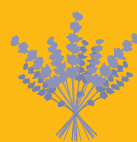


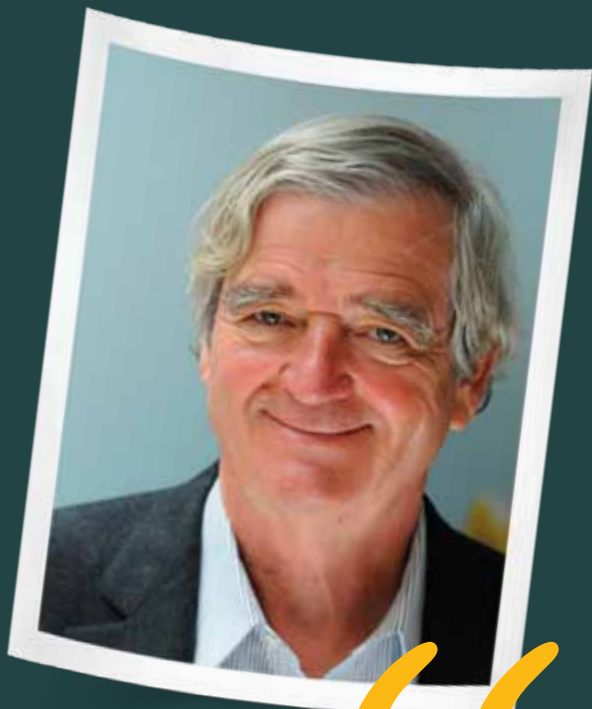


# L'OCCTITANE GROUP PHILANTHROPY REPORT

2012-2013



# FOREWORD



■  
22 PROJECTS  
SUPPORTED  
BY THE  
FOUNDATION  
■



At a difficult context of a slow global growth, philanthropy is still the heart and soul of our Group. It is one of the tools to support entrepreneurship, social innovation, in order to increase the impacts on the field and to contribute to the thriving of our employees. Our Group has 4 brands and 3 of them already support philanthropic projects:

L'OCCITANE with its Foundation manages a 1 million euros budget for women entrepreneurship in Burkina, and to support the visually impaired.

The Melvita Foundation with €60,000 a year supports the bees and the organic agriculture.

The Couvent des Minimes gives 1% of their turnover to Franciscan Missionaries of Mary for projects of wellbeing and care. Historically, the Group cares about keeping a close relationship with its roots and “terroirs”. In Provence for instance, we focused this year on the preservation of Lavender because the cultivated spaces have unfortunately diminished by half. In Burkina, despite the crisis in the surrounding countries, we maintain our support to long-term development with  $\frac{3}{4}$  of the budget of the Foundation dedicated to this country. Worldwide, subsidiaries get together to duplicate our impacts and make employees more and more sensitive.

In 2012, we increased our philanthropic budget and asked our shareholders to donate supplementary funds. But all of this was also possible thanks to you this year: the sale of our solidarity products allowed us to collect more than €249,000 to support our partners.

**Reinold Geiger,**

L'OCCITANE President, L'OCCITANE  
Foundation President

**Mary Bonneaud,**

Responsible for the Group Philanthropy

■  
11  
PROJECTS  
SUPPORTED BY  
THE L'OCCITANE  
SUBSIDIARIES  
■

## FOREWORD

Women's entrepreneurship  
Visual impairment  
The subsidiaries get involved

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L'OCCITANE GROUP  
PHILANTHROPY  
GLOBAL BUDGET  
€ 1 694 162

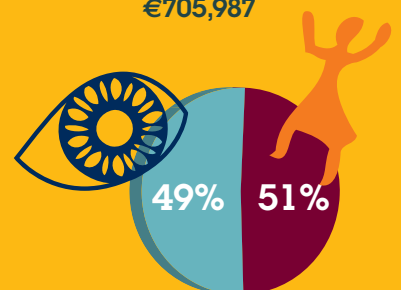


# THE CHOICE OF ONE COUNTRY TO INCREASE AND MONITOR OUR IMPACTS

Why Burkina? Between L'Occitane and Burkina Faso, it is a long love story that has begun when Olivier Baussan brought from the country the women's green gold: Shea butter. 30 years later, the United Nations honors L'OCCITANE as an exemplary company for creating a sustainable sector in Burkina Faso. L'OCCITANE is the first importer of butter from Burkina Faso and 15,000 women work in co-development in this fair trade sector.

The Foundation continues this story and this rich partnership, and wants to contribute to increase the added value of the country. Ranked 181 out of 187 by UNDP (Human Development Indicators), Burkina Faso remains one of the poorest countries in the world. Hence, we have much to do to support professional NGOs based in Burkina to support visually impaired people but also to promote women's entrepreneurship. Having only one intervention zone enables us to concentrate the impacts and monitor the evolution of the projects during missions in the field.

**TOTAL PHILANTHROPY BUDGET ALLOCATED TO BURKINA**  
€705,987





## WOMEN'S ENTREPRENEURSHIP



L'OCCITANE co-develops the manufacturing of Shea butter based products with women from Burkina Faso. The Foundation has chosen to extend this partnership by concentrating its action on women's entrepreneurship and acting upon three driving forces: basic skills through literacy programs, technical and financial ability through access to management and microcredit training, and valorisation by rewarding the projects of outstanding women.



### LAUNCH OF THE MAM PROJECT

The kick-off of the "Microfinance, Literacy and Market gardening" project was given, on the initiative of a consortium of 3 NGOs (Aide et Action, SOS Sahel, AsEnA), in the pilot village of Koudougou. Through an integrated development approach, this project aims to give overall leverage to improving living standards for the village inhabitants.



✓ **FOCUS : THE L'OCCITANE FOUNDATION PÉPITE\* AWARD**

In 2012, 2 new prize-winners were rewarded with the L'OCCITANE Foundation Pépité Award. This €10,000 prize granted by the Foundation in partnership with the Maison de l'Entreprise in Burkina Faso aims to promote women entrepreneurs in Burkina Faso involved in a social entrepreneurship project and to support them in developing their activity.

✓ **FOCUS : UN WOMEN**

A new project in partnership with UN Women was launched in 2012 in the South of Burkina Faso. It aims to improve the production of 6 small dairies through a program to increase milk production capacity and pastoral activity.



**Literacy and microcredit**

Since 2010, the Foundation has been supporting two pluriannual programs which set out to grant Burkinabe women the basic skills and technical and financial means to be successful in business.

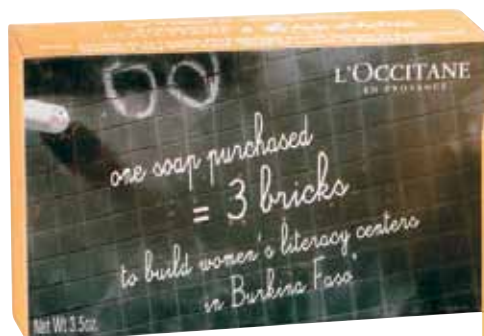
Women's entrepreneurship begins with ensuring women learn how to read and write. To this end, the Foundation has been supporting, since 2010, a program led by the NGO Aide et Action, offering literacy classes to 9 groups of Burkinabe women. Two years after the launch of the program, the literacy centres are up and running. The past year has enabled to improve their sustainability and their autonomy so as to ensure the continuity of the project. 350 women are enrolled in literacy classes in 2012-2013.

There are many women wishing to be entrepreneurs in Burkina Faso. However, many of them do not have access to finance and haven't been trained in management. With this in mind, the Foundation engaged in 2010 in a partnership with Entrepreneurs du monde, an NGO whose objective is to reinforce the capacities of these women by fostering their access to microcredit and training, so as to develop their income generating activity and gain in autonomy.

An assessment of these two 3-year programs will be undertaken during the summer of 2013 through measuring their effectiveness. The aim will be to evaluate the impact of the projects on the beneficiaries since 2010, to better understand the usefulness of the Foundation's support according to the needs at grass roots, and to prepare the next phase of the programme.

**A solidarity soap for the women of Burkina**

International Women's Day, celebrated on the 8th of March, is a yearly opportunity for L'OCCITANE to co-develop, in partnership with the women of a traditional soap factory in Burkina Faso, a hand crafted soap sold in its stores around the world. 100% of the proceeds\* of this soap are donated to the L'OCCITANE Foundation to support the building and running of literacy centres in Burkina Faso in partnership with the NGO Aide et Action. A Bologan symbol meaning "Education" was carved on the 2013 edition soap. The sale of one soap represented 3 construction bricks for the centre.



**KEY FIGURES:**

**351**  
literate women in 2012-2013

**2,200**  
women beneficiaries of microcredits

Repayment rate of **97%**  
to date

A total budget of **€289,601**  
for women's entrepreneurship

**AND ALSO...**

Nafa Naana Project

CFSI/FERT Paysans du Sanmatenga Project

Support platform to income generating activities with the MEBF

\*100% of the proceeds pay for 3 bricks (retail price, before tax, transport and production costs)



## VISUAL IMPAIRMENT

### KEY FIGURES:

A total budget of  
**€442,637**  
in 2012-2013 for visual  
impairment

Over **40**  
visually impaired  
individuals will have  
access to training, an  
internship or a job

Over **1,500**  
people will be operated in  
Burkina

Over **500**  
medical professionals will  
be trained in Burkina

Today, almost 285 million people in the world are blind or visually impaired, when 80% of cases could be avoided. The visually impaired suffer disadvantages as regards training and employment. It's for all these reasons that the Foundation has decided to commit to the support of the visually impaired, in France through the promotion of their workplace integration, and in Burkina Faso by fighting against avoidable blindness.

### Fighting against avoidable blindness in Koudougou hospital

With a view to implement long-lasting and far-reaching actions, the Foundation has decided to support two different projects within the same Burkinabe hospital, the Hôpital de l'amitié, located in Koudougou, the capital of the central west region. These projects, run by three NGOs, aim to strengthen the access and quality of eye-care services in the region.

The first project, carried out by the Light for the World NGO, works on improving the quality of the region's eye-care through various aspects:

- The vocational training of the hospital's eye-care staff



✓ **FOCUS**  
**PREVENTION OF TRACHOMA IN BURKINA**

Trachoma is an infectious and transmissible disease which leads to blindness if it is not treated on time. In Burkina Faso, it is the second leading cause of blindness after cataracts and is responsible for 25% of blindness. Hellen Keller International will run their project in Koudougou region by raising the awareness of the communities about ophthalmological conditions with a specific focus on the prevention of trachoma in the highly endemic villages and by supporting free trichiasis surgery and post-surgical care in targeted health centers.

- The supply of equipment and medical material for the ward
- The improvement of the patients' transfer between the different health care stakeholders
- Awareness raising campaigns for isolated rural populations

A similar project will be launched in September 2013 in Nouna, in the Boucle du Mouhoun region, in the western part of Burkina Faso.

In parallel, the NGOs Vision Aid Overseas and A Better Life Foundation are setting-up an eye centre within the public hospital. This widely accessible centre will offer patients eye disease screenings and affordable glasses adapted to their sight, in order to correct the possible refractive errors.

Cataract and uncorrected refractive errors account for 65% of blindness cases in Burkina Faso.

**Grants for the Training and Employment of the Visually Impaired**

Paralympic skiing champion, musician, lawyer, wellness practitioner, etc., the 12 grantees have very different profiles – but all experience financial difficulties impeding them in undergoing the training of their choice and acquiring the equipment required to embark on their activity and to change career. The grant is a means of partially compensating for these difficulties.

The selection of the prize-winners was undertaken by 25 employees of L'OCCITANE who were members of the jury for the individual interviews with the candidates.

In addition to their grant, the prize-winners benefit from the annual follow-up of two associations, the Blind or Amblyopic Intellectuals Group (GIAA) and the Union of Independent and Disabled Professionals (UPTIH) to help strengthen and carry out their vocational project.



✓ **FOCUS**  
**SCHOOL SCREENING IN BURKINA**

In the Hauts-Bassins region of Burkina Faso, the NGO Medicus Mundi, in partnership with the Foundation, has implemented campaigns for ophthalmic surgery, ametropia screening in schools and population awareness raising. Patients will be charged a symbolic price for the surgery, in order to widen the scope of accessibility.



**AND ALSO...**

- Well being practitioner training
- Audio-description training
- L'OCCITANE Sight Award

# THE SUBSIDIARIES GET INVOLVED

The Foundation mobilizes the L'OCCITANE employees across borders for projects of general interest. 13 correspondents of the Foundation within the subsidiaries are committed to, and support, local projects for the visually impaired.

## CANADA

€2,574 collected for Orbis Canada  
Support to the Kids Sight Program which aims to create a network of pediatric eye-care centres.

Photo : Group Yay.png

## USA

€6,913 collected for Helen Keller International  
Screening and correction of refractive errors for children in underprivileged neighbourhoods of New York.

Photo: DSC\_4979.jpg

## BRAZIL

€21,500 collected for the Dorina Nowill Foundation  
€15,000 paid to the association to finance the production of 15 audio books selected amongst those most in demand to enter university. The €6,500 left was used to participate in the renovation of the book recording studio, which is used to produce over 330 new books per year and distribute them in libraries, schools, etc.

## UNITED KINGDOM

€18,600 collected for RNIB (Royal National Institute of Blind People)  
Funding of the vocational training of 3 visually impaired individuals to enable them to enter the labour market and develop a career pathway.



Canadian employees in front of the ORBIS plane



Computer equipment in Malaysia

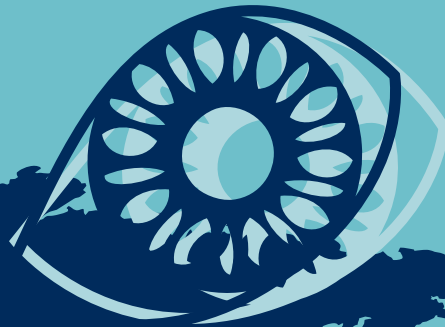


**KEY FIGURES:**

**€63,301**  
collected in 2012-2013 by  
subsidiaries

**315,263**  
people have benefited  
from the projects  
supported by the  
subsidiaries in 2012-2013.

**6,481**  
employees have gotten  
involved.



**SWITZERLAND**

€5,000 collected for the Order of Malta  
Funding of Cataract surgeries in Burkina  
Faso.

**SLOVENIA**

€1,081 collected for the Centre for the  
Blind and Visually Impaired Young People  
of Ljubljana  
Development of the workshops and of the  
educational program of the centre.

**CROATIA**

€1,000 collected for the Croatian Asso-  
ciation for the Blind  
Creation of Braille and touch-sensitive  
books.

**RUSSIA**

€1,500 collected for "Illustrated Books  
for Blind Children"  
Development and production of touch-  
sensitive books for visually impaired  
children.

**HONG KONG**

€10,000 paid to Orbis China  
L'OCCITANE Hong Kong is financing, for  
a 4 year period, a complete care and train-  
ing program. The program focuses on:  
screening, awareness-raising in school,  
communication campaigns on the preven-  
tion of avoidable blindness, distribution of  
material and training of medical staff. To  
date, 600,000 people have benefited from  
eye-care.

**INDIA**

€281 collected for the National Associa-  
tion for the Blind of New Delhi  
Setting-up of equipment adapted to  
visually impaired children in schools.

**MALAYSIA**

€10,041 collected for the Malaysian  
Association for the Blind  
Upgrading of the centre's IT room with  
the latest accessible and available  
software and programs.



Activity for sight in Hong Kong

Screening with children in USA

## 3 YEARS AFTER THE TSUNAMI

On the 11th of March 2011, a 9 magnitude earthquake followed by a tsunami struck the coasts of Japan. This catastrophe mobilized both the employees and the shareholders of L'OCCITANE to support the victims. 2 million euros was collected to support the reconstruction of this country, so dear to L'OCCITANE.



### The community centre of Kamaishi

The Kamaishi centre, rebuilt thanks to the employees and shareholders in 2011, represents the ideal place to regroup and relaunch the local activities. In 2012, its running (the staff, maintenance and building, etc.) was entirely managed by the City's Town hall. The 2 day-care structures enable young people living in insecure housing to study in ideal conditions for their entry to university. In May 2012, the number of visitors each month reached 1,790. At the end of 2012, this number had risen to 4,632, illustrating the impact of the centre in the reconstruction of social links in Kamaishi.

### Photo and video workshops organized for children

To support the centre, the NGO KnK and Give2Asia organized photo and video workshops for the young victims of the Tsunami. These workshops aim to help cope with the traumas of the catastrophes and facilitate encounters.

Three types of workshops were organized in 2012-2013:

- The 10 and 12 year-olds took part in a three day workshop focused on their feelings and dreams via photography
- Over 9 days, 18 youngsters were taught various script-writing, editing, shooting techniques, etc. They visited the local television stations, met reporters and producers, and shot and edited their own film in professional studios in Tokyo.
- Young people from the Iwate region created a photo-reportage on KnK's projects.



# LAVENDER HERITAGE

L'OCCITANE is committed to the preservation of the Lavender-growing heritage.

Since its foundation, L'OCCITANE is committed to the preservation and transmission of the Knowledge of Nature. As part of the philanthropy, we support initiatives which transmit the knowledge and uses of plants in the PACA region, the historical birthplace of our company.

Lavender is an emblematic plant of Provence which gives life to an economy and a region. However, within a few years, the cultivated surfaces\* in the Provence region have been halved.

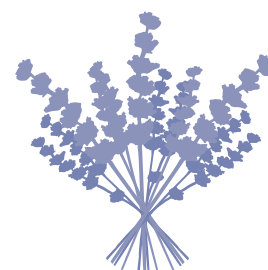
This is the result of two clearly linked and identified problems: global warming and the decline through phytoplasma. This bacterium disease is transmitted by a small voracious insect, a close relation of the cicada. Once the plant is contaminated by the disease, the flow of sap is blocked, leading to weakness and quick decline.

L'OCCITANE is a partner of the CRIEPPAM (the Interprofessional Regional Centre for Experimentation on Medicinal and Aromatic Plants) and the APAL (Association of Lavender producers AOP) for their research work on Lavender diseases.

An endowment Fund for the Safeguarding of the Lavender Heritage in Provence was created in April 2012, chaired by Olivier Baussan, founder of L'OCCITANE.

This fund finances research programs focused on finding ecological solutions to disease. One such example is plant breeding to obtain plants which are better adapted to climate change in the Provence region. Kaolinite clay is also an avenue for research in order to create a mechanical barrier against the insect.

L'OCCITANE has already allocated €55,000 to this Fund, thus contributing to the preservation of this emblem of the Provence flora.



■  
**€55,000 TO  
 SUPPORT THE  
 PRESERVATION OF  
 THE LAVENDER-  
 GROWING  
 HERITAGE**  
 ■



## FOCUS

### L'OCCITANE AND TRUE LAVENDER

*Lavandula angustifolia* grows in the hills of Haute-Provence, above 800 meters' altitude. In 1981, the producers obtained an AOP\* for its essential oil.

L'OCCITANE actively takes part in the promotion of this appellation and promotes it enthusiastically by taking nearly 50% of the production, or close to 4 tons of lavender essential oil of A.O.P. Haute-Provence at each campaign.

In order to contribute to the maintenance of lavender cultivation on the Haute-Provence plateau, L'OCCITANE signed, in 2013, new 5 year contracts with 3 partners of the Lavender-growing subsidiary.

\*Protected Designation of Origin – PDO

\*Sources CIHEF Interprofessional committee for French essential oils

# WELLBEING AND CARE



## KEY FIGURES IN 2012-2013

205

people supported

- 50 children in Amali Seva Illam Kindergarten
- 75 students in Child Jesus College of Nursing
- 80 senior patients at Taubat  convivenza Centre

  60.000 distributed

## Committed Sisters

Since 2011, The Couvent des Minimes has been committed to EDOMI, the association of Franciscan Missionaries of Mary. We give 1% of the turnover to this association that supports humanitarian missions throughout the world. In collaboration with them, we select projects around personal care, to remind their involvement in the Convent from 1909 to 1999.

## In India, a commitment for youth

For 2 years, we have participated to the development of the kindergarten Amali Seva Illam and to the nursing school Child Jesus College, in the province of Trichy in India. The kindergarten greets children from 2 to 6 years old; the project focuses on the child's development and wellbeing, but its goal is also to help parents in their education role. The Child Jesus College trains students to become nurses and childcare workers.

## In 2012-2013, new horizons

Our partnership went further this year with new funds to support a new project in Brazil: the "conviviality and care center" of Taubat . Every day, 80 senior people are greeted, to help them regain a social life, and fight their isolation. The center also offers different workshops: physiotherapy, therapies, talking groups and lessons to take care of one's self.

Students of the nursing school Child Jesus College of Nursing

Kids and the framing of Amali Seva Illam Kindergarten.



# BEES ARE IN DANGER

Today, between 70 and 80% of cultures worldwide depend on pollinators. INRA researchers have evaluated the value of the pollinators activity: up to 153 billion euros. Yet, during the last 15 years, the domestic bee population has drastically fallen and mortality rates have risen up to 30%/year\* today. Pesticides, GMOs, virus, demographic pressure ... Threats that weigh upon bees are as numerous as complex, it is imperative to act.

## The Melvita Foundation

Created in 2010, the Melvita Foundation is the philanthropic translation of Melvita 30 year deep commitments. The Foundation supports associations that act on a daily basis to protect the biodiversity and the bee in particular.

## Let beautiful ideas grow!

The Foundation supports the association Les Jardins d'EIDRA to launch their activity of local, organic and solidarity gardening market. 6 jobs, including 5 in insertion, have already been created!

How to make children sensitive to eating healthily? Thanks to games! This is the idea of the association La Mandragore. 20 animations have been created with school groups to discover what we eat, "from the seed to the plate"

For its first participation to the Nature Images Awards, a big international photographic contest organized by the magazine "Terre Sauvage" in partnership with the UICN (Union for the Conservation of Nature), the Melvita Foundation has fostered and rewarded 3 pictures in the category "Bees of the world".

## Pampering the bees

With the associations Nectar de la Vie, La Vallée éternelle and Naturama, the Foundation contributes to the installation of educational beehives to make people aware of biodiversity. The Foundation has chosen to co-finance a project carried out by its English subsidiary Les Amis de la Terre, which goal is to install about 20 beehives and to plant wild flowers, an essential food for pollinators around London. Finally, for 2 years, 5 hives have been installed by the Foundation along the production factory in Lagorce. They are looked after by 10 volunteers among employees, who got a special training to apiculture.



**KEY FIGURES 2012:**

**190**  
beehives installed

**46**  
trained beekeepers

**5**  
organic and solidarity gardens supported

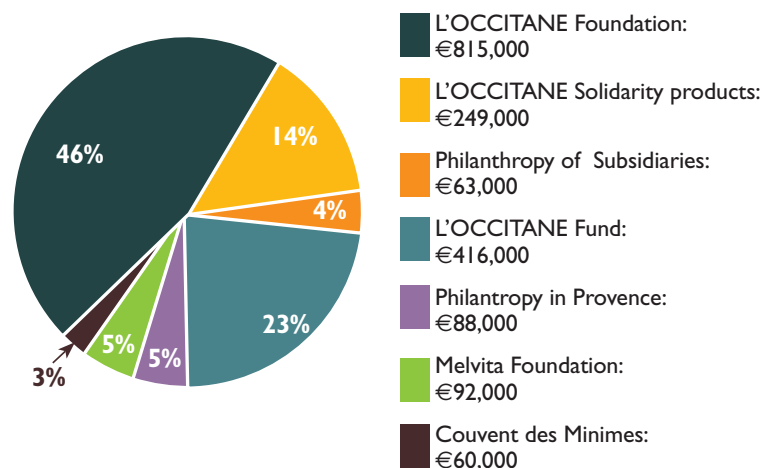
Beehives Vallée éternelle  
Beehive Observatoire Dardilly  
Melvita Foundation's beehive



\*"Normal" rate: 10%

# FINANCES FOCUS

## Total budget philanthropy PROJECTS



## L'OCCITANE solidarity products in 2012-13:

- €191,000 collected for Sight
- €58,000 collected for Women



STRUCTURE THAT COORDINATES	FIELDS OF ACTION SUPPORTED	SUPPORTED ASSOCIATIONS
L'OCCITANE FOUNDATION	Support to the visually impaired	ORBIS ; Dorina Nowill, Medicus Mundi, Helen Keller International, Vision Aid Overseas, A Better Life Foundation, GIAA, Centres de Reinsertion professionnelle, Light For the World
	Women entrepreneurship in Burkina Faso	Aide et action, Nord et Sud, Entrepreneurs du Monde, Projets de Femmes, Maison de l'entreprise du Burkina, SOS Sahel, CFSI, ONU Femmes
L'OCCITANE FUND	Projects after the Tsunami in Japan	Association KnK (Enfants sans frontières)
	Reconstruction of a flying hospital for Sight	ORBIS
MELVITA FOUNDATION	Protection of bees	Nectar de la Vie, Naturama, La vallée éternelle, Les amis de la terre – Bee World
	Biological agriculture	La Mandragore, Jardin D'Eidra, RNF
COUVENT DES MINIMES	Personal care	Missionaries of Mary Franciscan sisters

To discover all the projects, visit [fondation.loccitane.com](http://fondation.loccitane.com), [fr.melvita.com](http://fr.melvita.com) or [lecouventdesminimes.com](http://lecouventdesminimes.com)

# THE EMPLOYEES GET INVOLVED

### L'OCITANE FOUNDATION CORRESPONDENTS

Janette CHENG

Shimon KALICHMAN

Petra RANILOVIC

Audrey CHRISTOPHLE

Ekaterina ORLOVA

Natsuko NAKAHARA

Christina POLYCHRONI

Cora CHI

Hélène GOETZELMAN

Leticia SANCHEZ

Elizabeth PEREZ SCHAFFER

Anne MARCENAC

Florence LAGARDE

Rose RAE

### L'OCITANE FOUNDATION TEAM

Mary BONNEAUD

Carole AUBERT

Charlotte BONNET

Zélie GODIN

### COUVENT DES MINIMES

Pauline SOUCHAUD

### MELVITA FOUNDATION

Marjorie BELTRANDA

### PHILANTHROPY IN PROVENCE

Patricia MONTESINOS

Camille EYRAUD



# L'OCCITANE CARES

## Contacts

**Melvita Foundation**  
Marjorie Beltranda  
[mbeltranda@melvita.com](mailto:mbeltranda@melvita.com)  
[fr.melvita.com](http://fr.melvita.com)

**L'OCCITANE Fund  
and Foundation**  
Mary Bonneaud  
[info@fondation.loccitane.com](mailto:info@fondation.loccitane.com)  
[fondation.loccitane.com](http://fondation.loccitane.com)

**Philanthropy in Provence**  
Camille Eyraud  
[ceyraud@loccitane.fr](mailto:ceyraud@loccitane.fr)  
[sauvegarde-lavandes-provence.org](http://sauvegarde-lavandes-provence.org)

**Philanthropy  
Couvent des Minimes**  
Pauline Souchaud  
[psouchaud@loccitane.fr](mailto:psouchaud@loccitane.fr)  
[lecouventdesminimes.fr](http://lecouventdesminimes.fr)

