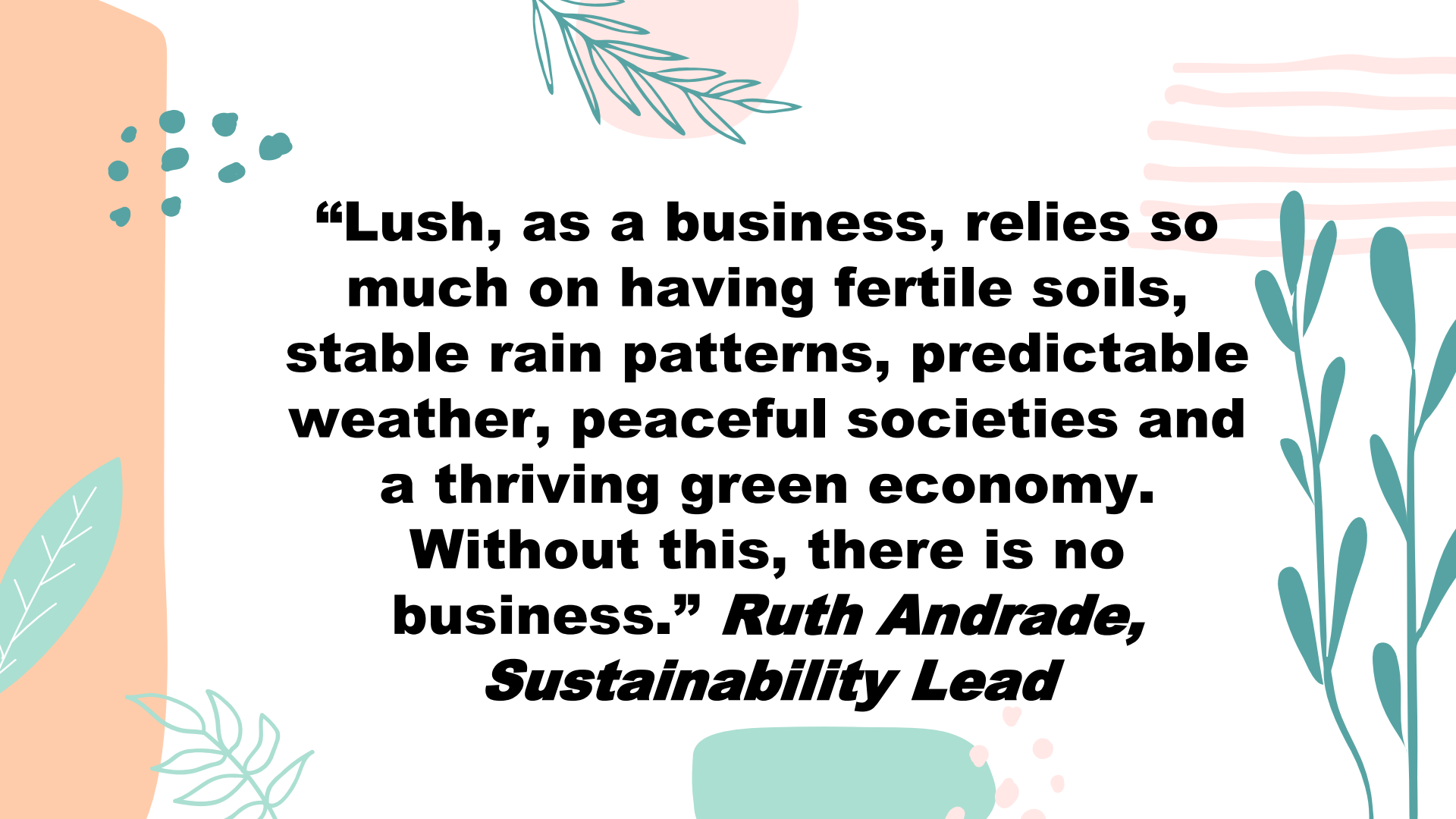




LUSH

BIODIVERSITY



“Lush, as a business, relies so much on having fertile soils, stable rain patterns, predictable weather, peaceful societies and a thriving green economy. Without this, there is no business.” *Ruth Andrade, Sustainability Lead*

To-Do List for Climate & Nature



**PROTECT FORESTS
PROTECT WILDLIFE**



**100% RENEWABLE
POWER EVERYWHERE**



**MAKE OUR MATERIALS
REGENERATIVE AND CIRCULAR**



**RADICALLY REDUCE
TRANSPORT EMISSIONS**



**STAND UP FOR CLIMATE
JUSTICE & ADAPTATION**

This To-Do List guides our work to leave the world Lusher than we found it. The Protect Forests, Protect Wildlife pillar connects to ethical buying and our work to support forest-based economies, with livelihoods at the heart of forest protection.

Our Learning

Our approach has continually evolved

Experiment & Demonstrate

Upscale & look at our own supply chain

Award grassroots regeneration

Understand the science & greater intelligence of our impact

A need for a more holistic approach

What we've done well

Proof of concept - attract other funders

Innovation

Value for money

Always incorporating people's livelihoods into environmental work

Initiating long lasting projects & long-term support

Our biggest challenges

Financial hand holding/ dependency

Finding the right partners

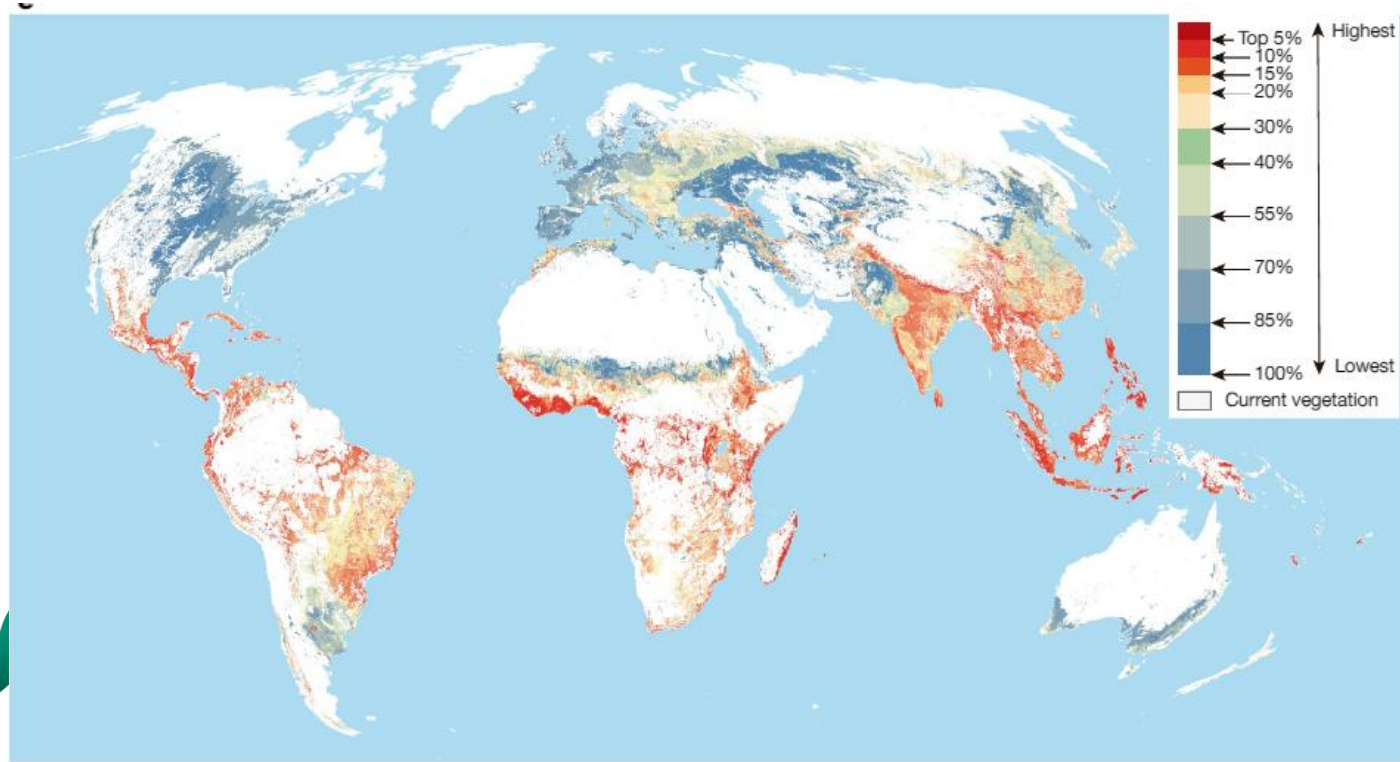
Taking on complex projects

Communicating the work for staff and customers

LUSH

A biodiversity led approach...

- Restoring 15% of converted lands in priority areas could avoid 60% of expected extinctions while sequestering 300 Gigatonnes of CO₂ (eq to 3 million aircrafts)
- **Less than 2%** of global giving supports environmental issues and climate change, most of which doesn't make it to on- the-ground work



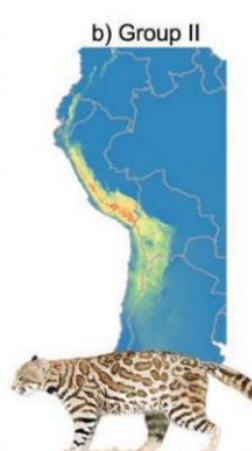
Global Safety Net

Paracas and Ica desert, Peru





Slender billed finch, near
Inca oils jojoba plantation



*First documented
record of
Garlepp's Pampas
Cat (Leopardus
garleppi) around
river Pisco!*





Keystone Products (& Keystone Giving)

People focused
solutions to addressing
Human- Wildlife Conflict

Supporting the Protection
of Keystone species

Regenerating
landscapes for
threatened wildlife

LUSH





Hutan

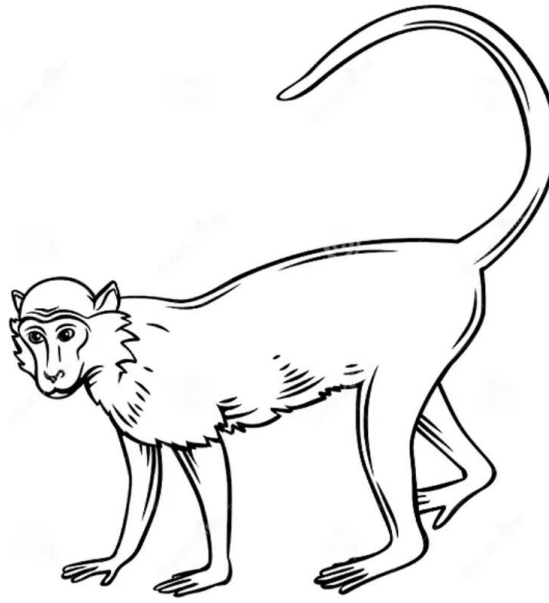
“once they’re gone they’re gone”

Help us support the endangered Macaques’ forest home

- 1) to conserve Simeulue forests and biodiversity under threat of conversion to palm oil
- 2) to protect threatened/keystone species (Macaques and Songbirds) from extinction: under threat from poaching, human-wildlife conflict and habitat loss from conversion of forest habitats to palm oil.
- 3) to provide smallholder farmers with viable regenerative farming and community-based conservation opportunities



Collaborate with local government to **prevent illegal clearing/ securing land title deeds**



Macaque

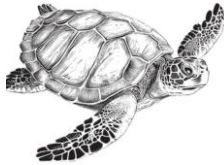
Simeulue, Indonesia

- Organic coconut oil
- Proceeds fund a 2 year programme with Ecosystem Impact (sister foundation to supplier)
- Aim **£200k**



7,000 ha coconut replanting programme as alternative to palm cultivation

Training around **agroforestry** to manage macaque conflict



Pollinators Make It Possible





The biodynamic way of cultivation is a philosophy. It's an attitude towards nature. It's a way of accepting everything, the plants, the people, everything around us, as one whole living organism.



ORGANIC BULGARIAN LAVENDER OIL

Where Do We Get It?

Harvested from beautifully biodiverse fields in central Bulgaria, our lavender supplier aims to help pollinators thrive, by integrating biodynamic approaches to farming.

History of Lavender

This beautiful, fragrant plant has a long history of use throughout the Eurasian continent. It continues to be prized for its calming qualities in aromatherapy, as well as its antibacterial and antiseptic qualities in traditional medicine.



Organically grown lavender lullaby

Experiencing the lavender fields of our Bulgarian supplier in summer is a treat for the senses. Thousands of purple plants ebb and sway as one. Fragrant flowers perfume the fields. The steady thrum of thousands of pollinators fills the air as bees and butterflies collect precious pollen. Here you can see a thriving ecosystem at work.

Lush's supplier of Bulgarian lavender is trialling nature-friendly ways of cultivating lavender. Inspired by the biodynamic movement and agroforestry models, they treat their farmland like an ecosystem, with each plant and animal playing an important role in the health of the whole. In the place of bare earth, the soil is covered with beneficial 'cover crops', like clover, which fixes nitrogen in the soil. Instead of monoculture rows of lavender, they intercrop walnut trees to sequester carbon and provide a habitat for birds.

Agroforestry systems involve the planting of multiple varieties of food and other cropping trees in a 'farm ecosystem', rather than a monoculture which focuses on one 'cash crop'. It's a system that more closely mimics the natural environment, better protects the top layer of soil and promotes biodiversity. When

Lush's supplier explains,



It's good to know the difference between 'organic' and 'biodynamic' ways of cultivation. 'Organic cultivation' doesn't use herbicides, pesticides, and chemicals. That's fantastic, but that's all. Whereas the biodynamic way of cultivation is a philosophy. It's an attitude towards nature. It's a way of accepting everything, the plants, the people, everything around us, as one whole living organism.

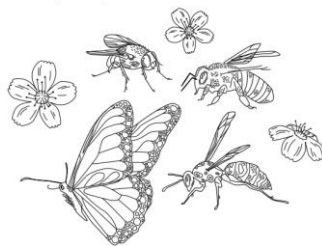
But soon they see that agroforestry provides many benefits for the business, for wildlife and for people.

And with one sniff, your Lush product can transport you to the purple fields of Bulgaria. Experience the beautiful grounding qualities of organic Bulgarian lavender for yourself in Sleepy body lotion, Therapy Massage Bar and more.

SLEEPY
BUBBLE
BAR



Lavender Essential Oil



Sourced from
BULGARIA

Protects
POLLINATORS



Click
[here](#) to
watch
the **Lush**
Story

What can I share?

1. Our supplier in Bulgaria uses organic, biodiversity friendly practices, which means, **pollinators like bees can thrive** in these fields of flowers.
1. We use this lavender in our best selling **Sleepy range** and **Therapyz** massage bar for its calming effects on the body and the mind.



Land defenders & water protectors



Every day, **Indigenous women** are **harassed, criminalized or killed for defending land and protecting water** from pollution, privatization and destruction—yet they remain determined. Stand with them.

**STAND TOGETHER
FOR WATER, LAND AND LIFE.**

Image courtesy of Indigenous Peoples Rights International

Image courtesy of Indigenous Peoples Rights International