

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 **565,000 Sq Km**
of tree cover.²

An area bigger
than California



Each year, fires from the Amazon produce **1.5 billion tonnes of carbon**³

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 **7.6 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 and peatland degradation accounts for almost:

13% of total human-caused CO₂ emissions⁴.

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

In 2021, the Amazon deforestation rate stands at **1,394,527 trees per day**⁵



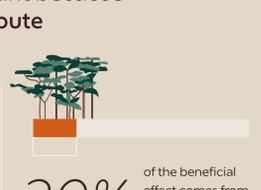
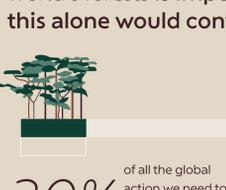
In 2021 it was revealed that for the first time, parts of the Amazon is emitting more CO₂ than it is able to absorb.⁶

While the Amazon can absorb back 500 million tonnes of CO₂, the forest is no longer able to act as 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 CO₂ emissions.**

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



This will help restore the forest's now-impaired capacity to absorb atmospheric carbon, and thereby help stabilize 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.



It's also home to **30+ million forest-dwellers**.⁷

Why is the Amazon important to Natura & Co?

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**⁸ 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: 34 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 **PlenaMata**, 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 agreement for a new global framework for biodiversity.

Learn More:



See [naturaeco.com/sustainability-vision-2030](https://www.natura.com/articles/ja1959-070-01958-x) for more information about our **Commitment to Life: 2030 Sustainability Vision**



See our films at waterbear.com/partner/natura-co



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



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

1 - <https://www.natura.com/articles/ja1959-070-01958-x>
 2 - <https://www.monteregion.org/for/aw/11-deforestation-facts-you-need-to-know>
 3 - <https://www.theguardian.com/environment/2021/jul/14/amazon-rainforest-now-emitting-more-co2-than-it-absorbs>
 4 - <https://www.wri.org/insights/forests-ipcc-special-report-land-use-2-things-know>
 5 - [PlenaMata https://plenamata.eco/en/ds2board/](https://plenamata.eco/en/ds2board/)
 6 - <https://www.thebiodiversity.com/en/environment/2021/jul/14/amazon-rainforest-now-emitting-more-co2-than-it-absorbs>
 7 - https://www.panda.org/discover/kinowledge_hub/where_we_work/amazon/about_the_amazon/
 8 - As of 2021.