamotta@natura.net | +55 11 4389 6343

Website

<https://www.natura.com.br>

 [facebook.com/Natura.Brasil](https://www.facebook.com/Natura.Brasil)  [@naturabrofia](https://twitter.com/naturabrofia)  [@naturabrofia](https://www.instagram.com/naturabrofia)  [@About](#)
!

UN Climate Change Contact

Sarah Marchildon | smarchildon@unfccc.int | +49 228 815 1065