



L'OCCITANE  
PHILANTHROPY  
REPORT  
2020-2021



L'OCCITANE  
**CARES**



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# EDITORIAL



L'OCCITANE has been committed to sight for over 20 years, in particular by supporting projects to combat avoidable blindness throughout the world. In 2015, the company, its subsidiaries and its Foundation set a goal of providing eye care to 10 million beneficiaries by 2020. I am very proud to announce that this target was reached and exceeded in May 2020, and that we now have over 13 million beneficiaries!

This achievement is above all that of our NGO partners and their work on the field. Since the beginning of L'OCCITANE's commitment to the fight against avoidable blindness, we have accompanied more than 60 NGOs and supported more than 170 projects (screening, treatments, surgeries, financing of equipment and training of medical teams). We would therefore like to thank them and, in this particular year of the pandemic, salute their courage and resilience, which have enabled them to reach out to beneficiaries who are increasingly vulnerable and isolated by the crisis.

I would also like to salute the growing involvement of L'OCCITANE's subsidiaries and distributors who, with the support of the Foundation, identify and support projects in their countries each year. Despite the difficult context and the prolonged closure of many stores, they have maintained and sustained their support for local NGOs, which is a very strong indicator of the commitment level of our company.

Our fight against blindness continues and intensifies, as we have set a new ambitious target: to provide eye care to 15 million beneficiaries by 2025!

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



L'OCCITANE is very attached to Burkina Faso, its culture, its land and its women, who produce shea butter, but above all have inspired the brand and its employees since the 1980's. This is why the company and its Foundation are committed to supporting the women of this country in their socio-economic development. Today, more than 42,000 women have been supported in the framework of our partners' projects in Burkina Faso!

Hurt by the rise of terrorism, some populations have been forced to uproot themselves and flee the north of the country for several months. This year, in order to better respond to local needs, the Foundation is also supporting emergency actions for displaced women and children. L'OCCITANE and its Foundation continue to support education, training and entrepreneurship projects, and aim to promote the independence of 60,000 women by 2025.

The creation, in 2020, of a fund for the restoration of ecosystems severely affected by natural disasters and the support for projects in Amazonia and Australia also illustrate the company's desire to commit to current issues.

*Olivier Baussan,  
Vice-President of the L'OCCITANE Foundation and founder of L'OCCITANE*



## A HISTORY OF L'OCCITANE'S COMMITMENT

1980

L'OCCITANE's first fair trade partnerships with women shea butter producers in Burkina Faso.

2000

The first solidarity product marketed by L'OCCITANE, with 100% of the profits\* donated to general interest projects.

2011

L'OCCITANE creates an endowment fund following the tsunami to support reconstruction projects in Japan. More than 2 million euros were collected.

2015

Creation of the programme "UNION FOR VISION 10by20" which brings together all of L'OCCITANE's initiatives around the world to fight preventable blindness, and sets the goal of reaching 10 million beneficiaries of eye care by 2020.

2017

Start of an international partnership with UNICEF, with a guaranteed minimum of 1 million euros per year. This partnership aims to improve the prevention of childhood blindness by supporting vitamin A supplementation programmes, which is essential for children's immune systems.

2020

L'OCCITANE and its Foundation exceed the "10by20" target set in 2015. In May 2020, thanks to their support of numerous partner's projects, eye care has been provided to more than 11 million beneficiaries in the brand's 20 years of commitment to sight. They are setting themselves a new and ambitious challenge: to reach 15 million beneficiaries by 2025!

1997

Braille is added on most packaging to raise awareness and make products accessible to visually-impaired people.

2006

Creation of the L'OCCITANE Foundation to gather and develop the solidarity actions undertaken by the brand since its inception.

2013

Recognition of L'OCCITANE by the United Nations Development Programme as an exemplary company for its actions with the women shea butter producers in Burkina Faso.

2016

The L'OCCITANE Foundation becomes a member of the International Agency for the Prevention of Blindness. Already a partner for several years, the Foundation is thus strengthening its commitment to the IAPB.

2020

Establishment of a fund for the restoration of ecosystems severely affected by natural disasters, to protect biodiversity and respond to climate emergencies on an ad hoc basis.

2021

More than 42,000 women have been supported by L'OCCITANE and its Foundation since the beginning of their commitment! In 2021, they have set themselves a new objective: to guide 60,000 women in their emancipation by 2025.



Fondation  
L'OCCITANE



## KEY FIGURES OF THE FOUNDATION SINCE 2006

Since its creation, L'OCCITANE en Provence has been supporting initiatives to help others and protect the environment. In late 2018, building on these solid foundations, L'OCCITANE decided to define 6 key areas to devote its energy to: Respecting Biodiversity, Supporting Producers, Reducing Waste, Caring for Sight, Empowering Women and Celebrating Craftsmanship.

Three of them totally match the L'OCCITANE Foundation's commitments, thus allowing the entire L'OCCITANE community to put a greater highlight on them! One of the priorities of the L'OCCITANE Foundation is to care for sight by supporting projects that provide quality eye care around the world. It is also committed to empowering women in Burkina Faso, by financing projects for the education of girls and by supporting women in their entrepreneurial projects and emancipation. Finally, the Foundation supports projects that promote respect for biodiversity in Provence and around the world.

CARING  
FOR SIGHT



13,824,417 BENEFICIARIES OF EYE CARE\*

EMPOWERING  
WOMEN



42,731 WOMEN SUPPORTED IN BURKINA FASO\*

RESPECTING  
BIODIVERSITY



989 VARIETIES PRESERVED\*



## ORGANISATION OF THE FOUNDATION

### THE FOUNDATION'S TEAM

Throughout the year, the Foundation's team ensures that L'OCCITANE's commitments are fulfilled.



CHARLOTTE JONCHÈRE  
General Delegate



SOPHIE GÉNIN  
Philanthropy Projects  
Manager



KADY TRAORÉ  
Philanthropy Projects  
Manager



MARJORIE BELTRANDA  
Philanthropy Projects  
Manager

### THE BOARD OF DIRECTORS

The Board of Directors is composed of representatives of the Group's companies and their staff, as well as leading experts in the Foundation's fields of intervention. The members of the board serve free of charge and meet twice a year.

#### REPRESENTATIVES OF THE GROUP'S COMPANIES

REINOLD GEIGER  
President of the L'OCCITANE Foundation  
and CEO of L'OCCITANE Group

OLIVIER BAUSSAN  
Vice-President of the L'OCCITANE  
Foundation and Founder of L'OCCITANE

HÉLÈNE GOETZELMANN  
International Marketing Director

JEAN-FRANÇOIS GONIDEC  
Managing Director Laboratoires M&L

ADRIEN GEIGER  
Group Sustainability Officer

PATRICIA STOCKY  
Management Control Director

SANDRINE LEROY  
Human Resources Director

JEAN-CHARLES LHOMMET  
Biodiversity and Sustainable  
Ingredients Manager

#### LEADING EXPERTS

TINA KIEFFER  
Founder of the association Toutes à  
l'école

NICOLAS MÉTRO  
Founder of Kinomé

DR PATRICE DELAAGE  
Ophtalmologist

JAQUES BEDHET  
GIAA Administrator



## EMPLOYEE'S COMMITMENT

Internationally, it is L'OCCITANE's employees who convey the brand's commitments, as volunteer correspondents for the Foundation. Among the company's subsidiaries, about thirty employees are committed to sight and biodiversity, steering their country's support towards local associations.



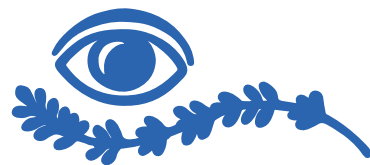
"I BECAME A CORRESPONDENT IN 2018. SINCE JOINING, WE'VE BEEN WORKING WITH L'OCCITANE USA TO CONTINUE MAKING A POSITIVE IMPACT IN THE WORLD, AND PROMOTE PROTECTING THE PLANET, WOMEN'S EMPOWERMENT AND THE BRAND'S COMMITMENT TO FIGHTING PREVENTATIVE BLINDNESS. I'VE BEEN SO GRATEFUL WORKING WITH THE L'OCCITANE FOUNDATION TEAM OVER THE PAST FEW YEARS ON BRAND INITIATIVES BOTH INTERNAL AND EXTERNAL.

FROM YELLOW DAYS TO RACE FOR VISION, TO HOLIDAY COLLABORATIONS WITH UNICEF AND ONE TREE PLANTED IT'S BEEN SO REWARDING WORKING WITH THE NGOS DIRECTLY AND SEE THE PROJECT HELP INDIVIDUALS IN THE US, AND ALSO GLOBALLY. I CAN'T WAIT TO SEE THE STRIDES IN THE FUTURE WITH OUR GLOBAL AND LOCAL PARTNERSHIPS!"

AMANDA PASQUARIELLO  
Experiential Marketing Manager, L'OCCITANE USA



## CARING FOR SIGHT



FOR MORE THAN 20 YEARS, 'CARING FOR SIGHT' HAS BROUGHT TOGETHER ALL OF L'OCCITANE'S INITIATIVES WORLDWIDE TO FIGHT PREVENTABLE BLINDNESS. IT INVOLVES MULTIPLE PARTNERSHIPS WITH NGOS AROUND THE WORLD AND SUPPORTS SCREENING, TREATMENT AND EYE SURGERY PROJECTS, AS WELL AS THE FUNDING OF EQUIPMENT AND MEDICAL STAFF TRAINING. L'OCCITANE, ITS SUBSIDIARIES AND ITS FOUNDATION HAVE REACHED THE GOAL, SET IN 2015, OF PROVIDING EYE CARE TO 10 MILLION PEOPLE BY 2020. INDEED, THE BRAND NOW HAS MORE THAN 13 MILLION BENEFICIARIES AND HAS SET ITSELF A NEW AMBITIOUS TARGET: TO REACH 15 MILLION OF BENEFICIARIES BY 2025.

2020-2021  
€1,963,331  
to care for sight

2,673,233  
beneficiaries of  
eye care

## A MAJOR INTERNATIONAL PARTNER: UNICEF

One third of children aged from 6 months to 5 years lacks vitamin A, which represents 127 million children worldwide. This deficiency is one of the leading causes of childhood blindness.

In 2017, L'OCCITANE and its Foundation began a major international partnership with UNICEF. For three years and with a minimum of 1 million euros per year, the partnership aimed to improve the prevention of childhood blindness in Bolivia, Myanmar and Papua New Guinea - countries with a high level of deficiency - by distributing the 2 vital doses of vitamin A, essential for the child's immune system. In total, more than 4 million children have received vitamin A supplementation, exceeding the target of 1.7 million children in 3 years set by UNICEF and L'OCCITANE in 2017!

Building on this success, in 2020, L'OCCITANE and its Foundation have renewed this partnership to 3 new years to support UNICEF's supplementation campaigns around the world. More than 3 million additional children are expected to receive the 2 doses of vitamin A that are vital for their immune systems by 2022.



### SOLIDARITY PRODUCTS

IN 2020-2021, 2 SOLIDARITY SOAPS AND A CANDLE WERE MARKETING FOR UNICEF\*. 100% OF THE PROFITS, I.E. € 421,896 WERE DONATED TO UNICEF AS PART OF THE INTERNATIONAL PARTNERSHIP.



\* Prices in store minus taxes, transport and production costs. UNICEF does not endorse any company, brand, product or service.



## THE FOUNDATION'S PARTNERS IN BURKINA FASO



### SIGHTSAVERS

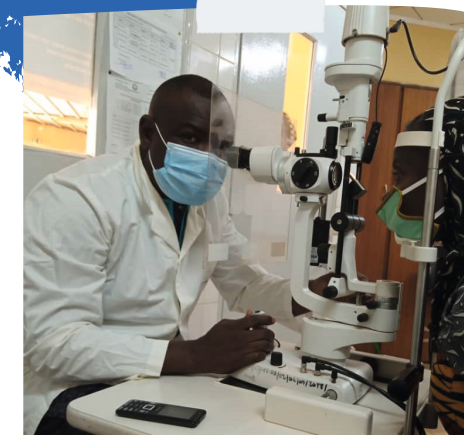
The Foundation supports Burkina Faso in its fight to eliminate onchocerciasis and trachoma. Since 2013, its collaboration with the NGO Sightsavers in the Cascades region has resulted in more than 600,000 treatments for river blindness. This collaboration has also provided care to more than 33,000 people in the fight against trachoma.

The end of 2021 will be decisive for the future of the onchocerciasis control strategy, as the evaluations planned for this period will provide the country with a general overview of the progress made in this fight against the disease.

### LIGHT FOR THE WORLD

The NGO Light for the World supports the Ministry of Health of Burkina Faso in the implementation of its strategy to improve access to quality eye care. The L'OCCITANE Foundation supports 2 initiatives:

- Strengthening the knowledge and skills of eye health workers through general and specialised training and the provision of working equipment. This year, 41 ophthalmologists benefited from this collaboration. They have provided care to more than 140,000 people.
- Carrying out screening and treatment campaigns in the 7 health districts of the Centre-Ouest region, and through vision corridors set up in schools. To date, more than 81,000 people, including 13,316 children, have benefited from the project.



### ASSOCIATION SOEUR EMMANUELLE

For the past year, the Foundation has been supporting the Association Sœur Emmanuelle. The main objective of this partnership, which is part of the wider project "Grandir Ensemble", is to prevent blindness in children by raising awareness among parents and communities and through screening and treatment sessions. This year, the project provided care to 10,623 people.



### HELEN KELLER INTERNATIONAL

In 2019, the Foundation signed a partnership with the NGO Helen Keller International, whose main objective is to help reduce preventable blindness among children aged 5 to 14 enrolled in 228 schools in the Plateau Central region of Burkina Faso. This year, the project supported the diagnosis and care of 19,969 children.

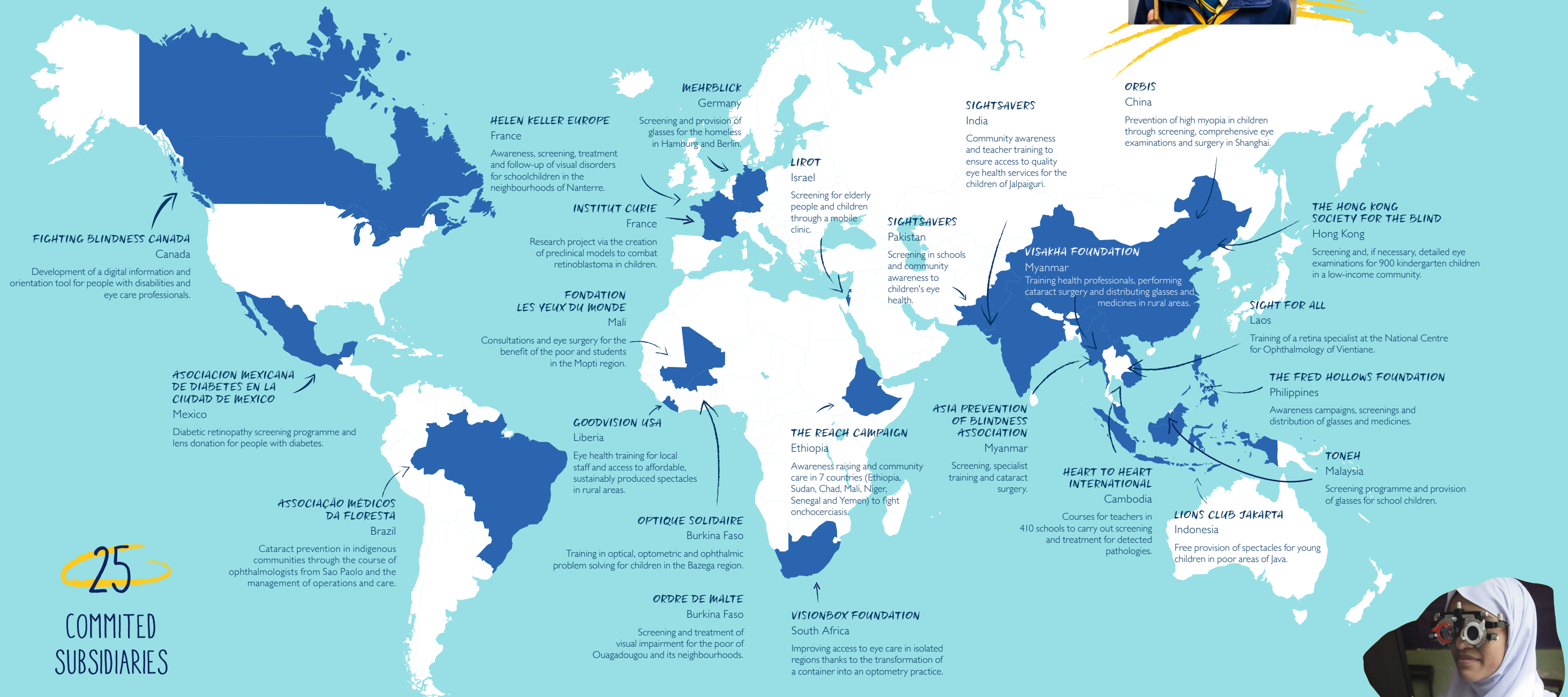




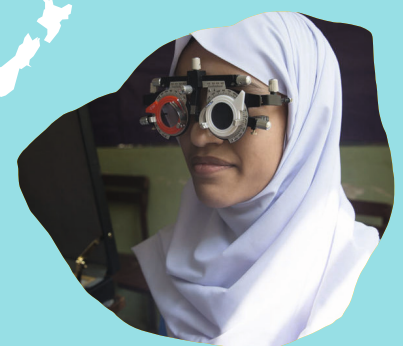


## L'OCCITANE SUBSIDIARIES' LOCAL PARTNERS

The company's subsidiaries play a crucial role in the brand's commitment to sight. They get involved every year by supporting projects in partnership with UNICEF or local associations in their respective countries. These projects to combat preventable blindness are co-financed by the subsidiaries and the L'OCCITANE Foundation. Here are the local partners supported in 2020-2021 thanks to our correspondents' involvement:



25  
COMMITTED  
SUBSIDIARIES





## EMPOWERING WOMEN



SINCE THE 1980S, L'OCCITANE HAS BEEN WORKING CLOSELY WITH WOMEN WHO PRODUCE SHEA BUTTER IN BURKINA FASO. THE L'OCCITANE FOUNDATION SUPPORTS NGOS' PROJECTS FOR THE BENEFIT OF GIRLS AND WOMEN IN THIS COUNTRY SO THAT THEY CAN BE PROTAGONISTS OF THEIR OWN DEVELOPMENT AND CHANGE. THIS YEAR, L'OCCITANE AND ITS FOUNDATION EXCEEDED THE TARGET THEY HAD SET THEMSELVES OF SUPPORTING 33,000 WOMEN AS, SINCE THE BEGINNING OF ITS COMMITMENT, THE BRAND HAS SUPPORTED 42,731 WOMEN. IN 2020-2021, L'OCCITANE AND ITS FOUNDATION CONTINUE TO SUPPORT EDUCATION, TRAINING AND ENTREPRENEURSHIP, AND HAVE SET A NEW TARGET TO PROMOTE THE INDEPENDENCE OF 60,000 WOMEN BY 2025. IN PARALLEL, IN ORDER TO MEET THE PRIMARY NEEDS OF GIRLS AND WOMEN DISPLACED BY THE DETERIORATING SECURITY SITUATION IN THE COUNTRY, THE FOUNDATION SUPPORTS EMERGENCY ACTIONS.

2020-2021

€433,672

to empower women

25,281

women supported



© Noelle Sawadogo/MSF

## A PARTNER TO CARRY OUT EMERGENCY ACTIONS

### MÉDECINS SANS FRONTIÈRES

The MSF project supported by the Foundation aims to meet the primary needs of populations displaced by conflict in Burkina Faso. This includes providing medical care to displaced and local women in the northern region of the country, an area heavily affected by internal displacement. This care consists mainly of general, prenatal and postnatal medical consultations, childbirth care and psychological support. The aim is to help over 6,000 women.

## THE FOUNDATION'S PARTNERS IN EDUCATION PROJECTS

### UNICEF

The Foundation supports UNICEF in the implementation of its girls' education programme in the Centre-Ouest region of Burkina Faso. This programme supports a group of 450 young girls during their 4 years of secondary school, by covering the costs inherent to schooling (school fees, school supplies, catering, bicycles and accommodation, etc.). The project also focuses on raising awareness among girls, teachers and communities.

This was a special year, marked by teachers' strikes, the COVID-19 pandemic and the deteriorating security situation in the country. Nevertheless, thanks to the presence of UNICEF and its technical partners, the majority of beneficiaries have been able to access the 9<sup>th</sup> grade for the 2020-2021 school year.



© UNICEF

### AIDE ET ACTION INTERNATIONAL

The Foundation supports the project of the NGO Aide et Action which aims to improve schooling for vulnerable girls in Burkina Faso. The SCOLFILLE project specifically promotes access, retention and completion of primary education of 2,000 girls from particularly disadvantaged or displaced families, orphans or those living with a slight disability, in the provinces of Ziro and Sissili (Centre-Ouest region).



## THE FOUNDATION'S PARTNERS IN ENTREPRENEURSHIP PROJECTS

### LA FABRIQUE & INITIATIVE FRANCE, L'OCCITANE POUR ELLES (L'OpE) PROGRAMME'S PARTNERS



L'OCCITANE pour Elles is a support programme for the creation or scaling up of companies run by women. In particular, it offers technical support (strategic thinking on production, marketing, human resources management, communication, etc.), visibility enhancement and fundraising. L'OCCITANE pour Elles is developed in collaboration with the social incubator La Fabrique and the Initiative France funding network. The great progress made by the four winners of the first edition of the L'OCCITANE pour Elles programme, launched in 2016, have encouraged the Foundation to organise a second edition in 2019.

8 female entrepreneurs, women with fresh ideas or managers of businesses with a strong social and environmental impact, have been selected. By the end of 2021, they will finish their support programme, which will be evaluated in order to define the outline of a possible third edition.

In addition to the 8 winning entrepreneurs of this edition, L'OpE programme has created employment and stabilised the income of 70 women.

Furthermore, in the framework of L'OpE, the Foundation supported an inspirational public event on women's social entrepreneurship. The event, which brought together more than 400 people (especially young people and women), highlighted the social impact of responsible entrepreneurship of 5 inspiring women, including one of this year's winners.

### LES AMIS DE LA FABRIQUE & GREEN HOPE



The Foundation supports the Yennega project in the Centre-Ouest region of Burkina Faso, run by Green Hope and les Amis de La Fabrique, to promote sustainable female agricultural entrepreneurship. The project aims to enable rural women to become agricultural entrepreneurs through technical and financial support. This project focuses on the notion of sustainability: the aim is to promote environmentally friendly agricultural techniques (use of organic fertilizers and bio-pesticides) and negotiate long-term (20 years) access and management of the land for the 200 targeted women.

### ENTREPRENEURS DU MONDE

Since 2009, the Foundation has been supporting EDM's actions for the benefit of rural women. This NGO, through its social microfinance partner institutions, offers them financial and non-financial services (adapted credits, training and advice on credit management, training on social issues such as literacy, etc.) in order to enable their sustainable development. 24,753 women benefited from this project this year.



### SOLIDARITY PRODUCTS

IN ORDER TO SUPPORT THE SOCIO-ECONOMIC DEVELOPMENT OF WOMEN IN BURKINA FASO, L'OCCITANE MARKETS SOLIDARITY PRODUCTS. ALL PROFITS\* FROM THE SALES OF THESE PRODUCTS ARE USED TO FINANCE THE IMPLEMENTATION OF THE NGOS' PROJECTS.

IN 2020-2021, €798,28 WERE COLLECTED.



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



## RESPECTING BIODIVERSITY



BORN IN THE ALPS OF HAUTE-PROVENCE, L'OCCITANE HAS BEEN COMMITTED TO THE PRESERVATION OF THE NATURAL HERITAGE IN PROVENCE AND THE MEDITERRANEAN SINCE THE BEGINNING. IN 2020-2021, THE FOUNDATION CONTINUED THIS COMMITMENT IN PROVENCE AND ACTED MORE WIDELY BY ENCOURAGING ALL L'OCCITANE SUBSIDIARIES TO SUPPORT A LOCAL REFORESTATION OR AGROFORESTRY PROMOTION ACTION. THE L'OCCITANE FUND, CREATED IN 2020 TO PROTECT BIODIVERSITY FOR FUTURE GENERATIONS, AIMS TO RESPOND TO CLIMATE EMERGENCIES THROUGH THE RESTORATION OF ECOSYSTEMS SEVERELY AFFECTED BY NATURAL DISASTERS, SUCH AS THE FORESTS DESTROYED BY FIRES IN THE AMAZON AND AUSTRALIA. IN TOTAL, SINCE THE BEGINNING OF ITS COMMITMENT TO BIODIVERSITY, THE FOUNDATION HAS CONTRIBUTED TO THE PRESERVATION OF MORE THAN 900 VARIETIES.

2020-2021

€257,459  
to respect  
biodiversity

261  
new varieties  
preserved

## L'OCCITANE SUBSIDIARIES' LOCAL PARTNERS

### ONE TREE PLANTED Canada

Participation in the planting of 8 different varieties of native trees in New Brunswick to preserve wildlife and increase species diversity in the Acadian forest.

### ONE TREE PLANTED USA

Planting of longleaf pines of 6 different varieties through an extensive agroforestry project in partnership with growers in Florida, Vermont and California.

### HOMETREE Ireland

Planting of 3 tree varieties in County Clare to regenerate biodiversity and restore wooden areas.

### YES WE CAMP, ASDVF, CMP France

Additional support from the subsidiary to the partners of the Foundation in Provence to promote agroforestry and preserve local varieties.

### PUR PROJET United Kingdom

Tree-planting as part of a large agroforestry programme and training farmers in sustainable agricultural practices.

### AGRINATURA Poland

Promotion of agroforestry and organic farming to young farmers communities to encourage the development of sustainable farming practices and direct contact with consumers.

### SCOUT AND GUIDE ASSOCIATION OF CROATIA Croatia

Planting of 6 different varieties of trees as part of the national Boranka project to restore forest areas devastated by the 2017 fires and raise awareness among citizens about the importance of forests, nature conservation and the effects of climate change.

### CERTIFIED NPO ENVIRONMENTAL RELATIONS Japan

Planting of 28 different varieties of trees to protect the rice terraces of the Shiraito Plateau following the 2016 earthquake. This reforestation is carried out in a sustainable way through awareness-raising activities in the region.

### FOOD AND TREES FOR AFRICA South Africa

Planting Moringa trees in schools and community gardens to address both environmental and economic issues.

9  
COMMITTED  
SUBSIDIARIES



2020-2021

€250,088  
to restore  
degraded  
ecosystems

## The L'OCCITANE ECOSYSTEM RESTORATION FUND

The L'OCCITANE Group is making a two-year commitment to the Foundation for National Parks & Wildlife to help reforest areas destroyed by the 2019 fires in Australia. The project aims to support, among other things, the development of nurseries and tree planting as part of the national Bushfire recovery programme to plant 1 million trees over the next five years.

The L'OCCITANE Group is supporting a two-year programme to restore native Amazonian forests and biodiversity in Brazil with the NGO WeForest. The first phase of the project involves the establishment of an agroforestry system with local farming communities, combining crops and native tree species on 175 hectares, including coffee production.







## THE FOUNDATION'S PARTNERS IN PROVENCE

### CONSERVATOIRE MÉDITERRANÉEN PARTAGÉ

The Foundation is supporting the CMP over three years to implement the Vergers d'Avenir programme, the aim of which is to conserve and promote rare, old and/or endangered varieties typical of the Mediterranean Basin. In 2020-2021, 14 different tree varieties such as the small white fig from Salernes or the black olive from Clans were planted.

### INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE

Since 2015, the Foundation has supported the development of the Red List of Mediterranean Ecosystems. IUCN lists are used to build conservation strategies, identify priorities for action, change policies and regulations, and raise awareness among nature conservation stakeholders. In 2020-2021, the IUCN has continued its list of Mediterranean coastal ecosystems, adding a chapter on cliffs and pebbled beaches and another on wetlands.

### ACT FOR PLANET

In 2020-2021, the Foundation is supporting a project to reintroduce pistachio trees in Provence in conjunction with local producers. Pistachio creates wealth for farmers and is adapted to certain constraints and effects of global warming. In 2020, 2 local varieties of pistachio trees were planted in several areas in Provence.

### ASSOCIATION DE SAUVEGARDE DES FORÊTS VAROISES

Since 2018, the Foundation has been supporting a project for varietal collections of fruit trees on the island of Porquerolles. This project plans to plant 52 different varieties of olive, fig and citrus trees and to ensure the preservation and renewal of these varieties in order to conserve this unique heritage in France and to maintain the island's biodiversity.

### YES WE CAMP

The Foundation supports the "Ça pousse" programme, which aims to rehabilitate a 16-hectare wildland on the Foresta hill in the heart of the northern districts of Marseille. This project aims at planting different varieties of Mediterranean fruit trees and shrubs. Carried out within the framework of participative workcamps, it is a vector of social link and nature awareness. In 2020, 40 different varieties of trees were planted.

### PARC NATIONAL DES CALANQUES

The Foundation supports the creation of an educational and conservation garden on the island of Ratonneau, on the Frioul archipelago in Marseille. This project aims to raise awareness about the flora of one of the most arid sites in France, shaped by the sea and the mistral (such as the Astragale de Marseille and the Plantain à feuilles en alène). It thus makes it possible to combat the erosion of biodiversity in favour of rare and threatened plant species and to raise public awareness of the challenges of conserving natural heritage.

### AGIR POUR LA FORÊT ENDOWMENT FUND (ONF)

The Foundation supports an experimental reforestation project aimed at restoring a forest ecosystem degraded by droughts. The project has resulted in the planting of 6 different tree varieties in the Cousson forest, likely to meet the requirements of tomorrow's climate, and with a view to diversifying the genetic resources.

### PARC NATUREL RÉGIONAL DU VERDON

Since 2019, the Foundation has been supporting a programme for the conservation of old, local and terroir varieties. The project promotes diversified fruit production and the restructuring of old orchards in collaboration with local producers. In 2020, 9 tree species and 186 tree varieties were planted.



## FOCUS ON FINANCES

### RESOURCES 2020-2021



Funds scheduled for the multi-year Action Plan	<b>€450,000</b> including <b>€400,000</b> from Laboratoires M&L and <b>€50,000</b> from M&L Distribution (France) SARL
Amendment to the multi-year Action Plan	<b>€0</b>
Solidarity products	<b>€1,220,179</b>
L'OCCITANE sites and subsidiaries' local philanthropy budgets	<b>€447,446</b>
L'OCCITANE Ecosystem Restoration Fund	<b>€100,000</b>
Donations from employees of the founding companies Laboratoires M&L and M&L Distribution (France) SARL	<b>€5,810</b>
Financial income	<b>€96</b>

IN ADDITION TO THESE AMOUNTS, THE FOUNDING COMPANIES ARE RESPONSIBLE FOR THE PROVISION OF PREMISES, I.T. AND THE SALARIES OF THE PHILANTHROPY TEAM, FOR A TOTAL ADDITIONAL BUDGET OF €265,589.



USES 2020-2021

CARING FOR SIGHT

PARTNERS	PROJECTS	AMOUNTS
A MAJOR INTERNATIONAL PARTNER		€1,000,000
UNICEF	Improving the prevention of childhood blindness by supporting programmes to provide vitamin A supplementation, essential for a child's immune system.	€1,000,000
THE FOUNDATION'S PARTNERS IN BURKINA FASO		€360,200
ASSOCIATION SŒUR EMMANUELLE	Prevention of blindness among children in the outskirts of Ouagadougou (payment of funds made in 2019-2020).	-
HELEN KELLER INTERNATIONAL	Blindness prevention among children in the Central Plateau region (payment of funds made in 2019-2020).	-
LIGHT FOR THE WORLD	Training of eye health workers.	€174,700
LIGHT FOR THE WORLD	Carrying out screening and treatment campaigns in the 7 health districts of the Centre-Ouest region (payment of funds made in 2019-2020).	-
SIGHTSAVERS	Fight against trachoma and onchocerciasis in the Cascades region.	€185,500 €
L'OCCITANE SUBSIDIARIES' LOCAL PARTNERS		€582,181
ASIA PREVENTION OF BLINDNESS ASSOCIATION	L'OCCITANE Japan      Screening, specialist training and cataract surgery in Myanmar.	€40,000
ASOCIACIÓN MEXICANA DE DIABETES EN LA CIUDAD DE MÉXICO	L'OCCITANE Mexico      Diabetic retinopathy screening and lens donation programme for people with diabetes in Mexico.	€20,000
ASSOCIAÇÃO MÉDICOS DA FLORESTA	L'OCCITANE Brazil      Prevention of cataracts in indigenous communities in Brazil by training ophthalmologists and providing surgery and care.	€38,000
FIGHTING BLINDNESS CANADA	L'OCCITANE Canada      Development of a digital information and orientation tool for people with disabilities and eye care professionals.	€20,000
FRED HOLLOW'S FOUNDATION	L'OCCITANE Philippines      Awareness campaigns, screenings and distribution of glasses and medicines in the Philippines.	€10,000
FUNDACIÓN OJOS DEL MUNDO	L'OCCITANE Spain      Eye consultations and surgeries for the benefit of the poor and students in the Mopti region of Mali.	€20,000
GOODVISION USA	L'OCCITANE USA      Eye health training for local staff and access to affordable, sustainably produced spectacles in rural Liberia.	€40,000
MEHRBLICK	L'OCCITANE Germany      Free screenings and glasses for the homeless in Hamburg and Berlin.	€20,000
SIGHTSAVERS	L'OCCITANE Italy      Community outreach and teacher courses to ensure access to quality eye health services for children in Jalpaiguri, India.	€20,000
HEART TO HEART INTERNATIONAL	L'OCCITANE South Korea      Training of teachers in 410 schools in Cambodia to carry out screening and treatment of detected pathologies.	€61,580
HELEN KELLER EUROPE	L'OCCITANE France      Awareness-raising, screening, treatment and follow-up of visual disorders of schoolchildren in Nanterre, in the Paris region.	€40,000
INSTITUT CURIE	Manosque Site, France      Research project via the creation of preclinical models to combat retinoblastoma in children.	€10,000
LIONS CLUB JAKARTA CENTENNIAL MONAS KALEA	L'OCCITANE Indonesia      Providing free glasses to young children in poor areas of Java, Indonesia.	€10,000
LIROT	L'OCCITANE Israel      Screening of the elderly and children with a mobile clinic in Israel.	€10,000
OPTIQUE SOLIDAIRE	L'OCCITANE Switzerland      Training in the resolution of optical, optometric and ophthalmological problems in children in the Bazega region of Burkina Faso.	€10,000
ORBIS	L'OCCITANE China      Prevention of high myopia in children through screening, comprehensive eye examinations and surgery in Shanghai.	€65,315
ORDRE DE MALTE	Geneva Site, Switzerland      Screening and treatment of visual impairment for the poor in Ouagadougou and its suburbs, in Burkina Faso.	€20,000
REACH CAMPAIGN	L'OCCITANE Middle East      Awareness raising and community care in 7 countries (Ethiopia, Sudan, Chad, Mali, Niger, Senegal and Yemen) to fight against onchocerciasis.	€10,000
SIGHT FOR ALL	L'OCCITANE Australia      Training of a retina specialist at the National Ophthalmology Centre in Vientiane, Laos.	€20,792
SIGHTSAVERS	L'OCCITANE Ireland      School screenings and community awareness of child eye health.	€20,000
THE HONG KONG SOCIETY FOR THE BLIND	L'OCCITANE Hong Kong      Screening and, if necessary, detailed eye examinations for 900 kindergarten children in a low-income community in Hong Kong.	€15,294
THONEH	L'OCCITANE Malaysia      Screening programme and provision of glasses for school children in Malaysia.	€20,000
VISAKHA FOUNDATION	L'OCCITANE Myanmar      Training health professionals, performing cataract surgery and distributing glasses and medicines in rural areas of Myanmar.	€20,000
VISIONBOX FOUNDATION	L'OCCITANE South Africa      Improving access to eye care in remote areas of South Africa by converting a container into an optometry centre.	€21,200
IAPB	International Agency for the Prevention of Blindness membership (IAPB).	€19,878
MONITORING AND EVALUATION OF PROJECTS		€1,072
TOTAL		€1,963,331

EMPOWERING WOMEN

PARTNERS	PROJECTS	AMOUNTS
A PARTNER TO CARRY OUT EMERGENCY ACTIONS		€100,000
MÉDECINS SANS FRONTIÈRES	Contribution to the improvement of women's health conditions in the northern region of Burkina Faso.	€100,000
THE FOUNDATION'S PARTNERS IN EDUCATION PROJECTS		€172,424
AIDE ET ACTION INTERNATIONAL	Supporting the primary schooling of vulnerable girls in the Centre-Ouest region of Burkina Faso.	€72,424
UNICEF	Promotion of girls' education in secondary schools in the Centre-Ouest region of Burkina Faso.	€100,000
THE FOUNDATION'S PARTNERS IN ENTREPRENEURSHIP PROJECTS		€161,226
ENTREPRENEURS DU MONDE	Microfinance for women in rural areas of Burkina Faso.	€111,798
LA FABRIQUE & INITIATIVE France	L'OCCITANE pour Elles, 2nd edition - Support for the creation and development of businesses run by women in the Central region of Burkina Faso.	-
GREEN HOPE & LES AMIS DE LA FABRIQUE	Promotion of sustainable agricultural entrepreneurship among women in the Centre-Ouest region of Burkina Faso.	€49,428
MONITORING AND EVALUATION OF PROJECTS		€22
TOTAL		€433,672

RESPECTING BIODIVERSITY

PARTNERS	PROJECTS	AMOUNTS
L'OCCITANE SUBSIDIARIES' LOCAL PARTNERS		€178,659
ASSOCIATION DE SAUVEGARDE DES FORÊTS VAROISE	L'OCCITANE France      Conservation of varietal collections on the island of Porquerolles in France.	€1,333
CERTIFIED NPO ENVIRONMENTAL RELATIONS	L'OCCITANE Japan      Restoration and protection of rice terraces following the 2016 earthquake in Japan.	€28,000
CONSERVATOIRE MEDITERRANÉEN PARTAGÉ	L'OCCITANE France      Conservation of Mediterranean Basin typical varieties.	€1,333
FOOD AND TREES FOR AFRICA	L'OCCITANE South Africa      Moringa trees plantation in South Africa.	€9,000
FOUNDATION FOR AGRICULTURAL BIODIVERSITY AGRINATURA	L'OCCITANE Poland      Promotion of organic and sustainable production practices among young farmers in Poland.	€5,000
HOMETREE	L'OCCITANE Ireland      Restoration of woodland areas degraded by intensive agriculture in Ireland.	€10,000
ONE TREE PLANTED	L'OCCITANE Canada      Reforestation of riparian areas in Canada's New Brunswick region.	€20,000
ONE TREE PLANTED	L'OCCITANE USA      Implementation of agroforestry practices in 3 regions of the USA (California, Florida and Vermont).	€45,000
PUR PROJET	L'OCCITANE UK      Establishment of an agroforestry system to recreate biodiversity on monocultured land in the UK.	€51,000
SCOUT AND GUIDE ASSOCIATION OF CROATIA	L'OCCITANE Croatia      Support for the Boranka project: reforestation of areas devastated by fires in Croatia.	€6,660
YES WE CAMP	L'OCCITANE France      Planting of orchards on a wildland on the Foresta hill in Marseille, France.	€1,333
THE FOUNDATION'S PARTNERS IN PROVENCE		€78,800
ACT FOR PLANET	Development of agroforestry by planting pistachio trees in Provence.	€5,000
ASSOCIATION DE SAUVEGARDE DES FORÊTS VAROISE	Conservation of varietal collections on the island of Porquerolles in France.	€10,000
CONSERVATOIRE MEDITERRANÉEN PARTAGÉ	Conservation of Mediterranean Basin typical varieties.	€20,000
AGIR POUR LA FORÊT ENDOWMENT FUND (ONF)	Experimental reforestation in the Cousson forest.	€8,800
PARC NATIONAL DES CALANQUES	Creation of an educational and conservatory garden on the Ratonneau island in Marseille (payment of funds made in 2019-2020).	-
PARC NATUREL RÉGIONAL DU VERDON	Conservation and genotyping of old fruit varieties.	€10,000
INTERNATIONAL UNION FOR CONSERVATION OF NATURE	Elaboration of the Red List of Mediterranean coastal ecosystems.	€20,000
YES WE CAMP	Planting of orchards on a wildland on the Foresta hill in Marseille.	€5,000
SUIVI ET ÉVALUATION DES PROJETS		€0
TOTAL		€257,459

L'OCCITANE ECOSYSTEM RESTORATION FUND

PARTNERS	PROJECTS	AMOUNTS
FOUNDATION FOR NATIONAL PARKS AND WILDLIFE	Reforestation of areas devastated by the 2019 fires in Australia.	€150,000
WE FOREST	Reforestation of indigenous Amazonian forest areas and biodiversity in Brazil.	€100,000
MONITORING AND EVALUATION OF PROJECTS		€88
TOTAL		€250,088





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## L'OCCITANE **CARES**

Find out more about the projects and our partners  
on the L'OCCITANE Foundation website  
[fondation.loccitane.com](https://fondation.loccitane.com)