PART 1. PURPOSE
To answer a question: How can Natura facilitate sustainable, agroforestry method of palm oil cultivation in the region of Pará?

PART 2. ACTIVITIES
Mapping Natura’s ecosystem at Natura’s Cajamar campus
Observing agroforestry in action in the region of Pará

Natura at a Glance
- Founded in 1969
- 7000 employees, 1.4 million consultants
- 60% household penetration in Brazil
- EBITDA of $1.4B in 2011
- 2nd most sustainable company in the world by the Canadian Research Institute Corporate Knights

Our team used L-Lab Tool Kit when we interviewed farmers in Tome Açu and Natura’s employees in Cajamar (stakeholder interview model, ladder of inference, philosophies of helping, four player model)

PART 3. INSIGHTS
Refining mental models about palm oil agroforestry
Creating strategic business models and frameworks

PART 4. LESSONS
Proposing business models given Natura’s long-term strategic goals, brand premise and shareholder commitment

Produce Offtake Guarantor
Develop SAF Certification
- Maximizes agroforestry palm oil cultivation
- Positions Natura as an industry leader in sustainability

Used L-LAB frameworks, such as place to intervene in the system and the vision principle to generate a menu of business models