



## Strengthening our Socio-Biodiversity Management System by Incorporating Aspects of Ecosystem Services



### PROJECT DRIVERS

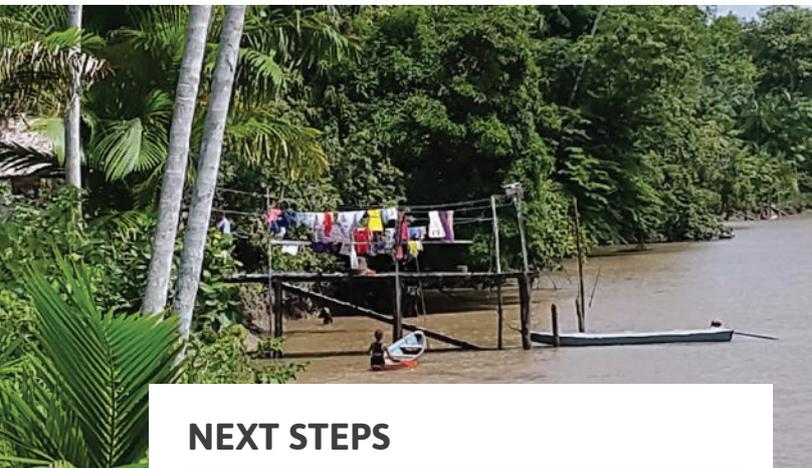
Beraca relies on a Socio-Biodiversity Management System, targeted at managing biodiversity product supply activities, as well as impacts related to the environment and to supplier communities. It was created to standardize business processes and facilitate controls, so Beraca can comply with and adapt to different certifications and partnerships, and it also contributes to accomplish the company mission – “to provide innovative and sustainable products and services, ensuring traceability, security and quality in all processes, always generating value to stakeholders”. Seeking to incorporate the ecosystem service topic into the business processes, rather than approaching it in an isolated manner, Beraca chose to strengthen its management system, assessing its processes to collect and organize data about its supply chain, taking into account ecosystem service aspects. Such strengthening contributes to meet the Union for Ethical Bio Trade (UEBT) membership criteria, Fair For Life certification, Organico, Cosmos and For Life standards, which are labels that certify best practices in biodiversity, product quality and relationship with suppliers.

### ABOUT THE COMPANY

Beraca is a Brazilian business with expertise in the development of technologies, high-performance solutions and raw materials for the cosmetics and pharmaceutical industries. Beraca’s activities are tightly associated with natural capital, since it operates with elements from the Brazilian biodiversity, using them as inputs for its products. Since 2000, it has been developing the Socio-Biodiversity Valuation Program, responsible for guiding the business relationship with partners and raw material suppliers.

## HOW IT WAS DEVELOPED

Suppliers from Pará State were selected, preferably those who already had Ecocert certification for organic products, since they had to provide a lot of information to get the certification, and consequently developed a closer relationship with the company. The most relevant ecosystem services selected were raw material provision and global climate regulation, because Beraca works with a wide range of products in over 12 Brazilian States, and its Socio-Biodiversity Valuation Program covers the preservation of 1.5 million hectares through organic certification and traceability tools.



## NEXT STEPS

As next steps, Beraca is considering mechanisms to understand how to incorporate other ecosystem services into its system, so that the topic can increasingly be part of the company identity. In this context, the idea is to understand the best way to incorporate the topic in order to add as much value as possible to the business, suppliers, customers and partners.

## RESULTS OBTAINED

According to the methodology proposed by the Corporate Guidelines for the Economic Valuation of Ecosystem Services (DEVESE), the team selected the information needed to calculate physical and valuation metrics. Based on that selection, the management system processes were revised determining new tools to collect information, the necessary records, documents, people in charge and frequency, among others. The policy was adjusted, updating the Management System. As positive results, the enhancement of the management system is expected, ensuring and facilitating independent third-party certification of the business activities, also contributing to improve the company's image and its positioning with different stakeholders.

## CHALLENGES AND SOLUTIONS

The key challenges faced by the team during the process were to find and select primary data (i.e., properties listed in the Rural Environmental Record) and secondary data (i.e., deforestation rate in the base line scenario). Another challenge was to align methodological aspects: in Beraca's case, the perception of raw material abundance does not represent a negative externality. Rather, when the company purchases those inputs, it positively contributes to value the standing forest, which required methodological and/or reporting adjustments.

## LESSONS LEARNT

The first exercise enabled by the management pilot project demonstrated that Beraca's socio-environmental control can be strengthened by including the avoided deforestation analysis in its internal audits and, in the future, this assessment can even become a tool to encourage suppliers to combine it with the organic certification or to replace it. More compre-

hensively, in the search for a more mature Socio-Biodiversity Management System, the incorporation of the ecosystem service topic is eventually a natural trend and, in that sense, it is critical to determine the most relevant ecosystem services for Beraca's operations, in order to generate value both for the business and for its stakeholders.

Realização



Por ordem do



da República Federal da Alemanha



CNI - A FORÇA DO BRASIL, INDÚSTRIA

