



ChangeNOW Summit 2020

Plastic Odyssey unveils its laboratory ship with its partner L'OCCITANE

PARIS, 30 January 2020 – **Alongside its partner L'OCCITANE en Provence, a global manufacturer and distributor of natural beauty and wellness products, Plastic Odyssey unveiled a scale model of its ship at the ChangeNOW Summit 2020. Ready to set sail this autumn on a three-year, round-the-world expedition, the vessel is a 'recycling laboratory' which aims to share information about accessible plastic waste recycling techniques. At the same time, it will aim to raise awareness among the populations encountered along its journey, which will take it to the most polluted coasts of Africa, Latin America and Asia.**

The scale model of the ship was unveiled at the *Grand Palais* in Paris during the ChangeNOW Summit 2020, in the presence of Plastic Odyssey co-founders Simon Bernard, Alexandre Dechelotte and Bob Vrignaud, and Adrien Geiger, Global Brand Director of L'OCCITANE en Provence, the expedition's main partner. The model will be on display until Saturday, 1 February 2020 at the Plastic Odyssey stand (main aisle).

Using fuel derived from plastic waste converted by pyrolysis, the Plastic Odyssey vessel will take its crew – 20 engineers, sailors, anthropologists, entrepreneurs, visual designers and volunteers – to more than 30 ports of call along the most polluted coasts of Africa, Latin America and Asia. During each leg of the journey, plastic waste will be collected, sorted and recycled on board with the aim of raising awareness. The approach seeks to draw the general public's attention to the problem of plastic pollution in the oceans, demonstrate the value of this waste once transformed into a new resource, and share simple and accessible recycling technologies.

Main partner of the expedition

As a signatory of the *New Plastics Economy Global Commitment* implemented by the Ellen MacArthur Foundation, L'OCCITANE en Provence is financing the expedition as well as the educational resources used during Plastic Odyssey's stopovers. 'We were quickly won over by the concept. The approach is original, well thought out and constitutes a concrete response to this environmental emergency. L'OCCITANE is very proud to contribute directly to this extraordinary mission', said Adrien Geiger, Global Brand Director of L'OCCITANE en Provence.

Reduce, Recycle and React

Supporting the Plastic Odyssey expedition is part of the brand's efforts to achieve its vision of a circular economy which gives a second life to polluting materials. It embodies the concrete actions being taken according to a three-pronged approach: *Reduce, Recycle and React*.

Although the partnership was announced on *World Oceans Day* in June 2019, L'OCCITANE en Provence's commitment to ecology is nothing new. Since the company was founded in 1976, this commitment has guided the design of all L'OCCITANE en Provence products and way of thinking.

More on the partnership between L'OCCITANE en Provence and Plastic Odyssey at https://group.loccitane.com/sites/default/files/2019-12/PressKit_LOCCITANE_Plastic_Odyssey_EN_0.pdf

Press release

Media contacts

L'OCCITANE Group, Marianna Fellmann
+41 (0)22 561 09 30, groupcommunication@loccitane.com

About Plastic Odyssey

Plastic Odyssey is an expedition project aiming to spread global solutions which promote the value of plastic waste, and reduce its production. The objective of this expedition is to travel around three continents which are the most affected by plastic pollution (Africa, Latin America, and Asia) in order to develop and spread low-tech and open-source recycling models. By proving that plastic waste must be collected, not only because it acts as a pollutant, but also because it has value, the impact of this worldwide odyssey will be environmental, social and economic. Plastic Odyssey will have 20 crew members on-board consisting of marine professionals, engineers, anthropologists, volunteers, directors, and photographers. The back of the vessel will be a recycling workshop. Machines will be brought on-board and tested, improved and adapted depending on local challenges faced throughout the expedition. The front of the vessel will be dedicated to waste reduction: the crew's cabins will act as a source of inspiration for the zero waste hotel rooms of tomorrow, and the kitchen as inspiration for restaurants.

For more information, please visit <https://plasticodyssey.org>

About ChangeNOW

ChangeNOW is an independent initiative, created in 2017 by Santiago Lefebvre, Rose-May Lucotte and Kevin Tayebaly. Convinced that companies can be great levers of innovation to respond to environmental and social emergencies, they bring together every year the most innovative solutions for the planet from around the world at the ChangeNOW summit. The goal: to accelerate the transition to a more sustainable world and help these solutions to scale up, giving them maximum visibility and opportunities. ChangeNOW also organizes other actions throughout the year, including the launch in March 2019 of ChangeNOW my job, an impact job fair guiding talents towards inspiring and mission driven companies and facilitate recruitments with purpose.

For more information, please visit www.changenow-summit.com

About L'OCCITANE en Provence

Since its creation in 1976, L'OCCITANE has been creating beauty products made with essential oils and natural fragrances developed in accordance with the principles of phytotherapy and aromatherapy. Inspired by simple values, such as authenticity, respect, sensoriality and continuous improvement, everything L'OCCITANE does, every choice it makes, is guided by the desire to protect, share and pass on. The L'OCCITANE research and innovation laboratories bring together tradition, nature and expertise to develop natural and effective cosmetic products. From the textures to the fragrances, L'OCCITANE products always promise a delicious moment of well-being and pure delight for the senses. The brand is presided by Reinold Geiger and has a presence in 90 countries, with over 3,000 stores throughout the world.

For more information, please visit <http://www.loccitane.com/>

About the L'OCCITANE Group

The L'OCCITANE Group is an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients. A global leader in the premium beauty market, the Group has more than 3,400 retail outlets, including 1,572 owned stores, and is present in 90 countries. Through its six brands – L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife and ELEMIS – the Group offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it.

For more information, please visit Group.loccitane.com or follow us on LinkedIn.

L'OCCITANE en Provence

Reduce, Recycle and React

Reduce – reducing waste and improving product lifespans

- The brand's first eco-refills were launched in 2008. Today, L'OCCITANE offers 16 eco-refills for best-selling products. These eco-refills use up to 90% less plastic than a regular bottle, saving more than 214 tonnes of plastic each year. L'OCCITANE intends to offer 25 eco-refills by 2022, while also making the eco-refill packaging itself recyclable by 2025.
- In-store refill stations for shower gel are currently tested in some L'OCCITANE stores in Spain and Germany, allowing customers to fill reusable bottles indefinitely. The company aims to expand bulk dispensers to more countries and stores in 2020.
- L'OCCITANE has also started replacing cellophane protective seals with a new, eco-friendly and compostable solution made from FSC-certified wood fibre.
- The brand has never used plastic bags in its stores and has a policy of not using plastic cups, straws or cotton buds. L'OCCITANE will phase out plastic spatulas from its cream products by 2021, and progressively remove or substitute plastic components from e-commerce shipping boxes.

Recycle – working towards a circular economy

- In 2009, L'OCCITANE launched its first 100% recycled bottle. The current percentage of recycled plastic in its bottles is 37%, and the brand is determined to transition to 100% sustainable PET plastic in all its bottles by 2025. To reach its goal, L'OCCITANE has partnered with Loop Industries, the industry leader and a technological innovator in sustainable plastic. This partnership represents a significant shift in the brand's efforts to achieve a circular economy.
- L'OCCITANE is working to increase the proportion of recycled plastic across all its plastic components and packaging from 14% to 40 % by 2025. The brand plans to grow this figure to 19% over the next 12 months alone. Furthermore, the brand aims at that more than 50% of its bottles use recycled plastic
- As early as 2014, the brand launched a partnership with TerraCycle, a company specialising in recycling hard-to-recycle waste. This partnership encourages consumers to recycle, upcycling empty beauty containers to avoid landfill or incineration. It also offers a recycling service in countries where customers do not have access to recycling as well as the chance to recycle certain packaging that is not accepted at public facilities. Currently, over 40% of L'OCCITANE's owned stores worldwide offer in-store recycling, and the goal is to expand that to 100% by 2025.

React – supporting initiatives that encourage responsible and sustainable use of plastic

- L'OCCITANE is the main partner of the Plastic Odyssey expedition. Beginning in 2020, a vessel powered by plastic waste will sail along the most polluted coasts of Latin America, Africa and Asia. On its way, it will collect plastic waste, sort it and recycle it on board. The expedition aims to raise awareness about recycling and share recycling technologies throughout the world, with the ultimate goal of creating a future for plastic waste so it becomes a source of income for the most disadvantaged.
- In 2018, L'OCCITANE joined SPICE, the Sustainable Packaging Initiative for CosmEtics. SPICE is an initiative that brings together organisations in the cosmetics industry to work towards a common goal: to collectively shape the future of sustainable packaging.