

FUNDAÇÃO
ECO+

BASF
We create chemistry

Activity Report

2024





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Message from the Board of Trustees

The year 2024 was, at the same time, a symbolic milestone and a turning point in our journey. It marked the 40th anniversary of our *Mata Viva* Program—a pioneering forest restoration initiative that for decades has embodied our mission of advancing biodiversity conservation, regional engagement, and nature-based solutions.

As we celebrated this milestone, we concurrently launched a strategic redesign of our operating model. We continue to use a life cycle thinking approach, a method that connects sustainability, science, and value creation—both for BASF’s business and for society as a whole.

In 2024, we strengthened our presence in different parts of South America, introduced impact metrics in new sectors, and advanced projects across bioeconomy, innovation, and environmental regeneration. The expansion of our *Mata Viva* Program into countries like Chile and Argentina was supported by digital tools, fresh research, and collaborations to increase the scale and traceability of program outcomes.

As in every sustainability journey, 2024 also challenged us to maintain alignment between purpose and practice. We expanded data-driven decision-making, pursued responsible innovation, and made sure every project took us one tangible step closer to a more balanced future.

With each new cycle, we reaffirm that our mission is not just to deliver outcomes, but to build pathways—pathways that connect science with impact, business with society, and people with purpose.

With this vision in mind, we are pleased to present this Activity Report—not just as an account of our initiatives, but as an invitation to reflect on the lessons, achievements, and possibilities that drive the Eco+ Foundation.

Daniela Carrizo
Interim Chair of the Board of Trustees





Message from the Executive Board

The year 2024 was a strategic turning point for the Eco+ Foundation as we completed a review of our institutional plan, launching a new phase that will guide our work until 2029. Beyond a governance exercise, this review reaffirmed our role as a technical partner in sustainability initiatives and further clarified the direction we want to pursue—supporting businesses in building solutions that are positive, measurable, traceable, and resonant with the social and environmental changes of our time.

Alongside this strategic review, we incorporated Theory of Change methodology as a tool to structure our activities. This gave us greater clarity about the path we are on and the impact we aspire to generate—making our initiatives more coherent, deepening our contextual understanding, and guiding decision-making with a focus on transformational outcomes.

The maturity we reached in 2024 was also reflected in other areas: we expanded our regional presence in South America, invested in digital transformation, and continued to diversify our portfolio. Each initiative reflected our commitment to evidence-based sustainability and to creating value for society, the environment, and business.

None of what we achieved would be possible without the dedication of our team and the engagement of our Boards of Trustees, Audit Board, and Advisory Board. We would also like to thank our partners and clients, who continue to join us on this increasingly solid and ambitious journey toward sustainability.

We look to the future with responsibility, courage, and enthusiasm. In the coming years, we want to expand the reach of the positive impact we have already helped to create—and in doing so, to support the transition from a risk-based economy to a solutions-based one.

Rodolfo Viana
CEO, Eco+ Foundation

Tiago Egydio
Manager, Eco+ Foundation





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About Us

Eco+ Foundation is a sustainability center of excellence dedicated to creating solutions for the environmental and social challenges of our time. We operate as a technical consultancy and partnership facilitator, supporting companies in South America in creating value through data, traceability, and positive impact.

Since 2005, we have been part of BASF's institutional structure, with a mandate to develop projects that connect science, business, and sustainability. We translate technical concepts into actionable strategies spanning impact measurement, bioeconomy, and governance models better aligned with today's challenges.

As a public-interest civil society organization, we reinvest financial returns in initiatives with transformative potential. This reinvestment expands the reach of our work and delivers on our commitment to creating shared value—combining tangible outcomes for businesses, communities, and the environment.

We leverage innovation to share knowledge in a dynamic and accessible way for different stakeholders, and to build sustainable ecosystems.

With a presence spanning sectors and geographies, we continue developing initiatives that combine systems thinking, technical expertise, and collaboration. For us, sustainability is a field of concrete action—and the space where our institutional identity has been built.

Eco+ Foundation is part of BASF's institutional structure, with a mandate to develop projects that connect science, business, and sustainability



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What Drives Us

Unquestionable evidence

Metrics, science, and technical expertise are at the core of most of our services. This is a key differentiator and a guiding thread that helps our stakeholders better navigate our portfolio, while allowing our activities to be better targeted and offer greater assurance to our partners.

Galvanizing innovation

For a market in constant flux, we offer a restless mindset. We are creative and bold in developing new services and tools, and in sparking discussions with the potential to disrupt—or at least improve—the market.

Flexibility for multiple pathways

We understand there are many possible routes, and engaging with each one is essential. That's why we continuously adapt and remain flexible in understanding each client's journey, challenges, and context—and speaking their language.

Purpose beyond projects

As a public-interest civil society organization, we reinvest our financial returns into causes that matter to society. This expands the reach of the projects we create beyond their original scope so they generate wider positive social impacts.

Manifesto

Some see sustainability as a destination—a certification, a package, a program, or a goal.

We believe that being sustainable means staying on the right path. It's a complex, multifaceted, ever-evolving journey that challenges us to constantly reinvent ourselves and evolve.

We help those around us explore new sustainable paths—as long as they are forward.

We infuse every journey with innovation, challenging each partner to push further, even when they think they've already arrived.

We provide metrics that make every stretch and bend in the journey safer and more predictable.

We are flexible enough to work with unique routes—because no journey is the same.

And we are genuinely committed to advancing the entire sector. Because together, we go further.

Welcome to the journey that always begins.
Today's paths for tomorrow's business.





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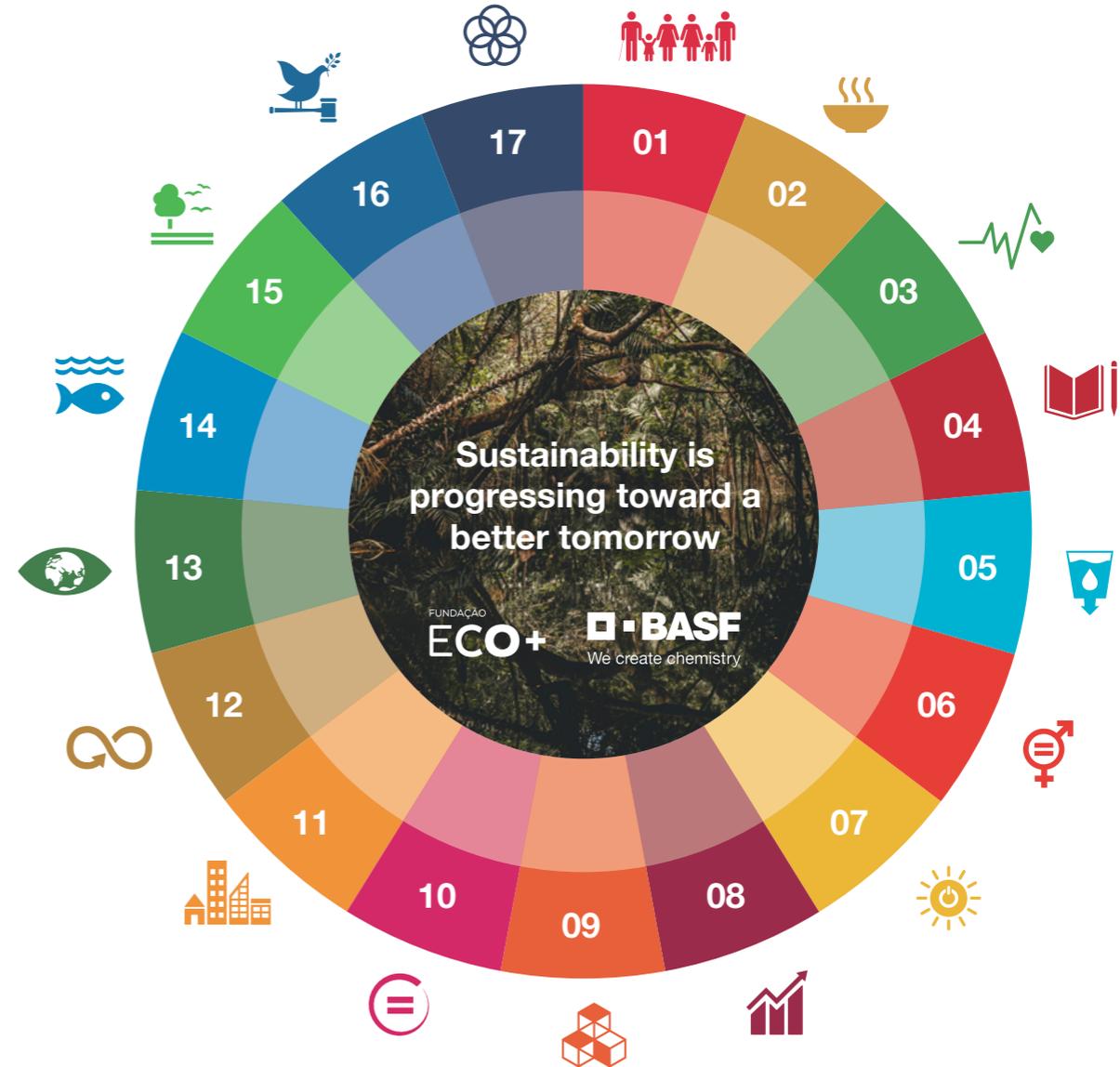
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Our Commitments

- **We maintain a well-structured governance system** focused on quality, transparency, and sustainability. We are certified to ISO 9001:2008 (Quality Management) and ISO 14001:2004 (Environmental Management), reinforcing the technical rigor with which we conduct our work.
- **We are also signatories to the UN Global Compact**, and our strategies align with the Sustainable Development Goals (SDGs) and the ESG (environmental, social, and governance) guidelines established by BASF—our founder and sponsor.
- **Every year, we report our results through an Annual Report**, which is audited by Ernst & Young (EY) and approved by our Audit Board, Board of Trustees, and the Brazilian Public Prosecutor's Office.





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Our Governance

We follow best practices in corporate governance, focused on transparency, balance, and consistency. We value open communication with all our stakeholders, including employees, partners, suppliers, and government entities, operating responsibly and with a commitment to building a better future.

Our governance structure comprises an Executive Board, Board of Trustees, Audit Board, and Advisory Board. This structure supports agile and confident decision-making and ensures alignment with our strategic guidelines.

The Audit Board oversees the Foundation's financial management, with its duties including reviewing financial statements and accounting documents to ensure compliance with tax obligations. The Advisory Board brings together external experts who provide strategic insights, expand the Foundation's sphere of influence, and support the development of partnerships and projects.

The Executive Board is responsible for implementing initiatives and leading social and environmental projects, ensuring they are aligned with our organizational purpose.





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Governance Structure

Daniela Carrizo | Interim Chair

Bernd dos Santos Mayer

Christoph Jaekel

Gustavo Alejandro Portis

Heiko Hosomi Spitzeck

Joana Yamazaki

Daniel Vercelli

Joaquin Caraballo

Mariana Vasconcelos

Marina Born

Priscila Terra

Eduardo Arantes

Viviane Fernandes

Rodolfo W. Viana

Rafael Viñas

Caroline de Lima

Ornella Nitardi

Mariana Sigris

María Jesús López

Alexi Widemann

Fabio Cahen





Our Team





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PROJECTS AND OUTCOMES

71 ongoing projects
(2023: 65)

38 projects completed
(2023: 64)

35% of projects executed from start to finish within the year
(2023: 70%)

6,500 project work hours
(2023: 8,400)

REVENUE AND COMMERCIAL PERFORMANCE

R\$ 2 million in project revenue (target: R\$ 2.1 million) (2023: R\$ 2.07 million)

86 proposals submitted to clients
(2023: 82)

61% proposal-to-project conversion rate
(2023: 97%)

QUALITY AND SATISFACTION

NPS 80 among promoter clients
(2023: NPS 97)

TEAM AND OPERATIONS

11 team members (HC + internal)
(2023: 15)

84% of total available time dedicated to projects
(2023: 86%)

20% dedicated to public interest / pro bono projects
(2023: 31%)

80% dedicated to commercial projects
(2023: 69%)



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Our Clients and Partners

Brazil

- Aço Verde do Brasil (AVB)
- Braskem
- Cargill
- Raízen
- Caramuru
- Cooxupé
- Comitê Estratégico Soja Brasil (CESB)
- Coopercitrus
- Química Amparo
- JBSSIMPAR
- Suvinil
- AHK São Paulo
- Embrapa
- FGVces
- Fundação CERTI
- Quintessa

Argentina, Bolivia, Paraguay, and Uruguay

- Andrómaco
- Granja Tres Arroyos
- AHK – Argentina

Chile, Colombia, Ecuador and Peru

- AzulK
- Dersa
- Carboquímica
- Química Cosmos (Pintuland)
- Itacol
- Grupo Aliar
- Manuía
- Waste 2 Worth



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Mata Viva Program



In 2024, our *Mata Viva* program marked its 40th anniversary, an important milestone. With a strong track record in biodiversity conservation and ecosystem restoration, the program is one of BASF's flagship environmental initiatives.

Over the year, we surpassed 40,000 seedlings planted—a symbolic number in celebration of the program's 40 years. We reached this figure with the support of several BASF teams, working in areas strategically important for environmental preservation. We also launched two new forest reserves at the Jacareí and Batistini sites, expanding protected areas within company grounds. In these reserves, we conducted studies to document biodiversity, with an emphasis on native tree and bird species.

To improve program transparency and traceability, we developed a dashboard that compiles historical data on planting, restored areas, species involved, and partner clients. This tool reflects our evidence-based management approach, facilitating access to information that was previously fragmented or recorded verbally.

Another important step was submitting the Jacareí Reserve for third-party certification—a move that has enhanced the program's technical credibility and external recognition.

We expanded the program into new countries across South America, connecting ecosystems and experiences. In General Lagos, Argentina, we supported the creation of the BASF Forest, planting 400 native seedlings and installing a green barrier around the plant. Trees were selected to form a natural barrier against noise and dust. In Chile, the program was extended to the Concón site, strengthening its regional presence and opening new opportunities for restoration practices tailored to diverse landscapes and environmental contexts.

Finally, we invested in communication strategies to engage employees and nearby communities. By capturing biodiversity through publicly accessible images and data, we brought science, nature, and people closer together in a meaningful and inspiring way. The beauty of native species, the verdant reserves, and the ability to witness the program's impact firsthand help foster a collective sense of environmental stewardship.



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2024 MILESTONES

40,000
seedlings planted

2 new forest reserves
launched
(Jacareí and Batistini)

400 native seedlings
planted in the BASF Forest
(Argentina)

1 green barrier
implemented around the plant
(General Lagos)

SCIENCE AND CERTIFICATION

Research on **native tree and bird species**

Jacareí Reserve **submitted for third-party certification**

Strengthened **technical credibility** and **external recognition**

40TH ANNIVERSARY OF THE MATA VIVA PROGRAM

1984–2024: four decades of biodiversity conservation and ecosystem restoration

Recognized as one of **BASF's flagship environmental initiatives**

TRANSPARENCY AND TRACEABILITY

New interactive dashboard:

- Historical planting data
- Restored areas
- Species planted
- Partner clients

Local Networks and Partnerships

As part of the *Mata Viva* program and in partnership with BASF's agribusiness division and Instituto Araribá, we implemented in-field initiatives to develop a seed network involving smallholder farmers in São Paulo State. The goal was to foster community engagement and contribute to local environmental conservation, combining positive social and environmental impact with new business opportunities.



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In 2024, we developed and supported projects around bioeconomy, innovation, and life cycle assessment, reinforcing our role as a strategic advisor to BASF and as a public-interest foundation. Our work is grounded in data, robust methodologies, and tools for tracking and measuring impact—both environmental and social.



Long-standing Alliance with Cargill

Eco+ Foundation and Cargill have built a solid partnership over time, dedicated to measuring environmental impacts in the production of tomato-based products and vegetable oils. Using methodologies such as Life Cycle Assessment (LCA) and environmental footprint analysis, the collaboration informs efforts to reduce emissions, optimize resources, and integrate sustainable practices into Cargill's value chain.

The program addresses market demands and global sustainability commitments, identifying critical points and opportunities for improvement throughout the production process. By aligning science with governance, the partnership shows how ongoing data analytics can drive strategic decision-making and environmental progress.

Program outcomes include reduced carbon emissions, improved resource efficiency, and enhanced capabilities to measure and report sustainability targets, strengthening Cargill's position as an industry leader in environmental responsibility.



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Social Impact and Sustainable Business

We revised our approach to social action, shifting from one-off environmental education initiatives to strategies centered on impact measurement. This shift marks an important step forward: we want every supported initiative to generate tangible, verifiable outcomes with the potential for real transformation in the areas where we operate.

With this new approach, we now provide technical and methodological support to projects developed in partnership with BASF and other organizations, ensuring that social and environmental impact is understood from the planning stage through to outcome tracking.

Our social initiatives are focused on delivering outcomes with real transformative potential

Impact Business and Financing

We participated in the international AI-Invest Green program, which works to advance sustainability in micro, small, and medium-sized companies in the chemical and automotive sectors. In collaboration with AHK, we helped identify sustainability challenges in these sectors and supported the development of roadmaps to enhance environmental efficiency and more sustainable business models aligned with transitioning market demands.

Palatal Project (Chile)

We supported the structuring of the Palatal project, which works to advance plastic circularity along the Chilean coast. Waste collected from beaches is processed by cooperatives and reused as an industrial raw material at BASF. Our contributions included defining the Theory of Change, key performance indicators, and an integrated impact model, connecting innovation, productive inclusion, and environmental conservation.



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Ecoar Community

WHAT IT IS

A collaborative virtual space that connects professionals interested in applying Life Cycle Thinking (LCT) to sustainability.

OBJECTIVE

To mainstream LCT and support more sustainable decision-making across various organizational settings.

VALUE FOR SOCIETY

A safe space to discuss, learn, teach, and co-create solutions based on product lifecycles—from raw material use to post-consumption.

HOW IT WORKS

- **Virtual environment**
 - Active WhatsApp group
 - Online and in-person meetings
 - A platform to share ideas, queries and experiences
- **Target participants**

Professionals, researchers, students, professors, organizations, consultants and public policy makers.

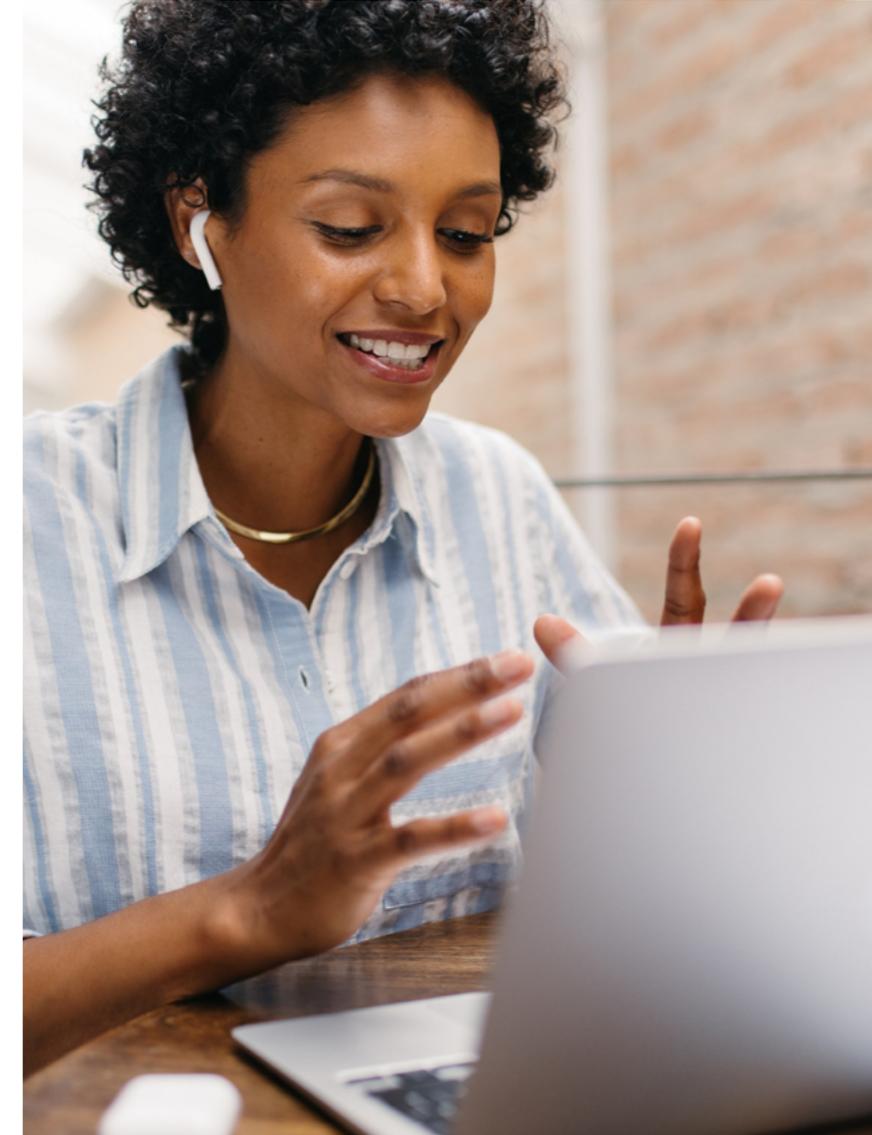
2024 RESULTS

- **By the numbers**

- 60 active members
- 4 thematic meetings in 2024

- **Meetings by life cycle stage**

- 1 Raw materials** (Aug 21)
Juliana Gerhardt (moderator), Thiago Rodrigues (IBICT), Isabel Schulze (Suzano)
- 2 Production** (Sept 25)
Vitória de Lanes (moderator), Márcio Barela (Cargill), Arthur Bayoqui (Química Amparo)
- 3 Responsible distribution** (Oct 24)
Rebeca Venancio (moderator), Edith Negocia, Raphaela di Iorio (BASF), Lorena Mirela (UFRJ)
- 4 Use and post-consumption** (Dec 10)
Tiago Egydio and Eduardo Toshio (moderators), Lucio Vicente (Akatu), Jade Dino (BASF), Maria Botino (Alpargatas)





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Study on Amazon Biodiversity Value Chains



PROJECT OBJECTIVE

Identify key challenges and best practices in Amazon biodiversity value chains, in partnership with Quintessa, based on multi-stakeholder data and insights. The study will be published as a public reference material.

VALUE PROPOSITION

Provide a practical and accessible guide to help companies build socially and environmentally responsible Amazon supply chains, promoting:

- Sustainable economic benefits
- Strengthened traditional communities
- Preservation of standing forests

METHODOLOGY STEPS

1 Desktop research

Analysis of six Amazonian production chains to identify links, challenges and opportunities.

2 Stakeholder consultation

Interviews and surveys with over 40 stakeholders across different segments of the value chain, addressing social, environmental, business and product-related topics.

3 Materiality assessment

Identification of the most relevant topics from the perspective of consulted stakeholders.

4 Final report (in progress)

Production of a publicly available handbook with practical recommendations for companies to operate sustainably with ingredients from Amazonian biodiversity

EXPECTED OUTCOMES

- Best-practice suggestions
- Support in building responsible supply chains
- Inclusive and regenerative procurement policies
- Improvement of income and empowerment of supplier communities

Status: study in progress

Preliminary materials available: *the e-book “Challenge of Amazonian Biodiversity Chains” (desktop research phase)*



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Cooxupé Emissions Inventory



PROJECT OBJECTIVE

Quantify Cooxupé's greenhouse gas (GHG) emissions for 2021, 2022 and 2023 using the GHG Protocol Brazil methodology, to strengthen the cooperative's climate management and sustainable development practices.

RATIONALE

This long-standing collaboration between Eco+ Foundation and Cooxupé is focused on driving continuous improvement. Inventory goals include:

- Identifying GHG emission sources
- Monitoring environmental performance
- Supporting the transition to a low-emission cooperative

VALUE PROPOSITION

Support Cooxupé in fulfilling its mission of promoting sustainable development among its members by enhancing environmental management, fostering regional development, and offering products with a lower impact on people and the environment.

SCOPE OF INVENTORY

- **2021 and 2022:** quantification of scopes 1 and 2 (direct and energy emissions)
- **2023 (in progress):** inclusion of scope 3, expanding the coverage of the inventory
- **Methodology used:** GHG Protocol Brazil

EXPECTED OUTCOMES

- More targeted management and decision-making
- Identification of improvement opportunities
- Improvement of emissions reduction initiatives
- Support in building a more climate-efficient and responsible cooperative



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Natural Capital Calculator Update

WHAT IT IS

A tool developed by Eco+ Foundation to evaluate **impacts and dependencies on natural resources**, supporting sustainability risk and opportunity management.

UPDATE OBJECTIVE

Enhance the calculator tool launched in 2021, based on:

- New technical references
- Global sustainability standards
- Eco+ team's practical experience

WHAT IT EVALUATES

22 questions about:

- Water resources
- Biodiversity
- Climate change
- Circular economy
- Governance

IMPROVED ACCESS

- Fully digital
- Available in Portuguese and Spanish
- Publicly accessible on Eco+ Foundation's website

VALUE FOR COMPANIES

Enables them to:

- Understanding environmental performance
- Identify management gaps
- Develop action plans
- Improve stakeholder communication





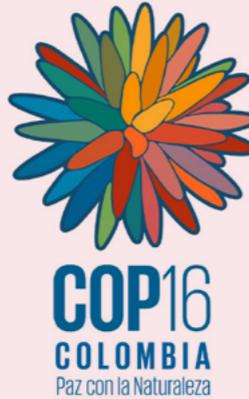
Coffee Sector Trends Study

Based on prior experience and collaboration with industry experts, we developed an e-book on sustainability in South America's coffee value chain. The publication addresses ESG practices, product quality, and global trends, serving as a reference guide for producers, buyers and organizations interested in sustainable innovation in the sector.



World Biodiversity Forum 2024

At the 3rd edition of the World Biodiversity Forum in Davos, Switzerland, Eco+ Foundation presented a case study on biodiversity products as a strategy to keep forests standing. The event brought together over 800 participants from 75 countries and served as a platform for exchange between science, public policy and sustainable practices. Eco+ Foundation provided inputs on the link between environmental conservation and fair value chains.



Participation in COP16

Eco+ participated at COP16, held in Cali, as an opportunity to advance the global environmental preservation agenda. We presented case studies showing how the chemical industry can contribute to ecosystem protection, circular economy, and sustainable development.

We joined key panels such as the Business and Biodiversity Forum and the BioGeCo event, highlighting innovation in the bioeconomy and sustainable practices throughout the value chain. We presented the COCLÍ sustainable palm oil project during the “Business Innovation for

Biodiversity” panel organized by CECODES and WBCSD, and participated in the ANDI Business Conference, contributing to the development of the Biodiversity + Business Roadmap for Colombia.

In the Green Zone of COP16, at the Germany pavilion, we showcased projects such as *Alas Para el Campo*, *Mata Viva* and COCLÍ, which promote conservation and development among small farmers.



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Eco+ Foundation Balance Sheet as of December 31, 2024 (R\$)

Description	2024	2023
Current assets		
Cash and cash equivalents (note 5)	126,070	464,373
Accounts receivable (note 6)	409,225	172,343
(-) Allowance for doubtful accounts	(24,625)	-
Recoverable taxes	42,467	12,843
Total current assets	553,137	649,559
Non-current assets		
Non-current assets	1,558	1,947
Total non-current assets	1,558	1,947
Total assets	554,695	651,506
Current liabilities		
Accounts payable (note 7)	422,025	1,087,064
Tax obligations payable (note 8)	82,145	123,453
Advance	-	6,987
Total current liabilities	504,171	1,217,504
Net equity		
Social equity (note 9a)	300,000	300,000
Cumulative surplus/(deficit) (note 9b)	(249,476)	(865,998)
Total net equity	50,524	(565,998)
Total liabilities and net equity	554,695	651,506



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For any queries, feedback, or requests for more information about this report, please write to:
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**Writing, editing, graphic design,
and layout**
Grupo Report