

L'OCCITANE GROUP
CARES



L'OCCITANE GROUP
PHILANTHROPY REPORT

2017-2018



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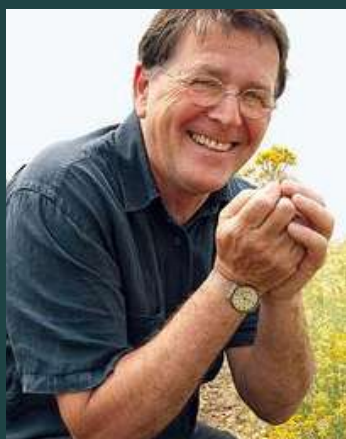


Since 2000, the fight against avoidable blindness has become one of the main commitments of L'OCCITANE. With its program UNION FOR VISION 10by20, L'OCCITANE and its Foundation set the ambitious goal to provide 10 million people in the world with eye care by 2020. In order to achieve this goal, a 3-year international partnership has been signed with UNICEF to improve the prevention of childhood blindness in the world. Since January 2018 and for the first time in the L'OCCITANE distribution network, a solidarity soap has been sold throughout the year in shops. 100% of the profits will contribute to the funding of the UNICEF Vitamin A supplementation programme, benefiting 1.7 million children.

With its brand Melvita, the L'OCCITANE Group chooses also to commit to preserving biodiversity, by supporting bees protection programmes.

I invite you to learn more in this report about the achievements of the group in terms of philanthropy in 2017-2018.

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



The values of authenticity and respect are part of L'OCCITANE's brand DNA. These values have been translated into L'OCCITANE's commitment to fight avoidable blindness, to promote women's leadership and to preserve natural heritage.

L'OCCITANE commits to collaborate with many associations over time. This way, its Foundation supports the UNICEF's vitamin A supplementation program, the Entrepreneurs du Monde's microcredit access program for Burkinabe women, and the development of the UICN's red list of Mediterranean coastal ecosystems.

We invite you to discover the multiple projects L'OCCITANE group is proud to have supported throughout the year.

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

ORGANIZATION OF THE FOUNDATION

Throughout the year, the Foundation's team ensures the successful implementation of L'OCCITANE group's commitments.



Charlotte
JONCHÈRE



Sophie
GENIN



Kady
TRAORÉ



Marjorie
BELTRANDA

The Foundation's correspondents are a key element of L'OCCITANE's international commitment. In the company's subsidiaries, 36 employees are getting involved to reinforce L'OCCITANE's main program for sight: UNION FOR VISION 10by20, through concrete actions in their countries. Thanks to their involvement, new local projects are developed each year to achieve the goal of 10 million eye care by 2020.



PHILANTHROPY IN 2017-2018

TOTAL BUDGET PHILANTHROPY PROJECTS

€ 1,813,875



**FIGHT AGAINST
AVOIDABLE
BLINDNESS**

+ THAN 1,780,000 EYE CARE IN THE WORLD



**PROMOTION
OF WOMEN'S
LEADERSHIP**

+ THAN 13,000 WOMEN SUPPORTED IN BURKINA FASO



**PRESERVATION
OF NATURAL
HERITAGE**

+ THAN 8,600 PEOPLE SENSITIZED IN PROVENCE



**BEEES,
NATURE AND
SOLIDARITY**

+ THAN 250 BEEHIVES INSTALLED IN FRANCE AND MOROCCO



UNION FOR VISION 10by20

In 2017, the number of **5 million eye care** was reached, a result that translates the commitments of L'OCCITANE and its Foundation in the fight against avoidable blindness. A new objective is set, to offer **10 million eye care** by 2020 through the « **UNION FOR VISION 10by20** » program.



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2017-2018

€ 1,311,095
TO FIGHT AVOIDABLE
BLINDNESS

+ than 1,780,000
EYE CARE

UNICEF, AN INTERNATIONAL PARTNERSHIP

Vitamin A deficiency is the leading cause of childhood blindness, affecting 127 million children worldwide – an estimated one third of children between the ages of 6 months and 5 years.

In 2017, L'OCCITANE commits with UNICEF to prevent childhood blindness by funding international programs for the distribution of vitamin A.

The UNICEF's program aims to provide children aged 6 months to 5 years with the two vital vitamin A doses necessary for their proper

development each year. UNICEF can deploy national vitamin A supplementation campaigns at a large scale.

With an annual support of €1,000,000 over three years, L'OCCITANE allows UNICEF to protect 1.7 million children, including in Myanmar, Papua New Guinea and Bolivia, countries where vitamin A deficiency is particularly high.

Today, 90,712 children in Myanmar, 103,000 children in Bolivia and 133,849 children in Papua New Guinea have already received a vitamin A supplementation.



SIGHTSAVERS

Since 2013, the L'OCCITANE Foundation supports the NGO Sightsavers **to eliminate onchocerciasis and trachoma** in Cascades area in Burkina Faso.

Through this partnership, at least 40,000 people are treated twice a year against onchocerciasis and more than 24,000 patients have been treated against trachoma.

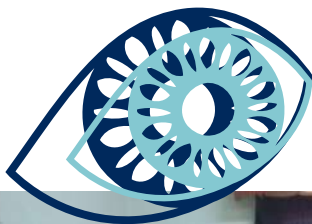


© Sight Savers

UNICEF SOLIDARITY SOAP

For the first time, a solidarity **soap sold the whole year** has been launched. The profits* from the solidarity soap sales launched in January 2018 are directly redistributed to UNICEF.

**Store selling price excluding taxes, transportation and production costs. UNICEF do not endorse any brand, product or service.*



© Light For The World

LIGHT FOR THE WORLD

In Burkina Faso, the NGO Light for the World supports the health ministry for the improvement of people eye health. Since 2012, the L'OCCITANE Foundation supports this NGO's actions. This partnership allowed:

The development of **two strategic plans for eye health by 2020**. These plans orient now the country's actions towards the fight against avoidable blindness.

The formation of new ophthalmologists to strengthen, on the long term, the access of quality eye care in the country. The Foundation helps reinforce the skills and the capacity of the ophthalmology department in Burkina Faso in which 21 doctors are actually registered. Thanks to this specialization, **more than 53,000 new patients have benefited from eye care**.

The improvement of the **accessibility of quality eye care** in the Central-West region of Burkina Faso thanks to the training of medical staff, the supply of medical equipment, the implementation of eye screening and treatment campaign in 7 health districts and the awareness actions in primary schools.

The new 3-year agreement aims to reach **more than 85,000** patients of which at least **37,000** are children, by 2019.



UNION FOR VISION 10by20

The Foundation is also encouraging L'OCCITANE's subsidiaries around the world to commit by its side in the fight against avoidable blindness.

They are widely involved, since they offer every year more than 20 projects in partnership with local associations.

These projects are co-funded by the subsidiaries and the L'OCCITANE Foundation. Discover some of the projects accompanied by one of our 36 correspondents.

BUDGET DEDICATED
BY SUBSIDIARIES

€ 392,782



MEXICO

L'OCCITANE Mexico and the Foundation co-finance **specialized medical equipment** for the Instituto Mexicano de Oftalmología. This equipment helps to improve the sight surgery performances for more than **500,000 beneficiaries**.

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PROJECTS
SUPPORTED





FRANCE

Thanks to the Foundation and L'OCCITANE France, the Lions Clubs de France will acquire a Panocam machine. This machine will allow retinopathy screening for more than **6,000 premature babies** by 2020, in Necker Hospital and in the maternity units of Ile-de-France region.

UNITED KINGDOM

In United Kingdom, the “Bihar Rural Eye Health Programme” project of Sightsavers ensures the access to eye care in Uttar Pradesh (India) for marginalized populations. Thanks to a financial support, more than **76,000 people** will benefit from these eye care.

SOUTH KOREA

The Heart to Heart International association receives funding to improve vision health in Tanzania through the set up of **eye screening in schools**. This project will allow **300,000** children to access eye care.



+ than **1,400,000**

**BENEFICIARIES
OF EYE CARE**

ARGENTINA

In Argentina, L'OCCITANE and the Foundation helps the Asociación Cooperadora del Hospital de Niños Dr. Ricardo Gutiérrez to purchase **machines** in order to **detect glaucoma** without general anaesthesia (lowering risks and costs).

ITALY

In Italy, a financial support has been provided for CBM's project in Ethiopia, “Trachoma S.A.F.E”, which **will prevent the infections that cause long-term blindness** and will offer specific surgical techniques to those already infected by trachoma. More than **100,000 people** will benefit from these programs by 2020.

INDONESIA

In Indonesia, the NGO Helen Keller International set up **eye disease screening** in 168 schools in South Sulawesi Island. **186,000 children** will benefit from eye care.



PROMOTION OF WOMEN'S LEADERSHIP

Since the 1980s in Burkina Faso, L'OCCITANE has been working closely with women who produce shea butter. In order to deepen this relationship, the L'OCCITANE Foundation supports actions to promote women's leadership in the country.



L'OCCITANE POUR ELLES (L'OPE)

In order to strengthen its support to women's leadership while meeting the needs of Burkinabe women, the Foundation has launched in 2016 the **L'OCCITANE pour Elles** program, with three main aspects: technical support, financial support, assistance in improving visibility.

During the first edition, **four winners** were selected. They benefit from a support such as **skills, tools, administrative and legal documents** that are essentials to develop their activity. This support helps the winners to revitalize and improve their production. Furthermore, their **sales revenue have increased** thanks to communication strategies and visibility events. For example, a fashion show was organized for the first time for **Adaja Company** (manufacture of woven loincloth), this was the opportunity to find new commercial partnerships.

A SOLIDARITY BALM FOR WOMEN

Thanks to the sale of this balm, more than **€ 691,000** were collected in 2018 and allocated to the Foundation's programs for the promotion of women's leadership in Burkina Faso.





2017-2018
 —
€ 380,101
FOR THE PROMOTION
OF WOMEN'S LEADERSHIP
 —
+ than 13,000
WOMEN SUPPORTED

UNICEF

The Foundation supports UNICEF in the set-up of its girls' education program in Burkina Faso. This program helps the girls throughout their admission and during the 4-year post primary school cycle, through:

- The covering of schooling fees
 - Reinforcement sessions of their ordinary courses
 - Awareness actions regarding the promotion of girls education
- During this school year, **450 girls** were enrolled in sixth-grade class.



EDM

Since 2009, the Foundation supports the actions of Entrepreneurs du Monde, in particular the **access to microcredit**, the promotion of savings and **socioeconomic training courses** for rural women. More than 13,000 women benefited from the partnership.



FOCUS

LA FLAMME MARIE CLAIRE

In 2017-2018, for the third year, L'OCCITANE and the magazine Marie Claire joined forces to finance programs for the schooling of girls and the women's leadership around the world.

€ 246,093 were collected and have been donated to two international associations (Toutes à l'École and Entrepreneurs du Monde) and to local associations thanks to the participation of Brazil, Spain, the United States, France, Italy, the Czech Republic, the United Kingdom, Russia and Taiwan.



PRESERVATION OF NATURAL HERITAGE

L'OCCITANE's commitment to its territory continues to highlight eco-responsible actions and demonstrates its commitment to Provence and its support for the economic and cultural fabric of the region.

In 2017-2018, **7 local awareness-raising and field projects** that foster awareness and concrete actions to conserve biodiversity have been funded.

PARC NATUREL RÉGIONAL DU VERDON

Since 2016, the support of L'OCCITANE Foundation allows the planting of **5,100 trees, i.e. 4.2 km of hedges**, thus promoting the preservation of 89 tree species and the awareness of more than 500 people.

UNION INTERNATIONALE POUR LA CONSERVATION DE LA NATURE

Since 2015, the Foundation supports the establishment of the **Red List of forest and Mediterranean coastal ecosystems**. This focus is motivated by the diversity of ecosystems within the Mediterranean biogeographical zone. Furthermore, the Mediterranean is one of the 35 hot spots of the global biodiversity. Up to date, 31 ecosystems have been identified, defined and measured, in order to raise awareness and to help the deciders and the territories stakeholders to better plan the land development.

EUROPEAN UNIVERSITY OF FLAVORS AND FRAGRANCES

In 2017-2018, the Foundation has supported the creation of the **Artemisia Museum**, the herbalism and lavender museum of the **Montagne de Lure** listed as UNESCO World Heritage, which has opened on July 6, 2018. This museum presents the territory of Haute Provence through the history of local plants, their transformation and uses.



2017-2018

€ 60,821

TO PRESERVE
NATURAL HERITAGE
IN PROVENCE

+ than 8,000
PEOPLE
SENSITIZED

BEES, NATURE AND SOLIDARITY

Since 2010, MELVITA has supported projects for the preservation of biodiversity and promotion of beekeeping. Through its philanthropy program, MELVITA is committed to the protection of the bee, the emblem of the brand created more than 30 years ago. All the actions undertaken are part of an agro-ecological and humanist approach of nature protection and social inclusion, or promotion.



COCAGNE BEES

Since 2014, MELVITA has teamed up with the Réseau Cocagne for the implantation of hives in the heart of the organic vegetable gardens of insertion aid.

A win-win environmental combination for both bees and the maintenance of biodiversity.

The Réseau Cocagne is committed to the professional integration of people in social and economic difficulties.

Through the financing of training and beekeeping equipment, MELVITA provides employees in the gardens with a new solidarity tool to help them integrate.



2017-2018

€ 61,858

FOR THE PROTECTION OF BEES

+ than 370

PEOPLE TRAINED IN BEEKEEPING

+ than 250

BEEHIVES INSTALLED

FOCUS

ARGAN BEES

Since 2015 MELVITA is committed to relocating hives in the region known as the argan tree.

Consecutive droughts and intensive agriculture have an impact on the ecosystems and in particular on the populations of bees in the Sahara, a species that once existed in large quantities but is now in the process of disappearing.

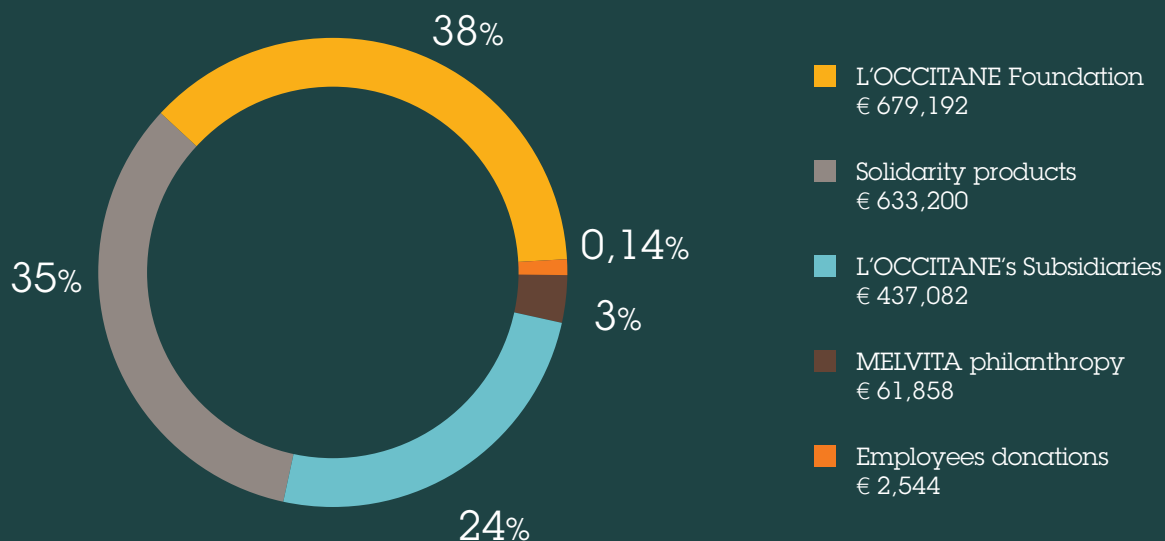
240 Moroccan women are mobilized for the protection of the bee and the preservation of biodiversity.

Committed and trained in beekeeping, they welcome bees into their cooperatives, thus maintaining a balance of local ecosystems and developing apicultural activity generating additional income.



FINANCES FOCUS

TOTAL BUDGET
PHILANTHROPY PROJECTS € 1,813,875



Coordinating structure	Fields of action supported	Partners	Amount
L'OCCITANE	UNION FOR VISION 10by20	IAPB, UNICEF, Sight Savers, LFTW...	€ 1,311,095
	Promotion of women's leadership	TAE, EDM, Rêv'Elles...	€ 380,101
	Preservation of natural heritage	UICN, FCBN, UESS, PNR Lubéron, Verdon, CBNA...	€ 60,821
MELVITA Philanthropy	Bees, nature and solidarity	Réseau Cocagne, Man & Nature	€ 61,858





L'OCCITANE GROUP
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L'OCCITANE Foundation and M&L Funds
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Melitta 
CARES