



L'OCCITANE EN PROVENCE

Protecting living heritage for future generations with the Conservatoire Méditerranéen Partagé (CMP) *Shared Mediterranean Conservatory*

- L'OCCITANE en Provence is committed to safe-guarding and strengthening biodiversity, particularly in the South of France.
- Together with the CMP, L'OCCITANE helps to protect and regenerate cultivated biodiversity by collecting and transmitting agricultural best-practices and promoting traditional Mediterranean know-how.
- By 2025, via the Vergers d'Avenir program, L'OCCITANE will have helped protect over 100 old varieties of different fruit tree species throughout Provence, such as almond, olive, fig and cherry trees.

L'OCCITANE en Provence is dedicated to defending and advocating for the unique biodiversity of the environments it touches, both cultivated and wild. Since the birth of the brand in Provence, sustainability initiatives began there, before extending to the entire Mediterranean Basin – not only because of regional proximity, but as it's also **one of the richest ecosystems in the world - a biodiversity “hot spot”, where major conservation issues are at stake.**

Many plant species in the South of France are threatened by changes to land use and by the discontinuation of traditional agricultural practices that have helped maintain balance for centuries. This threat has fueled L'OCCITANE en Provence's desire and commitment to preserve this natural habitat and the native vegetation that makes it exceptional.

WHY IS L'OCCITANE ADAMANT ABOUT PROTECTING & ENCOURAGING BIODIVERSITY?

Above all because the brand is, and always has been, fascinated by Nature's wondrous ingenuity. Nature serves as L'OCCITANE's primary source of inspiration and the Group uses more than 300 ingredients of natural origin in its formulas, because Biodiversity, the diversity of species and varieties on earth and their multitude of interactions, is the **key to the resilience of ecosystems, their resistance to global warming, disease and pests.**

A SHARED COMMITMENT TO THE SOUTH OF FRANCE

Compelled by its concern for the environment, L'OCCITANE en Provence has become an active member of the Conservatoire Méditerranéen Partagé (*Shared Mediterranean Conservatory*), working together to tackle the serious environmental threats to their home in the Mediterranean Basin.

The CMP is an association bringing together a network of public and private stakeholders specialized in the conservation, utilization and valorization of the cultivated Mediterranean biodiversity. Gathering researchers, farmers, public collectives and institutions, private companies, managers of natural areas, NGOs and civil society, the CMP offers broad and multifaceted expertise, and its scope of action covers agriculture and its associated heritage.



By capitalizing and sharing knowledge in alliance with L'OCCITANE en Provence and other local organizations, the association pursues a threefold objective:

- Conserve biological diversity, in particular local, rare, ancient and terroir plant species.
- Collect and transmit agricultural best practices and regional Mediterranean know-how.
- Enhance these cultivated resources by setting up socio-economic projects for the benefits of sustainable development of the territories.

L'OCCITANE en Provence offers general financial support to the CMP through significant contributions and helps fund special projects through the L'OCCITANE Group and its Foundation.

THE "VERGERS D'AVENIR" PROJECT

Aligned with the overall CMP mission, the Vergers d'Avenir (*Orchards of the Future*) project focuses on the conservancy of local fruit trees native to the Mediterranean. The goal is to protect the genetic heritage of these trees and the traditional cultivation practices that are integral to this ecosystem.

By 2025, the project will protect over 100 old varieties of fruit trees. In Provence, several species and varieties of fruit trees, which have become rare or marginalized in the area, will be replanted, including almond, olive, fig, and cherry trees among many others. These trees are not just emblematic of the region but also of L'OCCITANE en Provence as they produce some of its most iconic ingredients. From 2019 to 2021, 4,000 trees will have been planted in 20 orchards throughout Provence.



Beyond the main objectives, these orchards have additional vocations:

SCIENTIFIC

Supporting
Research

TERRITORIAL

Maintaining
Mediterranean
Agricultural
Landscapes

SOCIAL

Supporting
Discovery
& Local Tasting

EDUCATIONAL

Supporting
Apprenticeship
& Learning

ECONOMIC

Supporting
Produce Sales



Together, L'OCCITANE and the CMP work tirelessly to preserve the beautiful natural landscape of the South of France, along with the savoir-faire of the past generations that have cultivated it, which has been a consistent inspiration to L'OCCITANE since it was founded.

FUTURE PROJECTS

A project is currently underway with L'OCCITANE's Biodiversity and Sustainability Department whereby the CMP facilitates the planting of old varieties of trees to be planted in and around selected grower's fields. These plantations aim to protect biodiversity on selected plots, and in particular will ensure an ecological corridor for wildlife.

