



## Annual self-assessment against UEBT membership obligations

**NOTE:**

This document will be made publicly available to stakeholders through the UEBT website

All information should be related to the previous year. Information provided will be part of the next UEBT membership audit

General information	
Name of the company/entity that is member of UEBT	Natura
Web Page	http://www.natura.net
Company Description (Please write a short description of your organisation, its core activities, and its commitment to biodiversity and Ethical BioTrade)	<p>Natura is a Brazilian company in the personal care products, perfumes and cosmetics area with a strong presence in Latin America. Since our founding in 1969, we have built a culture of valuing. We base our relations and corporate behavior on promoting sustainable development and raising awareness about the responsible use of innovative and biodiversity assets.</p> <p>We seek to generate value from solutions and new opportunities identified in a shared, through co-creation and partnership, always oriented to the best equation between the social, environmental and economic aspects of our business.</p> <p>We have adopted the direct selling business model because we believe in our ability to generate and distribute income, provide development alternatives and mobilize over 1.2 million consultants in spreading our value proposition to our customers.</p> <p>We have over 7,000 professionals. Our corporate headquarters is located in Cajamar (SP) and we have five sales offices in Brazil: Salvador (BA), Campinas (SP), Alphaville (SP), Rio de Janeiro (RJ) and Porto Alegre (RS). We have factories and research and technology centers in Cajamar and Benevides (PA), and, since 2006, we have an Advanced Technology Center in Paris. In Brazil, our products are delivered to consultants and consumers from distribution centers located in Cajamar (SP), Jundiaí (SP), Canoas (RS), Matias Barbosa (MG), Uberlândia (MG), Simões Filho (BA), Jaboatão Guararapes (PE), and Castletbay (PA).</p> <p>We own operations in France, Argentina, Chile, Colombia, Mexico and Peru. Through local distributors, our products are also sold in Bolivia, Guatemala, Honduras and El Salvador. In 2010, we began expanding our international manufacturing in Argentina through local partners. We also have the Natura Houses, spaces to support the work and training of our consultants, where consumers can learn about our products. We have seven in Brazil, concentrated especially in the state of São Paulo, and 15 abroad.</p> <p>We are a publicly-traded company since 2004. About 40% of our shares are available in the New Market of the Stock Exchange of São Paulo (Bovespa) and for five consecutive years figured in the Corporate Sustainability Index of Bovespa</p> <p>"Because of its corporate behavior, the quality of the relationships it establishes, and the quality of its products and services, Natura will be an international brand, identified with the community of people who are committed to building a better world, based on better relationships with themselves, with others, with nature of which they are part, and with the whole."</p> <p>The Natura believes:</p> <p>"Life is a chain of relationships. Nothing in the universe exists alone. Everything is interdependent."</p> <p>"We believe that valuing relationships is the foundation of an enormous human revolution in the search for peace, solidarity, and life in all of its manifestations."</p> <p>"Continuously striving for improvement develops individuals, organizations, and society."</p> <p>"Commitment to the truth is the route to perfecting the quality of relationships."</p> <p>"The greater the diversity, the greater the wealth and vitality of the whole system."</p> <p>"The search for beauty, which is the genuine aspiration of every human being, must be free of preconceived ideas and manipulation."</p> <p>"The company, a living organism, is a dynamic set of relationships. Its value and longevity are connected to its ability to contribute to the evolution of society and its sustainable development."</p>
Date of information provided	3/14/14

Ethical BioTrade Targets	
Did your organisation set Ethical BioTrade targets? (If no, please specify when the targets will be set.)	<p>Yes</p> <p>The goals Natura has with the Amazon Program are: commitment with business development related to sociobiodiversity in the region, with an increase from 10% to 30% in purchase of biodiversity inputs, and move about R\$ 1 billion reais in resources in the region, helping to create social value and sustainable businesses, thus benefiting about 10,000 agroextractivists in their supply chain, until 2020. Besides that, we will provide a set of networks where we intend to involve over 1,000 researchers from Brazil and worldwide.</p> <p>The program's vision is to be a vector in the creation of sustainable businesses using science, innovation and entrepreneurship, focusing on sociobiodiversity and value of traditional knowledge and culture of the region. This places Natura's brand at the service of creating sustainable development proposals for the Amazon region, which includes its inhabitants and preserves the rainforest.</p> <p>Our priorities are 6 performance axes: Education, entrepreneurship, social justice and citizenship, public policies, culture and preservation, value and sustainable use of biodiversity.</p> <p>We have already implemented in the company the strategy of monitoring biodiversity performance indicators. These indicators are: the percentage of use of Brazilian biodiversity regarding the product (with palm and without palm), total number of families involved in communities in Brazil and in the Amazon, distribution of wealth in the communities and notes from the BioOlicar program.</p> <p>In 2013, we resources given, including supply of raw material, benefit sharing and projects that support local training and development, was roughly R\$ 11 million, which indicates that we are reaching our rural suppliers development goals in terms of supply performance and local sustainability.</p> <p>Also, in 2013 we began creating the Integrated System of Socio-biodiversity, which will start in June 2014. This system aims to develop solutions to ensure tracking in the production chain and the integration of all the topics linked to Allocation of Benefits, in order to avoid calculation and processing mistakes. Besides that, the Integrated System of Socio-biodiversity will provide a databank with socioeconomic information of the supplier communities, including georeferenced data of the cultivation/extraction areas, housing and benefaction of the communities.</p> <p>In 2013 we created a Protocol, called the Vitória Régia Project, together with UEBT in order to verify production chains, where the ethical Biocommerce norms will be verified in the production chains that supply biodiversity to Natura.</p> <p>The Sustainable Use of Biodiversity Policy was reviewed in 2013.</p>
How many supply chains has your organisation prioritised? (Fill with numbers only)  - prioritised supply chain are those chains in which the Ethical BioTrade standard is implemented in an accelerated way.	69

Implementation of the UEBT Work Plan (WP)	
% of UEBT WP actions that were planned for the last reporting year that have been implemented? (If not all planned actions were implemented, please provide a brief explanation.)	<p>25-50%</p> <p>Many of the actions described in the action plan are predicted to take place in 2014, with the implementation of the Vitória Régia and the Integrated System of Socio-biodiversity. There have also been action plans regarding diagnoses of good management practice studies, tracking and labor relationships in 25 supplier communities.</p>

<b>Development of the Biodiversity Management system</b>		
<p><b>At what stage is the development of the Biodiversity Management System?</b></p>	<p>Well advanced stage</p>	<p>We published the new Natura Policy of Sustainable Use of Biodiversity, which includes aspects related to internal flows of information regarding biodiversity and forums on the topic. The policy includes several guidelines for Natura's work with sociobiodiversity, which are: Research and Development, Benefit Sharing, opening and developing Relationship with Communities, good practices and ethical commerce in Supplies, as well as guides for communication and marketing areas. Several internal trainings were carried out so that this policy would be more and more taken in by every area and process within the company.</p> <p>Throughout the year, we reorganized the area of services, follow-up and development of work with supplying communities, focusing on strengthening supply processes, forming leaders and organizational strengthening. This reorganization seeks to support sociobiodiversity's growth in Natura as well as increase the quality of services and relationship with the several partners of supply and innovation chains.</p> <p>In 2013 we began creating the Integrated System of Socio-biodiversity, which will start in June 2014. This system aims to develop solutions to ensure tracking in the production chain and the integration of all the topics linked to Allocation of Benefits, in order to avoid calculation and processing mistakes. Besides that, the Integrated System of Socio-biodiversity will provide a databank with socioeconomic information of the supplier communities, including georeferenced data of the cultivation/extraction areas, housing and benefaction of the communities.</p> <p>In 2013 we created a Protocol, called the Vitória Régia Project, together with UEBT in order to verify production chains, where the ethical Biocommerce norms will be verified in the production chains that supply biodiversity to Natura.</p> <p>The BioClicar survey takes place every year (supplier development program) in supplier communities. In this survey we include Economic, Socio-environmental, Human and Physical aspects of these communities, as well as evaluate the requirements for production quality, tracking, incorporated innovations, documentation, labor relationships and the relationship between Natura and these communities.</p>
<p><b>Over the last year, have you adapted or introduced new internal procedures (e.g. policies, guidelines, questionnaires, audit programmes) to advance on the development of the Biodiversity Management System?</b></p>	<p>Yes (please describe)</p>	<p>New policy for opening areas Integrated System of Socio-biodiversity Vitória Régia Project, which aims to verify chains. Review of the Sustainable Use of Biodiversity Policy. In 2013, achievement of diagnoses of Labor Relationships, Tracking and Good Management Practices in 25 supplier communities.</p>

<b>Implementation of Ethical BioTrade Practices in the Supply Chains</b>		
<p><b>Please describe which activities have been undertaken over the reporting year to advance on the implementation of the Standard and the Ethical BioTrade principles in the supply chains (e.g. producer training; biodiversity conservation projects, suppliers audits, suppliers questionnaires)</b></p> <p><b>Do you have different approaches for prioritised and non prioritised supply chains? If so, please specify.</b></p>		<p>In 2013 we offered training to all Natura employees involved in biodiversity to discuss the guidelines provided in the sustainable use of biodiversity policy.</p> <p>We made diagnoses and action plans for tracking, labor relationships and good management practices, where the plans resulting from these studies began being implemented in 2013 and will continue in 2014.</p> <p>We created a good plant management practices for 16 species supplied by these communities.</p> <p>There was an internal audit on biodiversity in the areas inside Natura that deal with the topic.</p> <p>Development of an Occupational Health and Safety Program in these communities.</p>

<b>Additional Information</b>		
<p><b>Documents annexed for public use?</b></p>	<p>No</p>	