

Shifting our understanding of development

By Roberto Marques, Executive Chairman and Group CEO

What would happen if we measured a nation's health, education, standard of living, *and* its climate impact? The answer — and the good news — is it would offer a significantly clearer picture of where human progress stands and equip us with the knowledge to deliver the world we want for our loved ones and future generations.

This week, I was delighted to support the United Nations Development Programme as it launched its Human Development Report with a new experimental index on human progress that, for the first time, includes countries' carbon dioxide emissions and material footprint.

The world has just marked the fifth anniversary of the Paris Agreement, in which 195 nations reached an unprecedented, ambitious consensus on how to address the climate crisis, committing to keep global warming well below 2°C, aiming for 1.5°C. The publication of the Human Development Report is a welcome complement to the Agreement's goals.

In June, we launched our Commitment to Life for 2030 sustainability vision which sets out ambitious climate and human-kind targets; we know that addressing both is essential to building a better world. Natura &Co is committed to reaching net-zero carbon emissions by 2030, 20 years ahead of the UN goal; and we've built on our commitment to protect the Amazon, the greatest source of biodiversity in the world, by pledging to help it reach net zero deforestation by 2025, through fostering collective efforts. We're equally committed to ensuring a living wage for all Natura &Co employees and associates by 2023. We're tracking the human development of our network of consultants and representatives and have already seen double digit improvement in their health and knowledge since 2017. Now, we will expand this work to measure their human development improvements in our ten main markets, reaching more than five million people.

The private sector has an important role to play in addressing the climate crisis and the inequality so painfully exposed by COVID-19. The era of "growth at any cost" is gone, replaced by the opportunity to build sustainable growth and the notion of a thriving society in which the needs of people, planet, and profit are balanced for the benefit of all.

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We don't have all the answers, but we know we can get there through a multilateralist approach in collaboration with businesses, governments, academia, scientists, and civil society. When we take action on the climate, we can help ensure future generations have a healthy, livable home. When we commit to gender-balanced leadership on our board, we commit to [innovate](#) even more on climate. And when we help protect the Amazon, we help secure the lives and livelihoods of traditional communities, the true guardians of the forest.

The road ahead may be challenging, but there's much to be optimistic about. We're already seeing many countries and businesses set ambitious climate and human targets. As we work and collaborate to achieve our goals, the power of the "&" and "Co" in Natura &Co becomes more important than ever.

This is our shared ambition and our shared quest. There is no competition when it comes to climate action; we all live in the same house and the same world. True development considers people's lives and the planet boundaries. There are economies to be rebuilt, better, and greener. Join us in this decade of action!

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