

# L'OCCITANE GROUP CARES



## L'OCCITANE GROUP PHILANTHROPY REPORT

2013-2014

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# FOREWORD



The L'OCCITANE Group has 3 brands already involved in philanthropic projects: L'OCCITANE en Provence, Melvita and le Couvent des Minimes. In harmony with the values of the group, it is essential to work for causes which are deeply fixed in the group commitment. In this way, women's entrepreneurship, the support for the visually impaired and the preservation of natural heritage are really important for us.

All these philanthropic actions would be useless without the implication of several actors. We have the chance to work with motivated co-workers: some good partnerships are signed with NGOs, the Group employees are involved all around the world and our customers give a great boost by buying every year the solidarity products. This year, more than € 320,000 were collected thanks to the solidarity products in favor of the NGOs, partners of the L'OCCITANE Foundation.

Reinold Geiger,  
president of the L'OCCITANE Foundation



With passion and willingness, we try every year to improve our social impacts. The L'OCCITANE Group really wants to enjoy a special relation with its territories, by building strong and sustainable partnerships with the women and men who make these special regions alive. It is now a real pleasure to share with you our philanthropic projects carried out in 2013-2014.

Olivier Baussan,  
vice-president of the L'OCCITANE Foundation  
and founder of L'OCCITANE

“With passion and willingness, we try every year  
to improve our social impacts.”

Olivier Baussan.



# PHILANTHROPY IN 2013-2014

TOTAL BUDGET 2013-2014  
**€ 1,922,000**

**54** projects supported  
by the L'OCCITANE  
Group

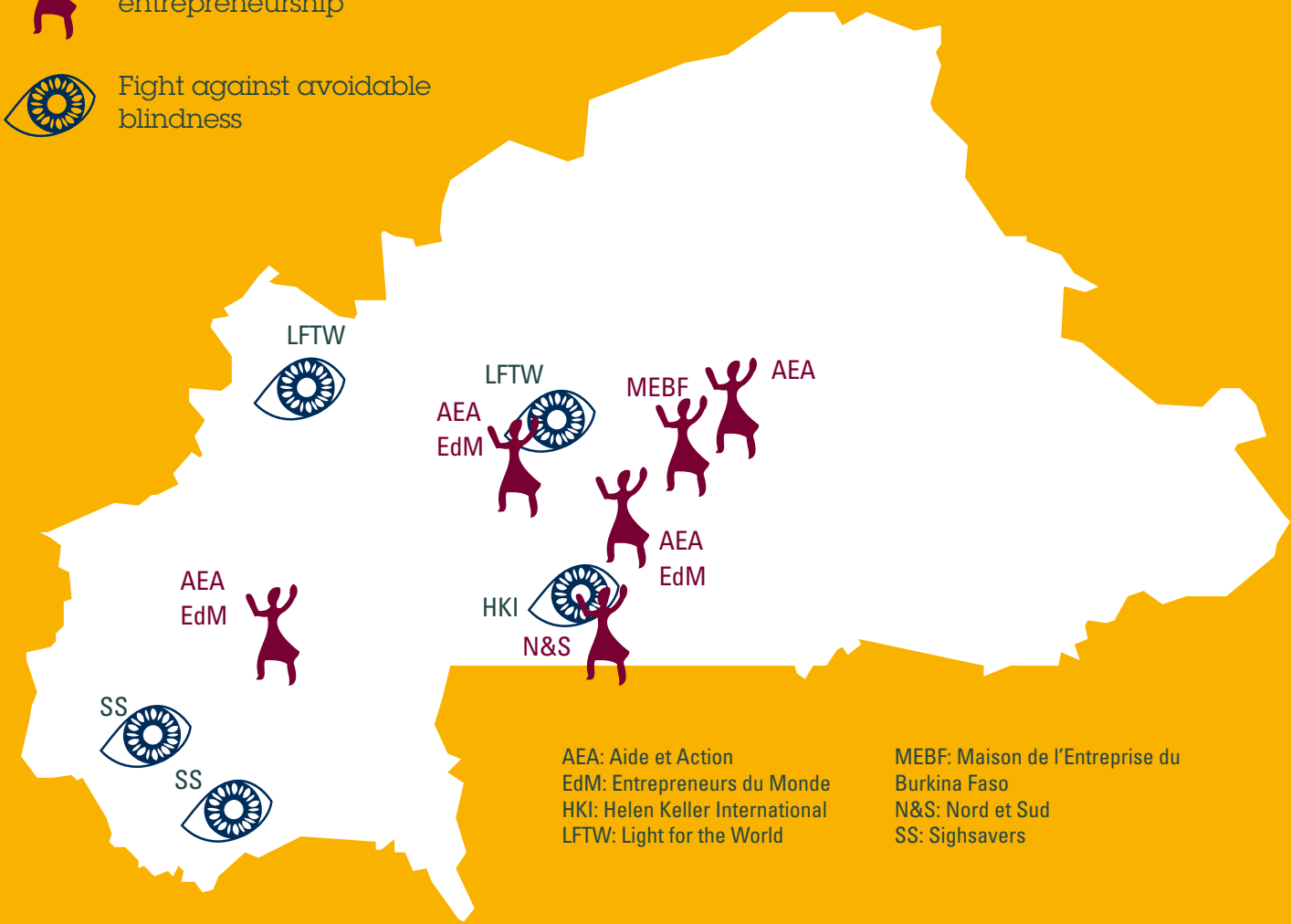


**MORE THAN 991,000**  
people received eye care

**MORE THAN 102,000**  
women were supported for the  
development of their economic activity

L'OCCITANE Foundation	L'OCCITANE subsidiaries	L'OCCITANE fund
<ul style="list-style-type: none"> <li>Support for the visually impaired</li> <li>Women's entrepreneurship</li> </ul>	Support for the visually impaired	<ul style="list-style-type: none"> <li>Support for victims of the 2011 Japan earthquake</li> <li>Construction of the new ORBIS flying hospital</li> </ul>
<b>Philanthropy in Provence</b>	<b>Philanthropy for the Couvent des Minimes</b>	<b>Melvita Foundation</b>
Transmission of natural heritage	Support for the weakened people	Preservation of bees and biodiversity

-  Women's entrepreneurship
-  Fight against avoidable blindness



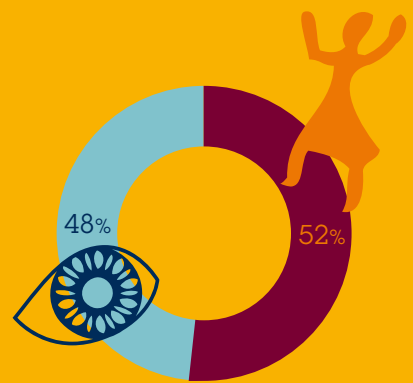
## BURKINA FASO

### THE CHOICE OF A PRIORITY COUNTRY TO INCREASE AND BETTER FOLLOW OUR IMPACTS

Why Burkina Faso? When Olivier Baussan came back from Burkina Faso, he brought women's green gold: shea butter. For 30 years, L'OCCITANE has been deeply attached to this country. The UN notably honored the brand, first importer of shea butter from Burkina, for the Foundation's activities and the creation of a sustainable sector for which 15,000 women are working in co-development. The Foundation is continuing this story

and this rich partnership, and wants to contribute to increase the development of this country, ranked 183 out of 187 at the HDI of the UNDP. The Foundation's support to the NGOs based in Burkina Faso focuses on two specific fields of actions: the promotion of women's entrepreneurship and the fight against avoidable blindness. The choice of these two fields of action in this priority region enables us to maximise our impacts.

TOTAL PHILANTHROPY  
BUDGET ALLOCATED  
TO BURKINA  
**€ 593,000**







Activity of gardening thanks to a microcredit given in partnership with the NGO Entrepreneurs du Monde

## WOMEN FOR BURKINA

L'OCCITANE co-develops 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 training in management and microcredit, and value-creation by rewarding the projects of outstanding women.



### FOCUS Q

#### CONTINUATION OF MAM'S PROJECT

162 women benefited from the « Microfinance, Literacy and Market gardening » project, launched in 2013 in the pilot village of Koundougou. Through an integrated development approach, this project coordinated by three NGOs (Aide et Action, SOS Sahel and AsIENA), aims to give overall leverage to improve living standards for the village's inhabitants.



### FOCUS Q

#### THE L'OCCITANE FOUNDATION PÉPITE AWARDS

In 2013, three new prize-winners were rewarded with the L'OCCITANE Foundation Pépite Awards. These € 10,000 prizes granted by the Foundation in partnership with the Maison de l'Entreprise in Burkina Faso aims to promote women entrepreneurs and support them in developing their activities.

### 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.

Entrepreneurship begins with literacy and education. To this end, the Foundation has been supporting, since 2010, a program led by the NGO Aide et Action, offering literacy classes to Burkinabe women. Three years after launching the programme, 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.

There are many women wishing to be entrepreneurs in Burkina Faso. However, many of them do not have

access to finance and have not been trained in management. With this in mind, the Foundation engaged in 2010 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, in order to develop their income generating activity and gain in autonomy.

Measures of effectiveness were realized in order to evaluate the impacts on beneficiaries since the beginning of the programme. Thus, since 2010, near 900 women have been taught how to read and write and 6,000 have had access to a microcredit. These studies enable to understand the relevance of the Foundation's support and guide the NGOs in their programs.

2013-2014

A TOTAL  
BUDGET

of € 630,000  
for women's  
entrepreneurship

900

literate women

MORE THAN 6,000

women beneficiaries  
of microcredit

### A SOLIDARITY SOAP FOR THE WOMEN OF BURKINA

International Women's Day, celebrated on March 8<sup>th</sup>, is a yearly opportunity for L'OCCITANE to propose a solidarity soap sold in its stores around the world. 100% of the profits\* of this soap are intended for the women's entrepreneurship program in Burkina Faso. In 2014, the solidarity soap enabled to collect more than €140,000.

\* Sales price in store minus taxes, transport and production costs.



### IN THE WORLD

#### PROMOTE WOMEN'S ENTREPRENEURSHIP WITH ASHOKA

Since 2014, the L'OCCITANE Foundation supports social women's entrepreneurship internationally, in partnership with the Ashoka network. In France, in Burkina Faso and in the United States, four women received a grant and a support to complete successfully their project.





An eye-screening session taking place with Helen Keller International near Koudougou, Burkina Faso

## UNION FOR VISION



Today, 285 million people in the world are blind or visually impaired, whereas 80% of cases could be avoided. The visually impaired are disadvantaged in terms of education and employment. For all these reasons, the Foundation has decided to commit to supporting the visually impaired, in France through the promotion of their professional integration, and in Burkina Faso by fighting against avoidable blindness.



### FOCUS Q

#### THE L'OCCITANE SIGHT AWARD

In April 2014, the L'OCCITANE Foundation, with the International Council of Ophthalmology, presented for the second time the L'OCCITANE Sight Award. € 50,000 were attributed to Dr. Clare Gilbert from the London School of Hygiene and Tropical Medicine for her research project in Bangladesh which will enable to screen 10,000 children.

### A SOLIDARITY SOAP TO FIGHT AVOIDABLE BLINDNESS

The solidarity soap sold in stores in October 2013 for World Sight Day enabled to raise nearly € 180,000. These funds will be allocated for projects fighting avoidable blindness in Burkina Faso.



### FOCUS Q

#### 4 GRANTS TO BECOME AN OPHTHALMOLOGIST

The L'OCCITANE Foundation offers the possibility to 4 Burkinabe doctors to take a 4-year training in ophthalmology in Mali. This training grant, donated in partnership with the NGO Light for the World, is a long-term investment: it is attributed on condition that the beneficiaries come back to practice in the rural areas in Burkina Faso. The objective is to enable the Burkinabe population to receive eye care and thus reduce blindness in the isolated regions. To do so, near € 76,000 were allocated to this project.

### FOCUS Q

#### THE FIGHT AGAINST TRACHOMA AND ONCHOCERCIASIS

The NGO Sight Savers acts in a tropical area of Burkina Faso: the Cascades region. It is in this wet region that tropical diseases like trachoma or onchocerciasis are mostly developing. With the support of the L'OCCITANE Foundation, Sight Savers fights these pathologies by giving medicines, training local staff, offering material, equipment, launching awareness campaigns and providing surgeries to the most advanced cases. This program will enable 40,000 people to be treated against onchocerciasis and 100 people affected by trachoma will be operated. Finally the medical staff will be trained in the prevention and the treatment of these infectious diseases.

### 2013-2014

#### A TOTAL BUDGET

of 698,000 €  
for visual impairment

#### OVER 291,000

people received eye care  
or glasses

#### OVER 10,000

people received  
surgery

#### OVER 880

people of local  
staff were trained



### IN FRANCE

#### GRANTS FOR THE TRAINING AND EMPLOYMENT OF THE VISUALLY IMPAIRED

In France, access to labour market for the visually impaired involves a lot of costs. The L'OCCITANE Foundation acts in favor of the visually impaired and fight these difficulties. In 2013, four selected people got a grant which enables them to complete successfully their professional project.

# UNION FOR VISION

## THE SUBSIDIARIES GET INVOLVED

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

Sales of a solidarity candle in Switzerland



Training of a young English visually impaired woman



Kitchen classes for the visually impaired in Malaysia



### CANADA

€ 11,250 collected for the Canadian National Institute for the Blind in order to implement educational and recreational activities for about twenty visually impaired children's families.

### USA

Art Beyond Sight, the organization supported by the US subsidiary up to € 20,000, develops a unique multi sensorial program where art is used as a teaching way for visually impaired people.

### UNITED KINGDOM

Training for unemployed visually impaired people are proposed by the Royal National Institute of Blind People in order for them to develop new skills. Thanks to a € 20,000 program, Siobhan, a 22-year-old young woman was trained and found a 1-year paid internship.

### SWITZERLAND

Profits from the sale of a solidarity candle enabled to support the Blind Liecht association in order to pay the visually impaired workers' wages of Blindkuh, a restaurant in the dark.

### POLAND

€ 2,400 allocated to the « Organization of parents and friends of visually impaired children » enabled to provide an anatomical model for students who decided to be praticioner for massage.

### CROATIA

Thanks to the funds collected by the subsidiary, 8 visually impaired people were trained in audio-description by the organization Imagine

### RUSSIA

A total of € 20,800 were donated to the Naked Heart Foundation for the construction of a play area for visually impaired children.

### HONG KONG

The subsidiary supports the establishment of a global eye care network for the children leaving in the province of Gansu in China. In 2013-2014, € 40,000 were allocated to this project.

### ISRAEL

The holiday camp of Eliya organization got a € 12,000 support. This action benefited to visually impaired children from 5 to 12 years old.

### INDONESIA

A fundraising run collected funds for Mitra Netra Foundation for the Blind, which makes audio-description books. € 700 were raised to support this project.

### MALAYSIA

€ 10,000 were allocated to support a training project of the « Malaysian Association for the Blind » whose goal is to enable the visually impaired to be more autonomous in their everyday lives.

2013-2014

11

projects supported

1 674

beneficiaries

A TOTAL BUDGET

of € 133,650  
of which € 76,825 collected  
by the subsidiaries



## REBUILDING

On March 11<sup>th</sup> 2011, a 9-magnitude earthquake followed by a tsunami hit the coasts of Japan. This catastrophe mobilized both the employees and the shareholders of L'OCCITANE to bring assistance to the victims. 2 million euros were collected to support the reconstruction of this country, so dear to L'OCCITANE.



### MOMS MEET MOMS

In the Tohoku region, which had suffered from the earthquake, L'OCCITANE decided to support the mothers affected, in partnership with the Japanese Organization of International Cooperation in Family. Some working groups took place in Kamaishi, Sendai and Koryama. The goal was to refind social bonds and bring back calm in the aftermath of the disaster since March 2011. 111 mothers could thus participate to conferences, massage sessions or could exchange letters with mothers who also experienced such disaster.

2013-2014

A TOTAL BUDGET

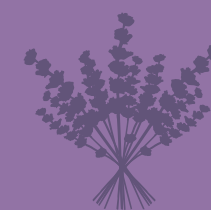
of € 152,000  
to rebuild Japan

### TOHOKU MARKET

In order to kick start local economy in Kesennuma, L'OCCITANE participated in the TOHOKU Market project with Civic Force organization. Several working groups were offered to the market stall keepers before the opening of the market; these working groups enabled them to improve their management and communication skills. On October 19<sup>th</sup> 2013, the market gathered 24 stalls and 2,000 participants. At the end of this event, two entrepreneurs were selected to come and sell their products on the French Provencal markets.

## LAVENDER FOR EVER

Based in the Alpes de Haute-Provence, L'OCCITANE is a brand very committed locally since its creation in 1976. Regarding philanthropy, initiatives promoting the transmission of natural heritage are supported. L'OCCITANE made partnerships with 11 organizations to promote Provence land.



2013-2014

A GLOBAL BUDGET  
of € 316,000  
for Provence sponsorship

11  
partners



### RAISE AWARENESS AMONG THE GENERAL PUBLIC WITH NEW SENSORIAL EXPERIENCES

Philanthropy in Provence supports the lavender protection. Indeed, lavender farming is facing two issues: decline caused by phytoplasma, a disease transmitted by a devastating insect, and global warming. CRIEPPAM (Centre Régionalisé Interprofessionnel d'Expérimentation en Plantes à Parfum, Aromatiques et Médicinales), a research center, has launched in May 2012 a fund directed by Olivier Baussan, L'OCCITANE brand's founder. This fund supports research programs to find ecological solutions to lavender decline.

When the plant is infected with the disease, the channels of sap flow become clogged, causing its weakening and its rapid decline. Within a few years, Provence saw halve its volumes production. L'OCCITANE's support allows to switch from experimental research to fields trials with volunteers farmers.

In 2013, the brand commitments for lavender support have been presented to the general public through two main events:

- A lavender field in Marseille old harbour  
L'OCCITANE and the industry stakeholders created a lavender field in Marseille old harbour as part of the project « Marseille European Capitale of Culture ».
- The general public was able to feel, touch, admire the beauty of lavender but also understand its new challenges and get committed.
- The photographic exhibition of lavender seen by Paulo Nozolino at the « Rencontres d'Arles »  
L'OCCITANE supported the international « Rencontres d'Arles » of photography and asked an artist to work on a specific exhibition about lavender.



## CARE TO THE PEOPLE

### COMMITTED SISTERS

Since 2011, Le Couvent des Minimes has been committed to EDOMI, the Franciscan Sisters Missionaries of Mary organization, to which it gives 1% of its annual sales revenue. This organization is supporting humanitarian missions carried by the Sisters worldwide. In partnership with the Sisters, we select projects around people care, which is linked to the brand values and reminds their investment in the Couvent from 1909 to 1999.

### IN BRAZIL, A FIRST YEAR RICH IN ACHIEVEMENTS

Launched in 2013, the partnership with the « conviviality center of Taubaté », Brazil, is getting successful. The funds raised represented, this year, almost 65% of the organization's budget. It helped them to develop activities planned for seniors: psychological support, physiotherapy, social welfare, personal development workshops... And all this with joy and a sense of fun typical of Brazil!

### PROJECTS IN INDIA CONTINUE THEIR DEVELOPMENT

Since 3 years, Le Couvent des Minimes has been contributing to the operating of a kindergarten and a school nursing in the province of Trichy. The first students of the Child Jesus College of Nursing supported from the beginning of their course now graduated and work for regional hospitals. In addition to children care, the Amali Seval Illam kindergarten opened this year a training center for mothers of children attending in order to help them with professional integration, through workshops and social assistance.



## BEES, NATURE AND SOLIDARITY

It is estimated that between 70% and 80% of crops worldwide depend today on pollinators. INRA researchers have recently calculated the value of pollinator activity to 153 billion euros. However, for 15 years, populations of domestic bees have dropped drastically, their mortality rate currently stands at about 30%/year. Pesticides, GMOs, virus, climate change... the threats weight on bees are numerous and complex, and it is urgent to take action.

### THE MELVITA FOUNDATION

Created in 2010, the Melvita Foundation is following the brand commitment defended for over 30 years. The Foundation is supporting organizations acting for nature protection, biodiversity preservation and more specifically to save the bee.

### RAISE AWARENESS AT ALL AGE

The Foundation has supported the actions of the National Museum of Natural History since 2011 to raise citizens' awareness for biodiversity preservation. After installing a spiral insect in the heart of its ecological garden in 2012, MNHN developed his apiary and invested in teaching material in 2013. These initiatives have already helped 750 people to discover the world of bees and beekeeping. In partnership with the International Union of Nature Protection (« Union Internationale de Conservation de la Na-

ture » (UICN)) and the magazine Terre Sauvage, the Melvita Foundation has sponsored the third edition of one of the largest international contest of naturalist photography and has awarded the most beautiful photo of bees.

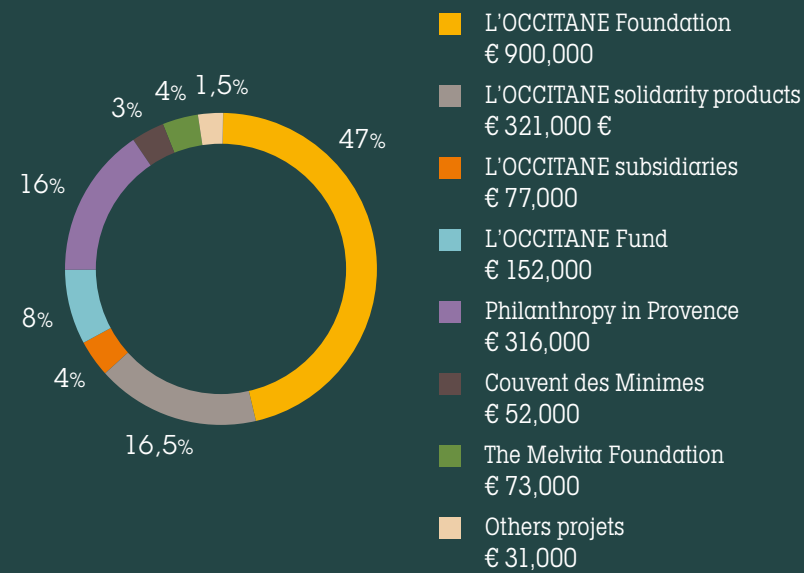
### PAMPER THE BEES

The Melvita Foundation has decided to support a project of honey areas plantation carried by its English subsidiary with the organization « Friends of Earth ». Within two years, the initial goal has been exceeded: more than 70 flowery oasis have been planted in London suburbs, which represents 3,276m<sup>2</sup> of food available to bees and pollinating insects. Finally, the Foundation is committed locally by supporting the organization created by Melvita's employees "Le Rucher du Cade": it takes care of an apiary of 14 hives in the production site of Lagorce, in Ardèche.



# FINANCE FOCUS

## TOTAL BUDGET FOR PHILANTHROPIC PROJECTS



## L'OCCITANE SOLIDARITY PRODUCTS IN 2013-2014



Fields of action supported	Organizations supported	Coordinating structures
Support for the visually impaired	ORBIS, Helen Keller International, Light for the World, IAPB, ICO, Sightsavers	L'OCCITANE Foundation
Women's entrepreneurship	Nord et Sud, Entrepreneurs du Monde, Aide et Action, Maison de l'Entreprise, SOS Sahel, Ashoka, Comité Français pour la Solidarité Internationale	
Support for victims of the 2011 Japan earthquake	Japanese Organization of International Cooperation in Family, CIVIC Force – Network Orange	L'OCCITANE Fund
Transmission of natural heritage in Provence	Abbaye de Valsaintes, Fond de dotation Lavande, Thomassine, Rencontres Internationales de la Photographie d'Arles	Philanthropy in Provence
Bees, Nature and Solidarity	Bzzz..., Le Rucher du Cade, Nature Image Awards	Melvita Foundation
Support for the weakened people	Soeurs Franciscaines	Couvent des Minimes

# THE EMPLOYEES GET INVOLVED

## FOUNDATION CORRESPONDENTS



## FOCUS NORD & SUD

Nord & Sud is an employees' organization part of L'OCCITANE Group and is supported by the Foundation. It aims to train Burkinabe women to produce soaps. After having been trained, volunteers employees are going to Burkina Faso for a week in order to meet women in villages and train them. These women can reuse these skills to develop their own activities.





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