

# Natura &Co

## A frontrunner in sustainability



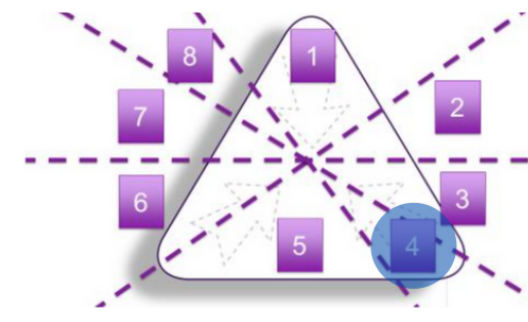
### General information

- Natura &co is a Brazilian global personal care cosmetics group, active in more than 110 countries.
- It has 35.000 employees worldwide and generates a revenue of around 37 R\$ a year.
- The group exists of four separate brands; Avon, Natura, The Body Shop and Aēsop.
- Natura is the world largest B corp.
- Natura &co states a 'sustainability vision 2030', in which they "set out commitments and actions to tackle some of the worlds most pressing issues".
- Natura &Co is positioning itself as a sustainability leader within its industry.

(Natura &Co, 2021)

### Societal Achetypes

Natura &Co can be described as a social enterprise and is put in area 4 in the model. This is because they are a **non-governmental, private good, not focussed on profit private organization**.



Van Tulder & Van Mil, 2019

### Societal Triangulation

Natura &Co is currently operating at level three (Van Tulder 2018a). They are active in addressing societal and ecological problems. They do not only want to reduce negative impact, but also have a positive impact. However, they are not focussed enough on working together within networks.

### Trigger Events

- Countries adopt the Convention of Biological Diversity (UFEB, n.d.).
- Deforestation of the Amazon (Natura &Co, n.d.-a)
- Plastics pollution in nature (Natura, n.d.),

### Industry Challenges

The cosmetics has several big challenges regarding its social and ecological impact. Some of the biggest being **loss of biodiversity and soil fertility, pollution and the overexploitation** of natural resources, and **hunger and suffering** of people involved in production (Organic Monitor, 2010).

### CSR Strategy of Natura &Co

#### Address the climate crisis and protect the Amazon

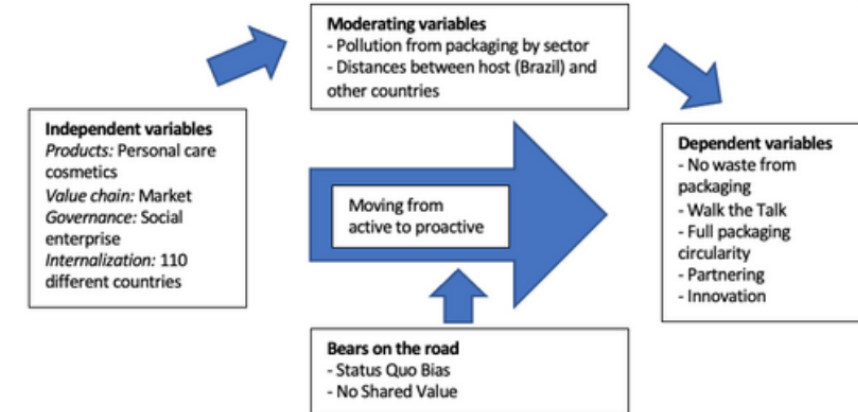
- Reduce GHG emissions: striving to become net zero by 2030
- Zero deforestation in the Amazon
- Targets for biodiversity based on science

#### Embrace circularity and regeneration

- Full circularity of packaging
- 95%+ renewable or natural ingredients
- 95%+ biodegradable formulas
- Investments and collaborative actions in regenerative solutions

#### Defend human rights and be human-kind

- Gender equality, inclusion of under represented groups and living wage for all.
- Wider network: measured increases in earnings, education and health
- No tolerance to human rights infringement in the supply chain.



To create a holistic view to the main problem that is looked at for this poster, a **general modeling method** was used (Van Tulder & Van Mil, 2021).

### Avoid doing harm: Status Quo Bias

In the current situation, Natura &Co is still using single-use packaging that is mostly made from plastic. For the future, they only aim at using 50 percent recycled plastic and single-use packaging will still be the norm (Natura &Co, 2021). By remaining with the 'status quo' of using single-use, mostly plastic based packaging, Natura &Co prevents itself from fully reducing their ecological impact.

**Solution:** They can move away from the status quo and start to think differently. By starting to think about other ways of packaging then single-use they can reduce the amount of packages thrown away. Next to that, if they think about other materials, they can reduce plastic use.

### Status Quo Bias

The status quo bias means that people have a preference for maintaining their current status or situation (Kim & Kankanhalli, 2009). It means that a decision is made to stick to the current situation (Samuelson & Zeckhauser, 1988).

### Bears on the Road



### Shared Value

Shared value means that an organization creates economic value in a way that also creates value for society by addressing its needs and challenges (Porter & Kramer, 2011).

### Doing Good: No Shared Value

Natura &Co is a social enterprise, so they already take societal value in account for a lot that they do. They try to minimize their negative impact of packaging by making them from as much recycled plastic as possible and decreasing packaging weight (Natura &Co, n.d.-b). However, with their packaging they are not looking at possibly having a positive impact.

**Solution:** Instead of trying to limit damage they can look at having a positive impact by creating shared value. They can create packages that after use have value for other groups within society. For example, Natura &Co could look at biodegradable packaging that after using can be donated to local organic farmers who can then use it for composting.



## References

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