

# **Partnerships and other innovative approaches for biodiversity conservation**

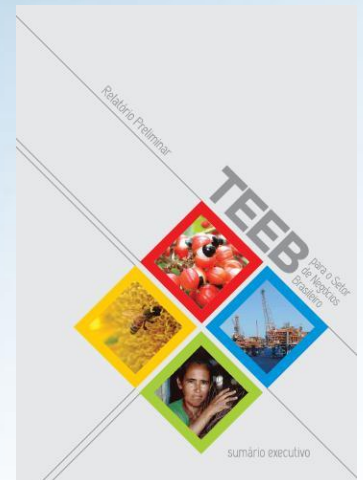
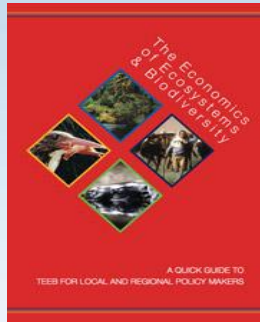
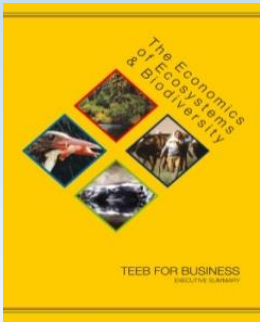
**Business and Biodiversity Forum**

# Business and Biodiversity

- *Recognize that the business sector support the achievement of CBD's goals*
- *Partnerships are part of the business models*
- *Capacity building*
- *Influence on policy making*

# Strategic Partnerships: CNI - UNEP/BR – CI Brazil

## TEEB – The Economics of Ecosystems and Biodiversity



# Strategic Partnerships: CNI, MMA, GIZ

## TEEB – The Economics of Ecosystems and Biodiversity

### TEEB Regional – Local



Brazilain Initiative for Business and Biodiversity

Global Partnership for Business and Biodiversity



**Iniciativa Brasileira de  
Negócios e Biodiversidade**



**Examples of successful partnerships  
for biodiversity conservation,  
sustainable use and fair and equitable  
sharing of benefits from Brazilian  
companies**

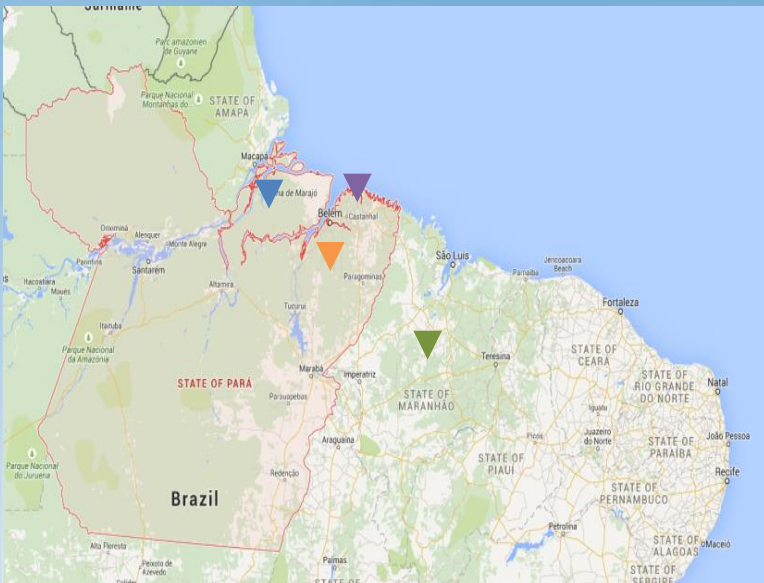


## The method



**Beraca** invests and is strongly engaged with the sustainable development of all the productive chain: from local communities to final consumer.

# SUSTAINABLE OILS FROM BRAZIL



MURUMURU  
COOMAC  
Bragança/PA



PRACAXI  
COOPEDIC  
Furo do Gil  
(Breves/PA)



CUPUAÇU  
APRAFANTA  
Tomé-Açu/PA



BABAÇU  
COOPALJ  
Lago do Junco/MA

- ✓ 436 beneficiaries from direct sales in 2015
- ✓ Investments on training, equipments, promotion of sustainable harvesting practices
- ✓ Socioenvironmental diagnosis for more assertive investments
- ✓ Raise the value of seeds and nuts harvesting
- ✓ Support and audits from third parties



L'ORÉAL & BERACÁ







LEGADO  
DAS ÁGUAS  
RESERVA VOTORANTIM



Votorantim



GOVERNO DE  
SÃO PAULO



FUNDAÇÃO FLORESTAL



CETESB



CONSERVATION  
INTERNATIONAL



bioflora  
Tecnologia da Restauração



LERF



FUNBIO



PROBIO II

ASSOCIAÇÃO  
PROMURIQUI



Pesquisa, Educação e Conservação  
[www.promuriqui.org.br](http://www.promuriqui.org.br)



BIOBUREAU



PRO  
CARNI  
VOROS



## Bi-fuel truck

18% Potential \$ savings and

15% reduction in GHG emissions  
comparing to traditional model.



grupo boticário



LANDIRENZO



GásNatural

# PARTNERSHIPS FOR A BETTER WORLD

Program created by Centroflora Group in 2002 with the purpose of integrating the supply chain in socio-productive models based on principles of sustainability and ethical use of biodiversity



- ✓ Sourcing according to ethical biotrade principles;
- ✓ Sustainable cultivation and wild harvest of herbs;
- ✓ Work and income generation for family farmers, small producers, cooperatives, associations, etc.;
- ✓ Voluntary or mandatory benefit sharing projects with support from **Floravida Institute**;





# The Novozymes Strategy

OUR STRATEGY

## PARTNERING FOR IMPACT

FOCUS AREAS

- RALLY FOR CHANGE**  
Form partnerships and networks with customers, consumers, organizations and governments to make a sustainable difference.
- LEAD INNOVATION**  
Excite our customers by delivering more significant innovation, tailored to their local markets.
- FOCUS ON OPPORTUNITIES**  
Prioritize the customers, markets and activities that hold the biggest opportunities for creating impact.
- GROW PEOPLE**  
Support Zymers and people around us in unfolding their full potential.

**TOGETHER** WE FIND  
**BIOLOGICAL**  
ANSWERS FOR  
BETTER **LIVES** IN A GROWING  
**WORLD**  
LET'S RETHINK TOMORROW

Based  
on  
the  
17  
Sustainable  
Development  
Goals





# Natura

## Natura Cosméticos

- Brazilian company with operations in diverse countries

## Business model

- systemic operation, integrated and circular , recognized by the UN with the prize Champions of Earth

## Sustainable use of biodiversity: benefit sharing:

- 25 communities
- 1835 families benefited by the benefit sharing

<http://www.natura.com.br/relatorio-anual/2015/relatorio-anual-2015>

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