

L'Oréal Fund for Nature Regeneration

Critical transitions:



Innovation:

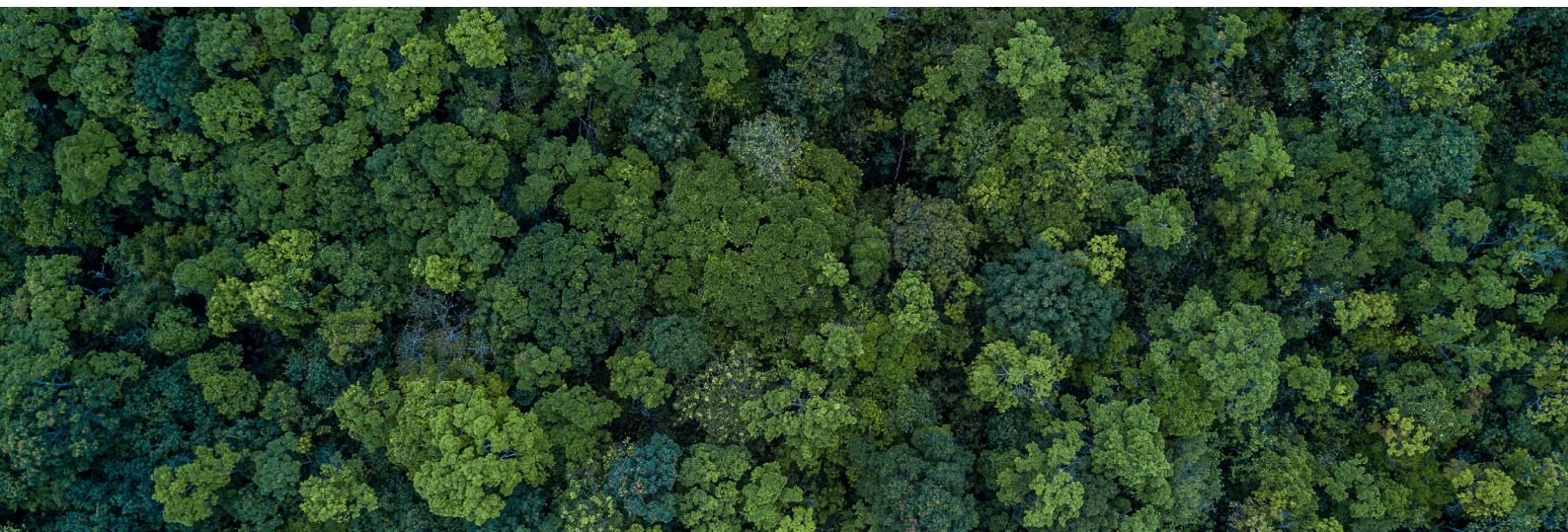
Impact investing

Geographic focus:

Global

\$:

€50 million (\$59 million)



The L'Oréal Fund for Nature Regeneration is a €50 million impact investing fund set up by L' Oréal and managed by Mirova Natural Capital, designed to repair natural ecosystems. It complements the company's efforts to reduce its impact on biodiversity across its value chain by repairing the damage already done.

The fund will invest in projects supporting marine and forest ecosystem restoration, which also have a positive economic impact for people relying on these very ecosystems. Envisioned investments include regenerative agriculture, sustainable fishing, marine ecosystem restoration, eco-tourism and carbon credit projects.

By 2030, the fund aims to help restore one million hectares of degraded ecosystems, capture 15 to 20 million tons of CO2 and create hundreds of job.³⁹

The fund is part of a larger ESG social-environmental program released in May 2020 by L'Oréal called "L'Oréal for the Future". This program includes a Product Environmental and Social Labeling mechanism, a €50 million charitable endowment fund to support woman's organizations and a €100 million impact investment fund. The impact investment fund is equally split into an investment fund dedicated to Nature Restoration, and a fund aimed at preventing climate change by investing in the circular economy.

Stakeholders:

L'Oréal, Mirova Natural Capital

Status:

● Operational