

# Ecoparque

## A collaborative approach to ethical sourcing of biodiversity



Located amidst the Brazilian Amazon, Ecoparque is an innovative approach to ethical sourcing of biodiversity. Inaugurated in March 2014, Ecoparque is both an industrial and ecological park, bringing together companies that share a desire to promote sustainable businesses in the Amazon.

For example, the Ecoparque initiative is complemented by increased collaboration with ingredient supplier communities. This involves actions such as training community leaders, supporting cooperative movements, and investing in production efficiency. Natura also has in place policies for compliance with rules on access to genetic resources and the fair and equitable sharing of resulting benefits.

Ecoparque materializes Natura's desire to promote a standing forest economy in the Amazon by means of a new development model that also generates prosperity and progress for the communities living in the forest.



### Natura and its vision for Ecoparque

Ecoparque is an initiative from Natura Cosmetics, a Brazilian cosmetics and personal care company. Natura believes that companies can only function and thrive by working together and generating benefits for the community – the concept underpinning Ecoparque is symbiosis, creating mutually beneficial relationships.

Established in Brazil in 1969, Natura is guided by the principle of "Well-Being-Well", which embodies people feeling good about both themselves and the world around them. Natura is a founding member of the Union for Ethical BioTrade (UEBT).

Ecoparque offers an innovation platform. It has a privileged location close to the Amazon's wealth of social biodiversity, as well as transportation, infrastructure and other mechanisms to ensure conscious and competitive access to these resources. Cooperation in Ecoparque will also enable an integrated production chain, tapping into by-products and minimizing waste.

### Ecoparque: projection for 2020

- Turn over of R\$ 1 billion in the region
- 1,000 researchers connected in a network
- 10 thousand families involved in the ingredient supply system
- 30% consumption of ingredients produced in the region in value

Ecoparque is part of the Natura Amazônia Program, launched in 2011, which sets forth a commitment to contribute to developing the region's social biodiversity potential, making it a reference for sustainable technologies and for businesses capable of generating local value.

## Symrise: partner in Ecoparque

Symrise is the first company to join forces with Natura in the Ecoparque initiative. In May 2015, Symrise opened new facilities in Ecoparque, which produce oils and butters from Amazon native ingredients. These facilities will also host a research and development platform, at the forefront of innovation in cosmetic ingredients and aroma molecules based and inspired on Brazilian biodiversity.

Symrise involvement in Ecoparque responds to its commitments and continuing efforts to strengthen relationships with local communities supplying raw materials. Working in Ecoparque is an opportunity to work more closely with local suppliers, build new partnerships, and advance principles of ethical sourcing of biodiversity.

«Ecoparque offers Symrise the opportunity to work in a sustainable way with Amazonian biodiversity. We will be directly linked to the richest sources of natural raw materials for perfumery and cosmetics, and close to our local suppliers in the Amazon. In partnership with Natura, Ecoparque allows Symrise to contribute to regional social and economic development».

Ricardo Omori, President, Fragrance Latin America, Symrise

Symrise is a global fragrances and flavorings company headquartered in Germany. Since 2012, the Scent & Care division of Symrise Brazil is member of UEBT.



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