



# L'OCCITANE COMMITMENTS



L'OCCITANE  
PHILANTHROPY REPORT  

---

2014-2015



.....

# SUMMARY

---

P 3 L'OCCITANE GROUP PHILANTHROPY REPORT

Foreword

Philanthropy in 2014-2015

P 6 L'OCCITANE

Women for Burkina

Union for Vision

Natural Heritage

P 13 L'OCCITANE FOR JAPAN

Reconstruction

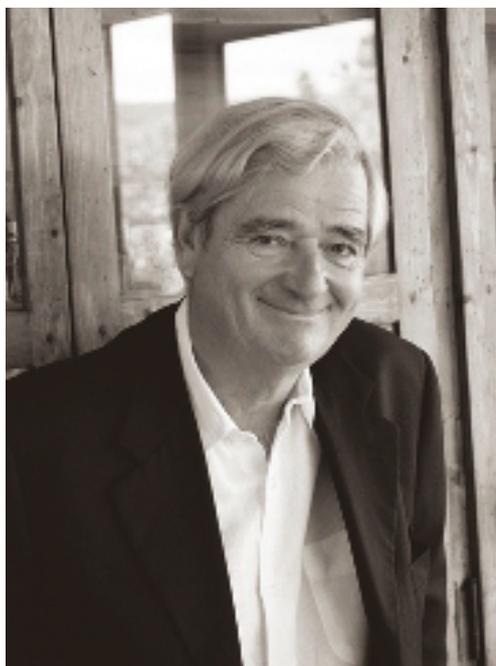
P 14 FINANCE FOCUS

P 15 EMPLOYEES GET INVOLVED

---

# FOREWORD

---



In the 80s, Olivier Baussan went to Burkina Faso to initiate a sustainable partnership with the women producers of shea butter. Today, the L'OCCITANE brand supports projects of impact linked to our values.

Beauty and sensoriality are part of our core activity and that is why women's leadership, fighting against avoidable blindness are themes that matter to us. But authenticity also guides our work, and that is why we are committed to the transmission of the natural heritage.

Every year, our actions are renewed thanks to the partnerships with NGOs and our employees are getting more and more involved. The customers also contribute to the development of our commitment when they purchase our solidarity products. The implication of all these actors is essential and it is a pleasure to share with you the achievements resulting from this cooperation.

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



Respect and appreciation of traditions and territories are core values of the L'OCCITANE group since its creation.

To ensure the continuity of this approach, every year is a new opportunity to meet the people and discover the localities which contribute to our products singularity.

By supporting local communities and regions that are important to us, we hope to create a social and environmental dynamic over the long term. This report shows the philanthropic activities that guided this commitment in 2014-2015.

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

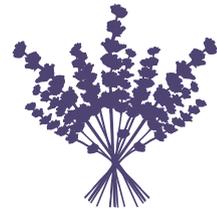
## PHILANTHROPY IN 2014-2015

TOTAL BUDGET PROJECTS  
L'OCCITANE

+ €1,450,000 =

30  
PROJECTS  
SUPPORTED

## L'OCCITANE FOUNDATION

Fight against  
avoidable  
blindness+ 500,000  
PEOPLE  
RECEIVED  
EYE CAREWomen's  
leadership+ 13,000  
WOMEN  
SUPPORTEDTransmission  
of the natural  
heritage  
in Provence+ 200,000  
PEOPLE  
SENSITIZED



Women's leadership



Fight against avoidable blindness



## BURKINA FASO

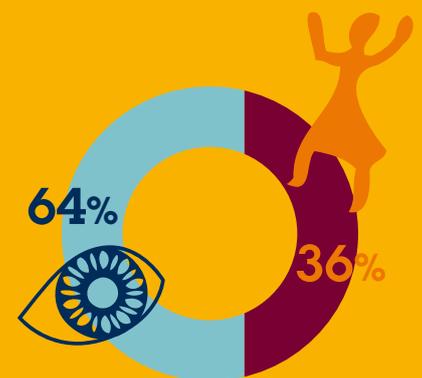
### FOCUS OUR ACTION IN BURKINA TO GIVE MEANING TO OUR COMMITMENT

During a trip to Burkina Faso, Olivier Baussan discovered shea butter, the green gold of the Burkinabe. Thanks to the creation of a sustainable production chain that employs 17,000 women, L'OCCITANE became the first importer of Burkina butter. The procedure is labeled fair trade but the founder prefers to name it "co-development".

L'OCCITANE Foundation wants to deepen this longstanding partnership

supporting projects that contribute to the development of the country, ranked 181st out of 187 on the UNDP HDI. Support to NGOs focuses on two fields of action: women's leadership and fight against avoidable blindness. Focusing on these themes and in this particular country allows us to act considering real needs and to optimize our impact.

PHILANTHROPY BUDGET ALLOCATED TO BURKINA  
**€ 586,497**



■ Women's Leadership  
 ■ Fight against avoidable blindness

# WOMEN FOR BURKINA

2014-2015

€ 359,232

FOR  
WOMEN'S LEADERSHIP

+13,000 WOMEN  
received  
a microcredit

In Burkina, shea butter is a huge treasure for the population. In spite of this, the harvesters women still face a lot of difficulties in managing the whole production chain.

L'OCCITANE uses shea butter from the Burkinabe women in a wide range of its products. To extend this partnership, the Foundation chose to focus its action on the development of women's leadership in the country.

Women for Burkina program relies on three pillars: literacy programs, support on the access to microcredit and socio-economical trainings and valorization of entrepreneurship projects, through the attribution of awards and individual support.



Literacy session in Léo  
with Aide et Action NGO

Breeding of a Burkinabe woman who benefited from microcredit



## CONTINUATION OF THE LITERACY AND MICROCREDITS PROGRAMS

Since its beginning, the Foundation has supported two training programs for women in Burkina. Literacy is the first step of the process. Three-year programs, developed in partnership with the NGO Aide et Action, enable women to learn how to read and write. Entrepreneurs du Monde completes this achievement providing them socio-economic trainings and facilitating their access to microcredit.

Therefore, this year has strengthened the sustainability of the projects.

## A SHEA SOLIDARITY BALM TO SUPPORT BURKINABE WOMEN

The Ultra Soft Balm was sold for the International Women's Day, on March 8th. More than € 127,000 were raised in favor of the training of Burkinabe women.



## FOCUS

### L'OCCITANE FOUNDATION PÉPITE AWARDS

In 2014, three more women were rewarded with the L'OCCITANE Foundation Pépité Award.

Each one receives €10,000 to finance business projects that contribute to the development of Burkinabe communities. Three areas were selected this year: forestry development, production of biodegradable packaging and reinforcement of the poultry production.



---

# UNION FOR VISION

---

IN 2015,  
L'OCCITANE FOUNDATION CELEBRATES **THE 2 MILLION BENEFICIARIES**  
OF ITS COMMITMENT PROGRAM FOR SIGHT INITIATED IN 2000.

**2014-2015**

—  
**€ 853,585**

**TO FIGHT  
AVOIDABLE BLINDNESS**

—  
**+ 500,000 PEOPLE  
treated**

The World Health Organization (WHO) estimates that 285 million people are blind and visually impaired in the world. However, 4 out of 5 cases of blindness are avoidable.

To help changing this figure, the L'OCCITANE Foundation chose to focus its action on the prevention of visual impairment.

Since 2012, the Union for Vision program has brought together a plan to fight avoidable blindness in Burkina and projects supported by the international subsidiaries in their country.

**90% OF THE VISUALLY IMPAIRED  
LIVE IN DEVELOPING COUNTRIES**

Orbis NGO screening, China





## FOCUS

### FIGHT AGAINST TRACHOMA AND ONCHOCERCIASIS

Trachoma and onchocerciasis are tropical diseases that affect sight. With the support of the Foundation, the NGO SightSavers fight them providing care and appropriate treatments.

—  
**ONE YEAR AFTER THE PROJECT STARTED  
MORE THAN 40,000 PEOPLE WERE TREATED**

## 2 PROJECTS CARRIED OUT WITH LIGHT FOR THE WORLD

### SCHOLARSHIPS TO BECOME AN OPHTHALMOLOGIST

After obtaining their medical degree, four Burkinabe doctors received a scholarship to attend a training in ophthalmology in Mali.

Two of them will complete their studies this year and will be able to share their expertise for the benefit of the rural populations of Burkina Faso.

### PROVIDE AN UNIVERSAL ACCESS TO EYE CARE

A program to ensure universal access to eye care was initiated in the Central West region of Burkina. It is conducted in close cooperation with the competent authorities at the national, regional and local level, and it aims to develop more complete and qualitative health services for isolated populations.

1 \$ INVESTED IN  
BLINDNESS PREVENTION  
= **MORE THAN \$4 SAVED**



### A SOLIDARITY SOAP TO PREVENT BLINDNESS

In October 2014, a solidarity soap with shea butter was sold for World Sight Day. The sale allowed to raise more than , 162,000. These funds are donated to the Union for Vision projects in Burkina.



# UNION FOR VISION

## THE SUBSIDIARIES GET INVOLVED

L'OCCITANE employees also get involved in the different international subsidiaries. A total of 20 correspondents support projects in favor of visually impaired in their country.

As key ambassadors of our action, they give meaning to the international dimension of the Foundation.

## BUDGET COLLECTED BY THE SUSIDIARIES

# € 168,349



### CANADA

Three interactive events organized by The Foundation Fighting Blindness gathered medical experts and visually impaired to advance together research on avoidable blindness.

### USA

The Art Beyond Sight Association program continued with a larger audience. It allows visually impaired to learn with alternative methods, combining art and sensory activities.

**Each student is supported by an employee!**

### BRAZIL

Dorina Nowill Foundation developed an adapted platform and a mobile app to provide access to the audio-magazine of the Foundation to the blind, and the Brazilian subsidiary chose to support this innovative and inclusive initiative.



UK

€ 20,000 were donated to sensitize people from poor areas on the risk of blindness in people with diabetes.

FRANCE

Retinoblastoma is an eye cancer usually developed by children. To sensitize the experts and the parents on the importance of screenings, a video campaign broadcast on the national channels was carried out with the "Institut Curie".

CROATIA

The support to the cultural project of the association Imagine allowed a monthly release of an audio description movie on a national channel.

**The project manager is visually impaired!**



MONGOLIA

Santé Sud and the Mongolian National Federation of the Blind are supported by the local subsidiary to create an information and prevention unit on visual impairment.

CHINA

€ 14,000 were given to the Eye Care program of the NGO Orbis China. This amount is used to finance sensitizations, screenings and eye surgeries in the province of Guandong.

**35,000 bénéficiaries !**



INDONESIA

The Mitra Netra Foundation had the idea of setting up booths for the registration of audio description books in malls.

**A happening that creates public awareness in a funny way!**

MALAYSIA

€ 10,000 were allocated to the St. Nicholas' Home in Penang to provide pastry trainings to visually impaired. The program gives a boost to their employability.

JAPAN

The subsidiary supported the project of the Japan Braille Library for the production of adapted audio books.



# NATURAL HERITAGE

L'OCCITANE was born in 'Alpes de Haute Provence' region in 1976 and is committed to the transmission of Provence natural heritage since its inception. Philanthropy projects in Provence are now a field of action of L'OCCITANE Foundation and come to life thanks to 6 partners organizations.

The main component of this commitment is the Lavender For Ever program, which supports projects for the preservation of lavender and lavandin in this region.



2014-2015

€ 155,000

FOR THE TRANSMISSION  
OF NATURAL HERITAGE  
IN PROVENCE

+ 200,000 PEOPLE  
sensitized



## WORKING FOR LAVENDER'S PRESERVATION

Philanthropy in Provence supports the lavender protection. Indeed, lavender farming is facing two issues: decline caused by phytosmasma, a disease transmitted by a devastating insect, and global warming. In just a few years, lavender production volumes in Provence halved.

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. In 2014, the fund financed the development of a trapping system aimed to understand the interactions between the insect and the lavender crops.

Among the proposed ecological solutions, control trials conducted with white clay were chosen as it forms a bandage against insect's action.

## OPENING THE POPES' PALACE GARDENS TO THE GENERAL PUBLIC

This year, the Foundation also chose to support the renovation of Avignon Popes' Palace Gardens. The Popes' Palace is the most important gothic palace in the world and remains a major testimony of cultural and spiritual life in the Middle Age. Its gardens used to be an essential element of daily life organization.

The fund 'Palais des Papes – Pont d'Avignon' initiated a project of reconstitution of the gardens according to its organization during Middle Age. In fact, the reproduction includes respecting how alimentation, medicinal plants, but also irrigation techniques and scenery were arranged at the time. Eventually, thanks to the inauguration of a new circuit, the visitors will be able to visit Benedict XII Gardens.

# L'OCCITANE FOR JAPAN

Following the earthquake and the tsunami that shook up Japan on March 11, 2011, L'OCCITANE committed to support the country through the creation of the FUND L'OCCITANE for Japan.

€ 2 million were collected to finance material and human reconstruction projects in local communities.



## 3 MAJOR PARTNERS DEVELOP PROJECTS IN JAPAN

### TOHOKU YOUTH VENTURE

Program is based on a partnership with the Ashoka Fund to support the development of entrepreneurship among youth.

### KENKO TERAYOKA

The Fund also supports an educators training project. They will work to re-create conviviality and wellbeing in the communities.

### NETWORK ORANGE

An entrepreneurship contest encourages communities to redevelop professional projects.

## FOCUS THREE JAPANESE ENTREPRENEURS IN PROVENCE

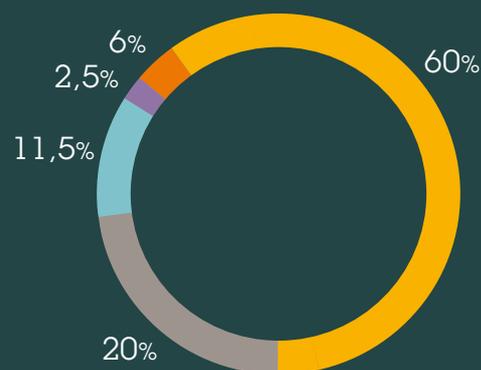
For the second year, three Japanese entrepreneurs used to the local markets, were able to discover our Provencal ones.

**Rika Sugawara** was the instigator of a food collect for the victims. To thank the contributors and volunteers, she crafted a collection of marine jewelry and named it Aqua Lab.

**Miyuki Kumagai** recreated moments of conviviality between the residents with its mobile restaurant, «Cheers BBQ Catering.»

**Yuriko Shimizu** started creating objects made of recycled kimonos and sold it in the markets.

## FINANCES FOCUS



■ L'OCCITANE Foundation €869,224	■ L'OCCITANE Philanthropy €40,000
■ Solidarity products €289,937	■ L'OCCITANE Fund €84,400
■ L'OCCITANE subsidiaries €168,349	

## Details of the projects supported by Fondation L'OCCITANE

PARTNER	PROJECT	AMOUNT
Aide et Action (Burkina)	Literacy Programs	€80.819
Entrepreneurs du Monde (Burkina)	Social microfinance and training	€100.433
Maison de l'Entreprise du Burkina Faso	Pepite Awards	€30.000
HEC and Projets pour l'Emploi(France)	Stand Up 93 women entrepreneurship program	€10.000
FSE (France)	Women empowerment in Provence	€10.000
<b>Monitoring and evaluation of the projects</b>		<b>€384</b>
<b>TOTAL PROJECTS FOR WOMEN ENTREPRENEURSHIP</b>		<b>€231.636</b>

PARTNER	PROJECT	AMOUNT
IAPB (Global)	Eye Health Leaders	€14.000
Helen Keller International (Burkina)	Trachoma treatment program, Sapouy	€44.195
Light for the World (Burkina)	Eye care program and development of training for ophthalmologists	€207.200
Health Ministry (Burkina)	RAAB Survey	€3.701
Sight Savers (Burkina)	Elimination of tropical diseases (Cascades region)	€120.149
Art Beyond Sight (US)	Educative, artistic and sensory program	€10.000
Dorina Nowill Foundation for the Blind (Brasil)	Adapted platform and mobile app	€6.000
Imagine (Croatia)	Audio description movies for television	€2.000
Institut Curie (France)	OTC imaging device	€15.000
Japan Braille Library (Japan)	Adapted audio books production	€5.000
Mitra Netra Foundation (Indonesia)	Audio description books record in malls	€5.000
Naked Heart Foundation (Russia)	Installation of a play area	€10.000
ORBIS (China)	Eye care programs in Gansu and Guangdong provinces	€47.000
RNIB (UK)	Sensitization in poor areas	€10.000
Santé Sud and MNFB (Mongolia)	Information and prevention unite on visual impairment	€10.000
St Nicholas's Home Penang (Malaysia)	Adapted pastry trainings	€5.000
The Foundation Fighting Blindness (Canada)	Interactive events to incentive research	€2.634
<b>Monitoring and evaluation of the projects</b>		<b>€5.709</b>
<b>TOTAL PROJECTS FIGHT AGAINST AVOIDABLE BLINDNESS</b>		<b>€522.588</b>

Fonds de dotation Lavande	« Lavender For Ever » Program	€90.000
Jardin du Palais des Papes	Heritage renovation	€25.000
<b>TOTAL PROJECTS FOR NATURAL HERITAGE</b>		<b>€115.000</b>

# THE EMPLOYEES GET INVOLVED

## THE FOUNDATION'S CORRESPONDENTS

Antonia LAM

Shimon KALICHMAN

Petra RANILOVIC

Audrey CHRISTOPHE

Daria BURDINA

Helen ZOU

Natusko NAKAHARA

Rachel SZPORN

Laure ALLOUCHE

Cora CHI

Katiuscia AMARAL

Elizabeth PEREZ SCHAFFER

Anne MARCENAC

Florence LAGARDE

Rose RAE

Hélène GOETZELMANN

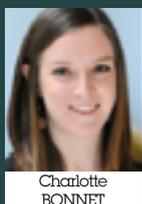
Clarance BOO

Barbara PRUVOST

Camille EYRAUD

Patricia MONTESINOS

L'OCCITANE  
EN PROVENCE



Charlotte  
BONNET



Kady  
TRAORÉ



Amandine  
VIAU

Fondation  
L'OCCITANE



© Copyright : Jean Jacques Bernard, OC Product, Vincent Kronental, Helen Keller International, Yamphoto, ORBIS Chine, RAAB, Milki Tokairin.

# L'OCCITANE COMMITMENTS

**L'OCCITANE  
Foundation and Fund**  
Charlotte Bonnet  
[info@fondation.loccitane.com](mailto:info@fondation.loccitane.com)  
[fondation.loccitane.com](http://fondation.loccitane.com)

**Philanthropy  
in Provence**  
Camille Eyraud  
[camille.eyraud@loccitane.com](mailto:camille.eyraud@loccitane.com)  
[sauvegarde-lavandes-provence.org](http://sauvegarde-lavandes-provence.org)