Juliana Lopes is a Brazil SDG champion at Nestle. Beyond her role as a Creating Shared Value Analyst, she has also mobilized her network and influenced the employees of Nestle Brazil. She has contributed to changing the company's employees consumption habits, scaling and formalizing the adoption of the process in the company in support of the Sustainable Development Goal 12 (Responsible Consumption and Production).

Last year, motivated by the social media controversy about plastics and straws, she decided to stop using disposable plastic cups. She put a note in the office pantry to encourage people to bring their mugs, as well as rethink their drinking habits. This simple idea spread throughout the office was shared on the Nestlé Brazil Workplace.

A few weeks later, the Patrimony area decided to officially remove the disposable plastic cups from administrative buildings and factories around Brazil also joined, helping Nestle not to discard more than one million cups in a month.

Later on, she was invited to join the Canudos Working Group. The goal of this group was to bring innovative solutions to eliminate or replace the straws of some of our drinks. This work unfolded in the pilot project #JOGAJUNTO, a partnership between the Nescau brand and the Tamar Project, which aims to propose sustainable alternatives to remove or reduce the use of plastic straws in Nescau Prontinho. The project contributes to the cleanliness of the seas and the preservation of sea turtles. In this pilot, Nestlé launched product packs in the versions without straw and biodegradable paper straw, inviting customers to participate by pushing the straw into the box and making them go together in the recycling chain. In addition, she has contributed to mobilizing Nestlé Brazil's networks around a call on the Henry Nestlé Open Innovation Platform in the search for start-ups that mitigate, reduce or eliminate the impact of plastic straws.