



ACTIVITY REPORT

Jan-Dec 2009

Fondation
L'OCCITANE
EN PROVENCE



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A word from the Foundation's president



Since its creation in 2006, the L'OCCITANE Foundation has been striving to support visually impaired people, the economic emancipation of women and the preservation of the knowledge of nature. 2009 follows the same tradition with the continuation of such missions. New projects have emerged, others have come to an end, and internal mobilization is strengthening.

In 2009, **the Foundation continued to support the occupational integration of blind people in France.** This year, some new training courses have opened! Abroad, the ORBIS project in Bangladesh is drawing to a close. It enabled the construction of eye-care centres, now with an autonomous status, in the most isolated rural areas.

The Foundation's action to promote the economic emancipation of women continued to develop in Burkina Faso. This year, **the Foundation strengthened its support to microcredit projects.** This system enables women to take part in an income generating activity and to become more independent. As regards literacy, 2009 saw **the launch of a partnership with the NGO Aide et Action,** fighting for equal access to quality education. The objective is thus to provide technical support to our local partner associations and ensure the permanence and autonomy of literacy centres.

In the same spirit, the L'OCCITANE Foundation strives to support the preservation of the knowledge of nature. After a 2 years' close collaboration with the National Museum of Natural History, **the website of the Botanical Garden sponsored by the Foundation will open in 2010!** This interactive and innovative site will contribute to the dissemination of knowledge on plants and gardens.

This year once again, **the mobilization of employees for the Foundation's projects has increased.** The employees have, amongst other things, supported the Helen Keller International association, that proposes eye-care centres and glasses to children in underprivileged areas. This mobilization is gradually spreading within the international subsidiaries of L'OCCITANE.

Finally, in terms of organisation, **the Foundation has modified its governance.** The Board of trustees wished to give a more strategic orientation. It was in this perspective that the setting up of selection committees for next years' projects was voted. From now on, these will be analyzed and voted on by a group of experts with a view to enhancing transparency and legitimacy.

Reinold GEIGER
Président of L'OCCITANE
President of the L'OCCITANE Foundation



The Foundation's actions in 2009

Since its creation in 2006, the L'OCCITANE Foundation has supported projects in continuity with the numerous sponsorship actions implemented by the company L'OCCITANE since it was launched in 1976. L'OCCITANE has allocated to its corporate foundation a 3 million Euro budget over 3 years, which testifies to the scope and earnestness of its commitment to actions of general interest.

The three fields of action of the L'OCCITANE Foundation



Support to visually impaired people

- Occupational integration of visually impaired people in France
- Fight against avoidable blindness in developing countries



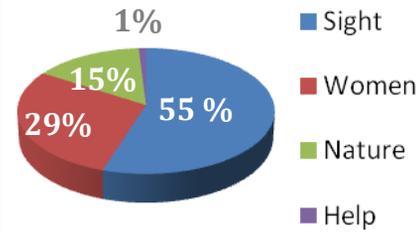
Economic emancipation of women

- Literacy and vocational integration
- Promoting local resources and support entrepreneurship

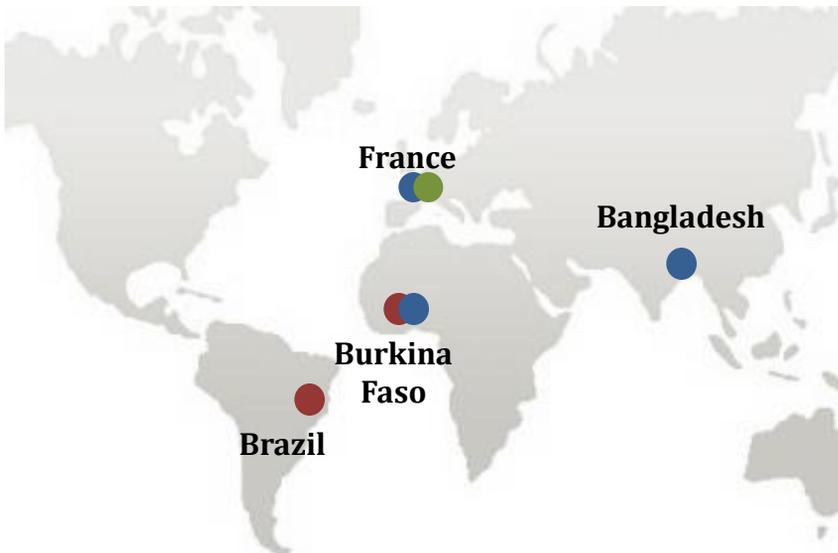


Preservation of the knowledge of nature

Allocation of subsidies in 2009



Geographical distribution of the Foundation's subsidies in 2009



Brazil and Burkina Faso



Bangladesh, Burkina Faso, and France

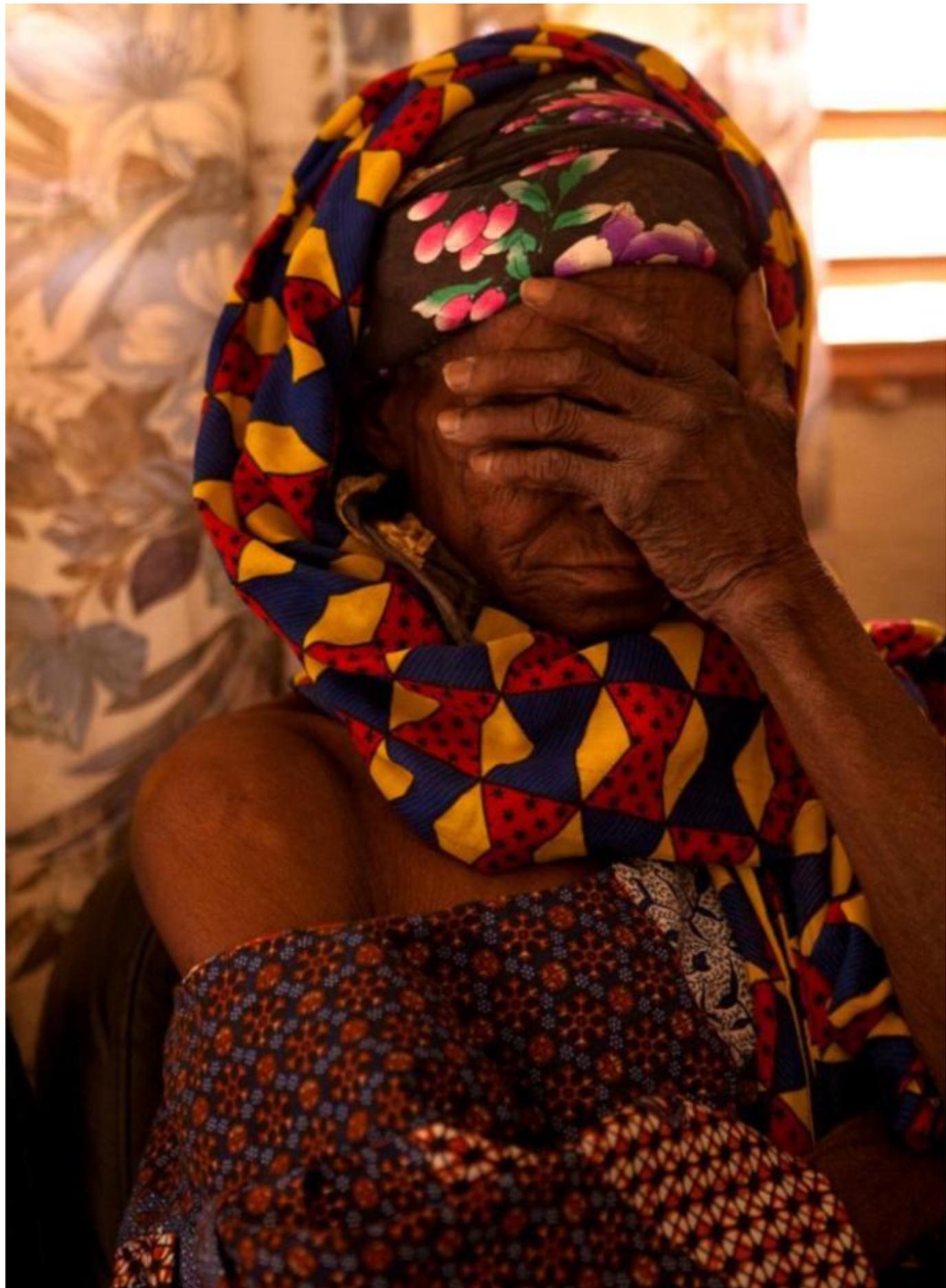


France (Provence)

Subsidies from the Foundation in 2009 by country:

Bangladesh : € 296 231 or 36%
 Burkina Faso : € 252 820 or 31%
 France : € 224 163 or 27%
 Brazil : € 20 000 or 2%







Support to Visually Impaired People



Since its creation, L'OCCITANE has been committed to helping visually impaired people. In 2006, its actions were taken over by the Foundation and this became one of the main fields of action.

This year, the L'OCCITANE Foundation has allocated 55% of its annual budget to support visually impaired people.

In France, the Foundation works to promote occupational integration for visually impaired people by supporting adapted training courses. In Burkina Faso and Bangladesh, its actions aim at fighting avoidable blindness and preventing eye disease.

Since 2006, over 150 000 people have benefited from eye care or follow-up. And by 2011, 30 visually impaired people will have benefitted from our actions in favour of vocational integration.

Support to visually impaired people in 2009:

3 countries involved

13 projects supported **2** mobilizing volunteer employees from L'OCCITANE

€ 452 890 subsidies



VISUAL IMPAIRMENT

In France : Support to Occupational Integration



CRP and EASYLIFE Consultant agency Training as a wellness practitioner

The Project: In order to increase the training available to visually impaired people, the Clermont-Ferrand, Vertou and Paris CRP, in partnership with the Foundation and Easylife consultant agency have worked hand in hand to set up a training course in wellness practice. So far, the training courses in Clermont-Ferrand and Nantes have already opened and take in 6 trainees each. The opening of the Paris training course is planned for September 2010.

Subsidy in 2009: € 27 858 ●●



Association helping visually impaired adults and children join music schools (SIDVEM) Access to training in the field of music

The Project: In order to respond to the specific needs of 2 visually impaired adults in vocational integration, the SIDVEM wished to provide them with pedagogical and technical assistance enabling them to gain access to the same professional training as others in the field of music.

Subsidy in 2009: € 5 000 ●



Manosque Town Hall Descriptive plates for the historical centre of Manosque

The Project: The Foundation contributed exceptionally to highlighting the historical heritage of the city of Manosque, birthplace of the L'OCCITANE brand. For this purpose, eleven enamelled plates in Braille were put up in the heart of the city. This action is also in line with the aim of greater accessibility for the disabled.

Subsidy in 2009: € 9 900 ●



CINAL International committee for the commemoration of the bicentenary of Louis Braille's birth.

The Project: The Foundation wished to commemorate the bicentenary of Louis Braille's birth by supporting the association CINAL, which groups together the main French associations for the blind and visually impaired. For this occasion, the association organized various events (congresses, exhibitions) to inform and to increase public awareness.

Subsidy in 2009: € 7 500 ●



Faa I Tuora Training in livestock farming, chair weaving, hand-knitting..

The Project: The Foundation contacted the Faa I Tuora association to create courses in livestock farming, chair weaving and hand-knitting adapted to blind people. The objective is to enable these people to become autonomous so that they can provide for themselves.

Subsidy in 2009: € 5 000 ●●

A few figures

In France, **1.2 million** people are blind or visually impaired. For a lot of them, access to employment is still very difficult.*

* Figures from the WHO

Wellness practitioner

The wellness practitioner uses **various relaxation, treatment and reflexology techniques**. He also advises clients by offering them products adapted to their skin type, their lifestyle and their wellness budget.

The wellness practitioner trainees from Nantes tell us...

Ava

"My dream is coming true"

Fatiha

"Whatever job I had been doing, I would have quit for this training"



VISUAL IMPAIRMENT

In Bangladesh and Burkina Faso: Fighting against Avoidable Blindness

ORBIS – United to Save Sight Programme



Annual sale of a solidarity product

Since 2006, L'OCCITANE, the L'OCCITANE Foundation and ORBIS have been running the "United to Save Sight" programme. Each year, L'OCCITANE sells in its shops a solidarity product and 100% proceeds are donated to ORBIS. Last year, over €160 000 were raised through this operation. This year, the solidarity product "African soap set" has raised over €140 000 which are entirely donated to the ORBIS project in Bangladesh.



Construction of an eye-care centre in the isolated rural areas of Bangladesh

In 2009, the Foundation continued to support the 4 year project launched in 2008 with the NGO ORBIS, consisting in giving access to eye treatment to rural isolated populations. The 2009 project enabled the construction of an eye-care centre in the areas of Barisal and Naogaon.
Subsidy in 2009 : € 143 040 ●●



Order of Malta

Cataract surgery

The Project: The Foundation wished to support the Order of Malta and its team of ophthalmologists who work on making cataract surgery available for the most destitute populations. Cataracts are one of the first causes of blindness in developing countries, and especially in Burkina Faso where they are the cause of 65% of cases of blindness. Over 50 people were operated on for a cataract.

Subsidy in 2009: € 12 800 ●



Helen Keller International

Childsight

The Project: The Foundation took part in Childsight, the domestic program of HKI, which provides free, in-school sight tests and prescription glasses to schoolchildren in need in the USA. During the 2009-2010 academic year, Childsight ophthalmological referrals were provided to 35 000 middle-school students in the Bronx, Brooklyn, Manhattan and Queens.

Subsidy in 2009: € 30 000●



Order of Malta

Support for Albinos in Burkina Faso

The Project: Since 2007, the Foundation has joined forces with the Order of Malta to help Albinos in Burkina Faso obtain access to free eye treatment. This year, ophthalmologists and dermatologists were provided with a vehicle to offer consultations to isolated groups in villages in the bush.

Subsidy in 2009: € 5 000 ●●



A few figures

Today, **300 million** people suffer from visual impairment and **90%** live in developing countries.*

* Figures from the WHO



End of projects started in 2008

Les correspondances de Manosque: Support to the organisation of workshops on sight during the literary festival in Manosque.

Subsidy in 2009: € 5 000

ARAC: Continuation of the project of training horse grooms. **Subsidy in 2009:** €13 500







Economic Emancipation of Women



Since its beginnings, the L'OCCITANE Foundation has worked towards economic emancipation and improved living conditions for women.

It backs the setting up of literacy centres and contributes to the development of income-generating activities mainly in Burkina Faso. The Foundation thus offers to the women it supports more autonomy and independence.

In 2009, the L'OCCITANE Foundation allocated almost 29% of its annual budget to support projects promoting the economic emancipation of women in Burkina Faso, but also in Brazil.

Promotion of the economic emancipation of women in 2009:

2 countries involved

13 projects supported of which **2** supported by associations of volunteer workers from L'OCCITANE

€240 020 subsidies



Economic Emancipation of Women

Supporting Literacy and Professional Training



Yereta

Building professional skills for women in the Houet district

The Project: Following the construction of a literacy centre in Bobo in 2008, the Foundation worked with the association Yereta and local partners in order to create 2 new centres in Koundougou and Faramana. The Foundation also contributed to the running of the 3 centres built.

Subsidy in 2009: € 15 000 ●●



Ragussi

Literacy for women in the province of Tanghin Dassouri

The Project: The Foundation supported the association RAGUSSI, a new association specifically devoted to women's literacy. The project encompasses the construction of learning structures, the training of instructors and the running of literacy classes for the women of Tanghin Dassouri. In 2009, the Foundation's participation enabled Ragussi to build a literacy centre.

Subsidy in 2009: € 10 000 ●



Order of Malta

Free medical care for the women studying in the literacy centre of Ouagadougou

The Project: Beyond the construction of literacy centres, the Foundation wants to ensure the best possible living conditions for women who take the initiative and courageously decide to pursue their education. For that purpose, the Foundation, in agreement with the *Order of Malta* which owns a clinic in Ouagadougou, provides the women of Bangre Noma with free health care services and medicines.

Subsidy in 2009: € 5 000 ●●



UGF CDN

The Project: The Foundation contacted the Union des groupements féminins Ce Dwane Nyee (UGF/CDN) to give backing to the opening of 5 literacy centres and the construction of 2 centres in the province of Sanguié.

Subsidy in 2009: € 29 400 ●



UGPPK-Léo

The Project: Continuation of the project over 2 years, on the running of 11 centres and the construction of 3 new ones.

Subsidy in 2009: € 22 877 ●●

Association for the promotion of informal education (APNEF)

The Project: The Foundation relies on the APNEF to train the producers of shea butter in their literacy activities using the Reflect method.

Subsidy in 2009: € 9 300 ●●●



Aide & Action

The Project: Since this year, the Foundation has chosen to work with the NGO Aide et Action which ensures the follow-up and progress of literacy projects in Burkina Faso.

Subsidy in 2009: € 11 429 ●

Burkina in figures

In Burkina Faso, only **28.7%** of the country's population is literate. As pillars of the society, women represent 55% of the population.

The REFLECT method

The REFLECT method is a practical learning method recognized by the Burkinabe government. **The objectives of the method:** To draw upon **discussions around themes of every day life** so as to make literacy lessons more practical.





Promoting Local Resources and Supporting Entrepreneurship

Coopemaflima

Start-up of an andiroba oil factory in a women's cooperative in Amazonia.

The Project: Since 2007, the L'OCCITANE Foundation has financed the setting up of an andiroba oil factory on the Isle of Marajó in Brazil. This new activity gives more autonomy to women and provides them with an additional income for their families, who depend solely on the income from the fishing activities of their husbands to live during the six months of drought.

Subsidy in 2009: € 20 000 ●●



Faa I Tuora

Purchase of women's bikes

The Project: The Foundation contributed to the purchase of bikes for the women of the association Faa I Tuora in Burkina Faso. These bikes enable women to go about freely and to have better access to basic services. In 2009, the Foundation has already made possible the purchase of 140 bikes!

Subsidy in 2009: € 4 236 ●●



Solaria

Building solar ovens for the women of Burkina Faso

The Project: For the second year in a row, the Foundation has made a commitment to the association Solaria to transfer know-how on solar energies and technology developed by the Third World for women of the Third World. This year, the Foundation's contribution has made it possible to continue research and tests to improve technology and to train men and women for it.

Subsidy in 2009: € 15 020 ●●



Entrepreneurs du monde (EDM)

Encouraging women who produce shea to become self-sufficient, thanks to access to holistic microfinance

The Project: The L'OCCITANE Foundation has chosen to support EDM to facilitate women's access to capital, thus enabling them to develop their own activities. The goal behind this project is to promote self-sufficiency and an entrepreneurial spirit in over 700 women who produce shea butter by getting them organized into mutual solidarity groups, providing them with easy access to microcredit, promoting savings and offering socio-economic training programs.

Subsidy in 2009: € 53 758 ●



Microcredit figures:

- **Reimbursement rate:** 98%
- **Duration of the project:** 3 years
- **Partner microfinance institution:** Asiena
- **Examples of activities:** selling doughnuts, steamed rice...



Microcredit

Thanks to microcredit, people from developing countries can develop a micro-activity through adapted saving tools. The objective is to group together women in a solidarity mutual so they can lend each other money. The women then have access to an external credit fund, and become autonomous.





Preservation of the 'Knowledge of Nature'



L'OCCITANE has its roots in the heart of Provence and has always developed products respectful of human beings and the environment.

Quite naturally the Foundation has made the natural world and preservation of the knowledge of nature one of its key areas of involvement. Through its action, the Foundation supports projects favouring the transmission of traditional knowledge about plants in order to preserve the heart of the Provençal heritage and make it more accessible to a wider public.

For this reason, the Foundation L'OCCITANE allocated in 2009 almost 15% of its annual budget to the preservation of the knowledge of nature.

Preservation of the knowledge of plants in 2009:

- 1** location: Provence
- 1** exceptional partnership with the MNHN of Paris
- 4** projects financed
- €124 992** of subsidies



Preserving the Knowledge and Traditions of Provençal Nature



National Museum of Natural History (MNHN) Creation of the Plants Garden website

The project: Over the past 2 years, the Foundation has been working in partnership with the National Museum of Natural History on the creation of the Botanical Garden website. In March 2010, the new website www.jardindesplantes.net will be online. Created to be practical, scientific and community-based, it aims at a wide public!

The objective of this site is to enable the dissemination to a large public of knowledge on plants through an innovative and educational approach, while promoting its collections, the work of its researchers and the skills of its gardeners.

Subsidy in 2009: € 105 000 ●●

The Haute Provence region Sustainable development of the Volx olive-groves

The project: In 1956, there was a terrible cold spell which devastated the olive-growing industry. Even today, the olive groves haven't yet regained the healthy and productive state they were in at the beginning of the XXth century. Seeing them as a fundamental element of Provençal culture, the Foundation wished to take part in a study on the rehabilitation of these traditional olive groves with a gradual conversion to organic farming. This field study on feasibility was a necessary step before launching the scheme.

Subsidy in 2009: € 4 800 ●

Renewal of Campanaire Provençal Nadalet

The project: In order to renew with the pure Provençal tradition, the Foundation has exceptionally agreed to finance the publishing of a booklet indicating the revival of the Nadalet with a few years' interruption and indicating the programme.

Subsidy in 2009: € 413 ●



European university of fragrances and flavours The fragrant garden

The project: As part of important renovation works carried out in the *Couvent des Cordeliers de Forcalquier* (XIInd), the Foundation has financed the creation of a rose garden. Currently home to the University of Savours and Scents, the convent has been seriously damaged in the course of its history. Concurrently with the necessary renovations, the idea was to create around the convent a genuine training ground of knowledge in the field of savours and scents which will increase the competitive edge of the whole region, whilst re-affirming the specific identity of Haute Provence/Lubéron.

Subsidy in 2009: € 15 000 ●





Employees get involved

Since its creation, the L'OCCITANE Foundation has tried to promote maximum involvement of its employees in its actions.

To do this, it allows employees to make their commitment real by setting up workers' associations which play a big part in company life.

Each year, a « POP Day » is organized during which employees are invited to voluntarily take place in an exchange and share their day with associations for the visually impaired.

Employee mobilization in 2009:

4 projects financed
83 employees mobilized

Employees get involved



Coordination Parrainages

The Association Coordination Parrainages was created by a group of volunteer employees of L'OCCITANE. The aim is to find sponsors among employees to help Burkinabe women of Dissin. The association deals with communication, recruitment of new donors, management of donations and is in weekly contact with the women from the partner association « Faa I Tuora ».

Subsidy in 2009: € 9 000

This day has been an enriching experience from all points of view. What struck me the most, is this impression of seeing roles reversed, as our blind partners who weren't afraid of the unknown, encouraged us to go beyond our limits! A true moment of shared pleasure and standing back from our insignificant daily worries.

Stéphanie Lunet

As an employee, I've always been impressed by L'OCCITANE's respect and authenticity values and by the Foundation's work. Getting involved in Coordination Parrainages was to me the best way to make these values become real.

Pascaline Brosset



Unis Cité

Solidarity day

Every year, the Foundation, in collaboration with the association Unis Cité, organizes a solidarity day, involving employees of L'OCCITANE as well as visually impaired people and members of local associations. This year, activities such as tree climbing and tandem bicycle rides were organized in Paris and Manosque.

Subsidy in 2009: € 20 000



North & South

Training in the manufacturing of soap in Burkina Faso

The association of volunteer employees North & South has, with the help of the Foundation, implemented a project aiming at greater autonomy for Burkinabe villages through soap manufacturing based on an innovative, low cost and readily replicable formula.

Subsidy in 2009: € 20 000



Order of Malta

Emergency in Burkina Faso

In September 2009, Burkina Faso suffered violent flooding. The *Order of Malta*, an association we usually support on permanent projects, asked us to appeal to our employees' generosity to cope with this emergency. Through an internal collection, over 40 boxes of clothes, 3 pallets of liquid soap and 3 crates of candles were sent by L'OCCITANE to Burkina Faso.

Subsidy in 2009: € 30 000





Management and Administration of the Foundation

Governance of the Foundation

A Board of Trustees

Composed of two-thirds of representatives of the founders and their personnel, and one-third of personalities qualified in the Foundation's areas of involvement. The members of this Board exert their functions on a purely free-basis.



President of the Foundation
M. Reinold GEIGER,
President of L'OCCITANE



Vice-president of the Foundation
M. Olivier BAUSSAN,
Founder of L'OCCITANE



General secretary of the Foundation
M. Emmanuel Osti ,
CEO of L'OCCITANE



Treasurer of the Foundation
M. Emmanuel DE COURCEL ,
Manager and director EUROPE of L'OCCITANE

A President

Elected by the Board of Trustees and a management team. The President lies on a light structure. He is in charge of the General direction, the budgets, the coordination and support of the projects.

A Consultative Committee

Nominated by the Board of Trustees. It is composed of the members in the Foundation's areas of involvement. It delivers its opinion on the main trends of the Foundation's programs and actions, and takes part in the selection of specific projects and their evaluation.

Founder's representatives and staff:

For L'OCCITANE :

- M. Reinold GEIGER, Président of L'OCCITANE
- M. Emmanuel OSTI, Chief executive Officer of L'OCCITANE
- M. Olivier BAUSSAN, Founder of L'OCCITANE
- M. Henri BIARD, Administrator de L'OCCITANE
- M. André HOFFMANN, Président of L'OCCITANE Asia
- M. Jean Louis PIERRISNARD, Research Manager, Staff Representative

For the company « RELAIS L'OCCITANE » :

- M. Emmanuel DE COURCEL, EUROPE Managing director of L'OCCITANE
- Mme Fabienne GODEAU, Regional Manager and Staff Representative until July 2009, then Marina VIGIN, Director of international training.

Qualified key figured:

- M. Jean-Louis BIANCO, Président of General Council of Alpes de Haute Provence until July 2009, then Dr Patrice DELAAGE, Ophtalmologist.
- Mme Sophie MASSIEU, Journalist
- Mme Assetou NIKIEMA, President of the Association promoting the young Burkinabe girl, until July 2009.
- M. Jérôme SCHATZMAN, Leader of a Fair Trade Company, until July 2009

The Foundation's team

The permanent team of the L'OCCITANE Foundation insures the management of partnerships, follows the financed projects and prepares the new orientations to propose to the Advisory Committee. Thus, the team prepares the subsidy demand forms, handles the budget, runs the communication campaigns, is the representative of the project bearer and plays an interface role between the collaborators of L'OCCITANE and the sponsoring projects.



Mary BONNEAUD
General Delegate of the Foundation



Laure CEZARD
Project Developer



Julie DREAN



Fernanda VANEGAS

Trainees at the Foundation



Submitting a project to the L'OCCITANE Foundation

You have a project you would like to submit to us?

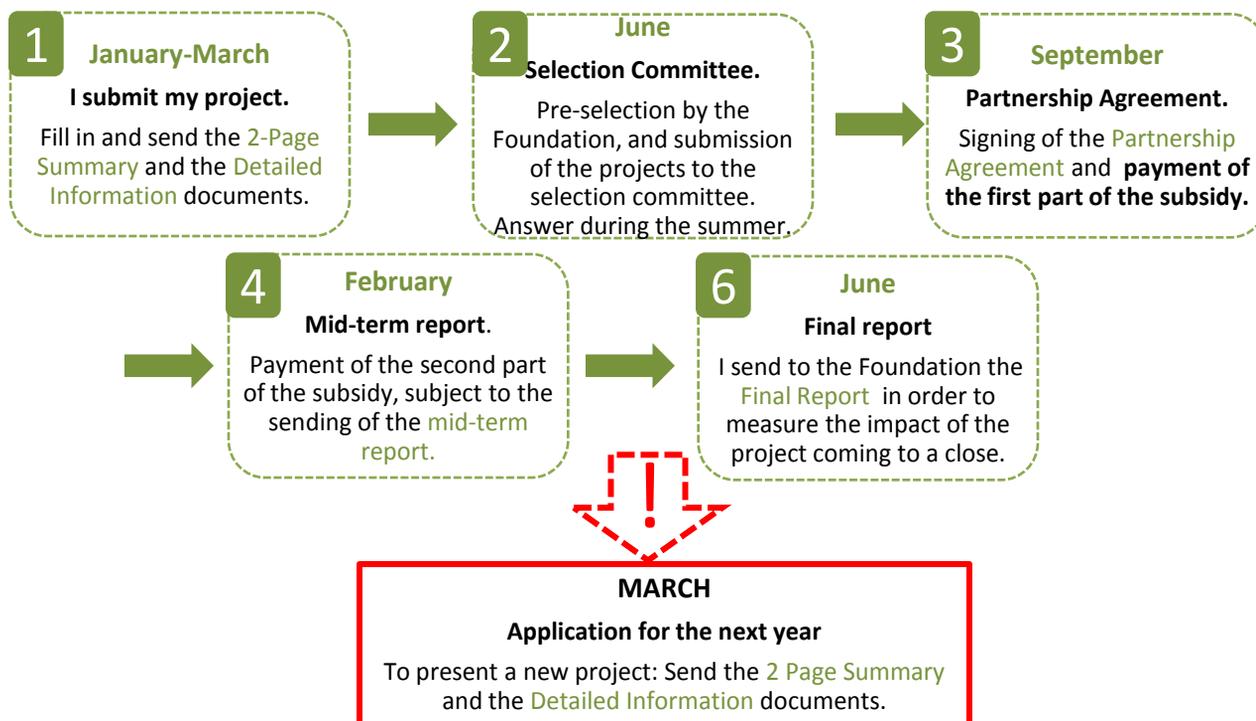
The Foundation selects, finances and follows up the development of associative projects. Its main ambition is to take part in the improvement of the quality of life of the people it is supporting and to anchor its project in economic reality. The Foundation does not support individual projects and is attached to working solely with associations or NGOs respectful of human rights, human dignity and a total financial transparency.

What projects can be funded by the L'OCCITANE Foundation?

The L'OCCITANE Foundation supports annual actions carried out by associations within three specific fields of action and in four specific countries:

	 Support to visually impaired people	 Economic Emancipation of Women	 Preservation of the « Knowledge of Nature »
 Bangladesh	✓		
 Burkina Faso	✓	✓	
 France	✓		✓
 Brazil	✓	✓	

How to submit a project to the Foundation?





Financial report 2009

Support to visually impaired people

Country	Field of action	Partner	Project	Total (in €)
Bangladesh	Fighting against avoidable blindness	UNITED TO SAVE SIGHT - ORBIS	Construction of an eye-care centre for isolated populations in Bangladesh	163 191 + 143 040
Burkina	Fighting against avoidable blindness	Order of Malta - Cataract	Cataract surgery.	12 800
		Order of Malta- albinos	Free consultations for albinos	5 000
		Faa I Tuora - Blind people	Blind people community	5 000
France	Vocational integration	CRP & Easylife	Training leading to qualifications for Visually Impaired people	27 858
		SIDVEM	Integration of visually impaired people in structures teaching music.	5 000
		ARAC	Training of horse grooms	13 500
	Solidarity Day	Unis Cité	Solidarity Day	20 000
		Les Correspondances de Manosque	Access to reading	5 000
	Other	Manosque Town hall	Descriptive plates in the historical centre of Manosque	9 900
		CINAL	International committee for the commemoration of the bicentenary of the birth	17 500
United-States	Fighting against avoidable blindness	Helen Keller international	Childsight	30 000
UK		Association supported by L'OCCITANE UK	Tutoring of young people from underprivileged high schools.	5 000
Total				452 789

Economic emancipation of women

Country	Field of action	Partner	Project	Total (in €)
Brazil	Entrepreneurship	Coopemaflima - Brazil	Construction of a workshop on the production of andiroba oil	20 000
Burkina	Literacy	Yereta	LITERACY	15 000
		Ragussi	LITERACY	10 000
		UGF-CDN	LITERACY	29 400
		UGPPK	LITERACY	22 877
		APNEF	LITERACY training	9 300
		Aide et Action	Follow-up LITERACY project	11 429
		Order of Malta - Women	Free medical care of the women of B. Noma	5 000
		Entrepreneurship	Coordination parrainages	Sponsoring of women's project
	Solaria		Construction of solar ovens	15 020
	North and South		Training of Burkinabe in soap	20 000
	Moringanews		Culture and production of Moringa leaf powder	15 000
	Entrepreneur of the world		Microcredit	53 758
	FAA I TUORA	Sponsoring of women's projects	4 236	
Total				240 020

Preservation of the 'Knowledge of Nature'

Country	Field of action	Partner	Project	Total (in €)
France	Preservation of the Knowledge of Nature	Olive-growing association	Study of needs for the OLIVIER project	4 800
		National Museum of Natural History	Creation of a referential website on plants	105 192
		UESS - Folcalquier	Rose garden	15 000
Total				124 992



Financial report 2009

TOTALS

Total for project subsidies in 2009 €828 214

Total for follow-up, assessment and coordination €73 693

TOTAL projects and follow-up €901 908



In 2009

4 Countries of intervention

30 Projects supported

84 % directed to projects and follow-up compared to commitments carried out in 2009



Photos credits



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