

# L'OCCITANE CARES



## L'OCCITANE PHILANTHROPY REPORT

2013-2014



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# FOREWORD

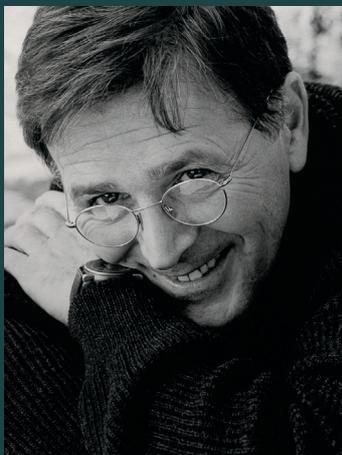
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**F**or over 30 years, L'OCCITANE is a committed brand. In harmony with our values, it seems to us essential to work for causes which are deeply fixed in the group commitment. In this way, women's entrepreneurship, the support for the visually impaired and the preservation of natural heritage are really important for us.

All these philanthropic actions would be useless without the implication of several actors. We have the chance to work with motivated co-workers: some good partnerships are signed with NGOs, the Group employees are involved all around the world and our customers give a great boost by buying every year the solidarity products. This year, more than € 320,000 were collected thanks to the solidarity products in favor of the NGOs, partners of the L'OCCITANE Foundation.

Reinold Geiger,  
president of the L'OCCITANE Foundation



With passion and willingness, we try every year to improve our social impacts. L'OCCITANE really wants to enjoy a special relation with its territories, by building strong and sustainable partnerships with the women and men who make these special regions alive. It is now a real pleasure to share with you our philanthropic projects carried out in 2013-2014.

Olivier Bousson,  
vice-president of the L'OCCITANE Foundation  
and founder of L'OCCITANE

*With passion and willingness, we try every year  
to improve our social impacts.*

*Olivier Bousson.*

# PHILANTHROPY IN 2013-2014

TOTAL BUDGET  
FOR L'OCCITANE PROJECTS  
2013-2014

€ 1,797,000

**44** projects  
supported by  
L'OCCITANE



**MORE THAN 991,000**

people received eye care

**MORE THAN 102,000**

women were supported for the  
development of their economic activity

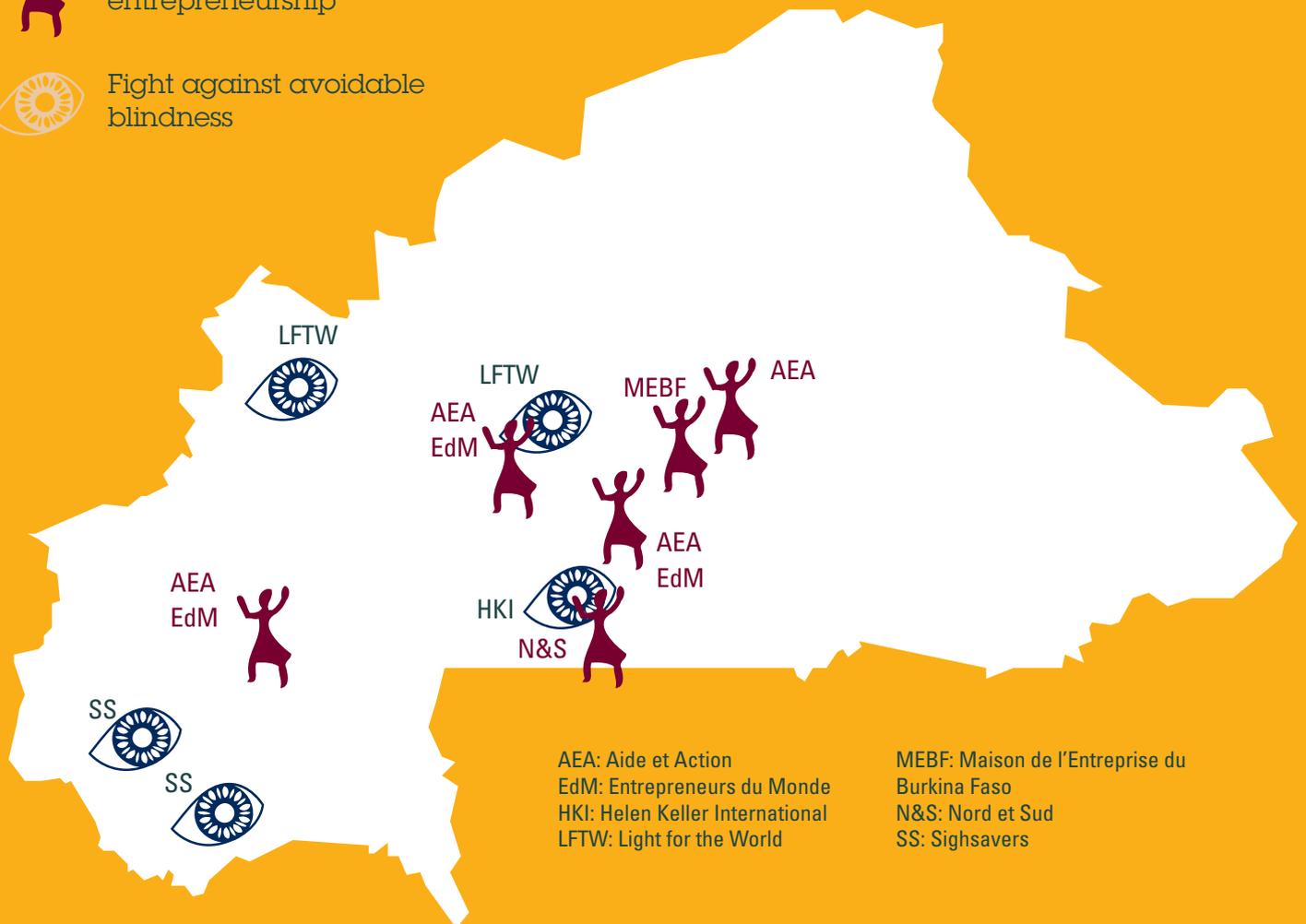
L'OCCITANE Foundation	L'OCCITANE subsidiaries
<ul style="list-style-type: none"> <li>Support for the visually impaired               <ul style="list-style-type: none"> <li>Women's entrepreneurship</li> </ul> </li> </ul>	Support for the visually impaired
L'OCCITANE fund	Philanthropy in Provence
<ul style="list-style-type: none"> <li>Support for victims of the 2011 Japan earthquake</li> <li>Construction of the new ORBIS flying hospital</li> </ul>	Transmission of natural heritage



Women's entrepreneurship



Fight against avoidable blindness



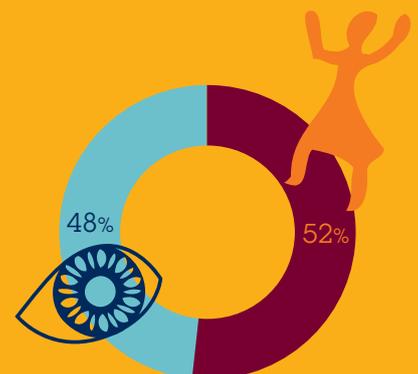
## BURKINA FASO

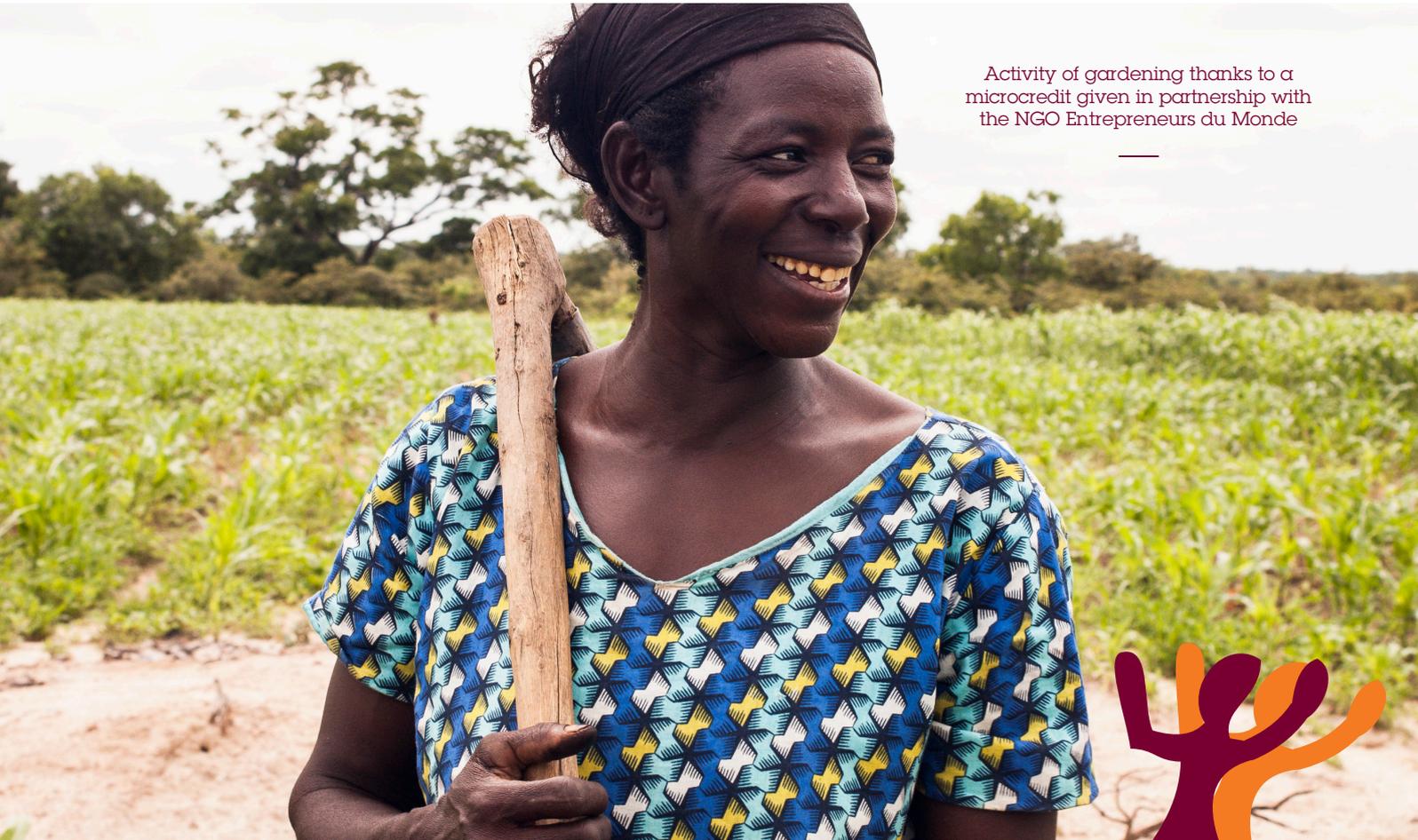
### THE CHOICE OF A PRIORITY COUNTRY TO INCREASE AND BETTER FOLLOW OUR IMPACTS

Why Burkina Faso? When Olivier Baussan came back from Burkina Faso, he brought women's green gold: shea butter. For 30 years, L'OCCITANE has been deeply attached to this country. The UN notably honored the brand, first importer of shea butter from Burkina, for the Foundation's activities and the creation of a sustainable sector for which 15,000 women are working in co-development. The Foundation is continuing this story

and this rich partnership, and wants to contribute to increase the development of this country, ranked 183 out of 187 at the HDI of the UNDP. The Foundation's support to the NGOs based in Burkina Faso focuses on two specific fields of actions: the promotion of women's entrepreneurship and the fight against avoidable blindness. The choice of these two fields of action in this priority region enables us to maximise our impacts.

TOTAL PHILANTHROPY BUDGET ALLOCATED TO BURKINA  
€ 593,000





Activity of gardening thanks to a microcredit given in partnership with the NGO Entrepreneurs du Monde



## WOMEN FOR BURKINA

L'OCCITANE co-develops Shea butter based products with women from Burkina Faso. The Foundation has chosen to extend this partnership by concentrating its action on women's entrepreneurship and acting upon three driving forces: basic skills through literacy programs, technical and financial ability through training in management and microcredit, and value-creation by rewarding the projects of outstanding women.



### FOCUS

#### CONTINUATION OF MAM'S PROJECT

162 women benefited from the « Microfinance, Literacy and Market gardening » project, launched in 2013 in the pilot village of Koundougou. Through an integrated development approach, this project coordinated by three NGOs (Aide et Action, SOS Sahel and AsIENA), aims to give overall leverage to improve living standards for the village's inhabitants.



## FOCUS

### THE L'OCCITANE FOUNDATION PÉPITE AWARDS

In 2013, three new prize-winners were rewarded with the L'OCCITANE Foundation Pépîte Awards. These € 10,000 prizes granted by the Foundation in partnership with the Maison de l'Entreprise in Burkina Faso aims to promote women entrepreneurs and support them in developing their activities.

## LITERACY AND MICROCREDIT

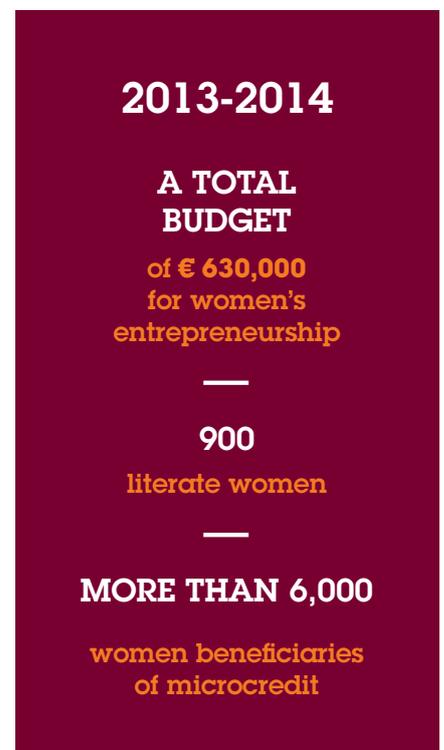
Since 2010, the Foundation has been supporting two pluriannual programs which set out to grant Burkinabe women the basic skills and technical and financial means to be successful in business.

Entrepreneurship begins with literacy and education. To this end, the Foundation has been supporting, since 2010, a program led by the NGO Aide et Action, offering literacy classes to Burkinabe women. Three years after launching the programme, the literacy centres are up and running. The past year has enabled to improve their sustainability and their autonomy so as to ensure the continuity of the project.

There are many women wishing to be entrepreneurs in Burkina Faso. However, many of them do not have

access to finance and have not been trained in management. With this in mind, the Foundation engaged in 2010 a partnership with Entrepreneurs du Monde, an NGO whose objective is to reinforce the capacities of these women by fostering their access to microcredit and training, in order to develop their income generating activity and gain in autonomy.

Measures of effectiveness were realized in order to evaluate the impacts on beneficiaries since the beginning of the programme. Thus, since 2010, near 900 women have been taught how to read and write and 6,000 have had access to a microcredit. These studies enable to understand the relevance of the Foundation's support and guide the NGOs in their programs.



## A SOLIDARITY SOAP FOR THE WOMEN OF BURKINA

International Women's Day, celebrated on March 8<sup>th</sup>, is a yearly opportunity for L'OCCITANE to propose a solidarity soap sold in its stores around the world. 100% of the the profits\* of this soap are intended for the women's entrepreneurship program in Burkina Faso. In 2014, the solidarity soap enabled to collect more than €140,000.

\* Sales price in store minus taxes, transport and production costs.



## IN THE WORLD

### PROMOTE WOMEN'S ENTREPRENEURSHIP WITH ASHOKA

Since 2014, the L'OCCITANE Foundation supports social women's entrepreneurship internationally, in partnership with the Ashoka network. In France, in Burkina Faso and in the United States, four women received a grant and a support to complete successfully their project.



An eye-screening session taking place with Helen Keller International near Koudougou, Burkina Faso



## UNION FOR VISION

Today, 285 million people in the world are blind or visually impaired, whereas 80% of cases could be avoided. The visually impaired are disadvantaged in terms of education and employment. For all these reasons, the Foundation has decided to commit to supporting the visually impaired, in France through the promotion of their professional integration, and in Burkina Faso by fighting against avoidable blindness.



### FOCUS

#### THE L'OCCITANE SIGHT AWARD

In April 2014, the L'OCCITANE Foundation, with the International Council of Ophthalmology, presented for the second time the L'OCCITANE Sight Award. € 50,000 were attributed to Dr. Clare Gilbert from the London School of Hygiene and Tropical Medicine for her research project in Bangladesh which will enable to screen 10,000 children.

## A SOLIDARITY SOAP TO FIGHT AVOIDABLE BLINDNESS

The solidarity soap sold in stores in October 2013 for World Sight Day enabled to raise nearly € 180,000. These funds will be allocated for projects fighting avoidable blindness in Burkina Faso.



### FOCUS

#### 4 GRANTS TO BECOME AN OPHTHALMOLOGIST

The L'OCCITANE Foundation offers the possibility to 4 Burkinabe doctors to take a 4-year training in ophthalmology in Mali. This training grant, donated in partnership with the NGO Light for the World, is a long-term investment: it is attributed on condition that the beneficiaries come back to practice in the rural areas in Burkina Faso. The objective is to enable the Burkinabe population to receive eye care and thus reduce blindness in the isolated regions. To do so, near € 76,000 were allocated to this project.

### FOCUS

#### THE FIGHT AGAINST TRACHOMA AND ONCHOCERCIASIS

The NGO Sight Savers acts in a tropical area of Burkina Faso: the Cascades region. It is in this wet region that tropical diseases like trachoma or onchocerciasis are mostly developing. With the support of the L'OCCITANE Foundation, Sight Savers fights these pathologies by giving medicines, training local staff, offering material, equipment, launching awareness campaigns and providing surgeries to the most advanced cases. This program will enable 40,000 people to be treated against onchocerciasis and 100 people affected by trachoma will be operated. Finally the medical staff will be trained in the prevention and the treatment of these infectious diseases.

## 2013-2014

### A TOTAL BUDGET

of € 698,000  
for visual impairment

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### OVER 291,000

people received eye care  
or glasses

—

### OVER 10,000

people received  
surgery

—

### OVER 880

people of local  
staff were trained



### IN FRANCE

#### GRANTS FOR THE TRAINING AND EMPLOYMENT OF THE VISUALLY IMPAIRED

In France, access to labour market for the visually impaired involves a lot of costs. The L'OCCITANE Foundation acts in favor of the visually impaired and fight these difficulties. In 2013, four selected people got a grant which enables them to complete successfully their professional project.

# UNION FOR VISION

## THE SUBSIDIARIES GET INVOLVED

The Foundation mobilizes the L'OCCITANE employees accross borders for projects of general interest. 13 correspondents of the Foundation within the subsidiaries are committed and support local projects for the visually impaired.

Sales of a solidarity candle in Switzerland



Training of a young English visually impaired woman



Kitchen classes for the visually impaired in Malaysia



## 2013-2014

### 11

projects supported

### 1 674

beneficiaries

### A TOTAL BUDGET

of € 133,650  
of which € 76,825 collected  
by the subsidiaries

### CANADA

€ 11,250 collected for the Canadian National Institute for the Blind in order to implement educational and recreational activities for about twenty visually impaired children's families.

### USA

Art Beyond Sight, the organization supported by the US subsidiary up to € 20,000, develops a unique multi sensorial program where art is used as a teaching way for visually impaired people.

## UNITED KINGDOM

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Training for unemployed visually impaired people are proposed by the Royal National Institute of Blind People in order for them to develop new skills. Thanks to a € 20,000 program, Siobhan, a 22-year-old young woman was trained and found a 1-year paid internship.

## SWITZERLAND

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Profits from the sale of a solidarity candle enabled to support the Blind Liecht association in order to pay the visually impaired workers' wages of Blindkuh, a restaurant in the dark.

## POLAND

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€ 2,400 allocated to the « Organization of parents and friends of visually impaired children » enabled to provide an anatomical model for students who decided to be practitioner for massage.

## CROATIA

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Thanks to the funds collected by the subsidiary, 8 visually impaired people were trained in audio-description by the organization Imagine

## RUSSIA

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A total of € 20,800 were donated to the Naked Heart Foundation for the construction of a play area for visually impaired children.

## HONG KONG

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The subsidiary supports the establishment of a global eye care network for the children leaving in the province of Gansu in China. In 2013-2014, € 40,000 were allocated to this project.

## ISRAEL

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The holiday camp of Eliya organization got a € 12,000 support. This action benefited to visually impaired children from 5 to 12 years old.

## INDONESIA

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A fundraising run collected funds for Mitra Netra Foundation for the Blind, which makes audio-description books. € 700 were raised to support this project.

## MALAYSIA

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€ 10,000 were allocated to support a training project of the « Malaysian Association for the Blind » whose goal is to enable the visually impaired to be more autonomous in their everyday lives.



# REBUILDING

On March 11<sup>th</sup> 2011, a 9-magnitude earthquake followed by a tsunami hit the coasts of Japan. This catastrophe mobilized both the employees and the shareholders of L'OCCITANE to bring assistance to the victims. 2 million euros were collected to support the reconstruction of this country, so dear to L'OCCITANE.



## MOMS MEET MOMS

In the Tohoku region, which had suffered from the earthquake, L'OCCITANE decided to support the mothers affected, in partnership with the Japanese Organization of International Cooperation in Family. Some working groups took place in Kamaishi, Sendai and Koryama. The goal was to refind social bonds and bring back calm in the aftermath of the disaster since March 2011. 111 mothers could thus participate to conferences, massage sessions or could exchange letters with mothers who also experienced such disaster.

2013-2014

A TOTAL BUDGET

of € 152,000  
to rebuild Japan

## TOHOKU MARKET

In order to kick start local economy in Kesenuma, L'OCCITANE participated in the TOHOKU Market project with Civic Force organization. Several working groups were offered to the market stall keepers before the opening of the market; these working groups enabled them to improve their management and communication skills. On October 19<sup>th</sup> 2013, the market gathered 24 stalls and 2,000 participants. At the end of this event, two entrepreneurs were selected to come and sell their products on the French Provençal markets.

# LAVENDER FOR EVER

Based in the Alpes de Haute-Provence, L'OCCITANE is a brand very committed locally since its creation in 1976. Regarding philanthropy, initiatives promoting the transmission of natural heritage are supported. L'OCCITANE made partnerships with 11 organizations to promote Provence land.



Philanthropy in Provence supports the lavender protection. Indeed, lavender farming is facing two issues: decline caused by phytoplasma, a disease transmitted by a devastating insect, and global warming. CRIEPPAM (Centre Régionalisé Interprofessionnel d'Expérimentation en Plantes à Parfum, Aromatiques et Médicinales), a research center, has launched in May 2012 a fund directed by Olivier Baussan, L'OCCITANE brand's founder. This fund supports research programs to find ecological solutions to lavender decline.

When the plant is infected with the disease, the channels of sap flow become clogged, causing its weakening and its rapid decline. Within a few years, Provence saw halve its volumes production. L'OCCITANE's support allows to switch from experimental research to fields trials with volunteers farmers.

## RAISE AWARENESS AMONG THE GENERAL PUBLIC WITH NEW SENSORIAL EXPERIENCES

In 2013, the brand commitments for lavender support have been presented to the general public through two main events:

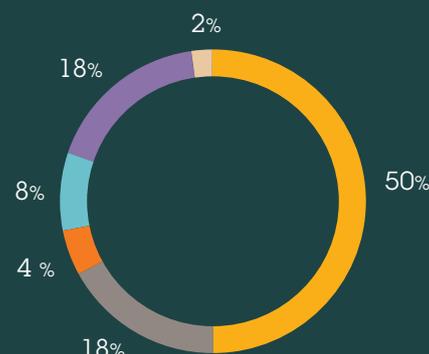
- A lavender field in Marseille old harbour  
L'OCCITANE and the industry stakeholders created a lavender field in Marseille old harbour as part of the project « Marseille European Capitale of Culture ».  
The general public was able to feel, touch, admire the beauty of lavender but also understand its new challenges and get committed.
- The photographic exhibition of lavender seen by Paulo Nozolino at the « Rencontres d'Arles »  
L'OCCITANE supported the international « Rencontres d'Arles » of photography and asked an artist to work on a specific exhibition about lavender.

## FINANCE FOCUS

■ L'OCCITANE Foundation: € 900,000	■ L'OCCITANE Fund: € 152,000
■ L'OCCITANE solidarity products: € 321,000 €	■ Philanthropy in Provence: € 316,000
■ L'OCCITANE subsidiaries: € 77,000	■ Others projets: € 31,000

FOCUS 

## FOCUS: DETAILS ON THE FOUNDATION'S

TOTAL BUDGET FOR  
PHILANTHROPIC  
PROJECT

Partner	Project	Amount
Aide et Action - SOS Sahel - AslEnA	Market-gardening - Literacy - Microcredit in Koundougou	€ 25,000
Aide et Action	Literacy	€ 55,320
Ashoka	Grants for women's entrepreneurship	€ 180,000
CFSI (Comité Français pour la Solidarité)	Training in family agriculture	€ 100,000
Entrepreneurs du Monde	Microcredits	€ 20,523
Maison de l'Entreprise	Support platform for entrepreneurship	€ 30,000
Maison de l'Entreprise	L'OCCITANE foundation « Pépite » Award	€ 30,000
Nord et Sud	Training in soap manufacturing by employees	€ 14,000
<b>Total projects women entrepreneurship</b>		<b>€ 454,843</b>

Partner	Project	Amount
ALTERMASSAGE	Support for visually impaired people in France	€ 49,800
Art beyond Sight	Multi-sensorial program in the USA	€ 10,000
Association of parents and friends of visually impaired	Anatomical model for practioner for massage in Poland	€ 1,200
BLIND LIECHT	A restaurant in the dark in Switzerland	€ 2,200
Boursiers GIAA et UPTIH	Grants for vocational integration	€ 30,750
CNIB (Canadian National Institute for the Blind)	Educational and creative activities in Canada	€ 5,625
ELIYA	Holiday camp in Israel	€ 6,000
Helen Keller International	Trachoma in Sapouy, Burkina	€ 44,195
IAPB (Internation Agency for the Prevention of Blindness)	Stucture help and grants for researchers	€ 12,000
ICO (International Council of Ophthalmology)	The L'OCCITANE Sight Award	€ 51,200
IMAGINE	Audio-description training in Croatia	€ 2,000
Institut Curie	Awareness film, proton-therapy center	€ 15,000
Light For the Word	4 grants for Burkinabe ophtalmologists	€ 75,629
Malaysian Association for the Blinds	Traing to be more autonomous in Malaysia	€ 5,000
Mita Netra	Audio-description books in Indonesia	€ 5,000
Naked heart Foundation	Play area in Russia	€ 10,000
ORBIS Chine	Eye-cares in the region of Gansu	€ 25,000
RNIB (Royal Institute of Blind)	Training for an unemployed visually impaired	€ 10,000
UNADEV (Union Nationale des Aveugles et Déficients Visuels)	Support for visually impaired people in France	€ 24,400
<b>Total projects visual impairment</b>		<b>€ 441,624</b>

# THE EMPLOYEES GET INVOLVED

## FOUNDATION CORRESPONDENTS



### Fondation L'OCCITANE



### L'OCCITANE EN PROVENCE



## FOCUS NORD & SUD

Nord & Sud is an employees' organization part of L'OCCITANE Group and is supported by the Foundation. It aims to train Burkinabe women to produce soaps. After having been trained, volunteers employees are going to Burkina Faso for a week in order to meet women in villages and train them. These women can reuse these skills to develop their own activities.



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# L'OCCITANE CARES

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