

SUSTAINABILITY

Esté Lauder UK commits \$678K to nature restoration

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The company has become a founding partner of Revere, which aims to help fund restoration projects in all 15 U.K. National Parks. Image credit: Esté Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Esté Lauder U.K. and Ireland has unveiled details of its 500,000 pound, or \$678,000 at current exchange rate, commitment to fund U.K.-based nature restoration projects over a five year period.

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The group has become a founding partner and primary funder of nature restoration project development facility **Revere**. The facility was designed to enable the restoration of natural habitats at scale in the UK's National Parks using private capital.

"Our five-year commitment to support Revere's nature-based climate initiatives in the UK's National Parks underlines our desire for decisive action on climate change," said Sue Fox, president of Esté Lauder Companies UK and Ireland, in a statement.

"This partnership is focused on helping to protect and restore the UK's most precious ecosystems through pioneering nature restoration projects designed to combat climate change and the biodiversity crisis," she said. "We are delighted to work with National Parks UK, Palladium and the other founding partners."

Beauty funds nature

The UK's National Parks include 15 diverse landscapes covering 10 percent of U.K. land and contain almost 25 percent of the UK's wetlands.

Each National Park harbors unique biodiversity and restoration needs.



The U.K. is home to 15 National Parks. Image credit: Este Lauder Companies

This partnership with Revere aims to test new ways of restoring nature where it is needed most, from supporting national targets for wetland restoration and woodland creation, to nature recovery and local species protection.

The beauty group is providing funding for the development of projects across the U.K. National Parks, which will create new income streams for farmers and landowners seeking to improve the quality of landscapes and support biodiversity, through the sale of ecosystem services.

Este Lauder's support will promote knowledge sharing and learning, ultimately enabling other land managers and owners to learn from projects supported by Revere.

Last week, Este Lauder joined the [International Space Station \(ISS\) National Lab's](#) Sustainability Challenge, Beyond Plastics, as an exclusive partner to fund research toward sustainable plastics alternatives.

Beyond Plastics aims to unite innovators by addressing the issue of plastic waste and enabling scientific or technological advancements that help improve Earth's environment. This announcement marks the first time a beauty brand has partnered on a research initiative that leverages the ISS National Lab to advance sustainability research for plastics alternatives ([see story](#)).

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