Why is the Amazon *so important to addressing* the climate crisis?

Natura &Co at COP26
What you need to know

The Amazon basin covers **nine countries.**

The largest part is in Brazil, which is losing forest cover at the world's fastest rate around **11,000 Sq Km** *a year to 2020.*[1]

Between 2001 and 2019 Brazil **lost 965,000 Sq Km of tree cover.**

An area bigger than California

Each year, fires from the Amazon produce **1.5 billion tonnes of carbon[2] equivalent** to all the CO₂ output of Japan or the carbon **emissions saved by all of the world's wind turbines.**

The Amazon rainforest is important **for two reasons:**

01 —

When it's left standing, *it benefits our world by absorbing huge amounts of carbon from the atmosphere.*

All forests **have the power to arrest climate change** by withdrawing

76 billion tonnes

of carbon a year from the atmosphere.

The Amazon is **the biggest contributor** among them.

02 —

When it's cut down, *it does the world harm by releasing huge amounts of carbon into the atmosphere.*

Globally, **deforestation/degradation accounts for almost:**

13%

of total human-caused CO_2 emissions[3].

In 2020 alone, **more than 700,000 hectares in the Amazon** *were lost to deforestation.*

In 2021, the Amazon deforestation rate stands at **1,594,321 trees per day.**[4]

In 2021 it was revealed that for the first time, parts of the Amazon is emitting more CO_2 than it is able to absorb.[5]

While the Amazon can absorb back 300 million tonnes of CO_2, the forest is now releasing carbon back into **the lungs of the world**

It is instead close to **becoming a source of atmospheric** carbon pollution

Halting the Amazon's destruction is the **single quickest, most effective and cheapest way to cut the world's CO_2 emissions.**

Reversing the destruction of the world's forests **is important because this alone would contribute**

30% of all the global action we need to take to stabilise our climate.

20% of the beneficial effect comes from tropical forests, led by the Amazon itself.

This will help restore the forest's now-impaired capacity to absorb atmospheric carbon, *and thereby help stabilise our global climate.*

If tropical forests such as the Amazon continue to be cut down at the present rate, **we can never reach net zero or hope to fulfill the Paris Agreement target of limiting the global temperature increase to 1.5°C.**

Amazon is also important because it is the world's largest source of biodiversity, **with one in ten of the world's known species living there including:**

1 in 5 *of all bird and fish species*

The Amazon river accounts for **15% of the world's fresh water.**

15%

It's also home to **30+ million forest-dwellers**[6]

Why it is the Amazon important to **Natura &Co**[7]

The Amazon is much more than a vital source of ingredients for Natura's wide range of ethically and sustainably sourced beauty and wellbeing products.

Many of them based on **39 Amazon forest-based bio-ingredients*** *such as andiroba and ucuuba seed.*

Our **Commitment to Life: 2030 Sustainability Vision** *puts protecting the Amazon and its people, through forest conservation and regeneration, at the heart of its business model.*

Since 2011, Natura has invested R$2.14 billion in Amazon-based activities, helping to preserve 2 million hectares of rainforest.

A Natura factory near Benevides at the mouth of the Amazon, processes forest bio-ingredients, providing local jobs and opportunities.

As a business with its roots in Brazil, we understand **how important the health of the Amazon is to the future of our planet.** *As our home we take special care to protect its beauty, its biodiversity, and its people.*

Natura &Co *is setting bold targets to address Amazonia's environmental and social challenges*

Expanding areas of preservation funded by Natura from 1.8m hectares to 3 million hectares. **2021: 2 million achieved.**

Expanding business links to cover agro-forestry producers in 40 forest-based communities. **2021: 36 achieved.**

Sharing at least R$60 million in value with communities. Up from R$ 33 million per year.

Partnering with satellite monitoring and mapping specialists to fund **PlanetMara,** a tool to support the fight against the human consequences of deforestation and to nurture conservation and regeneration of the Amazon rainforest.

Supporting creation of targets on biodiversity to support both the Paris Agreement and pressing for a new global framework for biodiversity.

Learn More:

See **naturaesco.com/sustainability-vision-2030** *for more information about our Commitment to Life: 2030 Sustainability Vision*

See our firm of **waterbear.com/partner/natura-co**

Want to know more about COP26 and what to expect visit **ukcop26.org**

Visit **planetmara.eco** *to learn more about the role of deforestation and what we can all do to help halt the devastation it causes.*

1. https://www.nature.com/articles/s41559-020-01385-9
2. https://www.nature.com/articles/s41559-020-01385-9 https://www.nature.com/articles/nature
3. https://www.nature.com/articles/s41559-020-01385-9 https://www.nature.com/articles/nature https://www.nature.com/articles/nature
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