

CULTIVATORS *of* CHANGE

A Story of COMMITMENTS

MANIFESTO
December 2022



L'OCCITANE
EN PROVENCE





01
**Respecting
BIODIVERSITY**

A story of generosity

02
**Supporting
PRODUCERS**

A story of fairness



03
**Reducing
WASTE**

A story of respect for the planet

04
**Empowering
WOMEN**

A story of emancipation



05
**Caring
FOR SIGHT**

A story of vision

06
**Celebrating
CRAFTSMANSHIP**

A story of talent



Cultivators of change

From the beginning, it has been crucial for us at L'OCCITANE to protect the very nature we have so much to learn from: the secrets of plants, their exceptional properties and the incredible powers of their active ingredients.

For us, committing to protecting nature and the people in it was a no-brainer. The question was where to start. We have built fair relationships with our producers, invited customers to bring us their empty bottles for recycling, and added Braille to our packaging to make it more accessible.

Wishing to take our commitments further, we have chosen six priority areas for action: respecting biodiversity, supporting producers, reducing waste, empowering women, caring for sight and celebrating craftsmanship.

Today, our ambition is to be B Corp™ certified during 2023, globally and across all business sectors, along with the entire L'OCCITANE Group. To achieve B Corp™ certification, a rigorous assessment of the entire company is conducted to meet high standards of social and environmental performance. For the L'OCCITANE Group, certification means being part of a global movement of companies that share a collective vision of an inclusive, equitable and regenerative economy. Being a B Corporation will help drive the roll-out of our corporate social responsibility strategy through all the Group's entities and regions.



“ *L'OCCITANE has an original and intrinsic link with all living things.*

Our societal and environmental commitments – which seek to protect and regenerate biodiversity and reduce our carbon and plastic consumption – are therefore only natural.

Our mission is to take care of humans and to help them reconnect with nature by sharing the diversity of our natural heritage with them. Because nature's heritage is our common wealth. ”

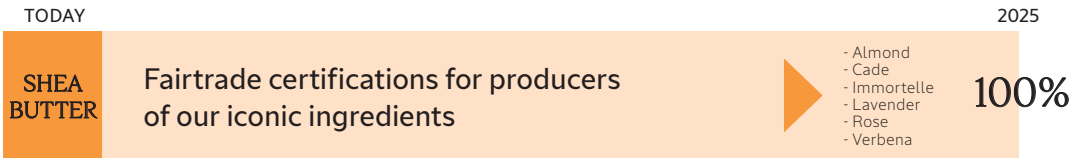
*Adrien Geiger, Group Sustainability Officer
and Managing Director of L'OCCITANE en Provence.*

Our targets

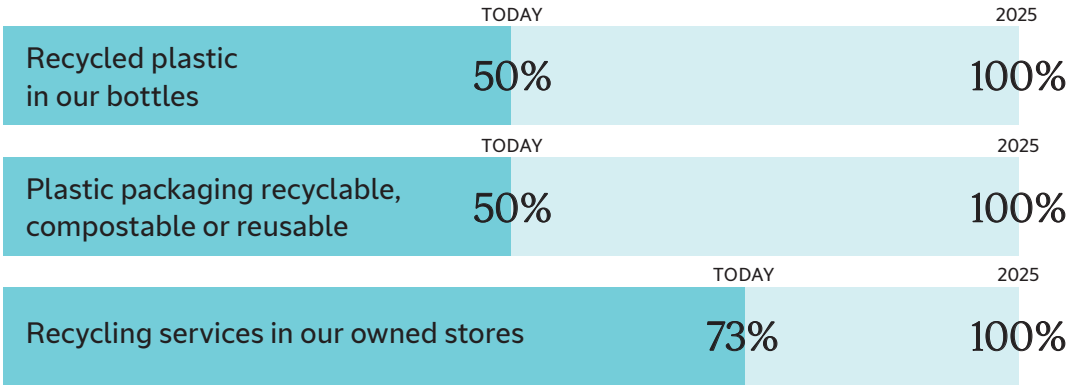
Respecting BIODIVERSITY

Promote regenerative agriculture and contribute to the conservation and preservation of biodiversity.

Supporting PRODUCERS



Reducing WASTE



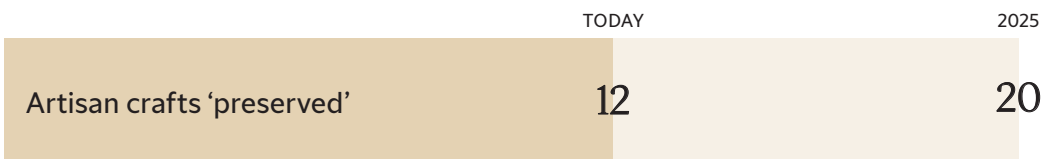
Empowering WOMEN



Caring FOR SIGHT



Celebrating CRAFTSMANSHIP



01

Respecting biodiversity

A story of generosity



*Helping biodiversity regenerate
for future generations.*

Our commitment

At L'OCCITANE, we are fascinated by the power of nature and its ability to surprise us and help us grow. It sparks our passion and fuels our determination to protect biodiversity for the long term through concrete actions that make a real difference.

Our most pressing priority is to stop biodiversity loss in its tracks, but we're convinced that our ultimate objective has to be regenerating nature. To not simply prevent biodiversity from diminishing but to regenerate it, humanity must trigger virtuous circles – inspired by the cycles of nature itself. Crucially, we must put in place nature-based solutions that benefit biodiversity, the climate and human development. Regenerative agriculture is an essential tool in this mission.

Our plan of action

We are dedicated to defending and promoting the unique biodiversity of our lands, whether cultivated or wild. And since our brand was born in Provence, that's where we decided to start this challenge. We then extended our focus to the entire Mediterranean basin: not only is it close to home, but it's also one of the richest ecosystems in the world (a 'biodiversity hotspot') where major conservation issues are at stake. Today, we take this mission further – to Burkina Faso and beyond. Wherever we can help maintain the diversity of ecosystems, working with key players and implementing tangible action at all levels, that's where we'll be: with our regional producers on an international scale.

WHAT'S AT STAKE

According to IPBES*
75% of the terrestrial environment is "severely altered" to date by human activities (marine 66%).

Our actions

THE AIM:

Promote regenerative agriculture and contribute to the conservation and preservation of biodiversity.

IN OUR VALUE CHAIN

SUSTAINABLE SOURCING.

- As well as ensuring that our iconic ingredients (shea butter, lavender, almond, immortelle, verbena, rose, cade...) are traceable, we also monitor and support our producers, whose agroecological practices respect biodiversity while also helping it regenerate over the long term.

WITH OUR PARTNERS

PROTECTING THE ENVIRONMENT TOGETHER.

- Through our contribution to local projects, we help preserve the diversity of nature's ecosystems both in the lands where we grow our ingredients and all around the world.
- We help improve local respect for cultivated and non-cultivated biodiversity.

* IPBES The 2019 IPBES Global Assessment Report on Biodiversity and Ecosystem Services.
IPBES: Intergovernmental Platform on Biodiversity and Ecosystem Services.

A sustainable supply

“ We have a strong presence on the ground and, as a result, we have a perfect knowledge of our raw materials and our producers. This guarantees a relationship of trust and complete traceability – all the way from the seed to the final product. ”

Jean-Charles Lhommet, Group Director of the Biodiversity and Sustainable Ingredients team.

EVALUATING L'OCCITANE'S BIODIVERSITY EFFORTS

To evaluate its impact on biodiversity, the L'OCCITANE Group has had its entire supply chain's activities evaluated by the French Committee of the IUCN.

From 2016 to 2019, this partnership has given us a valuable picture of the impact our sourcing and production sites have on biodiversity. A deeper study into the brand's iconic ingredients found that 76% of its production and harvesting sites are located in areas facing major conservation issues. As a result of this study, we have committed to achieving country of origin traceability for 90% of our natural ingredient volumes by 2025.

We keep our internal teams and external stakeholders informed about our commitment, and we encourage our suppliers to do the same when it comes to advanced traceability – the only way we feel we can truly understand its impact on biodiversity.



REGENERATIVE AGROECOLOGY

Agroecology refers to a whole range of agricultural practices inspired by natural ecosystems, particularly forests, that offer a form of productive agriculture that respects both humankind and the environment. In practice, it involves cultivating fertile soil by making use of plants' incredible ability to produce life from just water and sun.

Thanks to plant covers, agroforestry (planting trees on cultivated fields) or mulching, agroecology enables us to put life back into the soil and its surroundings. This improves crops' resilience by reducing reliance on pesticides or chemical fertilisers while at the same time helping to keep more carbon and water in the soil, which helps combat climate change.

THE ONLY FUTURE MODEL FOR AGRICULTURE

We champion this model of regenerative agriculture on a local level with our producers, as well as nationally and internationally. We believe that systemic transformation can only be achieved through the power of collective action. That's why we belong to several different regional and international groups and associations.

Everywhere from Provence to Burkina Faso via Brazil, we help our producers make their ecological transition. In France, for example, we helped found the Fair Trade Agroecology Collective, which brings together 15 or so of our family farm partners.

For more details, kindly see page 19.

To strengthen this multi-local approach, we work with organizations including the Lavender Endowment Fund in Provence and the Shared Mediterranean Conservatory (SMC), among others. Supported by the SMC and L'OCCITANE's Sustainability and Biodiversity Department, two pilot farms decided to reintroduce ancient trees to their hedgerows to establish ecological passageways around their fields. Finally, At the international level, we have been a member of the One Planet for Biodiversity collective. This international alliance currently comprises 27 businesses from a variety of sectors, all committed to reducing the environmental impact of agriculture within their supply chains and product portfolios. Its fundamental aim is to expand agroecology on a large scale and to improve cultivated biodiversity.



IMMORTELLE

In 2004, following the success of our immortelle range, L'OCCITANE founded the first 100% organic immortelle planting program in Corsica. This was the first time this wild flower had been domesticated on such a scale, so it was especially important for us to act in harmony with the plant's natural environment through our sustainable approach.

Several aromatic plant producers joined us in this new adventure and began growing Corsica's 'golden sun'. Through our research and efforts, and with the support of technical agricultural organizations, 100% of L'OCCITANE's immortelle crops are organic. By proving that this was possible, we've given the region a new impetus and we continue to help our producers find and implement even greener processes.

The *Helichrysum italicum* endemic to Corsica has an unsurpassed quality: its essential oil contains a high concentration of the valuable neryl acetate compound, which gives it extraordinary anti-ageing properties. For this reason, it is crucial to preserve the genetic specificities of this archetypal Corsican plant. The seeds used by our producers across Corsica are certified Corsica Grana (guaranteed 100% Corsican). They also use a mixture of wild seeds to preserve the original diversity of Corsican immortelle.





ALMOND

Until the beginning of the last century, the almond tree was an emblem of the Provençal landscape. But little by little, almond cultivation was abandoned to make way for more profitable crops such as lavender, and, by the 1950s-1960s, the tree had all but disappeared from the region. L'OCCITANE is committed to sourcing its almonds from producers in the South of France and the Mediterranean basin in order to help revive this traditional industry. We strive to promote sustainable and responsible almond tree cultivation in Provence through our contribution to France Amande, a French organization that brings together all the key players in the supply chain – from sourcing to production and manufacturing.

LAVENDER

Fine lavender, the symbol of Provence, is suffering a true decline – and this is a real source of concern. It needs to be protected. Already struggling with climate change, lavender is also facing attacks from insects like the leafhopper, which carries bacteria that inhibit growth and cause contaminated plants to degenerate. The economic stability of lavender cultivation is also in the balance as a result of more competitively priced national and European crops.



Since 2012, L'OCCITANE has supported Provence's Lavender Endowment Fund, of which it is a founding member, and sponsors its 'Green & Lavandes' action program. Intended to finance research and development programs, the fund aims to find ecological solutions to preserve Haute Provence's lavender. It unites producers, manufacturers and regional players around three common aims:

- To fund and fast-track research into more diverse varieties in order to fight climate change and diseases. In 2021, after nine years of research, two new varieties of white and blue lavender, "Mila" and "Eternelle" were planted on more than 100 hectares.
- To support the development of agroforestry and plant covers.
- To reduce the impact of activities connected with farming, from crops and distillation to reusing agricultural waste. Examples include greener harvesting machines and less energy-consuming distillation equipment.

Since the 1980s, L'OCCITANE has been committed to supporting the fine lavender of Haute Provence, which it helped to register as a protected designation of origin (PDO). Grown from seed, each plant has its own genetic heritage, unlike lavender grown from cuttings.

RÉOTIER SPRING WATER

When L'OCCITANE discovered the extraordinary water of the Réotier spring, we were keen to harness its skincare benefits but also determined to protect the surrounding environment.

Located at the gateway of a natural park, the Réotier spring has been recognised as one of the European Union's Natura 2000 protected areas. Nurtured by the water, which contains a high concentration of minerals, the area's flora and fauna look more like those you find on the coast – but with something of a mountainous twist. The result is a unique biodiversity with very rare species of fauna and flora, making this site a national treasure.

We decided to go further than regulatory studies to deepen our knowledge of this little-studied site:

- A hydrogeologist, a landscape designer and an environmental consultancy firm spent two years assessing the site and drawing up recommendations for how to collect the water.
- We precisely document all the different species of life present on the site, and this work informs our preservation strategy so it is maintained for future generations.
- We fund the sustainable management plan that has resulted from this work.



Based on these studies, L'OCCITANE never collects more than 0.04% of the spring's water each year, ensuring that there is no negative impact on water flow and the surrounding environment.

SHARING KNOWLEDGE: A WAY TO CULTIVATE CHANGE

The biodiversity research funded and carried out by L'OCCITANE comprises a solid foundation of knowledge that goes well beyond the most rigorous regulatory studies. It forms part of a collaborative effort to provide and share knowledge between actors in the same region. As such, it facilitates a joined-up management approach that coordinates actors in the region, awareness campaigns and knowledge-sharing through 'open source' principles – just like the agroecology experiments conducted by the Fair Trade Agroecology Collective or the work of the OP2B business coalition.

A SUSTAINABLE PICKING CHARTER

Shea, meadowsweet, rosemary, myrtle, cade.

L'OCCITANE oversees the growing and harvesting of its cultivated ingredients, some of which are traditionally found in the wild. Harvesting these precious plants irresponsibly can have a negative impact on the natural environment. That's why we decided to work with local partners to draw up a sustainable picking charter protecting the integrity and habitats of these plants. All of our 10,000 shea nut pickers and our 11 rosemary, myrtle and meadowsweet flower pickers have signed it.

In 2019, ecologists published a study into the biodiversity of meadowsweet harvesting areas (see page 13). The study found that one of our meadowsweet pickers, Jean-Pierre Pavier, is particularly respectful of biodiversity. He cuts only the most essential flower tips and doesn't damage the main stem. What's more, he makes sure that he never harvests more than half of the flowers available on a site, so that the plant can reproduce.

His sustainable picking practices help preserve important ecosystems, such as wetlands in agricultural areas.

SHEA BUTTER

A model for sustainable sourcing and inclusive business.

Shea butter is one of L'OCCITANE's most iconic ingredients. We have been sourcing hundreds of tons of organic and fairtrade shea butter direct from five cooperatives that bring together 10,000 women in Burkina Faso and now in Ghana. Since 2009, the shea butter produced by this artisanal organic sector has been labelled 100% fair trade by Fair For Life*, thus laying the foundations of a sustainable model.

Together with a local three-person team and our partners, we're helping establish a practical and sustainable production system to safeguard traditional knowledge that has been passed down through the generations. At the same time, we're improving working conditions and minimizing environmental impacts, particularly through greener mechanisation.



Building on this commitment to the local communities, we conducted, from 2018 to 2021, the RESIST Program (Resilience, Ecology, Strengthening, Independence, Structure and Training), a project that expands our sustainable and fairtrade commercial partnerships beyond their already firmly established frameworks. As well as improving these women's resilience to climate-related and economic shocks, this three-year program - worth \$2 million - aims to protect the area's natural resources and biodiversity while also securing our access to organic shea nuts in sustainably managed parklands. By the end of the program, 33 shea parklands had been created and 8,500 women had been trained in protecting this precious tree.

As an inclusive business model that benefited both society and the environment, the program was recognised as 'exemplary' by the United Nations Development Program (UNDP). The General Assembly of the UN invited us to present our work during the Business Call to Action forum in September 2019.

See page 34 for more information about our commitment to women in the shea supply chain in Burkina Faso.

RESPONSIBLE PALM OIL

Palm oil is extracted from the palm oil fruit. With its cleaning and foaming properties, it can be used in some cosmetics and self-care products.

L'OCCITANE has chosen not to purchase crude palm oil. Only some processed products (emollients, emulsifiers and surfactants) purchased from suppliers may be derived from palm oil and palm kernel oil¹.

Even if we represent a marginal share of palm oil use in consumer products, we are fully committed to achieving certification for as many of these derivatives as possible through RSPO, an internationally recognised organization for the certification of sustainable sourcing. Today, nearly all of the palm oil derivatives in our formulas are certified as sustainable and responsible by RSPO.

Due to a very large number of stakeholders involved, the transparency of palm oil production is a collective challenge. That is why we are working with other players in the industry to collectively improve and have a real impact.

Since 2011, we have been a member of RSPO, a not-for-profit organization that promotes and certifies the production of palm oil that respects the environment and the rights of workers in the supply chain.

Similarly, L'OCCITANE has been a member of ASD since its creation in 2019.

*Fairtrade certified according to the Fair for Life standard available at www.fairforlife.org

**Funded by the German Federal Government, Federal Ministry for Economic Cooperation and Development (BMZ), via sequa as part of the develoPPP.de program

Protecting biodiversity, beyond our supply

THE L'OCCITANE FOUNDATION

Fondation
L'OCCITANE

Preserving biodiversity in Provence, the Mediterranean and beyond.

Born in the Alps of Haute Provence in 1976, L'OCCITANE has always cared deeply about this region. It's no surprise, then, that one of our Foundation's three areas of focus is to preserve Provence's biodiversity. Today, having grown into an international company, L'OCCITANE is committed to extending its efforts beyond our borders and reaching lands in need throughout the world.

The Foundation supports projects that:

- conserve rare and ancient or threatened species;
- promote agroforestry;
- restore forest ecosystems.

DOCUMENTING THREATENED MEDITERRANEAN ECOSYSTEMS WITH THE IUCN



(International Union for Conservation of Nature, French committee)

The International Union for Conservation of Nature comprises over 18,000 experts and 1,400 organizations, such as NGOs and government agencies, from over 170 countries. Founded in 1948, it has since become a respected authority in research on the environment, biodiversity and natural resources, as well as how we can ensure their survival.

Through the L'OCCITANE Foundation, we support their work in classifying and evaluating Mediterranean ecosystems; since 2015, the French committee has carried out this work in 31 ecosystems. The result – the Red List of Ecosystems – is a valuable tool for informing and guiding the actions of policymakers, environmental stakeholders and the general public.

COMBATING MEDITERRANEAN DEFORESTATION WITH THE ONF'S ACTION FOR THE FOREST FUND



The L'OCCITANE Foundation supports the French National Forestry Board's (ONF) Action for the Forest endowment fund as part of its Mediterranean experimental reforestation program, MEDForFUTUR (2017-2022). The aim of this project is to study the ability of various pine varieties to adapt to drought so that, over time, forests can be diversified and revitalised to become more resilient to climate change. Some 30 'patches of the future' made up of 5 different pine varieties will be planted and studied. The L'OCCITANE Foundation's contribution will mean that 2,100 trees can be planted across 3,5 hectares in several areas of the Southern Alps uplands.



PLANTING CONSERVATION ORCHARDS IN PROVENCE WITH THE SMC



L'OCCITANE is an active member of the Shared Mediterranean Conservatory (SMC), an association that specialises in conserving biodiversity in cultivated areas. It is a network of private and public actors (farmers, regional collectives, businesses, those responsible for natural spaces etc.) all of whom are committed to preserving Provence's heritage – whether that's the biological diversity of local plant species or the region's traditional cultural knowledge.

Since 2018, the L'OCCITANE Foundation has been supporting the Vergers d'Avenir ("orchards of the future") initiative, which aims to help protect over a hundred ancient fruit tree varieties, including almond and olive trees. It will see 4,000 trees planted in 20 orchards, ultimately preserving 100 local Provençal varieties.



ACTING LOCALLY THROUGH OUR SUBSIDIARIES

The Foundation strengthens its work in Provence and beyond by encouraging all of L'OCCITANE's subsidiaries to take local steps towards reforestation and promoting agroforestry.

With the Foundation's support, 18 subsidiaries contributed to local initiatives that promoted sustainable agriculture, restored forest ecosystems or conserved threatened species in 2021.

THE L'OCCITANE RESTORATION FUND: REPLANTING AFTER FIRE

At the beginning of 2020, we created a fund to support ecosystems that have been severely damaged by natural disasters, such as the devastating fires in the Amazon in 2019 and in Australia in early 2020. Determined to protect biodiversity for future generations, the L'OCCITANE Ecosystem Restoration Fund aims to respond to climate emergencies on an ad hoc basis. The fund is financed by voluntary donations from L'OCCITANE's shareholders.

Since 2020-2021, €250,000 has been raised to promote agroforestry among communities in the Amazon in partnership with We Forest, while in Australia the money has been used to restore the country's forests in the wake of the 2020 fires in partnership with the Foundation for National Parks & Wildlife.



THE L'OCCITANE ORCHARDS: AN ALMOND TREE FOR EVERY EMPLOYEE

To raise awareness and involve all our employees in the protection and regeneration of biodiversity, the L'OCCITANE Group has committed to planting an almond tree for each of its employees after they reach three years of service. Since 2018, around 6,000 almond trees have been planted thanks to two local producers in the south of France as part of the "My Tree" programme.

FUNDS CLIMATE FOR NATURE

On the occasion of COP15, the global biodiversity conference taking place in Montreal, L'OCCITANE Group and the international luxury group Kering announced the joint creation of the Climate Fund for Nature. This ambitious fund will mobilize resources from the luxury and beauty sectors to protect and restore nature with a focus on promoting women's independence.

The investment will be operational in the first quarter of 2023. With the aim of supporting high-quality projects dedicated to the protection and restoration of nature, the fund will also support farmers in their transition to regenerative agriculture, deliver carbon credits and generate co-benefits for communities with a particular focus on promoting women's independence. Eligible projects will mainly be located in countries where investors source their main raw materials. The progress of the projects will be closely monitored to ensure that they produce measurable results for nature, climate and people's livelihoods.

The projects supported should also make a significant contribution to the promotion of women's independence, in particular by closing existing gaps in access to finance, land and training. One hundred and forty million euros have already been committed by the two groups with a total objective of 300 million euros per term. The fund will be open to other corporate partners to help scale up its positive impacts on the ground. It will be managed by the management company Mirova, a subsidiary of Natixis Investment Managers dedicated to responsible investment.



“ *With our planet facing a global climate and biodiversity crisis never witnessed before, L'OCCITANE Group is proud to join forces with KERING and Mirova to scale-up its action against the degradation of nature, which provides the very resources and services we rely on. While reducing our emissions and impacts is our priority, the Climate Fund for Nature will help us go further by supporting projects that encourage regenerative practices, benefiting both nature and communities.* ”

Adrien Geiger, Chief Sustainability Officer of L'OCCITANE Group and Managing Director of L'OCCITANE en Provence

02

Supporting producers

A story of fairness



*Supporting our producers
suitably and sustainably.*

Our commitment

Dialogue and respect are at the heart of our daily work with our producers. We admire the passion they put into their work so they can supply us with the very best ingredients. Working hand in hand, help them develop so that they – and future generations – continue to proudly produce these exceptional ingredients in harmony with their environment.

Our plan of action

Our aim is to complete fairtrade certifications with all the producers who grow our iconic ingredients, just as we did for our fairtrade* shea butter supply chain in Burkina Faso. We work in a way that provides continuity, building long-term, transparent, trust-based relationships with the family farms we partner with. For this reason, our contracts are non-exclusive, last for several years and set a fair price, so our producers can develop sustainably for the long term. This also involves taking new actions to support them even further, for example by encouraging a collective approach, which is the aim of the new Fair Trade Agroecology Collective we co-founded with our producers.

WHAT'S AT STAKE

Approximately 400 farms** are going out of business every week in France. In Europe, this figure rises to 2,300 farms*** disappearing every week.

Our actions

THE AIMS:

Fairtrade certifications* for all farmers who produce our iconic ingredients by 2025.

IN OUR VALUE CHAIN

GUARD AGAINST RISK TOGETHER.

Mitigate the hazards of farming for our partners through: multi-year and non-exclusive contracts to guarantee a stable market for their produce; down payments to ensure cash flow; and helping them diversify, so they can find other sources of income beyond L'OCCITANE.

BEYOND OUR BUSINESS

PRODUCE SUSTAINABLY TOGETHER.

Guide our producers towards practices that help regenerate the soil, particularly need french to the Agroecology and Fair Trade Association.

*Controlled fairtrade according to the Fair for Life Referential available at www.fairforlife.org

**French government statistics: 353 farm closures per week between 2000 and 2010, then 410 between 2010 and 2013 in France.

<http://www.statistiques.developpement-durable.gouv.fr/lessentiel/ar/2390/0/exploitations-agricoles-francaises.html>

***Information provided by SAFER (Sociétés d'Aménagement Foncier et d'Etablissement Rural; rural land agencies):

2,355 farms forced to close each week in Europe. http://www.safer.fr/iso_album/aeiar-etude-complete.pdf

L'OCCITANE'S ICONIC INGREDIENTS, LABELED FAIR TRADE



- Almond
- Shea Butter
- Cade
- Immortelle
- Lavender
- Rose
- Verbena

WHAT IS FAIR-TRADE LABELING?

As with our shea butter supply chain in Burkina Faso, we are supporting those who produce our iconic ingredients in Provence and Corsica on their journey to fairtrade labeling. By 2025, all our commercial relationships with farmers in these supply chains will be labeled fair trade. Certifying our northern supply chains in this way is truly innovative, and we are proud to be one of the leading cosmetics brands in this area. These labelings require regular assessments by independent auditors, giving our customers a long-term guarantee that these ingredients are sourced ethically, sustainably and fairly.

This will also bolster our producers' confidence in the strong, direct and long-lasting relationships we want to have with them, while the guarantee of fairly priced multi-annual contracts bring them security and peace of mind.

SOURCING NATURAL, FAIR-TRADE INGREDIENTS MEANS:

- paying a fair price, taking into account the production costs and ensuring a significant margin for the producer;
- providing down payments on orders before the harvest, if necessary (prefinancing);
- setting up non-exclusive contracts, so producers do not depend solely on us;
- signing multi-year contracts (for a minimum of three years), guaranteeing a minimum price and minimum purchase volume so our producers have reliable, lasting outlets for their goods;
- bringing producers together as a community so they can share ideas and good practices, learn from each other and have more weight in negotiations;
- visiting our producers' fields at least once a year;
- funding additional projects and collective approaches;
- raising our consumers' awareness of socially and ecologically responsible consumption patterns.

A FEW FIGURES

- 34 traceable and sustainable supply chains;
- 47 direct producers;
- over 10,000 pickers working directly with us.

GOING BEYOND FAIR TRADE

For L'OCCITANE, it is important to go beyond sourcing and to build solid, long-lasting relationships with our producers. This is more than a supplier-purchaser relationship; this is a partnership based on trust, to which each party brings its knowledge and strengths.

We will continue to build unique, individual relationships with our producers, going above and beyond fairtrade labeling, by:

- providing technical support from our team of agricultural engineers all year long: we work closely with producers (whenever they need it, not just once a year), especially in their transition to greener practices;
- helping producers find ways to diversify their income, even beyond L'OCCITANE.

A FAIR-TRADE AGROECOLOGY COLLECTIVE SUPPORTING THE GREEN TRANSITION

As of May 2021, the L'OCCITANE supported the Fair Trade Agroecology Collective bringing together about 15 of our farmer-partners from the South of France and Corsica, who want to transition to their greener future through agroecology and fair trade. Chaired by Philippe Mary, a verbena producer in Jouques in southern France, the association benefits from the support of external experts and agricultural engineers working for L'OCCITANE's Biodiversity and Sustainable Supply Chain, with the vision of implementing agroforestry experiments and soil cover on their farms. The collective enables producers to pool their resources and share experiences and lessons learned following open-source principles. It also gives members the opportunity to improve their fairtrade production activities alongside access to a development fund that will enable them to finance experiments, training or the purchase of innovative equipment.

See page 8 for more information about what we're doing to support agroecology.



WHAT MAKES US DIFFERENT?

- We have a dedicated team of nine agricultural engineers who work closely with our producers every day.
- We know our family farmers personally, some for over 30 years. Over the years, we've built close relationships and even friendships.
- We decided not to buy our own land or processing tools.
- Instead, we've chosen to work hand in hand with the families that are connected to the land, trusted relationships that contribute to local development and strengthen ecological practices, while also giving the region a new impetus.



Stephan Francisci, immortelle producer,
and Jean-Charles Lhommet, Director of the L'OCCITANE
Group's Biodiversity and Sustainable Ingredients team.

WHAT IS FAMILY FARMING?

Family farmers own their own land and production facilities, and the work is often carried out by family members. They are passionate about what they do and want to be able to sustainably manage their land. They have a long-term vision and unique skills and knowledge that they want to hand down to the next generation, just like they do with the land itself.

More about our ingredients and the people who grow them

OUR IMMORTELLE PRODUCERS

We currently work with farmers in Corsica who grow, harvest and distil the precious immortelle flowers that we use in our much-loved Precious and Divine ranges, as well as in our Reset formula. For over 15 years, we have been committed to producing immortelle sustainably. This flower grows wild in the Corsican maquis, but because we require such large volumes, harvesting wild immortelle could never be a sustainable, responsible option: it would put too much pressure on the natural environment. That's why, in 2004, we founded the very first large-scale immortelle plantation program in Corsica. We invited several producers to get involved in cultivating this flower for the first time, using organic farming methods.

The growers and distillers involved in this project have a multi year contract with L'OCCITANE, guaranteeing them a stable income for the entire lifespan of the plant.

Find out more about our immortelle flowers on page 7.

“ Our relationship is based on trust, and we are true partners. When I had technical problems, the L'OCCITANE team helped me find solutions. It's not just a commercial contract; it's a genuine partnership, with a human touch at its heart. I feel free but supported at the same time. ”

Cathy Sanci, immortelle producer.



OUR VERBENA PRODUCERS

Verbena is so widespread in Provence – it pops up everywhere from markets to gardens – that it is often associated with the region. But today, competition from other verbena-producing countries limits its cultivation in Provence. That's why we chose to source our verbena from Philippe and Magalie Mary, who grow a rare and precious verbena in a carefully preserved environment. The land, which is certified 100% organic, is made up of small plots surrounded by forests. The estate can be found in the grand site of Sainte-Victoire, a Natura 2000 site, where the stakes for biodiversity are high. Thanks to this incredible terroir and our producers' care and attention, this rare verbena has a unique olfactory note: crisp, green, powerful and citrusy. In 2018, we decided to fund a biodiversity study here by the independent ecological engineering firm Naturalia Environnement. The study gave us a precise overview of the local situation and discovered a number of protected fauna and flora species, including endangered meadow plants, in the area, making our verbena crops a 'green oasis' of biodiversity. The Marys then decided to go even further by testing and developing regenerative agriculture methods such as using cover crops, creating wild habitats for birds and insects, and diversifying their hedgerows.



“ Our relationship with L'OCCITANE is more than a business venture; it's a human adventure. We have direct contact with the company, and we get on very well, which is incredibly important to us. The teams came with us to plant our first verbena, and we've worked together on various technical solutions. ”

Philippe and Magalie Mary, verbena producers.

OUR LAVENDER PRODUCERS

Also known as 'blue gold', lavender is synonymous with Provence. It arrived in the region about 2,000 years ago and quickly became a defining feature of both the landscape and the local economy. At L'OCCITANE, we use only true lavender - *Lavandula angustifolia* - as it yields the very best essential oil. Since 1981, the expertise of Haute Provence's true lavender producers has been protected by the PDO (protected designation of origin) label, which guarantees the quality and traceability of the essential oil. We source our supplies from the Bleu Provence distillery in Nyons, and we have established a multi-year partnership with the local supply chain to guarantee minimum prices and volumes. In 2021, we renewed our contracts for an additional four-year period, which will help maintain the cultivation of true lavender on the Haute Provence plateaux.

See page 9 for more details on our lavender.

“ *We work as a family, and we want to keep passing our traditions and passion on to future generations. Lavender is not just a crop or an industry; it encapsulates the story of a land and its people. It's the only plant that grows easily on the plateau, and it is important to have a plant that is well adapted to the soil, that can grow in the wild, and which we take the utmost care of.* ”

Jérôme Boenle, lavender producer



Jérôme Boenle is one of our producers involved in the true lavender PDO. As well as looking after his own fields, he plants different varieties of lavender and implements new agricultural practices, such as grassing to create natural barriers for crop pests. These are the kinds of actions that we actively support.

OUR CADE PICKER

We work with Michaël Comte, who cuts and harvests 100% of our organic wild cade wood in the Ardèche Regional Natural Park, a preserved region surrounded by forests. Michaël clears land to create firebreak areas. By using wild cade, we ensure that this raw material, which is often considered a waste product, is put to good use.



“ *My wife and I renovated a farm 10 years ago. It had been abandoned for 50 years (there was even a tree growing in the middle of the living room!). Today we live there with my family, surrounded by cade trees. This tree is an integral part of the region but also part of our daily lives.* ”

Michaël Comte, cade picker.

OUR ALMOND PRODUCERS

L'OCCITANE sources its almonds from producers in the south of France and the Mediterranean basin. In France, our historical producer is Jean-Pierre Jaubert, who, since 2002, has replanted over 17,000 almond trees, especially typical Provençal varieties from the Valensole region. His land covers 50 hectares, and his passion and know-how go back three generations. Through multi-year contracts, L'OCCITANE maintains a sustainable partnership and relationship with him. *See page 9 for information on other actions we're taking to support almonds.*

“ *Almonds have a special place in my heart because my parents and grandparents grew them before me. It brings me great joy to follow in their footsteps and continue this family tradition, which I hope to pass on one day too.* ”

Jean-Pierre Jaubert, almond producer.



OUR SHEA BUTTER PRODUCERS



Burkina Faso is the second biggest shea producer in the world. In fact, it's the most important product to the country's economy. The work we've carried out with our supply chain in Burkina Faso over more than 40 years is an excellent example of the kind of relationship we have with our producers. Rather than purchasing the shea nuts or kernels, we buy the butter – which is made using traditional methods – directly from women's cooperatives.

That way, the women benefit from as much of the added value as possible, and we also help maintain the continuity of a skill that has been passed down through generations.

Every year, the purchase price is decided by a committee of women and independent observers. It's re-evaluated yearly, and has increased by 25%, although L'OCCITANE had already set a price 30% higher than the market value.. It leaves a significant margin for the producers and includes funding for the development of their cooperatives. As an example, a proportion of the payment goes into a fund that finances social and environmental community projects, such as developing ecotechnologies to produce shea butter.

Multi-year contracts guarantee purchase volumes, thereby giving the women a long-term source of income. We also provide 80% of the payment before and during the harvests to help the cooperatives' cash flow.

In 2009, the shea butter cooperatives began working towards their fairtrade labeling*. We helped them by covering the cost of the labeling and by providing technical support through our dedicated local team. Our shea butter supply chain was recognized as 'exemplary' by the United Nations Development Program (UNDP) in 2013 and 2019. This virtuous commitment has now been extended to the neighboring country of Ghana. While maintaining its historical commitment to Burkina Faso, L'OCCITANE is also turning to Ghana, which shares with Burkina a similar tradition of shea processing, organized by women's communities.

See also our RESIST program on page 12.

*Certified fairtrade according to the Fair for Life standard available at www.fairforlife.org



03

Reducing waste

A story of respect for the planet



Eliminate superfluous materials, and for those that are necessary, ensure a circular economy.



Our commitment

When it was founded in 1976, L'OCCITANE launched a bottle return system for its glass bottles. In 1992, we launched another program – 'L'Action Mistral' – to raise awareness among customers and public authorities about sorting and recycling waste.

Our plan of action

The problem of waste is a complex issue with no easy answers. Meeting this challenge requires a suite of coordinated solutions at every step of the value chain and lifecycle of products and their packaging. The success of this kind of multilateral approach relies upon following a strict frame of reference and concrete objectives. Through its involvement in a number of initiatives, both home-grown and in partnership with others, **L'OCCITANE en Provence has devised its strategy around 'the three Rs': Reduce, Recycle and React.**

Reduce

by designing eco-friendly packaging and promoting reuse through alternatives like eco-refills and refill fountains.

Recycle

by promoting the use of recycled materials and ensuring that all remaining waste can become a resource.

React

a process involving partnerships with key players and innovative initiatives like Plastic Odyssey.

WHAT'S AT STAKE

There will be more plastic than fish in the ocean by 2050.

Source: Ellen MacArthur Foundation

Our actions

THE AIM:

3 x 100% by 2025.

All of our bottles will be made from 100% recycled plastic; 100% of our plastic packaging will be recyclable, reusable or compostable; and 100% of our owned stores all around the world will offer a recycling service.

IN OUR SUPPLY CHAIN

REDUCE & RECYCLE.

First and foremost, we want to reduce the amount of material we use and increase the lifespan of our packaging – while also ensuring that it is as recycled and recyclable as possible.

BEYOND OUR ACTIVITY

REACT.

Take collective action by supporting partners that are already committed to fighting environmental pollution.

PACKAGING RESEARCH & DEVELOPMENT AT L'OCCITANE EN PROVENCE

L'OCCITANE's teams are on a mission to continually improve the brand's packaging, focusing on both the existing and future product portfolio. Using tools such as lifecycle assessment (LCA), they oversee all packaging decisions, taking account of the carbon footprint from the extraction of raw materials through to the end of the lifecycle of the product. They also strive to find future solutions: materials that are recycled, recyclable or renewable.



“ Our multifaceted approach is key to helping us tackle pollution caused by waste, since there is no single miracle cure to the problem. We have put a particular focus on reducing waste, by trying to eliminate unnecessary or single-use packaging. Where packaging is still needed, we will continue to promote a circular economy, using recycled and recyclable materials. ”

David BAYARD – Packaging R&D Director at L'OCCITANE

THE NEW PLASTICS ECONOMY

L'OCCITANE has signed the **Ellen MacArthur Foundation's New Plastics Economy Global Commitment**. In 2021, it brought together over 500 signatories – including businesses, governments, NGOs, universities and other organizations – from around the globe who share a vision for the future of plastic. The Ellen MacArthur Foundation publishes annual reports revealing the way we deal with plastic in detail, and every year we are recognized as being one of the most committed brands in this area.

Each year, L'OCCITANE must report on its efforts to meet its targets, encouraging transparency and inspiring us to go even further.



Reduce

Our plan of action

Despite the growth of the brand, our plastic consumption levelled off in 2018. It's now going further, committing to cutting 2018 levels of plastic use by **10% by 2025, saving an estimated 240 tons**. Put simply, our approach has allowed the brand to continue growing its business while reducing its plastic footprint. It is also playing a leading role in a number of initiatives: **cutting cellophane from its products; replacing two million plastic spatulas** (provided with certain products or in store) with a cardboard equivalent since 2020; and now offering eco-refills of 26 products. These refills contain on average **80% less plastic than the original packaging**, saving around 200 tons each year. In addition, we are committed to making all of its eco-refills recyclable by 2025, with the first product lines available as early as 2023. Finally, we have been offering a **Bulk Fountain** service in some of our shops since 2019. It is now available in over 100 shops in 33 countries.

A CLOSER LOOK AT OUR ECO-REFILLS

When we first introduced our eco-refills in 2008, we aimed to offer 25 refillable products by 2021, and we reached this goal as early as September 2020. At first, only a few liquid soaps were available through eco-friendly solutions, but over the years we've added to the range to include shampoos, conditioners, shower gels and oils, handwashes and bath foams. On average, these products use **80%* less plastic** than ordinary bottles, enabling us to **save around 200 tons of plastic** each year.

This year, we are launching new formats of eco-refills, recyclable and made of 100% recycled plastic.

*Based on figures from FY2022.



OUR FIRST 100% RECYCLED ECO-REFILL



We have launched a brand new eco-refill format for the Shea Butter Ultra Rich Body Cream: a 200ml cup made of 100% post-consumer recycled plastic (PP). The cup, which is heat-sealed after filling, is sold alone, and is placed in the aluminum packaging obtained with the first purchase. This eco-refill helps to support the recycling industry and reduce the environmental footprint of the entire supply chain, due to the inherent lightness of the material. It allows us to significantly reduce our dependence on plastic compared to the old product: more than 40 tons are saved every year.

OUR NEW SOLID SHAMPOO BARS

The next step to doing more for nature and fighting pollution is to develop **solid products**. Using the same natural ingredient formulas, which perfectly meet each specific hair need, we now offer three solid shampoos and a solid conditioner, made with essential oils. They are free from silicon and sulphate, and **their packaging is made from 100% recycled FSC cardboard**. What's more, these 3 solid shampoos follow our cleanliness charter – and fully deserve this label because they meet, among other things, the requirement to contain **98% easily biodegradable products**.



OUR REFILL FOUNTAINS

'L'OCCITANE Fountains' have been installed in boutiques across Europe, Asia or America since 2020. Now available in **33 countries** (with national coverage of up to 25% in some places, and a rapidly increasing presence in France), the **100th fountain** was installed in September 2022, in France.



The fountains now **offer five** of L'OCCITANE's **flagship products** – Verbena Shower Gel, Almond Shower Oil, Shea Verbena Liquid Soap, and Aromachologie shampoo and conditioner – as well as a disinfection unit which cleverly cleans bottles with pulsed light before refilling them.

Depending on the product and size you're looking for, all you need to do is pick up a Forever Bottle in store (250ml or 500ml), **made from 100% recycled and recyclable aluminum**, and fill it up with the help of L'OCCITANE advisors. The incentive to the consumer is both environmental and economical.

Filling up a **Forever Bottle** uses **94% less plastic** than a conventional bottle. This saves around 10,000 single-use bottles a year – and it's just the beginning!

Our fountains have also been eco-designed: they are **made of FSC-certified wood** from sustainably managed forests and are recyclable. The wood is varnished with water, there is no glue, no solvent and no added resin. Finally, the machine needs very little electricity.

The fountain concept is a long-term investment. But it offers the advantage of changing consumer behavior, even in countries where the gesture of refilling in shops is marginal. Cultivator of change, L'OCCITANE is acting locally by encouraging its sales staff and customers to become ambassadors.

Recycle

Our plan of action

This pillar of L'OCCITANE's approach is supported by innovative technologies and unprecedented partnerships. L'OCCITANE encourages the development of new materials and processes, such as **95% recycled aluminum**: it was the first cosmetics brand to use this for its tubes in 2020. Alongside its partners, it is also setting up networks of in-store collection points for packaging that cannot be recycled by local waste management. Meanwhile, it is working to raise awareness among consumers and sales teams.

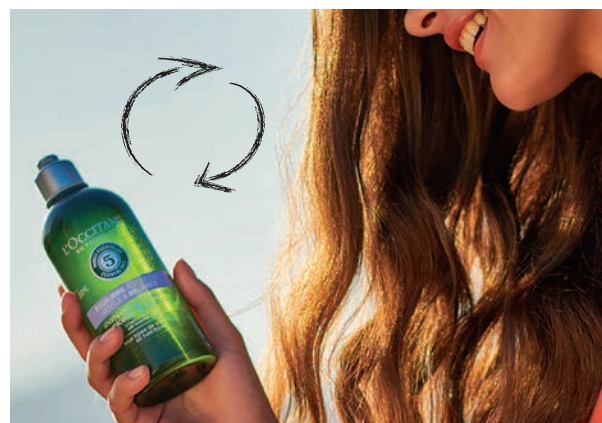
GOALS FOR 2025: 3 X 100%

L'OCCITANE en Provence has set itself three objectives to meet by 2025:

- 100% of bottles made of 100% recycled plastic,
- 100% recyclable, reusable or compostable plastic packaging,
- 100% of owned stores equipped with a recycling service.

OUR 100% RECYCLED PLASTIC BOTTLES

Our Aromachologie hair care bottles have been made with **100% recycled PET** for the past **10 years**. Our 300ml and 500ml liquid soap bottles are also made from 100% recycled plastic. You'll find a total of **37 products available in 100% recycled plastic bottles** in our Aromachologie and liquid soap ranges, among others.



L'OCCITANE: THE FIRST COSMETICS BRAND TO PRODUCE TUBES MADE FROM 95% POST-CONSUMER ALUMINUM



Since 2022, our iconic 150ml tube has been manufactured in aluminum via the Blue Tube Evo solution from Tubex Aluminum Tubes. This packaging – which is made from 95% aluminum waste – is an unprecedented innovation for the industry. Circularity is key: the tube repurposes cans and aerosols discarded by consumers. The other 5% comes from industrial waste, which adjusts the chemical and mechanical composition to obtain an exclusive alloy, all while delivering an aluminum tube that not only retains the aesthetic and properties of classic tubes but is also infinitely recyclable. L'OCCITANE is proud to be the **first cosmetics brand to have started this kind of production** in summer 2020 and hopes that many others will follow.



A NEW TUBE FOR OUR ALMOND SCRUB

In 2022, our Almond Scrub underwent a makeover: its tube and cap are now much lighter (-20.6% packaging weight) and made of 93% recycled plastic. But above all, they have been designed to be **technically recyclable**: our packaging, including the cap, is now made of a single material (polyethylene), which is **confirmed as recyclable in Europe and the United States**.

IN-STORE RECYCLING

In 2014, the brand launched its first in-store recycling programs to encourage customers to recycle their empty beauty products to prevent them from ending up in nature or being incinerated. To do this, L'OCCITANE works with several partners, such as TerraCycle®, a company specialising in recycling 'hard-to-recycle waste', as well as iCycle® and Sahaas Zero Waste, in Asia. Our partners adapt their services depending on local regulations, recycling what isn't covered by public services (as these can vary widely from country to country). **In most countries that offer this service**, such as European countries, the US and Canada, **our stores also accept packaging from other brands**. To date, the program has been deployed in some 30 countries around the world and **73% of L'OCCITANE shops** are equipped. The TerraCycle® program, present in 16 countries, was implemented in January 2021 in China - a market consisting of 230 L'OCCITANE-owned shops. **Over 3 million empty containers** - representing a total weight of 135 tons - **were sent to our partners for recycling** and were transformed into something new, such as public benches or play areas.



“ *L'OCCITANE en Provence was the first beauty brand to join forces with TerraCycle® in Europe to recycle its “hard-to-recycle” beauty waste. We are proud to partner with this committed brand to give a second life to its packaging.* ”

Julien Tremblin, General Manager TerraCycle® Europe.



HAND IN HAND WITH OUR CUSTOMERS

L'OCCITANE may be a small player in the grand scheme of things, yet we strive to make a real difference. We work hard to increase the awareness of our commitments - such as our dedication to fighting plastic pollution - and to keep our customers focused on these issues. We've decided to promote recycling to encourage them to cut down on plastic consumption and to make recycling second nature. We also help them think differently about how they use their waste by giving them ideas for how to transform it, for example through video tutorials.

LOOP INDUSTRIES'S REVOLUTIONARY TECHNOLOGY

Loop Industries, is a technological company that is revolutionizing recycling and the reuse of plastic waste. Loop has a patented technology that transforms polyethylene terephthalate ("PET") and polyester fiber waste into virgin-quality, 100% recycled PET resin that is suitable for use in food-grade and fiber-grade products and packaging.

The process first starts with breaking down PET and polyester fiber waste into its base building blocks of monomers (a process known as depolymerisation). The monomers are then filtered, purified, and then finally polymerized into 100% recycled material. Unlike conventional recycling, Loop is able to recycle a variety of low value plastic waste regardless of color, condition or degree of transparency - considerably increasing the volume of waste that can be recycled and helping to divert plastic waste from incineration, landfills or natural areas. Loop is thus helping to accelerate the **implementation of a**

circular economy for plastics by taking this low value plastic waste and transforming it into virgin-quality, 100% recycled material that can be recycled again and again without degrading in quality.

L'OCCITANE en Provence has partnered with Loop Industries to achieve one of its goals for 2025: **to use 100% recycled PET for all its bottles**. A pilot project involving 2,000 cosmetics bottles produced with Loop™ PET resin was carried out successfully on L'OCCITANE production lines before this summer. As one of Loop Industries' brand partners, L'OCCITANE en Provence is facilitating the establishment of the **first French Infinite Loop™ site**, which is projected to break ground in 2024.



React

Our plan of action

We partner with the most innovative companies and organizations to fight environmental pollution and get involved in cutting-edge projects like the **Plastic Odyssey expedition**. We also raise awareness among our own teams, particularly with our employee engagement plan, and our customers, through targeted communications.



Employees can dedicate their 'engagement' day to waste collection. The picture above shows a waste collection day organised locally by our subsidiaries.

PLASTIC ODYSSEY EXPEDITION



Plastic Odyssey is first and foremost a project that works for the common good, promoting the principles of a circular economy through recycling plastics into useful objects or making energy from them using simple, low-tech and open-source technologies. But Plastic Odyssey is also the name of a ship that will carry twenty crewmembers around the world, visiting the communities most vulnerable to plastic pollution.

After undergoing almost three years of maintenance, the 40-meter former oceanographic research vessel set sail from Marseille in autumn 2022 for a three-year trip around the world. **Its aim? To tackle the pollution of the sea at source: on land.** Each of the thirty ports of call (in the Mediterranean, Africa, Southeast Asia

and South America) will present an opportunity to raise awareness among local citizens and professionals, as well as train the recyclers of the future by teaching low-tech solutions requiring little energy or resources. **The ultimate goal is to promote the emergence of an economic model based on recycling waste, developed by local entrepreneurs.**

The approach is a perfect illustration of the expression 'Clean up the past, build the future': seeking to tackle a problem by offering a solution which opens up future avenues at a social, environmental and economic level. The Plastic Odyssey ship bears the colors of L'OCCITANE en Provence, its main partner, on its bow.

“ We are facing an environmental crisis, and businesses must do more than simply reduce their impact on the planet. They have a duty and responsibility to find concrete and tangible solutions in order to add value to our ecosystem. As a major sponsor of Plastic Odyssey, L'OCCITANE en Provence is supporting a project which aims to turn plastic waste into resources, while contributing to the development of a new economy. ”

Adrien GEIGER, International Director of L'OCCITANE en Provence, Group Sustainability Officer.

ges-n- galse
Ablase Naama Yaa Premye Mii

04

Empowering women

A story of emancipation



Giving women our support so they can grow their business and achieve their dreams.

Our commitment

At L'OCCITANE, we have long admired the women of Burkina Faso, whose skill in making shea butter, also known as 'women's gold', has been passed down from one generation to the next. We began to source artisanal shea butter directly from women's cooperatives in Burkina Faso over 40 years ago. What started as a project with a group of just a dozen women has grown to a partnership with over 10,000 – all of whom now have access to better adapted, mechanized equipment.

Over the years, our Biodiversity and Sustainable Ingredients team has built a fair, long-term partnership with these women. And since 2006, through the work of our Foundation, we have been strengthening our global commitment to women's empowerment and leadership in Burkina Faso.

Our plan of action

Leadership is a key value for L'OCCITANE, and it's something we want to share with the women of Burkina Faso. We want to continue building a fair and responsible partnership with them through our fairtrade* sourcing approach. To have an even greater impact, we supplement the work of our sourcing teams with philanthropic action in support of women and girls in Burkina Faso, with the help of our Foundation and our partners. The Foundation recently adopted a new strategy, which focuses on education for young girls, professional training and female entrepreneurship, with a strong emphasis on environmental and/or social factors. The Foundation also supports emergency action for displaced women, in the broader context of the country's security crisis. Since we began our work in Burkina Faso, we have supported over 50,000 women. We're committed to making this figure 60,000 by 2025.

*Fairtrade certified according to the Fair for Life standard available at www.fairforlife.org

WHAT'S AT STAKE

Burkina Faso is one of the poorest countries in the world, where more than 3.7 million women live in poverty.*

Our actions

THE AIM:

To support over 60,000 women in Burkina Faso in their socioeconomic development by the end of 2025.

IN OUR VALUE CHAIN

TRADE FAIRLY TOGETHER.

- Continue to build fairtrade partnerships with our women shea butter producers through sustainable sourcing.

THE L'OCCITANE WAY

SUPPORTING FEMALE LEADERSHIP.

- To promote female leadership through our Foundation and our partnerships by supporting educational, training and entrepreneurial projects. As a result of the security context in the country, we're also supporting emergency action in the region.

**Source: INSD (the National Statistics and Demography Institute of Burkina Faso). Figures from 2014.

MORE ABOUT BURKINA FASO

Burkina Faso, a landlocked country in western Africa, ranks 184 out of 189 countries and territories in the UNDP's human development index (HDI). It is one of the poorest countries in the world. Women – who are the cornerstone of this society – represent around 52% of the total population and play a key role in the country's economic and social development.



HOW WE SOURCE SHEA BUTTER

Producing shea butter, also known as 'women's gold' (because only women are allowed to harvest the nuts and make the butter), provides a source of income for many women in Burkina Faso.

Since the 1980s, L'OCCITANE has been purchasing shea butter from Burkina Faso and working with women shea butter producers, with a focus on supporting and developing their activities.

Our shea butter supply chain has been 100% fairtrade* certified since 2009.

THE RESIST PROGRAM

Going beyond the framework of sustainable and equitable trade partnership, the RESIST program (2018-2021) has improved resilience to climatic and economic hazards in Burkina Faso. This three-year, two-million dollar program was mainly financed by L'OCCITANE and supported by public partners (the United States Agency for International Development and SEQUA**) and local shea cooperatives. It was implemented on the ground by the local L'OCCITANE team and in partnership with the NGO NITIDAE.

Reaching beyond the conservation of natural resources, RESIST has promoted autonomy and leadership among our producers in two ways:

- First, mechanizing the process that turns shea kernels into shea butter made it less strenuous and significantly reduced the women's workload while still preserving their ancestral knowledge.
- Second, by improving the governance of the cooperatives and developing their market access, the program has enabled the producers to diversify both their client base and their operations. As a result, 5,400 women have been able to approach potential new clients for their shea butter. Meanwhile, 1,000 women have been able to diversify their income streams by establishing a cooperative to produce bissap, a drink made from hibiscus flowers.

Over three years, more than 10,000 women have benefited from the RESIST program.

By guaranteeing continuity between the traditional know-how of women and the progressive mechanisation of their production, the RESIST program has laid the foundations for a sustainable future of the shea industry. The brand, proud of this partnership, recognised as exemplary by the United Nations Development Program (UNDP), as of 2019, is committed to continuing its action on this historic industry. While maintaining its commitment in Burkina Faso, L'OCCITANE is also looking to Ghana, which shares with Burkina a similar tradition of shea processing, organized by women's communities.

THE L'OCCITANE FOUNDATION

One of the Foundation's three areas of action is to champion leadership among the women of Burkina Faso. It focuses on three main themes in the country:

- **EDUCATING girls** through two main educational projects, one in partnership with the NGO Aide & Action and the second with UNICEF, benefiting a total of 1,850 young girls and 450 young women.



- **Occupational TRAINING:** the Foundation supports the NGO Empow'Her's BLOOM project, which aims to help 200 women access the job market through training in artisanal trades in sectors that support and respect the environment.



- **ENTREPRENEURSHIP** through three main projects supported by the Foundation:

- Socioeconomic training and access to microcredit through a program developed by Entrepreneurs du Monde, which has already benefited over 26,500 women in rural settings.
- A sustainable agricultural entrepreneurship project put together by Green Hope and Les Amis de la Fabrique. The aim is to help 200 women in rural areas become agricultural entrepreneurs by improving their technical skills and giving them financial support and new market access.
- The 'L'OCCITANE pour Elles' competition was launched by the brand in 2016 to give visionary female business leaders technical and financial support in their business activity or creation. L'OCCITANE en Provence has given a boost to 17 businesses and 1,400 women, helping them accelerate their projects.

CASE STUDY: ESTHER DIENDERÉ, PARTICIPANT IN 'L'OCCITANE POUR ELLES' AND MANAGER OF AGRO DEOGRACIAS

'I'm also more open-minded now: I talk about problems in the business with my employees so that we can find solutions that benefit everyone more quickly. It's a huge relief. This program helped me grow from a boss who carries her worries alone and makes decisions on her own, to a true leader who delegates, coaches and guides her employees.'



This year, the Foundation is also taking the exceptional measure of providing emergency assistance, which is essential in Burkina Faso – a country whose precarious security situation has deteriorated worryingly since 2019, leading to high levels of population displacement. Alongside **Médecins sans Frontières**, the Foundation is committed to improving sanitary conditions for over 6,000 women and their children in the affected regions (providing general and natal medical care, psychological support and basic necessities).

THE ENVIRONMENTAL AND SOCIAL IMPACT OF OUR ACTIONS

As a member of the UNDP's Business Call to Action (BCtA) initiative, L'OCCITANE participated in a 2017 study evaluating the impact of its actions on the women producing shea butter in Burkina Faso. The research found that:

40%

of the 1,890 women interviewed had access to a microcredit system

84%

were able to contribute to their household expenses, thanks to an increase in their income

43%

benefited from literacy programs

75%

enrolled their children under 14 in school

In 2019, L'OCCITANE was invited to the BCtA forum on inclusive business (which took place on the sidelines of the UN General Assembly in New York) to present its holistic development approach for the benefit of women shea butter producers in Burkina Faso and its support for local biodiversity.

A PRODUCT FOR SOLIDARITY WITH WOMEN

Every year since 2011, L'OCCITANE has sold a 'solidarity product'. The profits** of the sales go to NGO projects promoting the socioeconomic development of women in Burkina Faso supported by the Foundation.



Solidarity products from 2022

*<https://en.unesco.org/countries/burkina-faso>

**RRP minus tax and transport and production costs.

05

Caring for sight

A story of vision



*Building a world
that everyone can see.*

Our commitment

More than **1.1 billion*** people across the world are blind or visually impaired, and at least a billion others need permanent access to eye care services. However, **if diagnosed and treated in time, blindness is preventable in 90% of cases.** The five senses are incredibly important to us at L'OCCITANE, as we want to live in a world in which everyone can enjoy the wonders of nature. L'OCCITANE's commitment to sight goes back to the brand's early days. In 1997, it began adding Braille labels to its products wherever possible with **the goal not only of giving visually impaired people access to information but also of raising awareness of this disability among our customers.** Every year since 2000, L'OCCITANE has sold a new **solidarity product** to raise funds for its partners and to help to fight avoidable blindness around the world. Then, in 2006, the L'OCCITANE Foundation was born, with the fight against avoidable blindness forming one of its three key areas of action.

Our plan of action

The 'Caring for Sight program' unites all the L'OCCITANE Foundation's projects – as well as those of its subsidiaries and distributors – fighting avoidable blindness with international or local partners all around the world. Thanks to the incredible contributions of our teams and customers, **we have exceeded our target of 15by25. By 2022, more than 15 million people have received eye care.** We will set a new, more ambitious target.

WHAT'S AT STAKE

In 2050, 1.8 billion people are likely to have lost their sight, while more than half the global population will need regular access to eye care services to improve their vision.

Our actions

THE AIM:

Ensuring that 20 million beneficiaries have access to eye care by 2025.

MAKING A DIFFERENCE TOGETHER.

We boost the impact of our work in this area by collaborating closely with several partners, such as UNICEF, Helen Keller International, Orbis, Light for the World, Sightsavers and many NGOs and local associations.

RAISING FUNDS FOR EYE CARE.

Our work in the fight against avoidable blindness is funded by our Foundation, our subsidiaries and distributors, and through the sale of solidarity products. These funds help us provide high-quality eye care around the world and raise public awareness of the issue.

THE L'OCCITANE FOUNDATION

The Foundation helps choose and co-finance projects with a local impact, led by L'OCCITANE's subsidiaries and distributors. It directly manages local partnerships in Burkina Faso and its international partnership with UNICEF.

In recent years, an average of around €1,7 million has been spent each year specifically on fighting avoidable blindness. The work is funded through L'OCCITANE's endowment for the Foundation, the sale of UNICEF solidarity products and the subsidiaries' budgets dedicated to local or UNICEF initiatives.

Our main partners

Our Foundation, subsidiaries and distributors work with **NGOs from across the globe** that support eye screening, treatment and surgery projects, and that fund equipment and training for local medical teams.

UNICEF*

L'OCCITANE en Provence has been committed to sight for over 20 years. To date, we have enabled more than **15 million people** to benefit from eye care. And thanks to the partnership with Unicef from 2017 to 2022, **6 million children** in Bolivia, Myanmar, Papua New Guinea and Niger have been able to receive **vitamin A** supplements (vitamin A deficiency is one of the main causes of childhood blindness). This partnership is expressed in particular through the formulation and sale of **solidarity products**, the profits of which are entirely donated to UNICEF.



© UNICEF/UNI44415/Pirozzi

*UNICEF does not endorse any company, brand, product or service.

ORGANIZATIONS IN BURKINA FASO

The L'OCCITANE Foundation supports the work of **Light for the World**, **Helen Keller International**, **ASMAE (Association Sœur Emmanuelle)** and **Sightsavers** – four organizations that are actively working to combat blindness in Burkina Faso. Through our partnership with Light for the World, we support better access to quality eye care, training and development for medical workers and greater capacity for health centers through funding the purchase of appropriate equipment. Our collaboration with Helen Keller International and ASMAE enables us to offer blindness prevention care to children in the Central Plateau and central regions of the country. Finally, with Sightsavers, we aim to help eliminate two diseases that cause blindness in the Cascades region.



ORGANIZATIONS SUPPORTED BY L'OCCITANE'S SUBSIDIARIES

Every year, all L'OCCITANE's subsidiaries and distributors around the world are invited to support a project for sight which is co-funded by the Foundation. **Around 21 subsidiaries and distributors get involved** every year, working with local partners such as Orbis in China, Helen Keller International in France or Sightsavers in Ireland and Italy. Some of them contribute to the Foundation's international partnership with UNICEF.**

Raising funds & awareness



SOLIDARITY PRODUCTS

Since 2000, L'OCCITANE has created and produced a new fundraising product dedicated to saving sight each year. Profits* made from the sale of these products are donated to our partners around the world to fight avoidable blindness.

*RRP minus tax and transport and production costs.

06

Celebrating craftsmanship

A story of talent



*Celebrating our artisans' passion
and the knowledge they've inherited.*

Our commitment

For L'OCCITANE, craftsmanship is a way of thinking, doing, transforming and creating art with an authentic *savoir-faire*, or know-how.

We are passionate about craftsmanship in all its forms. Our artisans possess a special skillset – often cultural and traditional – which they can only gain over time and through passion. We work hard to preserve this threatened heritage and even reinvent it together.

Our plan of action

We want to encourage creativity and craftsmanship by promoting *savoir-faire* and, more generally, tradition. We do this by developing unique partnerships with artisans to create objects or designs that connect us through our shared values. From 2018 to 2019, we helped preserve 12 techniques through partnerships with craftspeople in fields from porcelain, ceramics and jewellery to embroidery, woodwork, wickerwork, milling and the design and knowledge of Provence's master soap makers. And that's just the beginning...

WHAT'S AT STAKE

Traditional artisan skills are slowly disappearing – and with them the beauty and history of our objects.

Our actions

THE AIM:

To support the 'savoir-faire' of 20 artisanal crafts and showcase them in our stores and communications by 2025.

IN OUR VALUE CHAIN

CREATE TOGETHER.

Working with artisans on joint creative projects and selling limited edition objects in our stores around the world to promote artisans and their unique skills.

BEYOND OUR ACTIVITIES

EXHIBIT TOGETHER.

We support traditional crafts by promoting art and creative work in our stores, primarily through our decor, and by including them in our communications. Our stores showcase our commitment to these unique objects and creations by promoting their history.

Craftsmanship: the essence of our brand

Showcasing *savoir-faire* and skills is nothing new at L'OCCITANE.

From our very beginning, our stores have been fitted with handcrafted wooden furniture and handmade floor tiles from Provence. Ceramic pots, glass bell jars (originally used to preserve medicinal plants) and stamps used to print Artesian fabrics have all been used decoratively.



Photo credit: Stéphane d'Houwt

Every year for about 25 years, L'OCCITANE has created limited edition sculpted soaps for the Holiday Season based on original works by visual artists. To create these highly anticipated 'Savons-Voeux', we use the traditional *savoir-faire* of Provence's master soap makers.



From our iconic, traditional '*marchand d'odeurs*', which has adorned our Christmas gift boxes, to our recent collaborations with talented illustrators – Frederique Vernillet, Marie Doazan, Jeremy Schneider, Emilie de Castro, Mathilde Cabanas or the artist Differantly – drawings and watercolors have also been connected with our brand from the start.

Recently, we've been thinking about how we can work with craftspeople from France so that everyone who enters a L'OCCITANE store can appreciate the beauty of their work. In doing so, we hope to raise awareness about the importance of craftsmanship and help keep it alive. These objects also give our stores soul and atmosphere – and, through them, we can bring a little bit of Provence and France to the rest of the world.

Current and future action

We're currently working on the criteria we use to decide which artisans to work with. Of course, L'OCCITANE prioritizes craftspeople who put the environment first. They must also take an ethical approach, show respect for others and work with high-quality, natural, non-animal-derived materials. And it goes without saying that they must be passionate about their craft!

Once we've selected our artisanal partners, we either come up with designs together or display their original work. We then make these available for our customers to purchase or showcase them in our boutiques. Here are a few examples of our partnerships.



Maison Bernardaud tealight holder

FOR SALE

We sell fine Limoges porcelain tealight holders made by the artisans of Maison Bernardaud. For our bespoke range, the holders were designed with typical Provençal flowers and plants. Each mold is handcrafted and, after production, every piece is finished off by hand.

ON DISPLAY

Our stores are decorated with baskets hand-woven by 'L'Oseraie du Possible', a collective of basket makers. We ordered 400 baskets, which was a huge order for them. Twelve basket makers worked together for 15 days to weave our baskets, and this became a special occasion of sharing between the different generations of the profession.

In some of our flagship stores, you'll also find display stands and containers entirely handmade by Barbotine, a quintessentially Provençal pottery workshop in Aubagne.



Baskets hand-woven by 'L'Oseraie du Possible'

CULTIVATORS of CHANGE

*A story of generosity,
fairness, respect
for the planet,
empowerment,
vision and talent.*



L'OCCITANE
EN PROVENCE

