



Activity Report

April 2010 - March 2011

Fondation
L'OCCITANE
EN PROVENCE

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A WORD FROM THE FOUNDATION'S PRESIDENT



For 5 years, the Foundation has supported actions sharing its motivation “a sense for tomorrow” and has committed to support visual impaired people, the economic emancipation of women and the preservation of the knowledge of Nature. In 2010-2011, the Foundation perpetuated its missions from the previous years and got involved in the support of new projects, and in the development of the subsidiaries participation abroad but also of numerous employees.

From April 2010 to March 2011, the Foundation purchased its actions **supporting the visually impaired people** around two axes: the professional insertion of visually impaired people in France and the fight against avoidable blindness in developing countries. This year, the professional training programs were strengthened and a grants system was created, which enabled 33 visually deficient people to follow their training or find a job. The fight against avoidable blindness projects were developed thanks to the consolidation of the current projects, a work on the start of a project in Burkina Faso with the NGO ORBIS and the growing implication of subsidiaries.

The Foundation also supported the **economic emancipation of women** in Burkina Faso. On the field of literacy, the Foundation consolidated its partnership with the NGO Aide et Action, by strengthening its activities and by launching a study of impact measurement. This year, the Foundation also reinforced its support to the microcredit project, thanks to its partnership with Entrepreneurs du Monde, and helped to fund professional training programs for income generating activities with SOS Sahel.

Finally, regarding the **preservation of knowledge of Nature**, new projects are now managed by the headquarters of L'OCCITANE in Manosque in the context of local a sponsorship. During this year, the Foundation had therefore focused on maintaining and monitoring its ongoing projects.

A stylized, handwritten signature in black ink, consisting of several overlapping loops and lines.

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



Its actions in 2010-2011

Since its creation in 1976, the L'OCCITANE company has developed numerous philanthropic initiatives; it is in this context that the L'OCCITANE Foundation was created in 2006.

During the year 2010-2011, the Foundation perpetuated its multiannual projects and new projects were also created.

This report submits the activities supported by the Foundation between April 2010 and March 2011 in order to be aligned with the fiscal year of L'OCCITANE.

In 2010-2011, the Foundation subsidies to support its projects amounted to 790 217 €.

Repartition of the subsidies in 2010-2011:



The 3 fields of action of the L'OCCITANE Foundation:

• Support to visually impaired people

- In France: Supporting professional integration
- Abroad: Fighting against avoidable blindness



• Economic emancipation of women

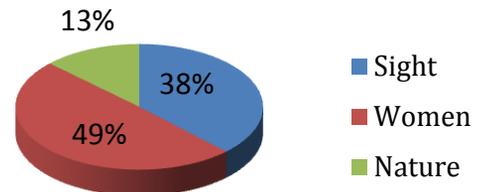
- Supporting literacy programs
- Developing income-generating business activities



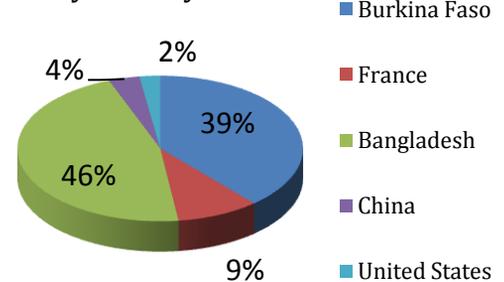
• Preservation of the knowledge of Nature



By fields of action:



By country:



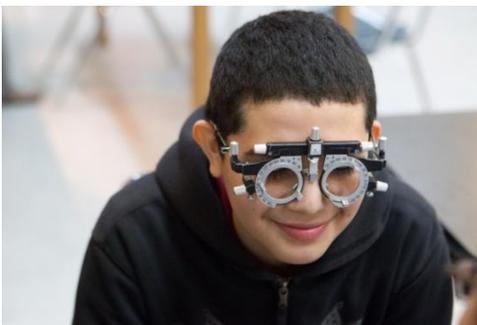


Support to visually impaired people



Since its creation, L'OCCITANE has been committed to help visually impaired people. Because the knowledge of L'OCCITANE enables us to appreciate our environment with all our senses and because its cares first are acts of sensorial well-being, the Foundation decided to keep helping those who are deprived of one or more of their senses. By choosing to work on the sight, it seeks to acquire more expertise in this subject to improve its action.

In France, the Foundation works to promote professional integration for visually impaired people by supporting adapted training courses. At the international level, it focuses on the fight against preventable blindness and eye diseases and subsidiaries are getting more and more involved in this area.



Support to visually impaired people in 2010-2011

5 countries involved

9 projects supported of which 2 mobilizing volunteer
L'OCCITANE employees

300 109 € subsidies, ie 38% of the budget



In France: Supporting professional integration

Centers of professional rehabilitation Training as a wellness practitioner



The project: This year, the Foundation perpetuates the project created with the consulting firm EasyLife for the training of visually impaired people to become wellness practitioner. These training programs are offered in the CRP of the AVH in Paris, of the Hauts Thébaudières in Vertou and of the CRDV in Clermont-Ferrand and have real job opportunities.

Subsidies 2010-2011: 15 000 €

What does a 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.

What is the training about?

- Teaching of different well being techniques
- Modules of Professional Conduct, ethics, hygiene
- Selling techniques and communication
- Internships of implementation

Mira Europe

Creation and arborization of the Senses Course of educational center for the guide dogs of blind children

Subsidy 2010-2011: 3 000€

Grants et GIAA

Grants for the professional training of visually impaired people

The project: Many visually impaired people have financial difficulties that prevent them from following the career of their choice. To overcome these difficulties, the L'OCCITANE Foundation launched this year scholarships for professional training and employment for visually impaired people. They aim to become a real boost to enter the labor market. This mechanism can reach a wide range of candidates.

In order to coach them in their approach to the job market, some scholars have also been accompanied by the GIAA (Intellectuals Group Blind or Partially Sighted). The first class of fellows was selected in February 2011 and is composed of seven people who received grants between € 1,500 and € 2,800. This year's recipients are student lawyer, well being practitioners, musician and sound engineer.

Subsidy 2010-2011: 15 600 €

Léa



Sylvie



Virginie



Antuni



Jonathan



Aurore



Alexandre





Abroad: Fighting against avoidable blindness

ORBIS – United to Save Sight Program

Annual sale of a solidarity product

Since 2006, L'OCCITANE, the L'OCCITANE Foundation and the NGO ORBIS have been running the "United to Save Sight" program. Each year, L'OCCITANE sells in its shops a solidarity product and 100% proceeds are donated to ORBIS. Last year, over €140,000 were raised through this operation. This year, the solidarity product « African Tale » helped to collect 172 000 € which are entirely donated to the ORBIS project against blindness.



In 2010-2011, the Foundation continued to support and finalized a 4-year project launched in Bangladesh, consisting of developing ophthalmologic centers in a rural and isolated zone. The main goal is to give to rural isolated populations access to ophthalmologic cares of good quality.

A similar project is launched in Burkina Faso, with the participation of different NGOs who will be present in the field. This project will develop local and autonomous structures in order to offer ophthalmologic cares of good quality.



Subsidy 2010-2011: 55 496 € in Bangladesh and 117 313 € in Burkina Faso

Ordre de Malte

Cataract surgery in Burkina Faso

The project: The Foundation keeps on supporting Ordre de Malte 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 the cases of blindness. In 2010-2011, over 150 people had a cataract surgery.

Subsidy 2010-2011: 12 200 €

Faa I Tuora – Visually impaired people

Training for a community of visually impaired people in Burkina Faso

The project: Perpetuation of the training project of hand-knitting and livestock farming, to enable the people to be autonomous, by creating activities of raising pigs and goats.

Subsidy 2010-2011: 1 500 €

Projects managed by the subsidiaries and subsidized by the Foundation

Helen Keller International

Childsight in United States

The project: The L'OCCITANE subsidiary in the United States participates in the Childsight program of the Helen Keller International NGO with the support of the Foundation. Childsight provides free, in-school vision screenings, prescription glasses, and ophthalmologic referrals to schoolchildren in need. In 2010-2011, more than 80 000 schoolchildren were screened and over 16 000 received glasses.

Subsidy 2010-2011: 30 000 €

ORBIS China

Ophthalmologic cares in China

The Project: The L'OCCITANE subsidiary in Hong Kong and the L'OCCITANE Foundation launch a partnership with ORBIS to fight against avoidable blindness in developing countries.

It consists in proposing screening and ophthalmologic cares to children and adults of the Gansu Province. This project is helped by the Gansu Provincial Rehabilitation Hospital.

Subsidy 2010-2011: 50 000 €







Economic emancipation of women



At the beginning of the 1980's, Olivier BAUSSAN discovered in Burkina Faso the property of the shea butter, which will be used in the L'OCCITANE soaps and products manufacturing. The L'OCCITANE Foundation chose to prolong this partnership focusing its action on economic emancipation of women in Burkina Faso, where they play a major role in the economic and social life.

The actions of the Foundation in favor of Burkinabe women are focused on two fields: literacy programs and the strengthening of income-generating activities. All this projects are aimed at enabling women to become more autonomous and to start their own activity when they wish to.



Promotion of economic emancipation of women in 2010-2011

1 country involved: Burkina Faso

9 projects supported of which **2** supported by L'OCCITANE volunteer employees associations

393 506 € of subsidies, ie **50%** of the budget



Supporting literacy programs

Aide & Action

The project : Since 2009, the Foundation has chosen to work with the NGO Aide et Action that monitors the literacy projects in Burkina Faso. Aide et Action manages and follows the projects of 8 associations in Burkina Faso: Ragussi / UGF-CDN / Yereta / UGPPK Léo / Lagme Yensgo / Wemoukiga / Wend la Manegda / Teeg Wend baomanegre. In total this year, 20 literacy centers were supported (opening, running and/or construction) and over 830 women were able to learn how to read and write. This year, the study was launched to measure the impact of the actions on the field.

The data of Burkina

In Burkina Faso, only **28,7% of the population is literate.** Pillars of society, women represent 52% of the population.

Subsidy 2010-2011 : 228 023 €





Developing income-generating activities



Entrepreneurs du Monde (EDM)

Training to entrepreneurship and microcredits

The project: EDM leads a project of stimulation and empowerment of women who produce shea by giving them access to the holistic microfinance. This multiannual project wants to promote self-sufficiency and spirit of entrepreneurship of more than 2500 women who produce shea butter, thanks to an organization in a solidarity mutual, an easier access to microcredit, the promotion of savings and socio-economic trainings.

Subsidy 2010-2011: 67 950 €



Faa I Tuora

Purchase of bikes for women

The project: the association Faa I Tuora leads projects aimed at increasing the living conditions of groups in Dissin, in the West-South of Burkina Faso. The Foundation takes part in the purchase of bikes for women of the association in order to enable them to move along freely and to have better access to basic services. In 2010-2011, the Foundation's subsidy helped the buying of 160 bikes.

Subsidy 2010-2011: 11 120 €



Médecins du Monde

Artisanal unit production of Misola flour

The project: The L'OCCITANE Foundation supports the creation of an artisanal production unit of Misola flour, in the West-South of Burkina Faso. The production of this flour has a double objective: to enable women having an income-generating and to facilitate access to a baby food supplement to prevent malnutrition among children under 5 years. This project has not yet been established and is currently under talk.

Subsidy 2010-2011: 15 000 €



Graines de joie

Workshop of soap

The project: The project of the organization Graines de Joie is to develop workshops for training of handicrafts in the center CARMEN Kizito (Centre for the Reception and Reinsertion of the Mother and Child in distress). The Foundation has contributed particularly to the development of the soap workshop.

Subsidy 2010-2011: 8 000 €



Maam Né Fo

Cooperative Loalenga

The Project: The L'OCCITANE Foundation supports the project of the organization Maam Born Fo which aims to organize and support, within the cooperative Loalenga located Koudougou, pathways of socio-economic and individualized insertion for craftswomen, through training, literacy and awareness of the dynamics of innovation and fair trade.

Subsidy 2010-2011: 5 000 €



SOS Sahel

Market Gardening

The project: The L'OCCITANE Foundation supports the project of the SOS Sahel association in the Center North area of Burkina Faso. It is about the settlement of market gardening areas that aims at improving women's living conditions, making them become more autonomous and participate to the economical life of their region.

Subsidy 2010-2011: 52 377 €



Preservation of the knowledge of Nature



L'OCCITANE has its roots in the heart of Provence and it is all the essence of this region of southern France that can be met in its products. Behind each one is hiding the true story of olive, lavender, almond producers, who offer the best of nature with respect to authentic traditions handed down from generation to generation.

The story of L'OCCITANE would not be possible without the daily commitment of men and women working closely with nature and that is why the Foundation is engaged in the transmission of traditional knowledge on plants and heritage of Provence.



Preservation of the knowledge of Nature in 2010-2011

1 intervention field: Provence

7 funded projects

96 602 € subsidies, ie **13%** of the budget



Knowledge and traditions of the Provençal nature



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

The project: This year, the reference web site on plants www.jardindesplantes.net was extended with new plants data and new virtual tours were developed.

Subsidy 2010-2011: 50 000 €



The regional natural park of Lubéron House of biodiversity – Farmers orchard

The project: The Foundation supports the creation of a network of farmers orchard with farmers in the park on the area of Thomassine. The subsidy mostly supported the purchase of old plants of fruit species in order to preserve them.

Subsidy 2010-2011: 8 500 €



PILES de Nice The Shared Gardens of Montaleigne

The project: the Foundation supported the Shared Gardens of Montaleigne. The subsidy granted permitted to develop and secure the pedagogic garden, and to develop the oil production olive groves of shared gardens.

Subsidy 2010-2011: 3 852 €



Association Ecole de la Nature et des Savoirs The Garden of knowledge

The project: The Foundation supports the development of a "conservatory" garden for research, conservation, education and awareness of new agricultural practices.

Subsidy 2010-2011: 17 250 €



Association Grande Traversée des Alpes

The project: Update and new edition of the promotion document dedicated to the Lavender Roads

Subsidy 2010-2011: 2 000 €

UESS

The project: Creation of a distillation and demonstration workshop valuing perfume, medicinal and aromatic plants of the region.

Subsidy 2010-2011: 10 000 €



Salagon Museum

The project: Creation of a workshop and a booklet to discover the Fragrance Garden

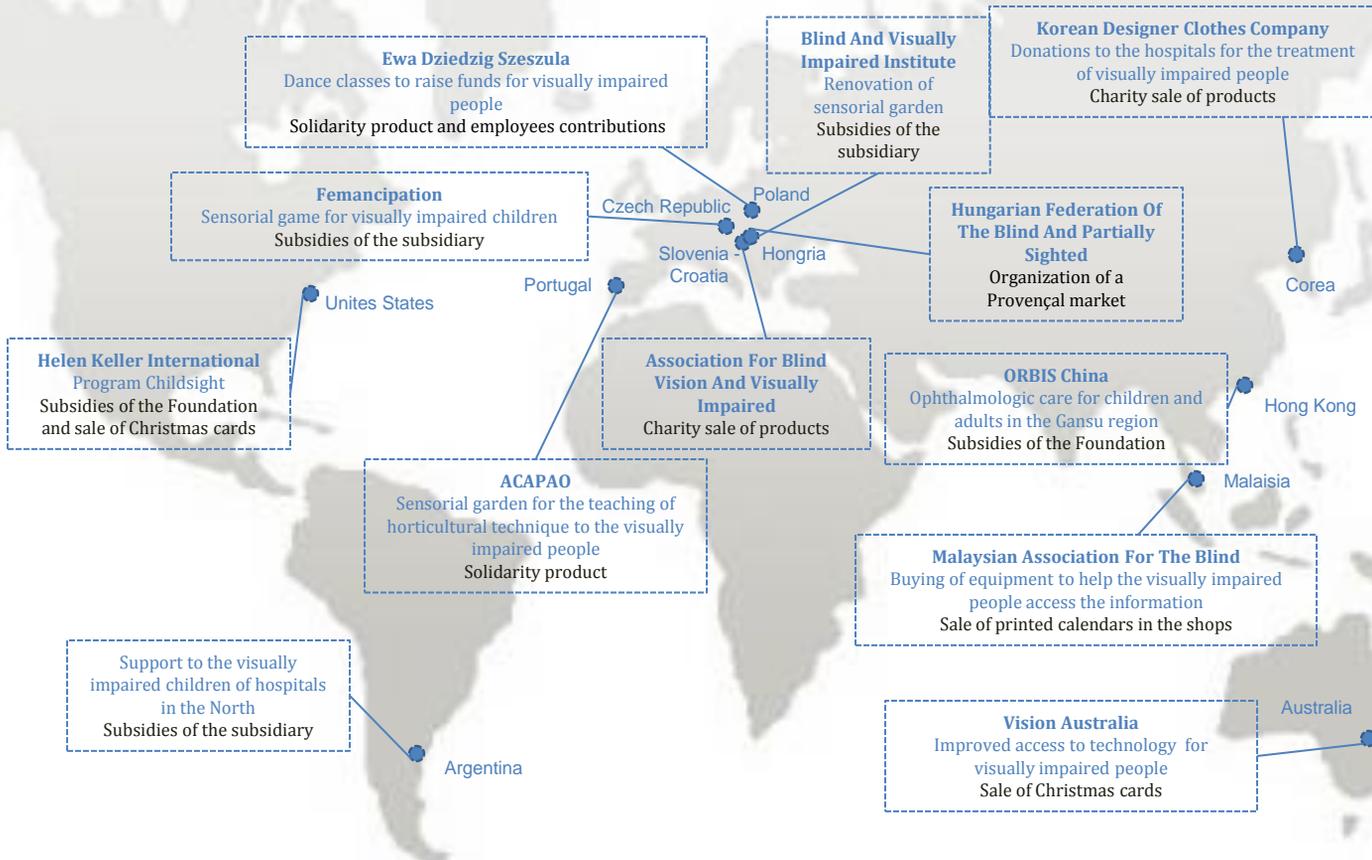
Subsidy 2010-2011: 5 000 €

THE SUBSIDIARIES AND EMPLOYEES GET INVOLVED



Since its creation, the L'OCCITANE Foundation has tried to involve the maximum of employees in its actions. This year is also an opportunity to show the increasing participation of subsidiaries of L'OCCITANE all over the world, in projects linked with its support to visually impaired people.

Subsidiaries project for the visually impaired people:



The list of projects of the subsidiaries is not exhaustive. One of the objectives of the Foundation in 2011-2012 is to consolidate this information.

Mobilization of the L'OCCITANE employees:



POP Day: Organization of a solidarity day involving L'OCCITANE employees and visually impaired people, members of local associations in Paris, Manosque and Geneva.

Coordination Parrainages: Association created by volunteer employees of L'OCCITANE, its goal is to collect sponsorship of employees to help Burkinabe women in Dissin.

Nord et Sud: Association of volunteers employees whose project, supported by the Foundation, is aimed at empowering villages in Burkina Faso in the manufacture of soaps.

African Lunch for the Women's Day: Organization of a lunch for the employees of Paris and Manosque with a storyteller, food and Burkinabe atmosphere to celebrate the Foundation action in favor of Burkinabe women and present the 3-year partnership signed with the NGO Aide et Action.

The Foundation Governance

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.

For L'OCCITANE :

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

For the company « RELAIS L'OCCITANE » :

Mr. Emmanuel DE COURCEL, and Manager director of L'OCCITANE EUROPE
Mrs Magdalena TRUSZKOWSKI, Responsible of International Merchandising International

Qualified experts:

Dr Patrice DELAAGE, ophthalmologist
Miss Sophie MASSIEU, journalist
Mr. Lazare KIZERBO, from the International Organization of Francophonie

The Board



President of the Foundation

Mr. Reinold GEIGER,
President of L'OCCITANE



Vice President of the Foundation

Mr. Olivier BAUSSAN,
Founder of L'OCCITANE



General Secretary of the Foundation

Mr. Emmanuel OSTI,
CEO of L'OCCITANE



Treasurer of the Foundation

Mr. Emmanuel DE COURCEL,
Manager and Director
EUROPE of L'OCCITANE

Selection committees

The Foundation created in 2010 selection committees to choose its projects and study in depth their content. Each action field of the Foundation has its own selection committee, composed of members of the Foundation, members of the board of Trustees, committed employees of L'OCCITANE and experts from relevant fields. Each committee meets once a year.

The Foundation 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 Board of Trustees. Thus, the team prepares the subsidy demand forms, handles the budget, runs the communication campaigns, is the representative of the projects bearers and plays an interface role between the collaborators of L'OCCITANE and the projects sponsored.



Mary BONNEAUD
General Delegate of the Foundation



Laure CEZARD
Project Developer



Carole AUBERT
Project Developer



Laure MERCKX
Foundation intern

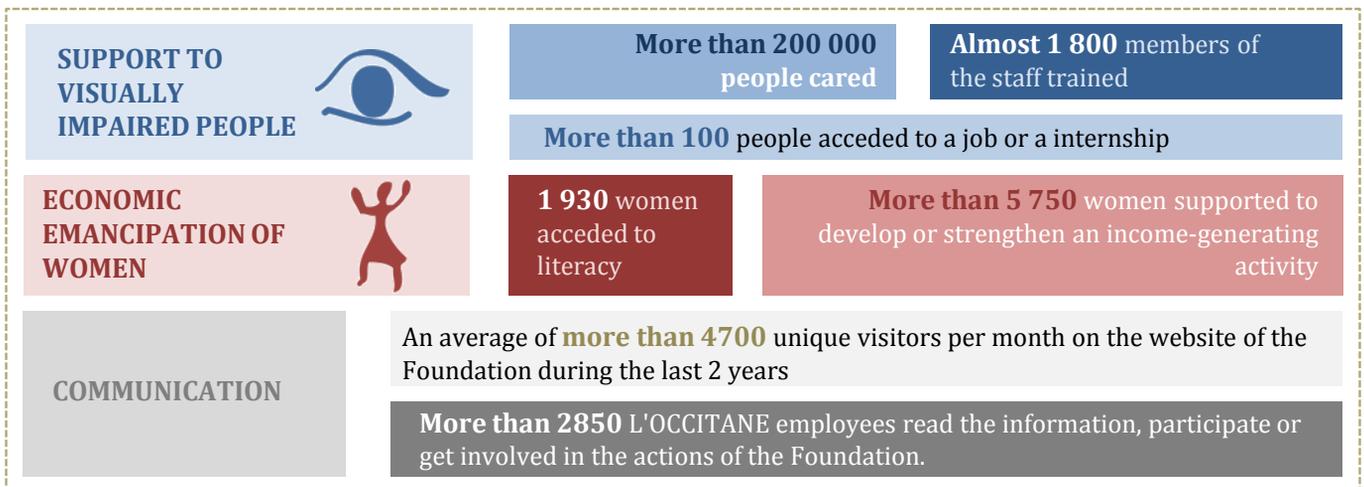
5-YEAR RESULTS AND PERSPECTIVES

The results of the last 5 years

At the creation of its corporate Foundation in 2006, L'OCCITANE gave a very significant budget, almost 4 million over five years and thus shows the seriousness and the extent of its commitment to the benefit actions of general interest. The year 2010-2011 marks the completion of its first multi-year program of actions and leads to a review of the past five years.

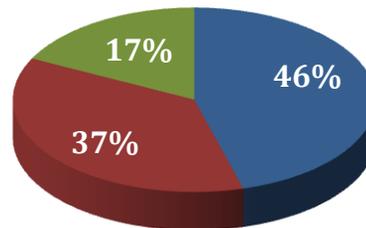
Results for the period 2006-2011:

This table shows the quantitative results of the actions of the Foundation for 5 years:



Budget repartition for 2006-2011 by fields:

- Sight
- Women
- Nature



Next multiannual actions program: 3 years

The budget for the next 3 years:

L'OCCITANE Foundation has given a fixed budget of one million euros for the next 3 years, which will be completed each year by a variable amount to achieve an annual budget of about € 800 000.

Goals for the next 3 years:

The first goal of the Foundation for the years to come is to increase the intern **mobilization** of the company. It means to include the actions of the Foundation as a strong commitment for the brand, to spread best methods of philanthropy, to strengthen the network of correspondents, to coordinate its actions with other philanthropic structures and continue to involve L'OCCITANE employees in the World.

The Foundation also wishes to reinforce its project in **Burkina Faso**. L'OCCITANE is indeed a major economic player in the country and the Foundation seeks to strengthen ties with local stakeholders so they can be fully trained and that the projects continue even in times of crisis.

Finally, the Foundation wishes to improve the **measurement** methods of its social contribution and wishes to communicate better the impact of supported charities.

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 the life of the people it is supporting and to anchor its projects 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 does the L'OCCITANE Foundation fund?

The L'OCCITANE Foundation supports annual actions carried out by associations within two specific fields of action and in specific countries. Projects of the shaft of the "Preservation Knowledge of Nature" will now be managed from the headquarters of Manosque in the context of local a sponsorship.

		Burkina Faso	France	Abroad and subsidiaries
Support to visually impaired people	Supporting professional integration			
	Fighting against avoidable blindness			
Economic emancipation of women	Supporting literacy programs			
	Developing income-generating business activities			

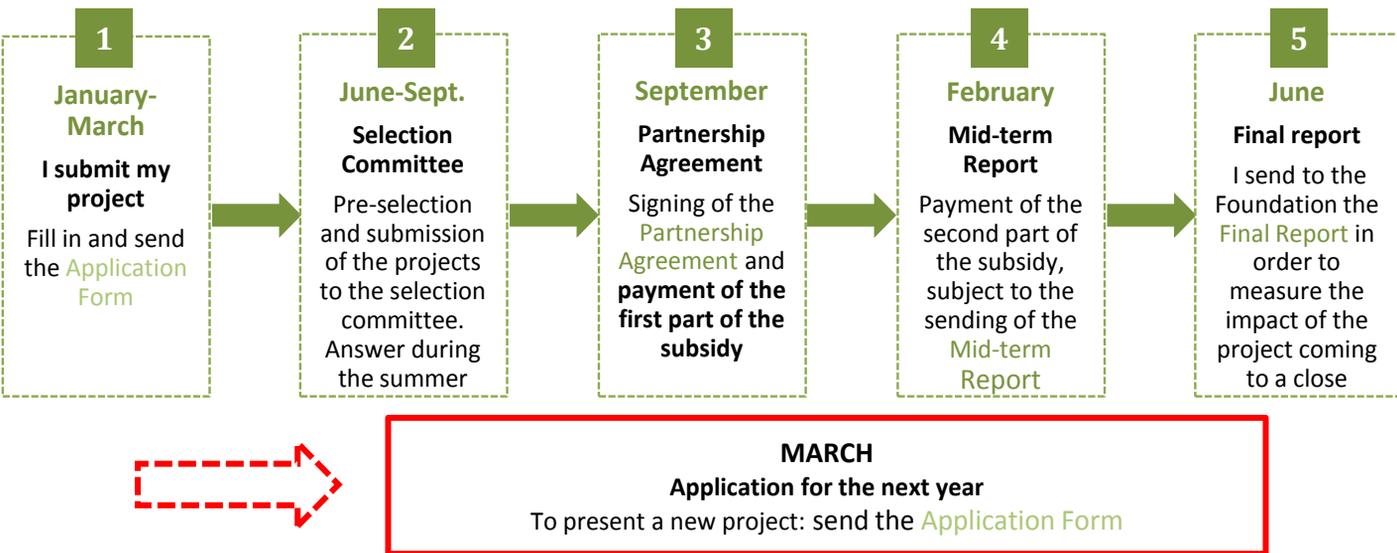
If you want to propose a project in the field of fight against avoidable blindness in a specific country, it is advisable to go directly to local correspondents:

JAPAN: Natsuko NAKAHARA
natsuko.nakahara@loccitane.com
 HONG KONG: Eunice TSANG
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 BRAZIL: Marialice ROCHA
marialice.rocha@loccitane.com

How to submit a project to the Foundation?



The Application Form can be downloaded from the website of the Foundation at the following link: [Application form](#)
 It has to be sent by email at info@fondation.loccitane.com

For more information on the specifications and the selection process of projects, please visit the web site of the Foundation: <http://fondation.loccitane.com>

Photos credits



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