



# **Economia regenerativa como oportunidade para um futuro sustentável para as empresas brasileiras**

**B. Lorraine Smith**

Encontro Nacional da Indústria 2020/ CNI  
Dia 18 de novembro 2020 – evento virtual

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**Eu tenho como propósito:  
apoiar a transição  
para uma economia regenerativa**

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DOMINGO

# A economia regenerativa...

1. ... captura mais carbono do que emite até termos realinhados com o ciclo de carbono dos sistemas da natureza
2. ... restaura a biodiversidade e ecossistemas
3. ... gera qualidade de vida por meios que são justos e inclusivos para todos e todas

# Duas Tendências

1) O foco

2) A ambição

# O foco

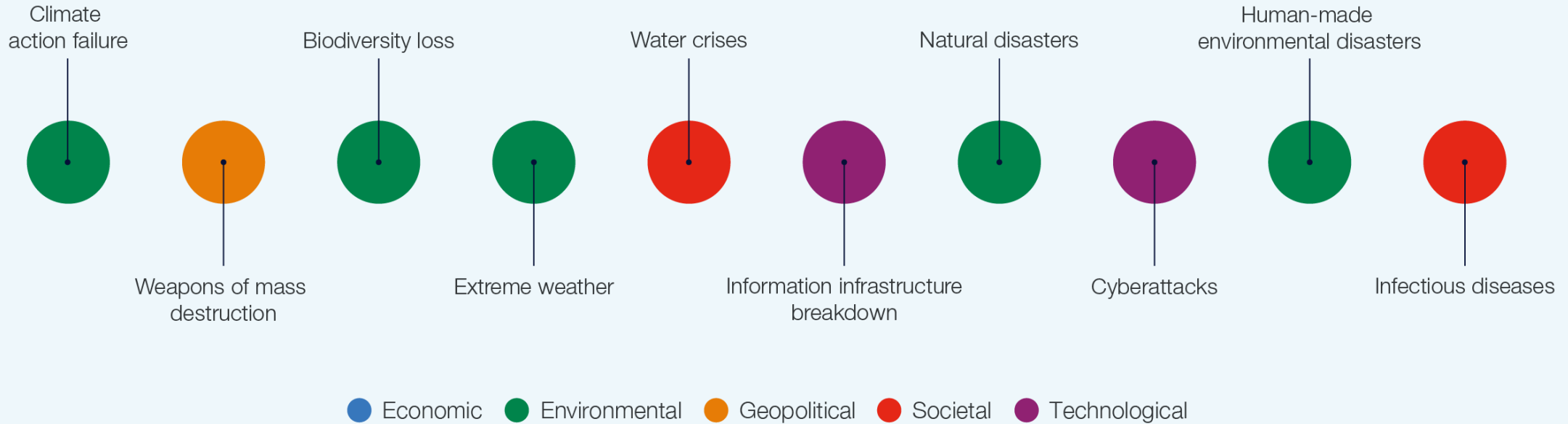
= reconhecimento + despertar

**Alguns riscos...**

TOP 10 RISKS OVER THE NEXT 10 YEARS

# Long-Term Risk Outlook: Impact

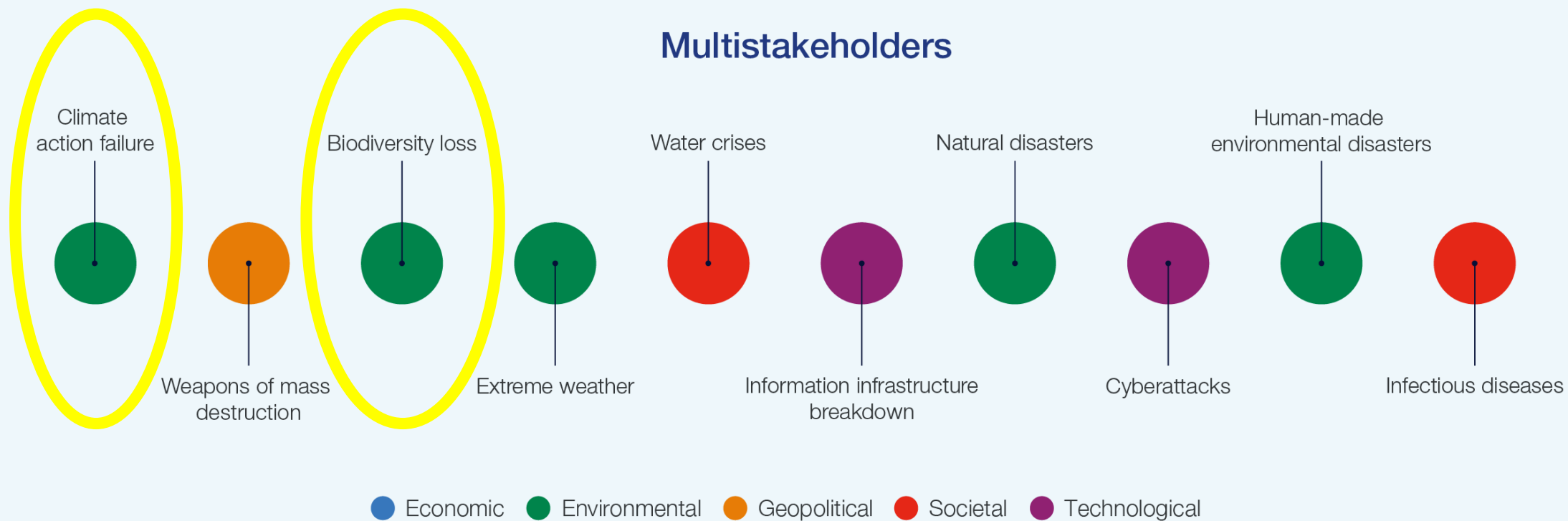
## Multistakeholders





TOP 10 RISKS OVER THE NEXT 10 YEARS

# Long-Term Risk Outlook: Impact



**Climate change is**  
**striking harder and**  
**more rapidly than**  
**many expected**

# Biodiversity Reality

Human-driven nature and biodiversity loss is **threatening life on our planet**. The current rate of extinction is tens to hundreds of times higher than the average over the past 10 million years—and it is accelerating.

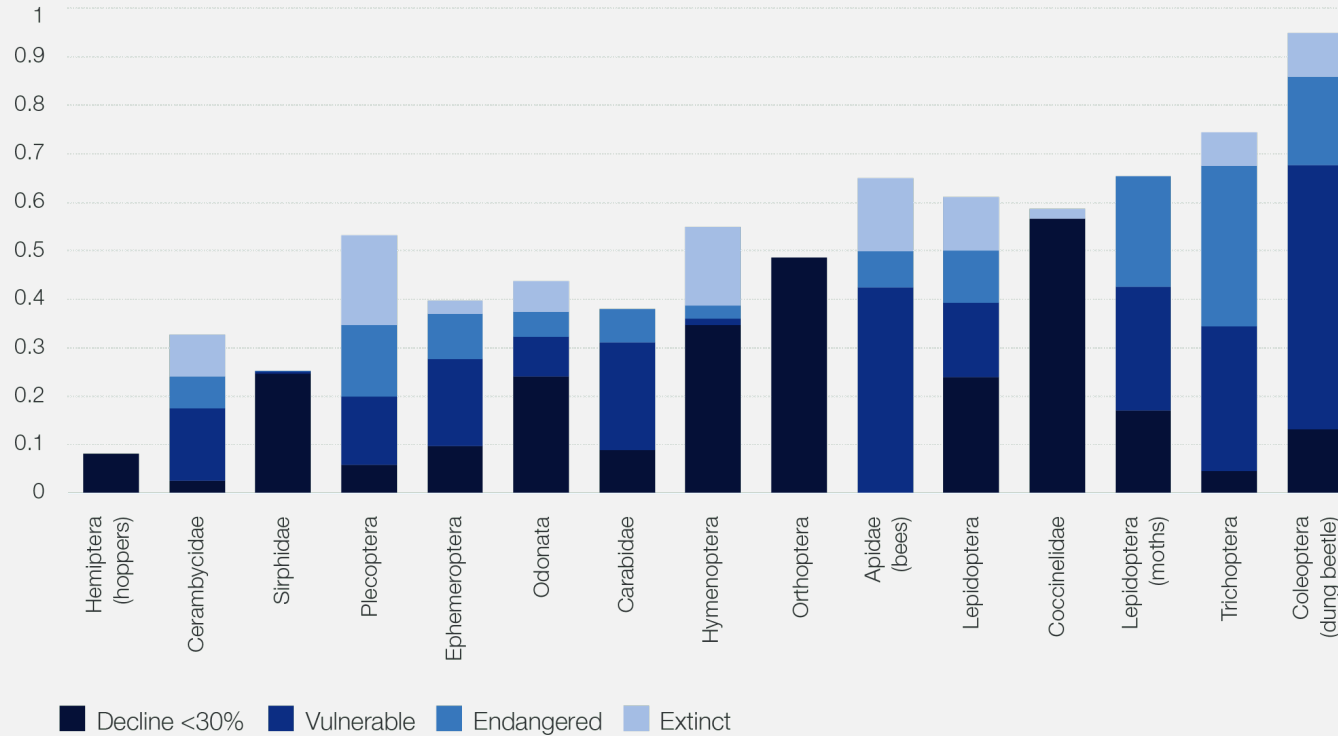
# Biodiversity Reality

Biodiversity loss has also come to **threaten the foundations of our economy.**

“... study estimates that insects have declined by 40% in recent decades and a third are endangered...”

### Species Decline: Insects

Proportion of species



**83%**  
wild mammal  
species loss  
caused by humanity



Good Business

# Banks Directed \$2.6 Trillion to Biodiversity Loss

Saijel Kishan

October 27, 2020, 8:01 PM GMT-4 *Updated on October 28, 2020, 9:04 AM GMT-4*

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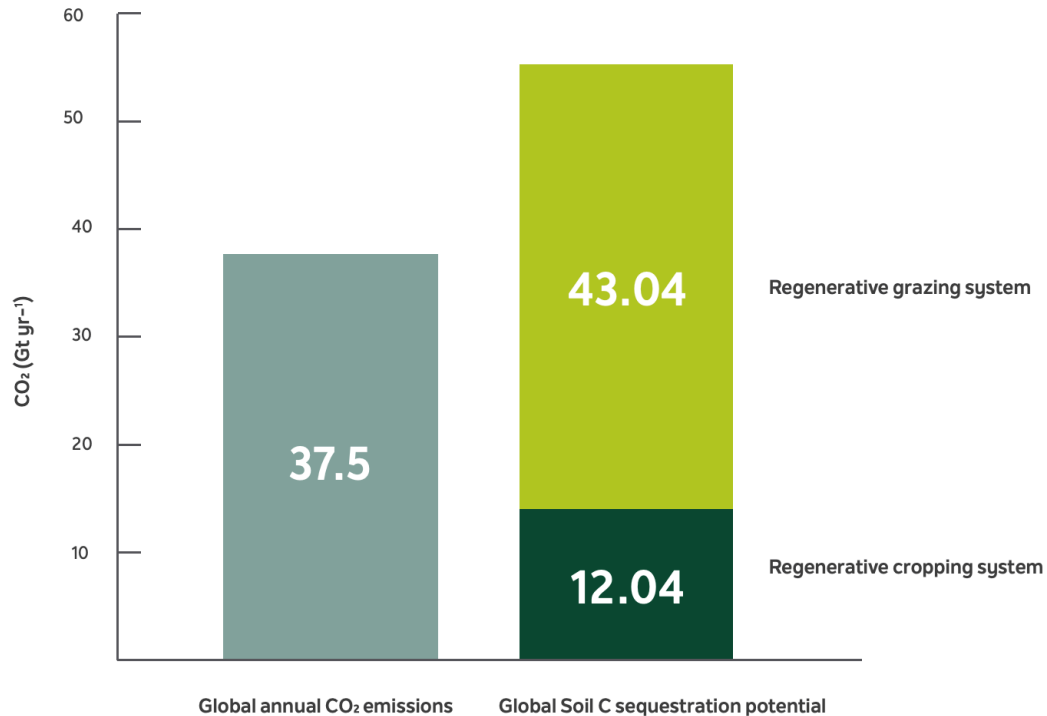


Share

The world's 50 biggest banks are providing loans and underwriting services to industries that are contributing the most to biodiversity loss.

**Algumas oportunidades...**

“... global adoption of regenerative practices across both grasslands and arable acreage could sequester more than **100% of current anthropogenic emissions of CO<sub>2</sub>...**”



**Regenerative  
Organic  
Certified™**



# TURNING CO<sub>2</sub> INTO PRODUCTS

PHASE Testing & Certification



Get Involved

# A ambição

= reputação + ação

**Interface®**





# Walmart Sets Goal to Become a Regenerative Company

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[Click here to learn more.](#)



Continuing support of efforts to preserve at least one acre of natural habitat for every acre of land developed by Walmart in the U.S.



Driving the adoption of regenerative agriculture practices, sustainable fisheries management and forest protection and restoration.



Investing in and working with suppliers to source from place-based efforts that help preserve natural ecosystems and improve livelihoods.



Walmart is expanding its forests policy by aiming to source palm oil, beef, soy, pulp, paper and timber 100% deforestation-free by 2025.



Nature can provide about one-third of the solution to climate change.

SOURCE: Proceedings of the National Academy of Sciences of the United States of America



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# Circular & Climate Positive

We're changing the way we do business to become climate-positive and fully circular: making the most of all resources, cutting carbon emissions and striving for zero waste.

## Comments by Helena Helmersson, CEO

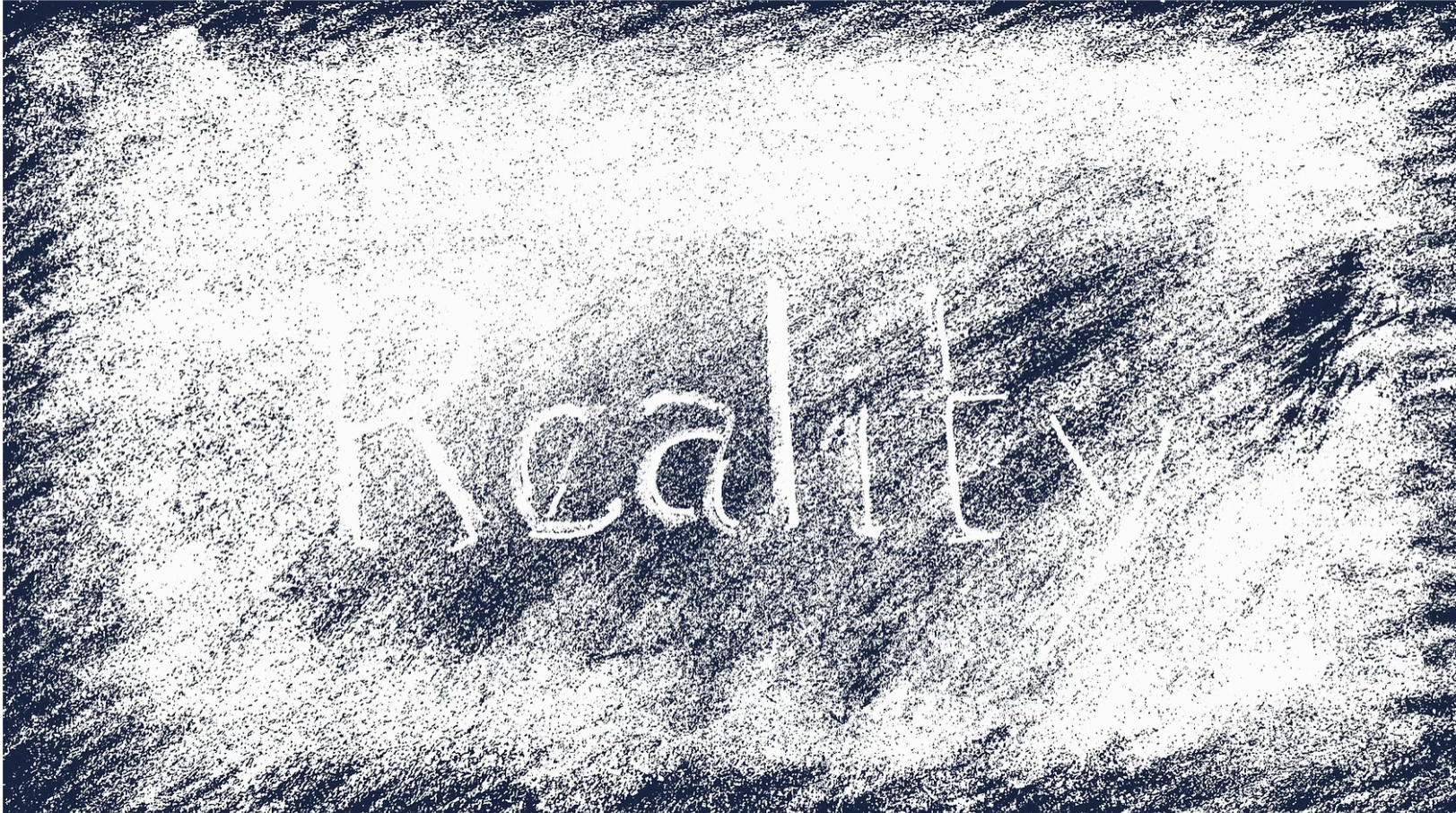
“As a result of much-appreciated collections together with rapid and decisive actions, our recovery is going better than expected. We have strong, profitable online growth, and more and more stores have been able to open again. With more full-price sales than expected and strict cost control, we returned to profit already in the third quarter. Our teams around the world have done an amazing job. Although the challenges are far from over, our assessment is that the worst is behind us and we are well placed to come out of the crisis stronger.

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Covid-19 has also highlighted the importance of sustainability. Demand for good value, sustainable products is expected to grow in the wake of the pandemic and our customer offering is well positioned for this. Through our **work to become circular and climate positive** we are increasing the share of sustainable and renewable materials and we are developing new revenue streams. Together with our accelerated transformation work, this will **strengthen resilience and** contribute to long-term profitable growth for the H&M group.”

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# A Letter to BlackRock CEO Larry Fink

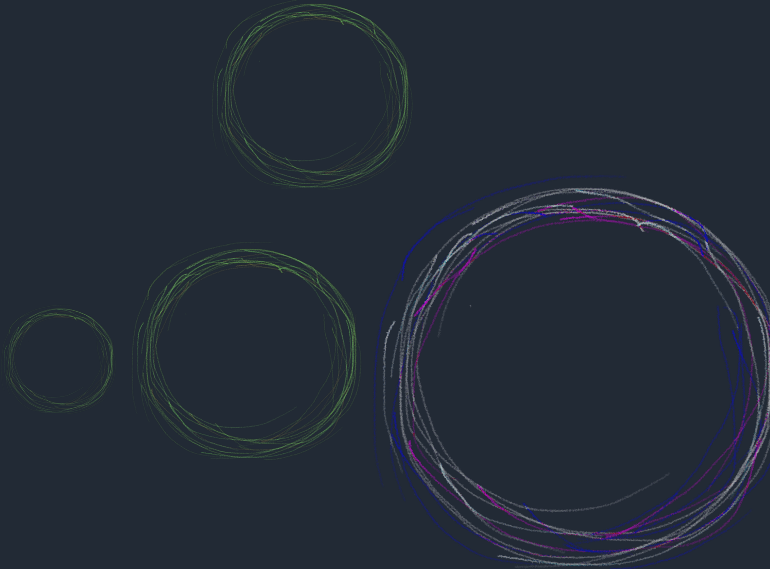
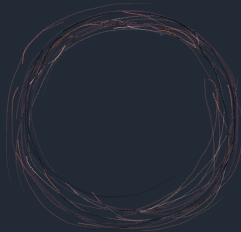
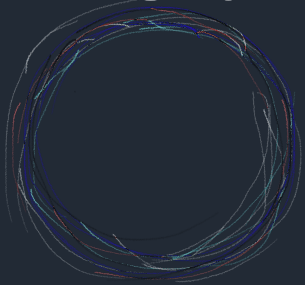




# Duas Tendências

- 1) O foco = reconhecimento + despertar
- 2) A ambição = reputação + ação

# Obrigada!



Lorraine Smith / November 2020

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