

THE L'OCCITANE GROUP
CARES

L'OCCITANE GROUP
PHILANTHROPY REPORT

2014-2015



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FOREWORD



In the 80s, Olivier Baussan went to Burkina Faso to initiate a sustainable partnership with the women producers of shea butter. Today, the brands of the L'OCCITANE group support projects of impact linked to our values.

Beauty and sensoriality are part of our core activity and that is why women's leadership, fighting avoidable blindness and providing care to vulnerable people are some of the themes that matter to us. But authenticity also guides our work, and that is why we are committed to the transmission of the natural heritage.

Every year, our actions are renewed thanks to the launching of partnerships with NGOs and our employees are getting more and more involved. The customers also contribute to the development of our commitment when they purchase our solidarity products. The implication of all these actors is essential and it is a pleasure to share with you the achievements resulting from this cooperation.

Reinold Geiger,
President of the L'OCCITANE Foundation
and L'OCCITANE CEO



Respect and appreciation of traditions and territories are core values of the L'OCCITANE group since its creation.

To ensure the continuity of this approach, every year is a new opportunity to meet the people and discover the localities which contribute to our products singularity.

By supporting local communities and regions that are important to us, we hope to create a social and environmental dynamic over the long term. This report shows the philanthropic activities that guided this commitment in 2014-2015.

Olivier Baussan,
Vice President of the L'OCCITANE Foundation
and L'OCCITANE Founder

PHILANTHROPY IN 2014-2015

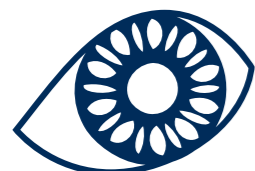
TOTAL BUDGET
L'OccITANE GROUP

+ €1,600,000 =

40
PROJECTS
SUPPORTED

L'OccITANE FOUNDATION

Fight against
avoidable
blindness



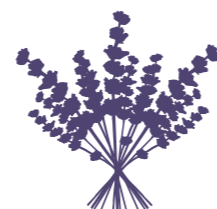
+ 500,000
PEOPLE
RECEIVED
EYE CARE

Women's
leadership



+ 13,000
WOMEN
SUPPORTED

Transmission
of the natural
heritage
in Provence



+ 200,000
PEOPLE
SENSITIZED

MELVITA FOUNDATION

Bees, Nature and
Solidarity



41
HIVES SETTED

LE COUVENT DES MINIMES

Care to the people



392 PEOPLE
SUPPORTED



Women's
leadership



Fight against avoidable
blindness



BURKINA FASO

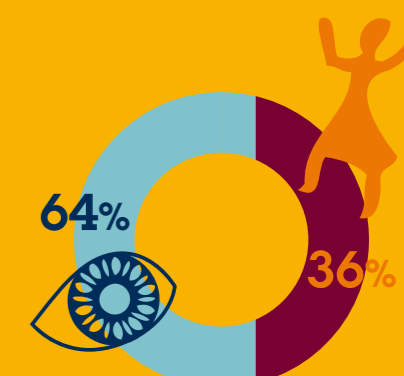
FOCUS OUR ACTION
IN BURKINA TO GIVE MEANING
TO OUR COMMITMENT

During a trip to Burkina Faso, Olivier Baussan discovered shea butter, the green gold of the Burkinabe. Thanks to the creation of a sustainable production chain that employs 17,000 women, L'OccITANE became the first importer of Burkina butter. The procedure is labeled fair trade but the founder prefers to name it "co-development".

L'OccITANE Foundation wants to deepen this longstanding partnership

supporting projects that contribute to the development of the country, ranked 181st out of 187 on the UNDP HDI. Support to NGOs focuses on two fields of action: women's leadership and fight against avoidable blindness. Focusing on these themes and in this particular country allows us to act considering real needs and to optimize our impact.

PHILANTHROPY
BUDGET
ALLOCATED
TO BURKINA
€ 586,497



■ Women's Leadership
■ Fight against avoidable blindness

WOMEN FOR BURKINA

2014-2015

€ 359,232

FOR
WOMEN'S LEADERSHIP

+13,000 WOMEN
received
a microcredit

In Burkina, shea butter is a huge treasure for the population. In spite of this, the harvesters women still face a lot of difficulties in managing the whole production chain.

L'OCCITANE uses shea butter from the Burkinabe women in a wide range of its products. To extend this partnership, the Foundation chose to focus its action on the development of women's leadership in the country.

Women for Burkina program relies on three pillars: literacy programs, support on the access to microcredit and socio-economical trainings and valorization of entrepreneurship projects, through the attribution of awards and individual support.



Literacy session in Léo
with Aide et Action NGO



Breeding of a Burkinabe woman
who benefited from microcredit

CONTINUATION OF THE LITERACY AND MICROCREDITS PROGRAMS

Since its beginning, the Foundation has supported two training programs for women in Burkina.

Literacy is the first step of the process. Three-year programs, developed in partnership with the NGO Aide et Action, enable women to learn how to read and write. Entrepreneurs du Monde completes this achievement providing them socio-economic trainings and facilitating their access to microcredit.

Therefore, this year has strengthened the sustainability of the projects.

A SHEA SOLIDARITY BALM TO SUPPORT BURKINABE WOMEN

The Ultra Soft Balm was sold for the International Women's Day, on March 8th. More than € 127,000 were raised in favor of the training of Burkinabe women.



FOCUS

L'OCCITANE FOUNDATION PÉPITE AWARDS

In 2014, three more women were rewarded with the L'OCCITANE Foundation Pépité Award.

Each one receives €10,000 to finance business projects that contribute to the development of Burkinabe communities. Three areas were selected this year: forestry development, production of biodegradable packaging and reinforcement of the poultry production.



UNION FOR VISION

IN 2015,
L'OCCITANE FOUNDATION CELEBRATES **THE 2 MILLION BENEFICIARIES**
OF ITS COMMITMENT PROGRAM FOR SIGHT INITIATED IN 2000.

2014-2015

€ 853,585

**TO FIGHT
AVOIDABLE BLINDNESS**

**+ 500,000 PEOPLE
treated**

The World Health Organization (WHO) estimates that 285 million people are blind and visually impaired in the world. However, 4 out of 5 cases of blindness are avoidable.
To help changing this figure, the L'OCCITANE Foundation chose to focus its action on the prevention of visual impairment.

Since 2012, the Union for Vision program has brought together a plan to fight avoidable blindness in Burkina and projects supported by the international subsidiaries in their country.

**90% OF THE VISUALLY IMPAIRED
LIVE IN DEVELOPING COUNTRIES**



Orbis NGO screening, China

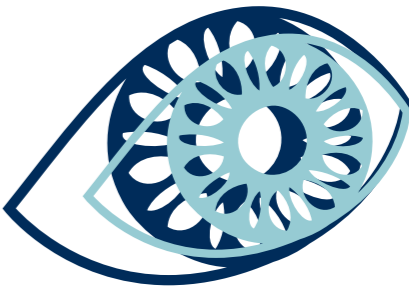


FOCUS FIGHT AGAINST TRACHOMA AND ONCHOCERCIASIS

Trachoma and onchocerciasis are tropical diseases that affect sight. With the support of the Foundation, the NGO SightSavers fight them providing care and appropriate treatments.

**ONE YEAR AFTER THE PROJECT STARTED
MORE THAN 40,000 PEOPLE WERE TREATED**

2 PROJECTS CARRIED OUT WITH LIGHT FOR THE WORLD



SCHOLARSHIPS TO BECOME AN OPHTHALMOLOGIST

After obtaining their medical degree, four Burkinabe doctors received a scholarship to attend a training in ophthalmology in Mali.

Two of them will complete their studies this year and will be able to share their expertise for the benefit of the rural populations of Burkina Faso.

PROVIDE AN UNIVERSAL ACCESS TO EYE CARE

A program to ensure universal access to eye care was initiated in the Central/West region of Burkina. It is conducted in close cooperation with the competent authorities at the national, regional and local level, and it aims to develop more complete and qualitative health services for isolated populations.

**1 \$ INVESTED IN
BLINDNESS PREVENTION
= MORE THAN \$4 SAVED**

A SOLIDARITY SOAP TO PREVENT BLINDNESS

In October 2014, a solidarity soap with shea butter was sold for World Sight Day. The sale allowed to raise more than € 162,000. These funds are donated to the Union for Vision projects in Burkina.



UNION FOR VISION

THE SUBSIDIARIES GET INVOLVED

L'OCCITANE employees also get involved in the different international subsidiaries. A total of 20 correspondents support projects in favor of visually impaired in their country.

As key ambassadors of our action, they give meaning to the international dimension of the Foundation.

BUDGET COLLECTED BY THE SUSIDIARIES

€ 168,349



CANADA

Three interactive events organized by The Foundation Fighting Blindness gathered medical experts and visually impaired to advance together research on avoidable blindness.

USA

The Art Beyond Sight Association program continued with a larger audience. It allows visually impaired to learn with alternative methods, combining art and sensory activities.
Each student is supported by an employee!

BRAZIL

Dorina Nowill Foundation developed an adapted platform and a mobile app to provide access to the audio-magazine of the Foundation to the blind, and the Brazilian subsidiary chose to support this innovative and inclusive initiative.

UK

€ 20,000 were donated to sensitize people from poor areas on the risk of blindness in people with diabetes.

FRANCE

Retinoblastoma is an eye cancer usually developed by children. To sensitized the experts and the parents on the importance of screenings, a video campaign broadcast on the national channels was carried out with the "Institut Curie".

CROATIA

The support to the cultural project of the association Imagine allowed a monthly release of an audio description movie on a national channel.
The project manager is visually impaired!



MONGOLIA

Santé Sud and the Mongolian National Federation of the Blind are supported by the local subsidiary to create an information and prevention unit on visual impairment.

CHINA

€ 14,000 were given to the Eye Care program of the NGO Orbis China. This amount is used to finance sensitizations, screenings and eye surgeries in the province of Guandong.
35,000 bénéficiaries !



INDONESIA

The Mitra Netra Foundation had the idea of setting up booths for the registration of audio description books in malls.
A happening that creates public awareness in a funny way!

MALAYSIA

€ 10,000 were allocated to the St. Nicholas' Home in Penang to provide pastry trainings to visually impaired. The program gives a boost to their employability.

JAPAN

The subsidiary supported the project of the Japan Braille Library for the production of adapted audio books.

NATURAL HERITAGE

L'OCCITANE was born in 'Alpes de Haute Provence' region in 1976 and is committed to the transmission of Provence natural heritage since its inception. Philanthropy projects in Provence are now a field of action of L'OCCITANE Foundation and come to life thanks to 6 partners organizations.

The main component of this commitment is the Lavender For Ever program, which supports projects for the preservation of lavender and lavandin in this region.



WORKING FOR LAVENDER'S PRESERVATION

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. In just a few years, lavender production volumes in Provence halved.

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. In 2014, the fund financed the development of a trapping system aimed to understand the interactions between the insect and the lavender crops. Among the proposed ecological solutions, control trials conducted with white clay were chosen as it forms a bandage against insect's action.

OPENING THE POPES' PALACE GARDENS TO THE GENERAL PUBLIC

This year, the Foundation also chose to support the renovation of Avignon Popes' Palace Gardens. The Popes' Palace is the most important gothic palace in the world and remains a major testimony of cultural and spiritual life in the Middle Age. Its gardens used to be an essential element of daily life organization.

The fund 'Palais des Papes – Pont d'Avignon' initiated a project of reconstitution of the gardens according to its organization during Middle Age. In fact, the reproduction includes respecting how alimentation, medicinal plants, but also irrigation techniques and scenery were arranged at the time. Eventually, thanks to the inauguration of a new circuit, the visitors will be able to visit Benedict XII Gardens.

L'OCCITANE FOR JAPAN

Following the earthquake and the tsunami that shook up Japan on March 11, 2011, L'OCCITANE committed to support the country through the creation of the FUND L'OCCITANE for Japan.

€ 2 million were collected to finance material and human reconstruction projects in local communities.



3 MAJOR PARTNERS DEVELOP PROJECTS IN JAPAN

TOHOKU YOUTH VENTURE

Program is based on a partnership with the Ashoka Fund to support the development of entrepreneurship among youth.

KENKO TERAYOKA

The Fund also supports an educators training project. They will work to re-create conviviality and wellbeing in the communities.

NETWORK ORANGE

An entrepreneurship contest encourages communities to redevelop professional projects.

FOCUS Q THREE JAPANESE ENTREPRENEURS IN PROVENCE

For the second year, three Japanese entrepreneurs used to the local markets, were able to discover our Provencal ones.

Rika Sugawara was the instigator of a food collect for the victims. To thank the contributors and volunteers, she crafted a collection of marine jewelry and named it Aqua Lab.

Miyuki Kumagai recreated moments of conviviality between the residents with its mobile restaurant, «Cheers BBQ Catering.»

Yuriko Shimizu started creating objects made of recycled kimonos and sold it in the markets.

CARE TO THE PEOPLE

Since 2011, Le Couvent des Minimes has given 1% of its annual revenues to EDOMI, the Franciscan Sisters Missionaries of Mary Organization, which supports humanitarian missions carried by the sisters all over the world.

In partnership with the Sisters, we select projects around person care linked to the brand values and to the Sisters investment in the Couvent from 1909 to 1999.



2014 -2015

A BUDGET OF
€ 68,000

—
FOR
THE SUPPORT OF
392 people

SISTERS COMMITMENT

IN VIETNAM, A NEW PROMISING PROJECT

In August 2014, a health center was inaugurated in the Cu Chi region, mainly populated by rural farmers with limited incomes. Part of the center's employees are blind and the care (acupuncture, traditional medicine) are still affordable. Every day, nearly 100 patients receive care and services provided by the center's professionals.

IN BRAZIL, A SECOND YEAR STILL RICH IN ACHIEVEMENTS

Initiated in 2013, the partnership with the Conviviality Center of Taubaté in Brazil continues to pay off. The structure continues developing activities to support 95 elderly in situations of vulnerability or social exclusion: social assistance, psychological support, physiotherapy, and personal development workshops ... all this with joy and a sense of celebration typical of Brazilian!

IN INDIA, PROJECTS ARE GOING FURTHER

For already 4 years, Le Couvent des Minimes contributes to the operation of a kindergarten and a school of nursing in the province of Trichy.

The first students from the Child Jesus College of Nursing are now graduated and joined regional hospitals. This year 35 scholarships for nursing and special education trainings were also financed.

The kindergarten Amali Seva Illam opened last year. It hosts 65 children and 60 of their mothers, who receive social assistance and training to increase their employability.



2014-2015

A BUDGET OF
€ 90,900

—
47 PEOPLE
trained in beekeeping

+ 600,000 PEOPLE
sensitized

"LE RUCHER DU CADE"

"Le Rucher du Cade" organization was created in 2013 by some volunteers and motivated beekeepers employees. Its objective is to raise awareness about the importance of bees in our ecosystem among the group employees and the visitors of the 2 production sites. € 11,000 were invested in the project in 2014 to allow the installation of 20 hives and the training of 22 employees curious about bees and beekeeping techniques.



BEEES, NATURE AND SOLIDARITY

Created in 2010, Melvita Foundation has been the philanthropic rendering of Melvita's commitment for over 30 years. The Foundation supports organizations that daily act to preserve biodiversity in a agro-ecological approach, and specifically the bee. For the last 5 years, the Foundation had a total budget of € 300,000. This year, seven projects were funded for a total budget of € 90,900.

COCAGNE LE PROJECT

Melvita is committed with the Cocagne network for the development of beekeeping in organic market gardens, that are also part of an employability program. As a continuity of the gardening activity, beekeeping is also an educational tool to help the occupational integration of people with social difficulties. In 2014, € 30,000 were invested in the Network, allowing five gardens to train technical supervisors, to acquire the mining equipment (hives and swarms), to create educational panels and to organize sensitization animations to the general public.

FOCUS Q

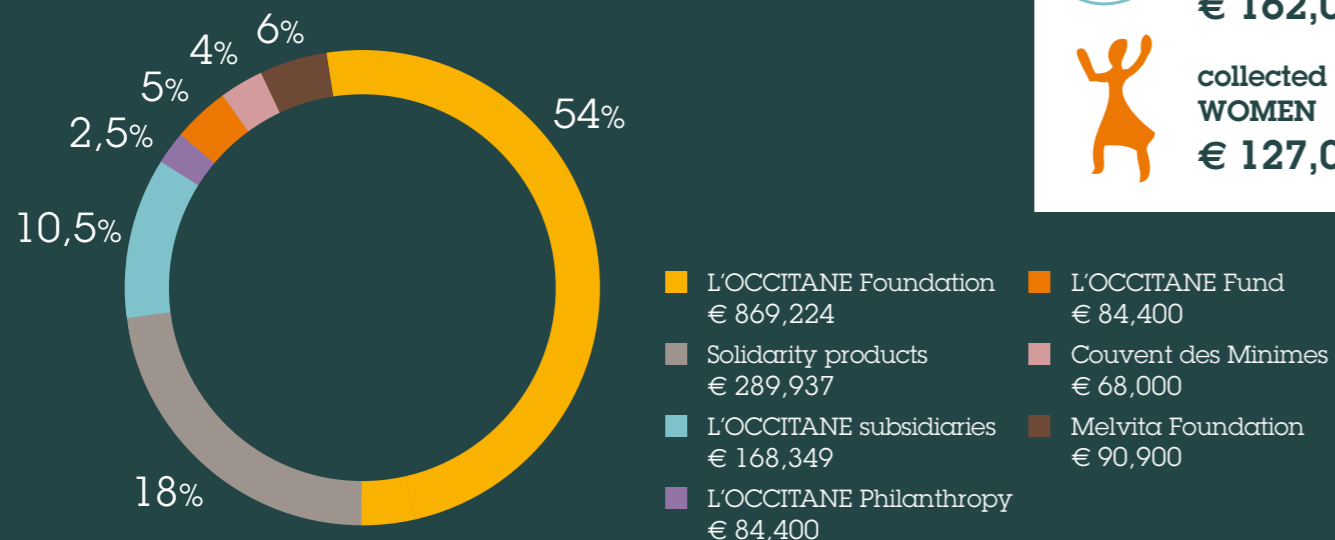
"LES ABEILLADES"

In 2014, Melvita Foundation also collaborated with the first edition of the «Abeillades», the bees, honey and biodiversity Feast in Ardèche. The animations, exhibitions and conferences attracted more than 4,000 people to this friendly event located in the exceptional setting of the Park of Vals les Bains. The aim was to sensitize children and adults on bee's protection and on the preservation of biodiversity.



FINANCES FOCUS

TOTAL BUDGET
PHILANTHROPY PROJECTS € 1 611 117



Coordinating structures	Fields of action supported	Partner organizations	Amount allocated
L'OCCITANE	Leadership féminin	Entrepreneurs du Monde, Aide et Action, Ashoka, Maison de l'Entreprise du Burkina Faso, HEC, Stand Up 93, FSE	€ 359 232
	Fight against avoidable blindness	Light For the World, Helen Keller International, IAPB, Sight Savers, Institut Curie, ORBIS...	€ 853 585
	Transmission of the natural heritage	Fonds Lavande, Palais des Papes...	€ 155 000
L'OCCITANE Fund	Japan reconstruction after 2011 earthquake	Fonds Ashoka, CIVIC Force – Network Orange, Kenko Terayoka	€ 84 400
Couvent des Minimes	Care to the people	EDOPI	€ 68 000
MELVITA Foundation	Bees, Nature and Solidarity	Réseau Cocagne, VIE, Les Amis de la Terre, Syndicat de l'apiculture Drôme-Ardèche, Biodiversity, Rucher du Cade, UICN/ Terre Sauvage	€ 90 900

FOCUS 

2014-2015
L'OCCITANE
SOLIDARITY PRODUCTS



collected for
SIGHT
€ 162,000



collected for
WOMEN
€ 127,000

THE EMPLOYEES GET INVOLVED

THE FOUNDATION'S CORRESPONDENTS



L'OCCITANE
EN PROVENCE

Camille
EYRAUDPatricia
MONTESINO

LE COUVENT DES MINIMES



Pauline
SOUCHAUT

Melvita

Marjorie
BEITRANDACharlotte
BONNETKady
TRAORÉAmand
VIAU

Fondation
L'OCCITANE



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