

Creating a fund to regenerate nature

L'ORÉAL

By creating the L'Oréal Fund for Nature Regeneration, L'Oréal aims to go beyond reducing impacts within its value chain to contribute to the restoration of degraded natural ecosystems, on land and below water.

Start date of the project	2020		
Project Localisation Places of implementation of the project at this stage and targeted geography if replicable.	Eligible projects for this fund could be located across the world within forest or marine ecosystems.		
Project objectives Type of climate innovation of the project with a description of the problem/issue addressed	Funding carbon capture projects.		
Detailed project description	<p>L'Oréal is convinced that reducing its impacts is necessary, but that is not enough.</p> <p>The company therefore wishes to go beyond its efforts to reduce its impact on biodiversity across its whole value chain, by contributing to restoring degraded natural ecosystems.</p> <p>That's why L'Oréal has created the L'Oréal Fund for Nature Regeneration. This €50 million impact investing fund simultaneously generates financial returns and positive social and environmental impacts, and all this with the aim of supporting projects that restore degraded natural habitats on land and below water.</p> <p>Managed by the Mirova management consultancy, a subsidiary of Natixis, the L'Oréal Fund for Nature Regeneration's investment portfolio includes, for example, projects supporting the restoration of degraded soils and the regeneration of mangroves, as well as the restoration of marine and forest zones.</p> <p>Beyond ecological restoration, these projects contribute to addressing the needs of local communities through the development of sustainable revenue streams (sustainable agriculture and fishing, ecotourism and the commercialisation of carbon credits). It will also support the consolidation of a healthier environment that is more resilient to climate change, and the development of new economic opportunities.</p> <p>By 2030, the L'Oréal Fund for Nature Regeneration will make it possible to:</p> <ul style="list-style-type: none"> • Restore a million hectares of degraded ecosystems • Capture 15 to 20 million tonnes of CO₂ • Create hundreds of employment opportunities. 		
Main project's drivers for reducing the greenhouse gas emissions	Reduction levers	Details on the aspects of the project	
	<input type="checkbox"/> Energy and resource efficiency (including behaviour)		
	<input type="checkbox"/> Energy Decarbonisation		
	<input type="checkbox"/> Energy efficiency improvements		
	<input type="checkbox"/> Improving efficiency in non-energy resources		
	<input checked="" type="checkbox"/> Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...)	Carbon sequestration project financing	
	<input type="checkbox"/> Financing low-carbon producers or disinvestment from carbon assets		
Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope			
		Aspects of the project contributing to the reduction of emissions by emission category	Quantification of associated GHG emissions by emission category Please follow the quantification methodology used in the Afep guidelines .

	Reduction of the company's carbon dependency		
	Scope 1 <i>Direct emissions generated by the company's activity.</i>		
	Scope 2 <i>Indirect emissions associated with the company's electricity and heat consumption.</i>		
	Scope 3 <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i>		
	Increase of carbon sinks		
	Emissions Absorption <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i>	Funding carbon capture projects.	15 to 20 million tonnes of CO ₂ between 2020 and 2030.
	GHG emissions avoided by the company at third parties		
	Avoided Emissions <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i>		
	Clarification on the calculation or other remarks: The calculation methods will be those related to the generation of certified carbon credits by the funded projects.		
Modality of verification of the quantification.	Calculation standard used (ADEME base, GHG protocol, etc.): The methods of calculation will be those linked to the generation of carbon credits certified by the projects funded. Verification of the calculation (internal or external): External verification, fund managed by the Mirova management consultancy.		
Other environmental and social benefits of the project	By restoring a million hectares of degraded ecosystems, the fund is contributing to the following SDGs : <ul style="list-style-type: none"> • SDG 14 Life below water • SDG 15 Life on land. It will also enable the creation of around a hundred job opportunities, thereby contributing to SDG 8, Decent work and economic growth.		
Project maturity level	<input type="checkbox"/> Prototype laboratory test (TRL 7) <input type="checkbox"/> Real life testing (TRL 7-8) <input type="checkbox"/> Pre-commercial prototype (TRL 9) <input type="checkbox"/> Small-scale implementation <input checked="" type="checkbox"/> Medium to large scale implementation Remarks: The fund has begun its investment phase.		
Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential	This impact investing fund was launched in partnership with Mirova Natural Capital.		
Amount of investment made (in €)	L'Oréal has invested €50 million in this fund.		
Economic profitability of the project (ROI)	<input type="checkbox"/> ST (0-3 years) <input checked="" type="checkbox"/> MT (4-10 years) <input type="checkbox"/> LT (> 10 years) Remarks: The benefit for managers of projects designed to restore degraded natural habitats on land or below water is to have access to direct funding, enabling them to launch projects with a medium or long term return on investment for the investor (the L'Oréal Fund for Nature Regeneration).		
Engaged partnerships	The investments will take place in partnership with all types of organisations (NGOs, public authorities, start-ups etc) through lending or capital investment.		
Open comments from the project owner	/		
More about the project			
Contact the company carrying the project	FundforNatureRegeneration@loreal.com		
Project URL links	https://www.loreal.com/en/commitments-and-responsibilities/for-the-planet/investing-for-nature/		

Illustrations of the project

