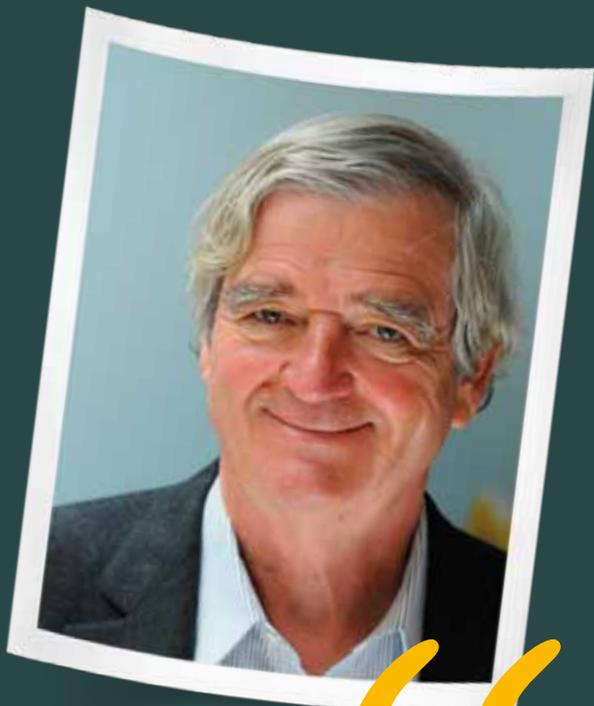




L'OCCITANE
PHILANTHROPY REPORT
2012-2013

AVANT-PROPOS

■
22 PROJECTS
SUPPORTED
BY THE
FOUNDATION
■



In a difficult context of slower world growth, philanthropy remains the heart and soul of society. It is conducive to enterprise, social innovation, greater impact at grass roots level and it fosters the personal development of our employees. The company has always been concerned with playing an active role in the preservation of the knowledge of nature; this year, we have chosen to focus our research on Lavender and its preservation, as Provence has unfortunately seen its cultivated areas halved.

At the international level, the Foundation strives to take part in the fight against avoidable blindness in the world, and in fostering women's' entrepreneurship in Burkina Faso.

In 2012, we strengthened our spheres of action, increased our budget and called upon our shareholders to levy additional funds. You are also part of this success as this year the sale of solidarity products to fund promoting sight or women's entrepreneurship enabled us to collect over €350,000 to support our partner NGOs. 2012 was also marked by a big gathering: a meeting, for the very first time, of all our subsidiaries' correspondents to continue working on the follow-up of our projects on the visually impaired. Finally, and despite the crisis in neighbouring countries, our administrators and the Foundation's team renewed their commitment to supporting sustainable development in Burkina Faso by allocating nearly 85% of the total projects budget to the country.

L'OCCITANE has engaged with causes of general interest for over 30 years now, and we are progressing together partly thanks to philanthropy which allows us to put the individual back into our collective project.

Reinold Geiger,

L'OCCITANE President, L'OCCITANE
Foundation President

Mary Bonneaud,

Responsible for the Group Philanthropy

■
11
PROJECTS
SUPPORTED BY
THE L'OCCITANE
SUBSIDIARIES
■

FOREWORD

Women's entrepreneurship
Visual impairment
The subsidiaries get involved

Pages 4-5
Pages 6-7
Pages 8-9

Commitment for Japan
Philanthropy in Provence
Finance focus
The employees get involved

Page 10
Page 11
Page 12
Page 13

L'OCCITANE
PHILANTHROPY
GLOBAL BUDGET
€ 1 694 162



PHILANTHROPY IN BURKINA FASO

- AEA : Aide et Action
- PdF : Projets de Femmes
- EdM : Entrepreneurs du Monde
- ONU : ONU Femmes
- HKI : Hellen Keller International
- VAO : Vision Aid Overseas
- LFTW : Light For The World
- MM : Medicus Mundi
- ABLF : A Better Life Foundation
- FERT

THE CHOICE OF ONE COUNTRY TO INCREASE AND MONITOR OUR IMPACTS

Why Burkina? Between L'Occitane and Burkina Faso, it is a long love story that has begun when Olivier Baussan brought from the country the women's green gold: Shea butter. 30 years later, the United Nations honors L'OCCITANE as an exemplary company for creating a sustainable sector in Burkina Faso. L'OCCITANE is the first importer of butter from Burkina Faso and 15,000 women work in co-development in this fair trade sector. The Foundation continues this story and this rich partnership, and wants to contribute to increase the added value of the country. Ranked 181 out of 187 by UNDP (Human Development Indicators), Burkina Faso remains one of the poorest countries in the world. Hence, we have much to do to support professional NGOs based in Burkina to support visually impaired people but also to promote women's entrepreneurship. Having only one intervention zone enables us to concentrate the impacts and monitor the evolution of the projects during missions in the field.

TOTAL PHILANTHROPY BUDGET ALLOCATED TO BURKINA
€705 987





WOMEN'S ENTREPRENEURSHIP



L'OCCITANE co-develops the manufacturing of 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 access to management and microcredit training, and valorisation by rewarding the projects of outstanding women.



LAUNCH OF THE MAM PROJECT

The kick-off of the "Microfinance, Literacy and Market gardening" project was given, on the initiative of a consortium of 3 NGOs (Aide et Action, SOS Sahel, AsEnA), in the pilot village of Koudougou. Through an integrated development approach, this project aims to give overall leverage to improving living standards for the village inhabitants.



✓ FOCUS : THE L'OCCITANE FOUNDATION PÉPITE* AWARD

In 2012, 2 new prize-winners were rewarded with the L'OCCITANE Foundation Pépité Award. This €10,000 prize granted by the Foundation in partnership with the Maison de l'Entreprise in Burkina Faso aims to promote women entrepreneurs in Burkina Faso involved in a social entrepreneurship project and to support them in developing their activity.

✓ FOCUS : UN WOMEN

A new project in partnership with UN Women was launched in 2012 in the South of Burkina Faso. It aims to improve the production of 6 small dairies through a program to increase milk production capacity and pastoral activity.



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.

Women's entrepreneurship begins with ensuring women learn how to read and write. To this end, the Foundation has been supporting, since 2010, a program led by the NGO Aide et Action, offering literacy classes to 9 groups of Burkinabe women. Two years after the launch of the program, 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. 350 women are enrolled in literacy classes in 2012-2013.

There are many women wishing to be entrepreneurs in Burkina Faso. However, many of them do not have access to finance and haven't been trained in management. With this in mind, the Foundation engaged in 2010 in 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, so as to develop their income generating activity and gain in autonomy.

An assessment of these two 3-year programs will be undertaken during the summer of 2013 through measuring their effectiveness. The aim will be to evaluate the impact of the projects on the beneficiaries since 2010, to better understand the usefulness of the Foundation's support according to the needs at grass roots, and to prepare the next phase of the programme.

A solidarity soap for the women of Burkina

International Women's Day, celebrated on the 8th of March, is a yearly opportunity for L'OCCITANE to co-develop, in partnership with the women of a traditional soap factory in Burkina Faso, a hand crafted soap sold in its stores around the world. 100% of the proceeds* of this soap are donated to the L'OCCITANE Foundation to support the building and running of literacy centres in Burkina Faso in partnership with the NGO Aide et Action. A Bologan symbol meaning "Education" was carved on the 2013 edition soap. The sale of one soap represented 3 construction bricks for the centre.



KEY FIGURES:

351
literate women in 2012-2013

2,200
women beneficiaries of microcredits

Repayment rate of
97%
to date

A total budget of
€289,601
for women's entrepreneurship

AND ALSO...

Nafa Naana Project

CFSI/FERT Paysans du Sanmatenga Project

Support platform to income generating activities with the MEBF

*100% of the proceeds pay for 3 bricks (retail price, before tax, transport and production costs)



VISUAL IMPAIRMENT

KEY FIGURES:

A total budget of
€442,637
in 2012-2013 for visual
impairment

Over **40**
visually impaired
individuals will have
access to training, an
internship or a job

Over **1,500**
people will be operated in
Burkina

Over **500**
medical professionals will
be trained in Burkina

Today, almost 285 million people in the world are blind or visually impaired, when 80% of cases could be avoided. The visually impaired suffer disadvantages as regards training and employment. It's for all these reasons that the Foundation has decided to commit to the support of the visually impaired, in France through the promotion of their workplace integration, and in Burkina Faso by fighting against avoidable blindness.

Fighting against avoidable blindness in Koudougou hospital

With a view to implement long-lasting and far-reaching actions, the Foundation has decided to support two different projects within the same Burkinabe hospital, the Hôpital de l'amitié, located in Koudougou, the capital of the central west region. These projects, run by three NGOs, aim to strengthen the access and quality of eye-care services in the region.

The first project, carried out by the Light for the World NGO, works on improving the quality of the region's eye-care through various aspects:

- The vocational training of the hospital's eye-care staff



✓ FOCUS PREVENTION OF TRACHOMA IN BURKINA

Trachoma is an infectious and transmissible disease which leads to blindness if it is not treated on time. In Burkina Faso, it is the second leading cause of blindness after cataracts and is responsible for 25% of blindness. Hellen Keller International will run their project in Koudougou region by raising the awareness of the communities about ophthalmological conditions with a specific focus on the prevention of trachoma in the highly endemic villages and by supporting free trichiasis surgery and post-surgical care in targeted health centers.

- The supply of equipment and medical material for the ward
- The improvement of the patients' transfer between the different health care stakeholders
- Awareness raising campaigns for isolated rural populations

A similar project will be launched in September 2013 in Nouna, in the Boucle du Mouhoun region, in the western part of Burkina Faso.

In parallel, the NGOs Vision Aid Overseas and A Better Life Foundation are setting-up an eye centre within the public hospital. This widely accessible centre will offer patients eye disease screenings and affordable glasses adapted to their sight, in order to correct the possible refractive errors.

Cataract and uncorrected refractive errors account for 65% of blindness cases in Burkina Faso.

Grants for the Training and Employment of the Visually Impaired

Paralympic skiing champion, musician, lawyer, wellness practitioner, etc., the 12 grantees have very different profiles – but all experience financial difficulties impeding them in undergoing the training of their choice and acquiring the equipment required to embark on their activity and to change career. The grant is a means of partially compensating for these difficulties.

The selection of the prize-winners was undertaken by 25 employees of L'OCCITANE who were members of the jury for the individual interviews with the candidates.

In addition to their grant, the prize-winners benefit from the annual follow-up of two associations, the Blind or Amblyopic Intellectuals Group (GIAA) and the Union of Independent and Disabled Professionals (UPTIH) to help strengthen and carry out their vocational project.



✓ FOCUS SCHOOL SCREENING IN BURKINA

In the Hauts-Bassins region of Burkina Faso, the NGO Medicus Mundi, in partnership with the Foundation, has implemented campaigns for ophthalmic surgery, ametropia screening in schools and population awareness raising. Patients will be charged a symbolic price for the surgery, in order to widen the scope of accessibility.

AND ALSO...

Well being practitioner training

Audio-description training

L'OCCITANE Sight Award

THE SUBSIDIARIES GET INVOLVED

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

CANADA

€2,574 collected for Orbis Canada

Support to the Kids Sight Program which aims to create a network of pediatric eye-care centres.

Photo : Group Yay.png

USA

€6,913 collected for Helen Keller International

Screening and correction of refractive errors for children in underprivileged neighbourhoods of New York.

Photo: DSC_4979.jpg

BRAZIL

€21,500 collected for the Dorina Nowill Foundation

€15,000 paid to the association to finance the production of 15 audio books selected amongst those most in demand to enter university. The €6,500 left was used to participate in the renovation of the book recording studio, which is used to produce over 330 new books per year and distribute them in libraries, schools, etc.

UNITED KINGDOM

€18,600 collected for RNIB (Royal National Institute of Blind People)

Funding of the vocational training of 3 visually impaired individuals to enable them to enter the labour market and develop a career pathway.



Canadian employees in front of the ORBIS plane



Computer equipment in Malaysia

KEY FIGURES:

€63,301
collected in 2012-2013 by
subsidiaries

315,263
people have benefited
from the projects
supported by the
subsidiaries in 2012-2013.

6,481
employees have gotten
involved.

**SWITZERLAND**

€5,000 collected for the Order of Malta
Funding of Cataract surgeries in Burkina
Faso.

SLOVENIA

€1,081 collected for the Centre for the
Blind and Visually Impaired Young People
of Ljubljana
Development of the workshops and of the
educational program of the centre.

CROATIA

€1,000 collected for the Croatian Asso-
ciation for the Blind
Creation of Braille and touch-sensitive
books.

RUSSIA

€1,500 collected for "Illustrated Books
for Blind Children"
Development and production of touch-
sensitive books for visually impaired
children.

HONG KONG

€10,000 paid to Orbis China
L'OCCITANE Hong Kong is financing, for
a 4 year period, a complete care and train-
ing program. The program focuses on:
screening, awareness-raising in school,
communication campaigns on the preven-
tion of avoidable blindness, distribution of
material and training of medical staff. To
date, 600,000 people have benefited from
eye-care.

INDIA

€281 collected for the National Associa-
tion for the Blind of New Delhi
Setting-up of equipment adapted to
visually impaired children in schools.

MALAYSIA

€10,041 collected for the Malaysian
Association for the Blind
Upgrading of the centre's IT room with
the latest accessible and available
software and programs.



Activity for sight in Hong Kong

Screening with children in USA

COMMITMENT FOR JAPAN

On the 11th of March 2011, a 9 magnitude earthquake followed by a tsunami struck the coasts of Japan. This catastrophe mobilized both the employees and the shareholders of L'OCCITANE to support the victims. 2 million euros was collected to support the reconstruction of this country, so dear to L'OCCITANE.



The community centre of Kamaishi

The Kamaishi centre, rebuilt thanks to the employees and shareholders in 2011, represents the ideal place to regroup and relaunch the local activities. In 2012, its running (the staff, maintenance and building, etc.) was entirely managed by the City's Town hall. The 2 day-care structures enable young people living in insecure housing to study in ideal conditions for their entry to university. In May 2012, the number of visitors each month reached 1,790. At the end of 2012, this number had risen to 4,632, illustrating the impact of the centre in the reconstruction of social links in Kamaishi.



Photo and video workshops organized for children

To support the centre, the NGO KnK and Give2Asia organized photo and video workshops for the young victims of the Tsunami. These workshops aim to help cope with the traumas of the catastrophes and facilitate encounters.

Three types of workshops were organized in 2012-2013:

- The 10 and 12 year-olds took part in a three day workshop focused on their feelings and dreams via photography
- Over 9 days, 18 youngsters were taught various script-writing, editing, shooting techniques, etc. They visited the local television stations, met reporters and producers, and shot and edited their own film in professional studios in Tokyo.
- Young people from the Iwate region created a photo-reportage on KnK's projects.



PHILANTHROPY IN PROVENCE

L'OCCITANE is committed to the preservation of the Lavender-growing heritage.

Since its foundation, L'OCCITANE is committed to the preservation and transmission of the Knowledge of Nature. As part of the philanthropy, we support initiatives which transmit the knowledge and uses of plants in the PACA region, the historical birthplace of our company.

Lavender is an emblematic plant of Provence which gives life to an economy and a region. However, within a few years, the cultivated surfaces* in the Provence region have been halved.

This is the result of two clearly linked and identified problems: global warming and the decline through phytoplasma. This bacterium disease is transmitted by a small voracious insect, a close relation of the cicada. Once the plant is contaminated by the disease, the flow of sap is blocked, leading to weakness and quick decline.

L'OCCITANE is a partner of the CRIEPPAM (the Interprofessional Regional Centre for Experimentation on Medicinal and Aromatic Plants) and the APAL (Association of Lavender producers AOP) for their research work on Lavender diseases.

An endowment Fund for the Safeguarding of the Lavender Heritage in Provence was created in April 2012, chaired by Olivier Baussan, founder of L'OCCITANE.

This fund finances research programs focused on finding ecological solutions to disease. One such example is plant breeding to obtain plants which are better adapted to climate change in the Provence region. Kaolinite clay is also an avenue for research in order to create a mechanical barrier against the insect.

L'OCCITANE has already allocated €55,000 to this Fund, thus contributing to the preservation of this emblem of the Provence flora.

*Sources CIHEF Interprofessional committee for French essential oils



■
**€55,000 TO
 SUPPORT THE
 PRESERVATION OF
 THE LAVENDER-
 GROWING
 HERITAGE**
 ■



✓ FOCUS L'OCCITANE AND TRUE LAVENDER

Lavandula angustifolia grows in the hills of Haute-Provence, above 800 meters' altitude. In 1981, the producers obtained an AOP* for its essential oil.

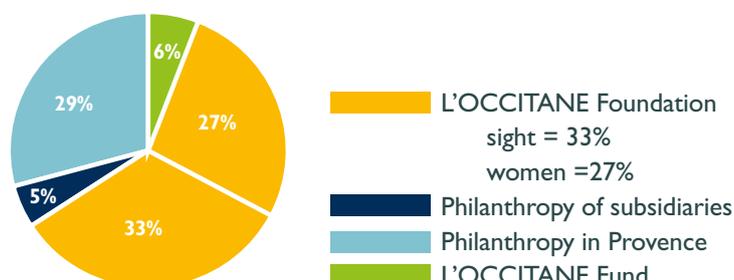
L'OCCITANE actively takes part in the promotion of this appellation and promotes it enthusiastically by taking nearly 50% of the production, or close to 4 tons of lavender essential oil of A.O.P. Haute-Provence at each campaign.

In order to contribute to the maintenance of lavender cultivation on the Haute-Provence plateau, L'OCCITANE signed, in 2013, new 5 year contracts with 3 partners of the Lavender-growing subsidiary.

*Protected Designation of Origin – PDO

FINANCE FOCUS

Graph



Solidarity products in 2012-13

€196,818 collected for Sight

€63,516 collected for Women



Focus: Details on the Foundation's project

PARTNER	PROJECT	AMOUNT
Aide et Action	Literacy	€101,000
Nord et Sud	Training in soap manufacturing by employees	€7,000
Entrepreneurs du Monde	Microcredits	€12,000
Entrepreneurs du Monde	Improved stoves	€10,000
Coordination Parrainages	Logistical support for the employees' association	€7,000
Maison de l'Entreprise	L'OCCITANE Foundation "Pépète" Award	€20,000
Maison de l'Entreprise	Support platform for entrepreneurship	€30,000
AEA-SOS SAHEL-AsiEnA	Market-gardening – Literacy – Microcredit in Koudougou	€75,000
CFSI	Training in family agriculture	€50,000
UN Women	Mini dairies	€50,000
TOTAL PROJECTS WOMEN ENTREPRENEURSHIP		€362 000

PARTNER	PROJECT	AMOUNT
ORBIS Chine	Eye treatment in the Gansu region	€35,000
Dorina Nowill (Brésil)	Equipment for the recording of audio books	€15,000
ORBIS	Burkina refund used by 3 other NGOs	€-199,165
Medicus Mundi	Screening in the school environment	€96,329
Hellen Keller International	Trachoma in Koudougou	€75,805
Hellen Keller International	Trachoma in Sapouy	€80,000
Vision Aid Overseas	Optical center in Koudougou	€69,520
A Better Life Foundation	Logistic for the optical center	€24,680
Grantees GIAA et UPTIH	Grants for vocational integration	€32,000
CRP	Training for well-being practitioners	€15,000
Forcalquier City Hall	Equipment of the cinema in audiodescription	€1,650
Light For the World	Eye-care in the region of Koudougou	€196,818
TOTAL PROJECTS VISUAL IMPAIRMENT		€442 637

THE EMPLOYEES GET INVOLVED

CORRESPONDANTS DE LA FONDATION



Janette
CHENG



Shimon
KALICHMAN



Petra
RANILOVIC



Audrey
CHRISTOPHLE



Ekaterina
ORLOVA



Natsuko
NAKAHARA



Christina
POLYCHRONI



Cora
CHI



Hélène
GOETZELMAN



Leticia
SANCHEZ



Elizabeth
PEREZ SCHAFFER



Anne
MARCENAC



Florence
LAGARDE



Rose
RAE

EQUIPE DE LA FONDATION



Mary
BONNEAUD



Carole
AUBERT



Charlotte
BONNET



Zélie
GODIN

✓ FOCUS NORD & SUD

As an association of employees from the L'OCCITANE group supported by the Foundation, Nord & Sud aims to train Burkinabe women in soap manufacturing. Once trained themselves, pairs of voluntary workers go on a week's mission to Burkina Faso to meet the village women and teach them. Women will be able to reuse this knowledge to set-up their own income generating activity.

✓ FOCUS PROJETS DE FEMMES

The employees' association Projets de femmes is a partner of the Burkinabe association Faa I Tuora. By collecting funds from the employees of the group, Projets de femmes has enabled the construction of 4 mills in the Dissin region (Southeast) and the training of women in their use, by other women. The association also finances a diagnostic accompaniment for the program in order to prepare the future of the partnership.



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