



GLF CLIMATE HYBRID CONFERENCE | #GLFClimate



# AMAZONIA IS THE WAY TO OUR FUTURE

BUSINESS AS A FORCE FOR GOOD

FRONTIERS  
OF CHANGE

5-7  
NOVEMBER  
2021

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natura&co

WHITE PAPER



## Moderator

### Andrea Alvares

Chief Brand, Innovation, International and Sustainability Officer  
for Natura



## Event objectives

- Show other businesses, citizens and policymakers that it is possible for businesses to operate in a way that protects and even regenerates nature whilst still creating economic value with climate justice.
- Bring case studies displaying the opportunities which come from developing truly regenerative business models. These examples will show how to connect traditional knowledge with science to deliver products which result in unique performance whilst contributing to the preservation of the rainforest.
- Highlight the importance of working with traditional communities – the true guardians of the forest – to develop these regenerative business models and empower these communities further, especially female leaders. Our panel will explain why their ancestral knowledge, traditions and customs are essential to protecting nature's forests.
- Explore the necessity of collaboration when it comes to protecting nature, and also how we can apply technology to engage other actors. Meaningful and lasting change can only be achieved through a joint effort. Panelists will explain how to harness technology to encourage conservation and regenerative projects, both by giving visibility to harmful actions and celebrating positive initiatives.



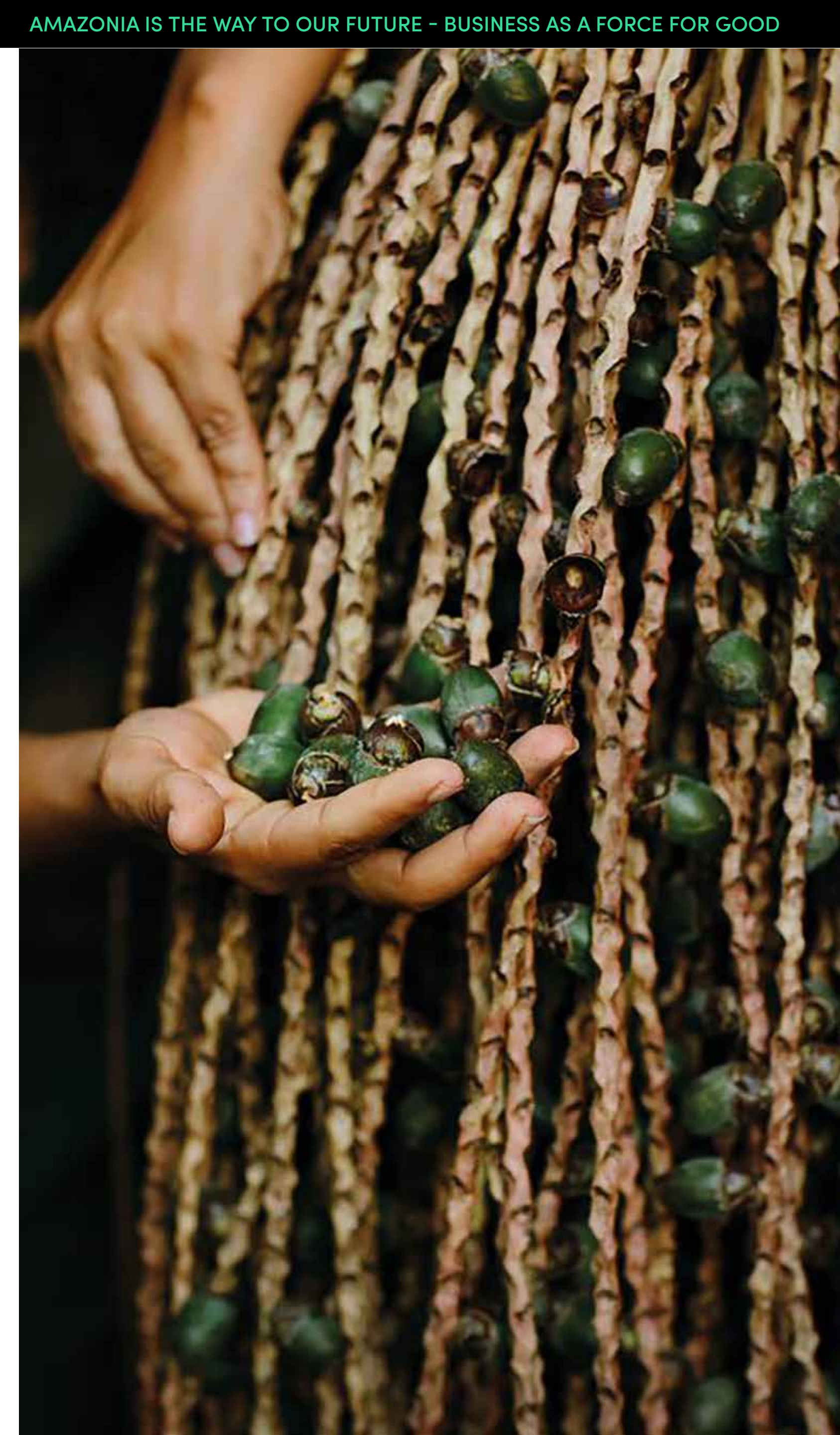
## Event description

This event will delve into how we can create more value out of standing forests, rather than chopping them down, and how this value can be shared widely with others. Ultimately, we want to highlight how respecting biodiversity has positive impacts not just for nature but also for businesses themselves.

We also want to emphasize the extent to which businesses rely on nature to prosper. This will involve drawing attention to the fact that over half of the world's GDP, representing USD 44 trillion, is at moderate or severe risk due to nature loss (according to the World Economic Forum). By doing so, we hope to convey the business case for rapidly halting and reversing nature loss.

These key messages are imperative to gain momentum for building an agreement on nature, analogous to the Paris Agreement on climate change. This agreement should include NDCs for nature, just as we have NDCs for climate. We will share with the audience the importance of valuing nature properly through this agreement, as unless this is done the goals of the Paris Agreement cannot be reached. To realize the 1.5-degree target, we must embrace nature's carbon sinks and its ability to regulate our climate.

Our proposed panel will debate the importance of the Post-2020 Biodiversity Framework, not only for an agreement on nature but also for the Paris Agreement. This debate will also examine what we can do to protect the Amazon and prevent it from reaching its tipping point.





## Questions this session will address

- Why is it important for us to respect, preserve and regenerate biodiversity?
- Is it possible for businesses to adopt a model that protects and even regenerates nature?
- How can technology play a role in engaging more actors in conservation and regenerative projects, both by celebrating positive action and bringing visibility to actions which cause harm?
- How can we best ensure that in our conservation efforts we respect and continue to learn from traditional communities?
- Is there a business case for embracing a more regenerative model, and is there any economic value creation involved in such a transition?
- What can we expect to come out of COP15 Part 2 negotiations next year, particularly with regard to the Post 2020 Global Biodiversity Framework?







#GLFClimate

## GLOBAL LANDSCAPES FORUM

The Global Landscapes Forum (GLF) is the world's largest knowledge-led platform on integrated land use, dedicated to achieving the Sustainable Development Goals and Paris Climate Agreement. The Forum takes a holistic approach to create sustainable landscapes that are productive, prosperous, equitable and resilient and considers five cohesive themes of food and livelihoods, landscape restoration, rights, finance and measuring progress. It is led by the Center for International Forestry Research (CIFOR), in collaboration with its co-founders UNEP and the World Bank and Charter Members.

**Charter Members:** CIAT, CIFOR, CIRAD, Climate Focus, Conservation International, Crop Trust, Ecoagriculture Partners, The European Forest Institute, Evergreen Agriculture, FSC, GEF, GIZ, ICIMOD, IFOAM - Organics International, The International Livestock Research Institute, INBAR, IPMG, IUFRO, Rainforest Alliance, Rare, Rights and Resources Initiative, SAN, TMG-Think Tank for Sustainability, UNEP, Wageningen Centre for Development Innovation part of Wageningen Research, World Farmer Organization, World Agroforestry, World Bank Group, World Resources Institute, WWF International, Youth in Landscapes Initiative (YIL)

### Funding partners

