

**L'OCCITANE  
PHILANTHROPY REPORT 2011-2012**



Fondation  
**L'OCCITANE**

A view of tomorrow

## A WORD FROM THE FOUNDATION'S PRESIDENT

During the year 2011-2012, the philanthropic policy of L'OCCITANE was led by one motto: "think global".

By publishing for the first time a global L'OCCITANE philanthropy report, we wanted to present the commitments of the brand through its Foundation, its desire to deepen its roots with Provence and its wish to act in the subsidiaries' countries.

This year was also a year of novelties. The L'OCCITANE Foundation launched two important projects. Its **first solidarity soap for literacy programs** for women of Burkina with Aide et Action.

A new **project to fight against avoidable blindness in Burkina Faso** led by NGO Orbis in Koudougou.

The subsidiaries are also increasingly involved with the Foundation on the support for the visually impaired. This year, **over 10 subsidiaries led their own project on the field.**

2011-2012 was also the year of the exceptional mobilization of the L'OCCITANE employees and shareholders for the victims of the earthquake in Japan.

After 30 years of commitment, we keep on strengthening our values and working together to **give a sense for tomorrow.**



  
Reinold GEIGER  
L'OCCITANE President  
President of the  
L'OCCITANE Foundation

## Agenda:

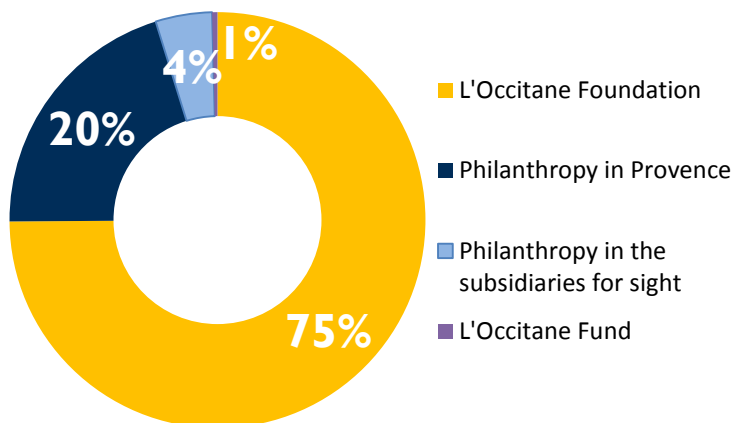
- I. The L'OCCITANE Foundation projects
  - a) Economic emancipation of women
  - b) Support to the visually impaired
- II. Subsidiaries commit for sight
- III. Special project: commitment to Japan
- IV. Philanthropy in Provence

## Philanthropic Resources

In 2011-2012, L'OCCITANE Group dedicated 0.23% of its turnover to philanthropic activities.

Total of Resources for philanthropy for L'OCCITANE:  
**1,822,956€**  
including a supplementary voluntary contribution of L'Occitane for the functioning costs

## Group Philanthropic Expenditures and donations



On top of this budget, the employees and the shareholders personally donated **2 million euros** to L'OCCITANE Fund to support Japan after the tsunami in 2011.



# Zoom on L'Occitane Foundation budget

TOTAL  
RESOURCES

1,370,797 €

ANNUAL DOTATION BY THE COMPANY

800,000€

SOLIDARITY PRODUCTS

210,609€

SUPPLEMENTARY DONATION BY THE  
COMPANY and bank interests

53,473€

+

L'OCCITANE supplementary voluntary contribution  
(advantage in nature: team, rent, consultant)

306, 715 €

TOTAL  
EXPENDITURES  
& DONATIONS

1,112,129€

DIRECT DONATIONS TO THE PROJECTS

657,731 €

FOLLOW UP EVALUATION OF THE PROJECTS

71,559 €

COMMUNICATION

14,133 €

FUNCTIONING COSTS

61,991 €

-

Advantage in nature: team, rent, consultant.

306, 715 €

REMAINING  
FUNDS 2011-2012  
258,669€

**Note :** 188,279€ were the remaining funds for 2010-2011 which makes a total envelop of 446 947€ available. 2 major projects planned on 2011-2012 were postponed on 2012-2013. So next year is a very promising year with all the projects coming and a stronger impact on the ground.

## Zoom on the Foundation projects

### Economic emancipation of women

Literacy	Burkina Faso	Aide et Action	Follow-up for the literacy project, subsidies for the centers and the training APNEF	258,000
		Nord et Sud	Training for Burkinabe to create soaps	5,000
Entrepreneurs du Monde		Training for entrepreneurs and microcredit	33,408	
FAA I TUORA		Purchase of bikes for women	10,000	
Coordination Parrainages		Sponsorship of women's projects	6,500	
Maison de l'Entreprise du Burkina Faso		Award for a women entrepreneur in Burkina Faso	10,000	
<b>Total</b>				<b>323,908</b>

### Support to visually impaired people

Professional Integration	France	Centers for professional reinsertion and Easy Life	Training for well-being practitioners	15,000
		Grants, GIAA, Sidvem, Uptih	Grants for the professional training of visually impaired	28,500
		Retour d'Image	Creation of a training in audiodescription	23,714
Fight against avoidable blindness	Burkina Faso	ORBIS	A 4 years project to fight against blindness	210,609
		Ordre de Malte	Cataract surgeries	10,000
	Other	L'OCCITANE Sight Award	Scientist award for the fight against avoidable blindness	50 000
<b>Total</b>				<b>334,823</b>



## Economic emancipation of women

### Literacy

#### Partnership with "Aide and Action"

**Intervention zone:** Center West of Burkina Faso (provinces of Boulkiemdé, Sanguié, Kadiogo, Houet, Sissili, Nahouri, Ziro)

**Budget in 2011-2012:** 258,500 €

**Website:** [www.aideetaction.com](http://www.aideetaction.com)

Since 2006, the L'OCCITANE Foundation has been committed to advancing literacy for women in Burkina Faso. In 2009, it created a partnership with the **French NGO, Aide et Action** to launch literacy programs for Burkinabe women.

The women who participate in this program learn how to read and write thanks to the "Reflect Method". This method centers around discussions about themes from daily life, making literacy lessons more accessible and relevant.

#### Impact

In 2011-2012: More than 800 women were taught to read and write and 30 centers received help (for their opening, functioning and/or construction)

Since 2006: more than 1,900 women have been taught how to read and write

#### Solidarity Soap

Every year in March, L'OCCITANE celebrates the International Women's Day by selling solidarity soaps in stores. The packaging of these soaps is inspired by the colorful dresses worn by Burkinabe women during Women's day.

The soaps are manufactured in co-development with a Burkinabe workshop and 100% of the proceeds from the soaps are donated to Aide et Action.



### Entrepreneurship

Since 2009, the L'OCCITANE Foundation has supported the NGO Entrepreneurs du Monde. Working together, they promote female entrepreneurship through capacity building and access to microcredit.

#### Impact

Over 2,600 women have had access to credit. 98% of these women were able to pay back their credit

#### Microcredit and trainings (2010-2013)

**Intervention zone:** Center of Burkina Faso

**Budget in 2011-2012:** 33,408 €

**Partner:** Entrepreneur du Monde

**Website:** <http://www.entrepreneursdumonde.org>

### Other projects

#### Pépite Award

**Budget 2011-2012:** 10,000 €

**Project:** With this award, the laureate scales up her business and gets advices from the House of Entrepreneurs.



#### Nord et Sud

**Budget 2011-2012:** 5,000 €

**Project:** Its project is based on the know-how of the L'OCCITANE employees, who will provide trainings to enable women to learn how to produce shea butter soaps and develop an income generating activity.



## Support to the visually impaired

### Professional integration in France

#### Grants to facilitate employment

**Number of grantees in 2012:** 13

**Budget:** 25 000 € & **Maximum grant:** 2,500 €



The grantees are student in Law and Political Science, Wellbeing Practitioners or student in Management

Because many visually impaired people have financial difficulties that prevent them from choosing the training they want, the L'OCCITANE Foundation launched in 2011 the Grants for the Training and Employment of the Visually Impaired.

The grantees are selected by juries composed by L'OCCITANE employees, members of the Foundation and members of GIAA.

The juries select the candidates according to their motivation, the adequacy of their professional project to the job market and their financial difficulties.

The associations UPTIH and GIAA accompany some trainees on how to improve their oral skills or business plans.

### Fight against avoidable blindness

#### Eye care in Burkina Faso

Since 2011, the Foundation has supported the development of a project that will fight avoidable blindness in Koudougou, a city in the west of Burkina Faso, working in partnership with the "Amitié" Hospital.

The goal of this project is to strengthen local and independent structures in order to offer quality ophthalmologic care. To accomplish this the Foundation has partnered with a variety of NGO's, including an established partner - Orbis. From 2006 to 2011 the Foundation worked with Orbis towards avoidable blindness in Bangladesh.

For this new project, Orbis led a RAAB study (Rapid Assessment for Avoidable Blindness). This study is a diagnostic assessment of the situation in Koudougou and the surrounding area. It underlines the priorities in the field and expectations of the beneficiaries.

#### Avoidable blindness in Koudougou

**Budget 2011-12:** 210,609 €

**Partner:** Orbis

**Website:** [www.orbis.com](http://www.orbis.com)



#### Other projects

##### L'OCCITANE Sight Award

**Budget 2011-2012:** 50,000 €

**Project:** Reward a scientist for his research on avoidable blindness in developing countries. Volker Klauss was selected for its project on the glaucoma. [See more](#)



##### Order of Malta

**Budget 2011-2012:** 10,000 €

**Project:** Cataract surgeries in Burkina Faso where 65% of cases of blindness are due to this disorder.

# Subsidiaries commit for sight



## Focus on 2 Projects:

### Poland

Once a year, in August, the International Modern Dance Festival takes place in Poznan, Poland. During this festival, dance is made accessible to everyone through a special dance workshop for visually impaired people.

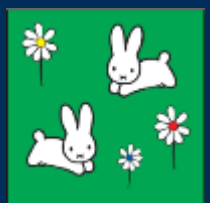


During one week, 30 visually impaired enjoyed the pleasure of dancing.

### Croatia

The subsidiary launched a program called « what is around » with a historic partner the Croatian Association of the Blind. This year, Croatia collected 1 euro to each hand cream sold in their stores.

The aim was to develop an adapted illustrated book for visually impaired children. The book is composed of tactile pictures and small text printed in braille alphabet.



# Our employees participate

10 subsidiaries committed with over 1430 staff members who participated

Over 80,000 euros collected

6398 visually impaired benefited from the L'OCCITANE's subsidiaries projects

## FOUNDATION CORRESPONDENTS



## L'OCCITANE FOUNDATION



Mary BONNEAUD



Carole AUBERT



Charlotte BONNET



Elsa MIRoux

## EXAMPLES of LOCAL ACTIONS

**USA:** for over 3 years, L'OCCITANE US partner with Helen Keller International to provide optalmologic care to underprivileged children.



This year, **100 employees** participated to the campaign and helped the HKI team to provide cares and glasses to **1,400 children**.

**RUSSIA:** The employees of the Russian subsidiary decided to commit with the Foundation "Illustrated books for small blind children". 100 of the Russian employees collected 18,000 euros and 370 illustrated books with braille were distributed to visually impaired children



# Commitment for Japan

In March 2011, a **magnitude 9 earthquake** occurred in Japan. Just after the catastrophe, the L'OCCITANE Japan team decided to take action to help the earthquake victims.

Due to the strong bond between Japan and L'OCCITANE, the firm joined together with its Japanese employees to support reconstruction.



Thanks to the support of the L'OCCITANE employees and shareholders, **2 million euros** have been collected in September 2011 for a reconstruction project in the city of Kamaishi.

## Our 3 first projects

### 1<sup>st</sup> Provide comfort to the victims

In the aftermath of the disaster, **50,000 L'OCCITANE products were distributed** by Japanese employees to the victims in emergency centers. In this way, L'OCCITANE employees were able to provide basic amenities to the earthquake victims.



The Kaimashi center after the earthquake



The Kaimashi center after the reconstruction



Children of the Kaimashi Center

### 2<sup>nd</sup> Rebuild the Kamaishi Community center

In June 2011, L'OCCITANE decided to partner with the NGO KnK Children without Borders to renovate a community center, for the inhabitants of Kamaishi, city affected by the earthquake.

#### The goals of this project?

- Participate to the **return to "normal"** and the restoration of educational activities.
- Rebuild social link** between the city inhabitants



The inaugural ceremony among which Dominique Leguillier, from the association KnK, the Mayor of Kamaishi, the Founder of L'OCCITANE, Olivier Baussan, the President of L'OCCITANE Reinold Geiger, Shiho Takano, the Director of L'OCCITANE Japan and Mary Bonneaud the General delegate of L'OCCITANE Foundation.

### 3<sup>rd</sup> Provide new uniforms for the children's center

15 000 Euros were allocated to the purchase of uniforms to enable children from the center to participate in sports again.. These uniforms represent a first step towards a return to a normal situation.

There are new projects to come with the remaining funds.





## Philanthropy in Provence

Since 2010, all projects concerning the preservation of Knowledge of Nature and Tradition have been managed by L'OCCITANE headquarters in Manosque. An annual committee select projects supported. L'OCCITANE is for instance committed to the encouragement of organic agriculture in the region (AGRIBIO 04), funding to create distillation workshops at the European University of Scents and Flavours (UESS).

### The international Perfume Museum of Grasse

In 2006, L'OCCITANE began support for the renovation of the International Perfume Museum of Grasse. This museum was the first public establishment devoted to the history of the perfume industry and the preservation of its worldwide heritage. It houses the most elegant collections from the five continents, all the way from ancient times to the present day. L'OCCITANE supported the renovation of the section of the Middle-Age perfumes.

In 2011-2012, L'OCCITANE kept on its partnership with the museum and financed the vegetalisation of 4 arbors with flowers and plants used by L'OCCITANE in its products.



**Partner:** International Perfume Museum of Grasse  
**Website:** [www.museesdegrasse.com](http://www.museesdegrasse.com)



### Salagon Botanical Gardens

Salagon is a museum, with wide-ranging ethnographic collections and a research and documentation centre on provencal plants. L'Occitane supports children workshops to discover aromatics plants and their uses.

### Preservation and promotion of Lavender

Lavender is in the heart of L'OCCITANE. It was the first ingredient used by Olivier Baussan in the 70's. Deeply connected to Provence, this plant and its culture are now threatened by a tiny insect, the leafhopper.

With this in mind, in 2011-2012 L'OCCITANE has decided to support the CRIEPPAM by creating a fund for the protection of Lavender. The aim is to find a solution to fight against the lavender disease and to support the Lavender producers in Provence.

L'OCCITANE has also a strong partnerships with Lavender Routes and its « Secrets de Lavande » photography expo which offer an original way to discover traditional skills and savoir faire of Provence.



**Partners:** CRIEPPAM – Routes de la Lavande  
**Websites :** [www.sauvegarde-lavandes-provence.org](http://www.sauvegarde-lavandes-provence.org)  
[www.grande-traversee-alpes.com/routes-de-la-lavande](http://www.grande-traversee-alpes.com/routes-de-la-lavande)



**MAIN  
PHILANTHROPIC  
ACTIONS**

**The L'OCCITANE  
Foundation**  
Visually impaired  
people & women in  
Burkina Faso

**L'OCCITANE  
subsidiaries**  
Support the Visually  
impaired people in  
their country

**L'OCCITANE Fund**  
Collect money among our  
employees to support for ex  
exceptional humanitarian  
project in Japan

**Philanthropy in  
Provence**  
Preservation of nature's  
knowledges and  
traditions

*Sensoriality*   *Respect*   *Authenticity*

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