

# *Institutes and social impact* **GRI 203-1, 413-1**

In 2023, we initiated the process of merging the Natura and Avon institutes in Brazil and the Avon foundations in Latin America.

The proposal is to join forces and generate synergies to promote the causes and increase the capillarity of initiatives, boosting the impact of social change measures in the region, as well as benefiting our Beauty Consultant network. From the standpoint of management and governance, there will be a single organization that will oversee all the causes.

The merger will be conducted in a manner that maintains the purposes and connections of the original brands. Accordingly, all the measures related to initiatives in the public education area will continue to be connected with the Natura brand. Topics related to women's rights, combating violence against women and girls, and women's health will continue to be linked with the Avon brand.

With this new configuration, we will be one of the biggest private social investment organizations in Latin America.

Among the changes that are already notable in the activities of the organizations will be the unification of services and guidance for the Beauty Consultants, which have been extended to the entire network. These are: measures to strengthen the educational development for the network, which encompass formal education, digital and financial literacy, Portuguese language, mathematics and civic awareness; and measures oriented to combating violence against women and girls, as well as those promoting women's health.

## **Instituto Natura**

The entity's work is based on three major pillars: support for the implementation of public education policies; the articulation of priority education agendas; and education and mobilization for the Beauty Consultants. Through partnerships, the consultants have access to educational opportunities, including study grants for higher education, language, vocational and preparatory courses. The funding for these activities comes from the sale of the Natura Crer Para Ver product line. The institute promotes the engagement of the consultants in communication and mobilization around educational causes, in particular literacy by the age of seven and full-time secondary education.

In 2023, the main initiatives included a key measure in the technological innovation area to support the public education center Centro de Políticas Públicas e Avaliação da Educação (Caed) in the development of artificial intelligence (IA) tools to automate the process of correcting reading fluency assessments in order to streamline the process and enhance its effectiveness.

In the ongoing expansion of the literacy program in Brazil, we reached Pará and Bahia, making a total of 17 states. Worthy of note was the increase in the literacy rates in Amapá, Mato Grosso do Sul and Espírito Santo. We also initiated activities in Pará with measures to promote full-time secondary education in the technical and technology areas.

Moreover, we supported policies to promote the 100% Integral program, via which all the municipal and state schools in the participating municipalities adopt full-time education. The program, now in place in the cities of Sobral (Ceará) and Benevides (Pará), fosters enrolment at all stages of basic education, increasing the time children spend at school to guarantee full learning development.

In accordance with our strategy to build collaborative networks, we articulated coalitions with other organizations to work in the public policy areas in Argentina, Chile, Mexico, Colombia and Peru. Regarding the Beauty Consultants, our work focused on functional, digital and financial literacy and on notions of civic awareness.

### **Crer para Ver GRI 203-1**

The Crer para Ver product line mobilizes our consultant network around education in Argentina, Brazil, Chile, Colombia, Mexico and Peru to promote support for the implementation of public education policies focused on literacy and secondary education, as well as educational offerings for the development of the consultants and Business Leaders. All the company's and the Beauty Consultants' earnings from the sale of these products is invested in education projects managed by the Instituto Natura. Accordingly, by purchasing the Crer para Ver line, the end consumer also participates in changing the country's education system.

More than eight million people have been impacted by this work all over Brazil, including public school students and teachers, business leaders, Beauty Consultants and their families. This stimulus for education is also cyclical, driven by the consultants themselves, who bring the school and teaching closer to their surroundings.

**Further information in the  
Databool Latin America  
and in the ESG Scorecard.**



*R\$ 85 million invested in  
education in Latin America  
4.6 million students benefited  
450,000 consultants benefited  
13,000 schools impacted*

### **Instituto Avon and Avon Foundations GRI 203-2**

In 2023, thousands of people were impacted by free mammograms, educational campaigns and courses on women's rights and gender violence in all the countries in which we operate. Our vocation and focus on supporting women's issues was translated into actions in Argentina, Chile, Uruguay, Mexico, Colombia, Peru, Ecuador and Brazil.

In Brazil, the Instituto Avon employs the principle of promoting progress in these causes from the inside out, recognizing that the Beauty Consultants are simultaneously the beneficiaries and the agents of social transformation.

One of the main highlights in Brazil in 2023 was the consolidation and expansion of the Acolhe Program, which offers supplementary assistance to women served by the public gender violence network. The measures encompass temporary accommodation in a hotel, psychological counselling, and social and legal support. Furthermore, the program provides support for public agencies working to provide protection for women, seeking to enhance services for the victims. This year, the program was extended to five new states – Acre, Piauí, Pará, Paraná and Espírito Santo – and was employed in 256 Brazilian municipalities, providing support for 734 women and their dependents.

**Information about actions in all the countries  
in which the institute is present in our [Databook Latin America](#)**

Another highlight was the launch of the National Gender Violence Map in Brazil, fundamental for monitoring high quality data produced with statistical rigour. This is an interactive dashboard with data on violence against women, elaborated by the Federal Senate's Observatory of Women against Violence, together with the Instituto Avon and the Social Gênero e Número organization. Available on the Federal Senate portal – Painel interativo de Dados – the Federal Senate institutional portal –, this is a national repository of healthcare (DataSUS – SIM e Sinan), Justice (CNJ-DataJus) and Public Safety (Sinesp) data, as well as data from the National Violence against Women Survey, conducted by the Instituto de Pesquisa DataSenado.

Another important factor was the launch of the Recomeça (New Beginning) Program, which reserves vacancies in Natura &Co selection processes for women in a vulnerable situation due to domestic violence who have received support from public programs or the Acolhe program. A pilot was implanted in the distribution center in the municipality of Simões Filho in Brazil, in partnership with the logistics operator TPC and the local city government. Together, these organizations are responsible for the selection process and for accompanying the women selected, paving the way for their empowerment and professional placement.



With a focus on female employees, extensive mobilization campaigns were conducted in 2023. In Pink October, the 'Se Toque, Se Cuide, Se Conheça e Se Conecte' (Touch, Care, Know and Connect) campaign provided information for all women on cancer risk factors, signs of the disease and what to do about breast cancer. Similarly, the 'Entrelaçadas' campaign and the "Por mim, por você, por nós" program disseminated information for women to learn to recognize and name the different types of violence and how to obtain help from the notification channels and support services made available by Natura.