



United Nations
Global Compact

**BREAKTHROUGH
INNOVATION CHALLENGE**

PRME

an initiative of the
United Nations Global Compact

Natura Case Study



Company location: São Paulo, Brazil

Website:

<https://www.naturabrasil.fr/en/about-us/cosmetics-leader-in-brazil>

Company Description

Since the company was founded in 1969, it has been driven by relationship selling. Natura is largest Brazilian cosmetics and beauty. We reach millions of consumers through 1.37 million Natura Consultants (NCs) in Brazil and 505,000 in our International Operations (IOs), in Argentina, Chile, Colombia, France, Mexico and Peru.

Our headquarters is in São Paulo (SP). Natura's constant pursuit of innovation in concepts and products is supported by research and technology centers in São Paulo, Manaus and New York (USA). Our international activities are complemented by the Australian cosmetics manufacturer Aesop, which has 135 stores in eighteen countries in America, Asia, Europe and Oceania

Natura is one of the largest B Corps in the world and in 2015, we received an important acknowledgement, the Champions of the Earth Award.

Company Challenge

Our Natura Consultants play an important role as our main channel to consumers. Our consultants are our most important asset not just for the company's benefit, but to positively impact the world. We have to find a way to increase their income and improve their quality of life.

We believe and support relationship-building at all sales levels, consultants and consumers. However, we do not have a true collaboration network among consultants. We see active presences of consultants in informal groups in social networks, looking for information and help. Our hypothesis is that relationship and collaboration among equals (consultants) improve engagement, and therefore, facilitate their roles.

Our challenge is to enable a **global collaboration network of Natura's consultants** through a **digital mobile platform** that will engage the network in **life-changing and contributing to the Sustainable Development Goals (SDGs)**.



Sustainable Development Goals Addressed



About the Sustainable Development Goals:
<http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

PRME Student Case Question

- What are some of the trends and best practices on building digital communities?

About the Team



Luciano Abrantes
IT Senior Manager, Head of Digital Innovation
Digital Technology

Luciano has more than 17 years of experience in IT, with 12 years in management positions. He is responsible for the development and operation (DevOps) of Web applications, Mobile, Apps, Ecommerce and Retail, as well as responsible for digital transformation and innovation within the company.



Pedro Horigoshi
Senior Manager, New Business Development
Business Development

Pedro has worked for the past 10 years in marketing and business roles in Natura. He is responsible for Ekos brand (2007-10) and is theregional personal care lead in LATAM region (2011-13). He has spent the last 3 years dedicated to creating and developing new business for Natura.



United Nations
Global Compact

**BREAKTHROUGH
INNOVATION CHALLENGE**

PRME

*an initiative of the
United Nations Global Compact*



Eduardo Eiger
Commercial Director
Natura México

Eduardo has worked for the past 11 years in commercial, innovation and planning roles in Natura in Brazil and México and has been responsible for evolving and managing the New Multilevel Commercial Model in México (2012-13). He has spent the last 3 years leading the Commercial team strategies.

Submission Directions

. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10 slides to BIChallenge@unglobalcompact.org with the subject line [BIC]YourTeamName Natura Response.