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.
**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 €

**Remainiing 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.

**Economic Emancipation of Women**

<table>
<thead>
<tr>
<th>Burkinabe</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aide et Action</td>
<td>Follow-up for the literacy project, subsidies for the centers and the training APNEF</td>
</tr>
<tr>
<td>Nord et Sud</td>
<td>Training for Burkinabe to create soaps</td>
</tr>
<tr>
<td>Entrepreneurs du Monde</td>
<td>Training for entrepreneurs and microcredit</td>
</tr>
<tr>
<td>FAA I TUORA</td>
<td>Purchase of bikes for women</td>
</tr>
<tr>
<td>Coordination Parrainages</td>
<td>Sponsorship of women’s projects</td>
</tr>
<tr>
<td>Maison de l’Entreprise du Burkina Faso</td>
<td>Award for a women entrepreneur in Burkina Faso</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Support to Visually Impaired People**

<table>
<thead>
<tr>
<th>France</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centers for professional reinsertion and Easy Life</td>
<td>Training for well-being practitioners</td>
</tr>
<tr>
<td>Grants, GIAA, Sidvem, Uptih</td>
<td>Grants for the professional training of visually impaired</td>
</tr>
<tr>
<td>Retour d’Image</td>
<td>Creation of a training in audiodescription</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Fight Against Avoidable Blindness**

<table>
<thead>
<tr>
<th>Burkina Faso</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORBIS</td>
<td>A 4 years project to fight against blindness</td>
</tr>
<tr>
<td>Ordre de Malte</td>
<td>Cataract surgeries</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>L’OCCITANE Sight Award</td>
<td>Scientist award for the fight against avoidable blindness</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>
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

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.

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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.
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.

**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.

**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.
Poland

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.

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 dance to everyone through a special dance workshop for visually impaired people.

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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.

USA: for over 3 years, L’OCCITANE US partner with Helen Keller International to provide ophtalmologic 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.
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

1st 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.

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

3rd 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.
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.

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

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

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Partners: CRIEPPAM – Routes de la Lavande
Websites: www.sauvegarde-lavandes-provence.org
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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