

IUCN France and L'OCCITANE en Provence join forces to protect biodiversity

PARIS, June 29, 2016 - Today, Wednesday June 29, 2016, IUCN France (the French Committee of the International Union for Conservation of Nature) and Laboratoires M&L, a French subsidiary of L'OCCITANE Group, signed a three-year partnership agreement to conserve biodiversity.

The aim of this agreement is to increase the company's involvement in addressing this major environmental issue and protecting Mediterranean ecosystems. Looking ahead to 2018, this partnership will contribute to producing the IUCN Red List of Mediterranean ecosystems for metropolitan France and will enable the L'OCCITANE Group to adopt an ambitious action plan and strategy to conserve biodiversity.

L'OCCITANE en Provence is deeply engaged in protecting the natural heritage of the Mediterranean and will take part in the IUCN France project to produce, by 2018, the IUCN Red Lists of threatened Mediterranean coastlines and forests. By drawing up this thorough assessment, this project will provide knowledge about the most sensitive natural environments, help raise awareness, and guide the implementation of actions to safeguard biodiversity through the public and private sectors. L'OCCITANE en Provence will join the "Business and Biodiversity" working group of IUCN France, which brings together its partner companies, experts and members, to discuss matters with them and work on topics such as getting employees more involved or look at the evolution of corporate biodiversity reporting.

IUCN France will also work with L'OCCITANE en Provence to assess the impact of all its activities on biodiversity and its dependence on ecological services so that, from 2017, it can develop the biodiversity strategy that must be adopted by the company to accelerate its commitment. Implementing this road map will thus contribute to meeting the international Aichi Biodiversity Targets agreed by the Convention on Biological Diversity in 2010.

"To meet the challenge of stopping the erosion of biodiversity, we need committed companies to protect and restore it. This is a strategic partnership, as L'OCCITANE is very dependent on biodiversity and natural resources, and the main region in question is the Mediterranean – one of the world's 35 biodiversity hotspots," explains Sébastien Moncorps, Director of IUCN France.

"This partnership is a wonderful opportunity for L'OCCITANE en Provence to work with a network of recognized experts and organizations in order to pursue its commitments and increasingly integrate biodiversity into the company's activities and further raise awareness among employees," said Katia Michieletto, CSR Director of Laboratoires M&L, a French subsidiary of L'OCCITANE Group.

This new step in the sustainable development strategy of L'OCCITANE en Provence will therefore enable the company to accelerate its actions to restore and "win back" biodiversity. The company has already been very involved in this subject for many years. In particular, it has set up sustainable supply chains through the Sustainable Communities program (71 supply chains, 400 hectares) and worked to conserve natural heritage. For example, since 2012, L'OCCITANE en Provence has supported the "Sauvegarde du Patrimoine Lavandes en Provence" endowment fund, which finances programs aimed at finding ecological solutions to save lavender in the face of the challenges posed by climate change.

Back in 2004, it launched the first large-scale organic immortelle plantation program in Corsica. L'OCCITANE en Provence also gives its support to the STARESO marine research station, to protect algae along the Corsican coast and, on a larger scale, support marine research in the Mediterranean. To find out more, visit the UICN France or L'OCCITANE websites.

About L'OCCITANE en Provence

Since 1976, L'OCCITANE en Provence has been developing beauty and well-being products rich in natural and organic ingredients, with traceable origins. Because nature is the raw material at the heart of its products, L'OCCITANE en Provence is dedicated to protecting the environment in every aspect of its business activities.

About IUCN French Committee

Created in 1992, the French Committee of the IUCN is a network of organizations and experts of the International Union for Conservation of Nature in France. It brings together, in a unique partnership, two ministries, 13 public organizations, 41 NGOs and over 250 experts. Thanks to this diverse composition, it forms a unique platform for dialogue, expertise and initiatives that address biodiversity issues and also brings together local authorities and companies.