



# L'OCCITANE CARES

L'OCCITANE  
PHILANTHROPY REPORT  

---

2016-2017





# SUMMARY

---

## P 3 L'OCCITANE CARES

Foreword

A historic commitment

Organization of the Foundation

The employees get involved

Philanthropy in 2016-2017

## P 8 THE L'OCCITANE FOUNDATION

UNION FOR VISION 10by20

Promotion of Women's Leadership

Preservation of Natural Heritage

## P 15 L'OCCITANE FOR JAPAN

## P 16 FINANCES FOCUS

# FOREWORD



For 20 years, L'OCCITANE has been committed to sight, as shown by the use of braille on the packaging of its products. This commitment took on a new dimension, by introducing in 2000 the solidarity products, whose profits are redistributed to organizations, then by establishing the L'OCCITANE Foundation in 2006.

The year 2017 has provided the opportunity to take another step forward. A 3-year partnership between L'OCCITANE and the UNICEF has been launched to coordinate efforts, in order to prevent childhood blindness. This partnership is going to strengthen L'OCCITANE's engagement, whose goal is to provide eye care for 10 million people by 2020.

I invite you to discover in this report the different fields of action of the Foundation, as well as the results of the actions led over the past year.

Reinold Geiger,  
President of the L'OCCITANE Foundation and L'OCCITANE CEO



The L'OCCITANE Foundation has been crystallizing L'OCCITANE's soul for over 10 years now. A true catalyst for internal energy, the Foundation is involved in several fields of action: the fight against avoidable blindness, the promotion of women's leadership and the preservation of natural heritage.

Matters that seem important today and bear authenticity, sensitivity and respect, values that can be found in L'OCCITANE products. Supporting the local populations and regions that bring us as much is obvious at L'OCCITANE. This report is the result of our commitments for the year 2016-2017.

Olivier Brusson,  
Vice-President of the L'OCCITANE Foundation  
and L'OCCITANE Founder

# A HISTORIC COMMITMENT

T H E  
**1980's**

PARTNERSHIP WITH  
COOPERATIVES OF BURKINABE  
WOMEN PRODUCING SHEA  
BUTTER

**1997**

FIRST BRAILLE LABELS ON OUR  
PRODUCTS

**2000**

FIRST SOLIDARITY  
PRODUCT

**2006**

CREATION OF THE  
FOUNDATION

**2015**

2 MILLION  
OF EYE CARE

**2016**

DEVELOPMENT OF THE  
PROGRAM « UNION FOR  
VISION 10by20 »

**2017**

PARTNERSHIP WITH  
THE UNICEF

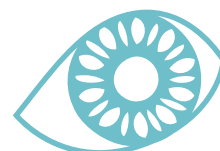
## KEY NUMBERS TOTAL SINCE 2006

**+200**  
projects  
financed



**+30**  
countries

**+2,000,000**  
EYE CARE



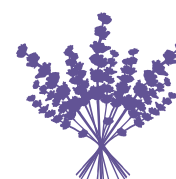
**+120,000**  
WOMEN SUPPORTED



**+900,000**

PEOPLE SENSITIZED

about natural heritage preservation  
in Provence and in the Mediterranean





# ORGANIZATION OF THE FOUNDATION

Throughout the year, the Foundation's team ensures the successful implementation of L'OCCITANE's commitments.

## Fondation L'OCCITANE



Charlotte  
BONNET



Sophie  
GENIN



Kady  
TRAORÉ



Marjorie  
BELTRANDA

The Board of Directors is composed of the representatives of the founding companies and their staff as well as qualified personalities in the Foundation's fields of activity. The members of this council perform their functions free of charge and meet twice a year.

**Mr. Reinold Geiger**

President

**Mr. Olivier Baussan**

Founder

**Ms. Patricia Stocky**

Management Control Director

**Mr. Jean-François Gonidec**

Executive Director

**Mr. Lionel Thoreau**

Growth Director

**Ms. Hélène Goetzelmann**

Spa Director

**Ms. Sandrine Leroy**

Human Resources Director

**Mr. Jean-Charles Lhommet**

Sustainable Sourcing  
Manager

**Ms. Carine Ngomo**

Communication & Partnerships  
Manager

### QUALIFIED PERSONALITIES

**Mr. Jacques Bedhet**

Trustee at the GIAA

**D<sup>r</sup> Patrice Delaage**

Ophthalmologist

**Ms. Isabelle Hoyaux**

Director of the International  
Center for Development and  
Research

# THE EMPLOYEES GET INVOLVED

## THE FOUNDATION'S CORRESPONDENTS

The Foundation's correspondents are a key element of L'OCCITANE's international commitment. In the company's subsidiaries, 37 employees are getting involved to reinforce L'OCCITANE's main program: UNION FOR VISION 10by20, through concrete actions in their countries. Thanks to their involvement, new projects are developed each year to achieve the goal of 10 million eye care by 2020.



“

In 2009, I chose to commit to the fight against avoidable blindness by becoming a correspondent of the Foundation. Since then, each year I have the opportunity to assist a local NGO on its field work. These activities are always a great pleasure for me and represent a really enriching experience, notable humanly. Thanks to the support of my subsidiary and the Foundation, this year we allowed 21,000 Vietnamese to receive quality eye care! ”

Natsuko NAKAHARA  
PR officer, Japan correspondent

# PHILANTHROPY IN 2016-2017

## TOTAL BUDGET PHILANTHROPY PROJECTS

**€ 2,951,867**

Fight against  
avoidable blindness

+ than 900,000  
EYE CARE

Promotion of  
women's leadership

+ than 13,000  
WOMEN SUPPORTED

Preservation of  
natural heritage

+ than 412,000  
PEOPLE SENSITIZED





# UNION FOR VISION 10by20

In 2015, the number of 2 million eye care was reached, a result that launched a new dynamic for L'OCCITANE and its Foundation in the fight against avoidable blindness. The UNION FOR VISION 10by20 program, which brings together all the philanthropic initiatives of the brand in favor of sight, pursues the objective "10by20": to offer 10 million eye care by 2020.



**2016-2017**

€ 1,983,524

**TO FIGHT AGAINST  
AVOIDABLE BLINDNESS**

**+ than 900,000  
EYE CARE**

## UNICEF, AN INTERNATIONAL PARTNERSHIP

Vitamin A deficiency is the leading cause of childhood blindness, affecting 127 million children worldwide – an estimated one third of children between the ages of 6 months and 5 years.

In 2017, L'OCCITANE commits with the UNICEF to prevent childhood blindness by funding international programs for the distribution of Vitamin A.

The goal of this UNICEF program is to provide children aged 6 months

to 5 years with the two vital vitamin A doses necessary for their proper development each year. The UNICEF can deploy and support large-scale prevention strategies.

With an annual support of €1,000,000 over three years, L'OCCITANE allows the UNICEF to protect 1.7 million children, including in Myanmar, Papua New Guinea and Bolivia, countries where Vitamin A deficiency is particularly high.





## LIGHT FOR THE WORLD

L'OCCITANE and its Foundation support the actions of the NGO Light for the World (LFTW) to prevent avoidable blindness since 2012 in Burkina Faso.

LFTW's strategy focuses on two main areas: improving the eye health system in the country and training medical staff.

In 2017, L'OCCITANE thus enabled more than 140,000 Burkinabè to access quality eye care. Support for specialization in ophthalmology since 2013 will reach more than 40,000 other patients by 2020.



## A SOLIDARITY SOAP FOR SIGHT

Thanks to the sales of the solidarity soap in 2017, more than €216,000 were collected. An amount directly donated to UNION FOR VISION 10by20 projects.



## FOCUS



### EYE SERVICES ACCESSIBLE TO ALL

Thanks to the support of L'OCCITANE, the NGO Vision Aid Overseas, in collaboration with the Medical Center, the surgical branch of Kossodo and the Regional Directorate of Koudougou, has set up an eye care system and offers affordable spectacles.

Since the opening of the center, more than 12,000 beneficiaries have received care, of which 26% benefited from glasses at social prices. People in vulnerable situations are the primary target of this project.





# UNION FOR VISION 10by20

The Foundation is also encouraging L'OCCITANE's subsidiaries around the world to commit by its side in the fight against avoidable blindness.

They are widely involved, since they offer every year more than 20 projects in partnership with local organizations.

These projects are co-financed by the subsidiaries and the L'OCCITANE Foundation. Discover some of the projects accompanied by one of our 37 correspondents.

**BUDGET DEDICATED  
BY SUBSIDIARIES**

**€ 238,252**



## MEXICO

The L'OCCITANE subsidiary and the Foundation funded the project of the NGO Sala Uno to facilitate access to eye care for 7,000 Mexican patients among the poorest.

**15**

**PROJECTS  
SUPPORTED**







## UNITED KINGDOM

---

Eye Heroes has chosen children to conduct an adult awareness campaign on the importance of regular eye screening. Thanks to the L'OCCITANE funding, 47,880 beneficiaries are expected to be screened by the association.

## RUSSIA

---

Thanks to the support of L'OCCITANE, Pravo Na Chudo financed laser surgery for 4,240 preterm infants suffering from retinopathy

## CHINA

---

The L'OCCITANE grant funded the arrival of the ORBIS flying hospital in Shenyang Province.

1,000 inhabitants were examined and 50 doctors, nurses and anesthetists were trained in eye surgery techniques.



**+ than 200,000**  
**BENEFICIARIES OF**  
**EYE CARE**

## SOUTH AFRICA

---

70,000 children were screened through the school-based care pathway in the provinces of Kwazulu-Natal and the eastern cape of the country. A project sponsored by the Brien Holden Vision Institute.

## JAPAN

---

The Asia Prevention of Blindness association funded the training of Vietnamese ophthalmologists and subsidized cataract surgeries. 21,000 of the most vulnerable patients received eye care thanks to these newly trained doctors.

## AUSTRALIA

---

The Kokoda Track Foundation trained 60 eye care professionals in rural areas of Papua New Guinea. This training enabled them to treat more than 30,000 people.



# PROMOTION OF WOMEN'S LEADERSHIP

Since the 1980s in Burkina Faso, L'OCCITANE has been working closely with women who produce shea butter. In order to deepen this relationship, the L'OCCITANE Foundation supports actions to promote women's leadership in the country.



## WOMEN FOR BURKINA

With a member of its team based in Burkina Faso, the Foundation is actively developing its actions:

- Literacy programs;
- Financial and technical assistance to develop income-generating structures;
- Support for the creation and development of small businesses.



As part of its support for women's entrepreneurship in Burkina Faso and in order to further strengthen its support, L'OCCITANE launched a new program in 2016: the L'OCCITANE pour Elles program.

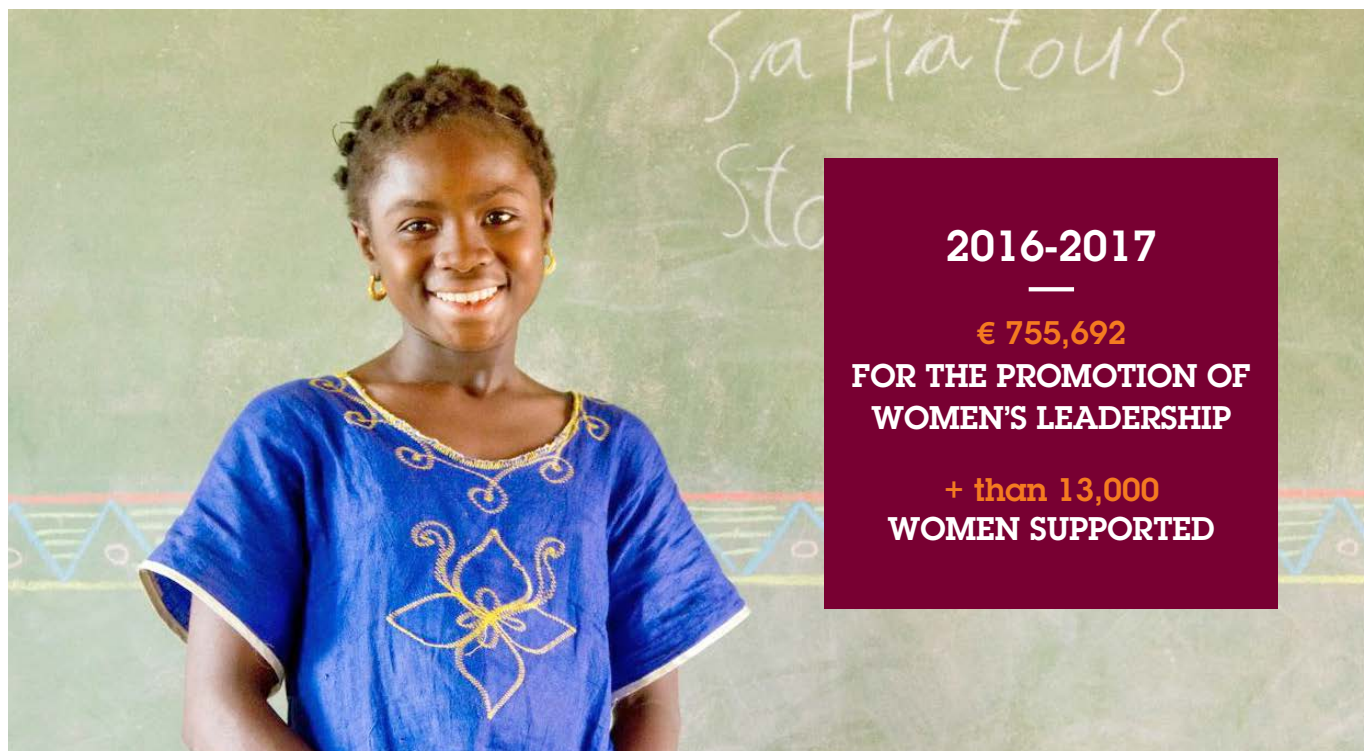
The 4 winners of the first edition were selected for technical and financial support in line with the development needs of their respective organizations.

## A SOLIDARITY BALM FOR WOMEN

Thanks to the sale of this balm, €396,000 were collected in 2017 and allocated to programs for the promotion of women's leadership.





**2016-2017****€ 755,692****FOR THE PROMOTION OF  
WOMEN'S LEADERSHIP****+ than 13,000****WOMEN SUPPORTED**

## GIRLS' SCHOOLING

L'OCCITANE and the UNICEF have just launched a program to support and promote the education of 450 girls living in rural areas.

This four-year program aims to raise the enrollment, maintenance and success rate of girls at the college level in Burkina Faso.

The school enrollment rate at this level is low (40.2%), given the lack of school infrastructure, the high cost of education and so on. And girls in rural areas are doubly marginalized in terms of their area of residence and gender.

## IMPACT MEASURES

Recognized since 2013 as an exemplary firm by the United Nations Development Program (UNDP), L'OCCITANE is a member of the Business Call To Action initiative, which brings together companies committed to improving their impact on the poor and reaching the sustainable development goals set by the United Nations in September 2015.

In this context, UNDP has supported L'OCCITANE in measuring the impact of its actions on women in the Burkina Faso shea sector. This impact study shows, in particular, that 75% of women enroll all or the majority of their children under 14 in school, regardless of gender and 84% participate in family expenses.



## FOCUS

### LA FLAMME MARIE CLAIRE

In 2016, for the second year, L'OCCITANE and the magazine Marie Claire joined forces to finance programs for the schooling and education of girls and women around the world.

The benefits of the Marie Claire candle have been donated to two international associations (Toutes à l'Ecole and Entrepreneurs du Monde) and to local associations thanks to the participation of France, the United Kingdom, the Czech Republic and Italy.



# PRESERVATION OF NATURAL HERITAGE

L'OCCITANE's commitment to its territory continues to highlight eco-responsible actions and demonstrates its commitment to Provence and its support for the economic and cultural fabric of the region.

In 2017, 7 regional awareness-raising and field projects that foster awareness and concrete actions to conserve biodiversity have been funded.

## PARC NATUREL RÉGIONAL DU VERDON

The L'OCCITANE Foundation is continuing its commitment initiated in 2016 with the Parc naturel Régional du Verdon, for the planting of hedges and trees on the plateau of Valensole.

In 2016, 4,216 trees were planted, i.e. 3.3 km of hedges, thus promoting the preservation of biodiversity and limiting natural risks for farmers.

## FÉDÉRATION DES CONSERVATOIRES BOTANQUES NATIONAUX ET ALPIN

Partner of the Fédération des conservatoires botaniques nationaux et alpin (FCBN & CBNA), L'OCCITANE and its Foundation continue their support for the creation of quality lines for the production of wild plants of local origin and the planting of messicole flowers in the cultures of Aromatic and Medicinal Plants. The support of 50 local sectors to the project is the guarantee of an ecological restoration of quality and the creation of an economic activity for the territory.

## PALAIS DES PAPES

Thanks to an allocation of €100,000 over 4 years, L'OCCITANE supports the rehabilitation of the gardens of the Palais des Papes in Avignon.

The objective is to restore 2,400 m<sup>2</sup> of gardens and replant them with 47 varieties of trees, plants and flowers from the medieval era.

Herbaceous, aromatic and medicinal plants, but also Mediterranean style fruit trees, will enhance the perimeter of the Palace and will revive the gardens which will be opened to the public in 2018.



**2016-2017**

**€ 129,429**

**TO PRESERVE  
NATURAL HERITAGE  
IN PROVENCE**

**+ than 412,000  
PEOPLE  
SENSITIZED**



# L'OCCITANE FOR JAPAN

The 2011 tsunami in Japan created a great stir among L'OCCITANE, counting with a large number of employees in the country.

2 million euros were collected by L'OCCITANE employees, shareholders and subsidiaries to finance reconstruction projects with local associations.



## FOCUS Q

### REKINDLE THE HOPE

In 2011, the city of Kamaishi was hit hard by the tsunami. At the time of the drama, Yakushi Park, at the top of the hill overlooking the city, saved more than 500 lives.

The NGO Kokkyo naki Kodomotachi works today to restore this park and turn it into an oasis, a place of hope to make it the symbol of the reconstruction of the city.

The program includes planting 3,000 trees and renovating the park and its infrastructure.

## IMPROVE THE LIVING CONDITIONS

L'OCCITANE financed the fitness program implemented by the NGO Kenko Terakoya.

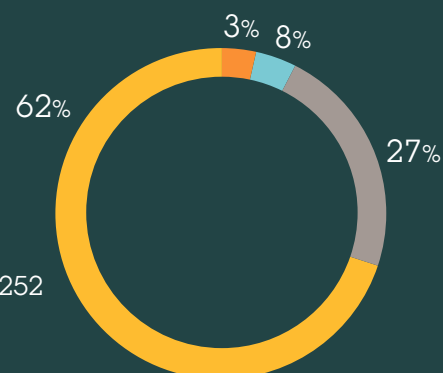
The program aims to train coaches on subjects ranging from nutrition to sport to enable more than 2,800 Japanese living in precarious housing to improve their living conditions on a daily basis.

These coaching sessions are helping people living in areas still affected to survive as the reconstruction comes to an end.



## FINANCES FOCUS

■ L'OCCITANE Foundation € 1,822,947    ■ L'OCCITANE's Subsidiaries € 238,252  
■ Solidarity products € 807,446    ■ L'OCCITANE Fund € 83,222



## Detail of the Foundation's projects

PARTNER	PROJECT	AMOUNT
International Agency for the Prevention of Blindness (IAPB)	IAPB membership and support to the General Assembly of the IAPB, Durban, 2016	€ 53,918
L'OCCITANE Sight Awards	Research grants	€ 102,124
UNICEF	Vitamin A treatments to prevent childhood blindness	€ 1,000,000
ORBIS	Reduce the prevalence of trachoma in Ethiopia	€ 40,000
Brien Holden Vision Institute	Eye care for children in Uganda	€ 65,000
Kokodak Foundation (Australia)	Medical trainings	€ 35,000
ORBIS (China)	Ophthalmologist flying hospital in the Shenyang province	€ 10,000
Helen Keller International (Indonesia)	Eye screenings for diabetic people	€ 10,000
Korean Foundation for Prevention of Blindness (South Korea)	Eye care for student	€ 14,000
Vishaka Foundation (Myanmar)	Sensitization and screenings in rural schools	€ 10,000
NPO: Asian Prevention of Blindness Association (Japan)	Ophthalmologist training in Japan	€ 30,000
Fondation Dorina Nowill (Brazil)	Medical treatments for visually impaired children	€ 10,000
SalaUno (Mexico)	Access to eye care for disadvantaged people	€ 20,000
Lirot (Israel)	Eye screenings for children suffering from amblyopia	€ 10,000
Brien Holden Vision Institute (South Africa)	Eye care in disadvantaged schools	€ 33,000
Eyes for the World (Benelux)	Distribution of prescription glasses to homeless people	€ 10,000
Institute for the Blind (Germany)	Vision Screening Bus	€ 13,000
ChildVision (Ireland)	Vision program for visually impaired children	€ 10,256
Pravo Na Chudo (Russia)	Eye surgeries on newborns	€ 20,000
Eye Heroes (United Kingdom)	Sensitization campaign	€ 25,000
Monitoring and evaluation of the projects		€ 7,974
TOTAL PROJECTS FIGHT AGAINST AVOIDABLE BLINDNESS		€ 1,529,272

PARTNER	PROJECT	AMOUNT
Entrepreneurs du Monde	Access to microcredit and socio-economic formations for women	€ 118,000
Aide & Action	Construction and development of alphabetization centers for Burkinabè women	€ 45,064
Monitoring and evaluation of the projects		€ 1,182
TOTAL PROJECTS WOMEN'S LEADERSHIP		€ 164,246

PARTNER	PROJECT	AMOUNT
Parc du Verdon	Planting of hedges and trees on the plateau of Valensole	€ 11,500
Fédération des Conservatoires Botaniques Nationaux	Preservation of local seeds	€ 10,000
Conservatoire Botanique National Alpin	Preservation of local seeds	€ 10,000
Les Rencontres d'Arles	International Meeting of Photography	€ 50,000
Palais des Papes	Redevelopment of the Garden of the Popes	€ 25,000
Parc du Lubéron	Valorization of old fruit varieties	€ 1,500
CEN PACA	Preservation of the biodiversity of messicole plants and butterflies	€ 10,000
Musée de Salagon	Development of the exhibition	€ 7,000
Monitoring and evaluation of the projects		€ 4,429
TOTAL PROJECTS NATURAL HERITAGE		€ 129,429





© Copyright: UNICEF, Helen Keller, Sonia Richard and Lynch.

# L'OCCITANE CARES

Foundation and Fund  
L'OCCITANE  
[fondation.loccitane.com](http://fondation.loccitane.com)