

## The L'OCCITANE Group announces its 'nature-positive' biodiversity strategy

Geneva/Marseille, 6 September 2021 – The L'OCCITANE Group has announced the guiding principles of its biodiversity strategy, the high point of its visit to the International Union for Conservation of Nature (IUCN) Congress in Marseille.

As the fight against biodiversity loss reaches a turning point, the strategy moves the Group's actions up a gear and gives it the resources to act in line with its vision for a 'nature-positive' world.<sup>1</sup> As part of its contribution to this vision, the L'OCCITANE Group intends to develop a programme of actions that impacts the whole value chain, both within its own commercial 'ecosystem' and beyond.

The strategy takes a systemic approach, building on the experience the Group has gained from the many initiatives that it and its brands have already implemented. As such, this is far from a theoretical exercise. Rather, it reinforces an existing long-term commitment by giving the Group a clear framework of behaviour covering the five key areas of biodiversity loss: land-/sea-use change, resource exploitation, pollution, invasive alien species and climate change.

'More than ever before, the crisis we're facing today reinforces the need for a commitment from businesses. Biodiversity has always been a source of inspiration and innovation for us, and through collaboration and sharing our experiences, we will make it an even more integral part of our activities and decision-making,' says Adrien Geiger, Group Sustainability Officer and International Director of L'OCCITANE en Provence.

### **Four areas of intervention: Avoid; reduce; restore and regenerate; transform**

In 2016, an assessment revealed that the main impact of the L'OCCITANE en Provence brand's activities on biodiversity relate to the sourcing of natural raw materials and packaging. The strategy takes its lead from the recommendations of the Science Based Targets Network (SBTN), which brings together more than 45 NGOs, business associations and specialist companies to promote a fair future that respects nature and limits greenhouse gas emissions, based on scientific objectives and ways of working. The SBTN framework defines four specific areas of intervention.

#### ***AVOID wherever possible***

In line with this nature-positive goal, it is critical to avoid negative impacts wherever possible, and especially in ecosystems of ecological importance. The Group carries out avoidance actions within its sourcing activities and product conception.

- For example, as part of its shea butter supply in Burkina Faso, the Group has supported the installation of semi-industrial units to reduce emissions by around 3,500 tonnes of carbon dioxide equivalent (compared with 2018) by using shea shell waste instead of wood as fuel, thus contributing to the fight against deforestation.
- The Group's goal is for all its plant-based ingredients to come from sources that work in biodiversity-positive ways by 2025.

#### ***REDUCE: Minimise impacts that cannot be avoided***

The Group does everything it can to minimise the impact its direct activities have on the ecosystem.

- It closely monitors the quantity of resources consumed and the quality of waste water discharged by the Group's manufacturing sites. The water footprints of its industrial sites in Manosque and Lagorce are monitored particularly closely due to their location, near Natura 2000-listed, high hydric stress sites.
- Its manufacturing sites in France achieved their zero landfill target in 2018.

<sup>1</sup> Harvey Locke, Johan Rockström et al., 'A Nature-Positive World: The Global Goal for Nature', April 2021.

- The Group's ambition is to completely transform its industrial assets by introducing a dry factory project.

Implementing eco-design and circular economy approaches across the value chain helps to reduce the use of water, conserve natural raw materials and limit pollution risks.

- All the Group's brands are committed to fighting plastic pollution and reducing waste by using a greater percentage of recycled materials, reducing packaging, and developing refill and bulk selling, and 65% of the Group's owned stores are now equipped with in-store recycling.
- By 2025, the L'OCCITANE en Provence brand, which accounts for nearly 80% of the Group's net sales, is committed to reducing its virgin plastic use by one-third and to reducing the total volume of plastic used for its packaging by 10%.

### **RESTORE and REGENERATE: Continue to help stimulate ecosystems**

The L'OCCITANE Group is committed to stimulating ecosystems in areas where it sources materials as well as in the most vulnerable habitats. The Group prioritises regenerative agriculture practices and reforestation projects because they are beneficial both in terms of biodiversity and reducing carbon emissions.

- Regenerative agricultural practices are made possible by close partnerships, such as those in Burkina Faso for the cultivation of shea butter, Corsica for immortelle and Provence for lavender, verbena and almond. Developing sustainable regenerative practices involves long-term partnerships based on shared added value, promoting local supply channels and preserving traditional skills.
- These measures are implemented by L'OCCITANE's Sustainability and Biodiversity Department, which was established in 2008. Thus, L'OCCITANE partners with over 250 farmers and 17,000 pickers to promote organic farming. As a result, 98% of its key raw materials (by volume) are certified organic and, of these, 84.5% are also certified *Fair for Life*.
- Since 2018, the Group has been a member of France Amande, which aims to replant 2,000 hectares of almond trees in France to revive sustainable production.
- In 2020, the Group co-created the Fair-Trade Agroecology Collective with 15 family farms in the south of France. The collective aims to create beneficial ecosystems in and around fields. The project uses a range of methods – plant cover, agroforestry, mulching, creating natural habitats for birds and insects, among others – to enable producers to use less water and fewer pesticides and fertilisers.
- By 2025, the Group pledges to farm 100% of its key raw ingredients in line with sustainable agriculture principles based on agroecological, organic, sustainable, fair-trade certifications.

### **TRANSFORM: Taking crucial collective action**

With a firm belief in the power of collective action, the Group seeks to drive change within its ecosystem and beyond. It engages with many stakeholders – employees, consumers, suppliers, business coalitions and public authorities – to champion nature-positive ideas and practices.

- To involve its employees, the Group organises regular 'Climate Collage' sessions to help them better understand the scientific concepts behind global warming, and it supports employee volunteering, such as collecting waste or planting trees. Similarly, it enables customers to live more sustainably by creating products with a lower environmental impact (eco-refills, in-store bulk dispensers, solid soaps, etc.).
- The Group supports its partners in their transition towards regenerative practices (for example, by providing financial support and technical assistance) and engages with its key suppliers on environmental challenges to innovate collaboratively and set common ambitions.
- To share its experiences and best practices, the Group actively participates in business coalitions and partners with NGOs, such as One Planet Business for Biodiversity, the Ellen MacArthur Foundation, the Global Shea Alliance, the French Federation for Beauty Companies (FEBEA), RE100, the Association for Sustainable Derivatives, the Responsible Beauty Initiative, UEBT, France Amande and the Lavender Endowment Fund in Provence, to name but a few.

- All L'OCCITANE's knowledge and tools associated with biodiversity and regenerative agriculture are made available using open-source principles to allow them to spread more widely and drive systemic change.

### **A starting point**

The strategy is based on the many lessons learned by the L'OCCITANE Group and its brands, and it adds a new dimension by setting out its future objectives.

To this end, and following a continuous improvement model, this strategy will be enhanced by data that quantifies the Group's environmental footprint and defines its overall objectives and operational plans. Further developments will be informed by new scientific knowledge, dialogue with its stakeholders and new guidance from the SBTN.

This nature-positive ambition is combined with climate and human development goals. The L'OCCITANE Group is establishing its roadmap to achieve net zero carbon emissions by 2030. The Group has also set the objective of being B Corp certified by 2023 to build a sustainable and inclusive business, meeting the highest standards of social and environmental performance.

For more information, visit: <https://group.loccitane.com/>

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### **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 3,000 retail outlets, including 1,500 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.*