



MAKING A DIFFERENCE

Foundation
L'OCCITANE

THE L'OCCITANE FOUNDATION GIVING MEANING TO TOMORROW

Ever since its creation in 1976, L'OCCITANE has firmly supported actions to benefit the community that have a real impact on the ground.

In 2006, L'OCCITANE created its Foundation to drive and bring together these initiatives. With an average annual budget of €1,000,000, the L'OCCITANE Foundation is involved in some fifteen projects every year, covering two fields of action: supporting the visually impaired and promoting the economic emancipation of women in Burkina Faso.

Our objective: to give more autonomy to all those who benefit from these projects.

The Foundation also works with L'OCCITANE subsidiaries that wish to take action in their own countries to help the blind and visually impaired, as is the case in the United States and China.

The L'OCCITANE workforce plays an important role in these actions. Two employee associations, supported by the Foundation, focus their efforts on Burkina Faso. The "Nord et Sud" association concentrates on training women in soap making, while the "Coordination Parrainages" association raises funds internally to help women set up their own income-generating activities.

In addition to its Foundation, L'OCCITANE also supports projects to preserve knowledge of nature in Provence – to develop strong links with the region where the company was born.

Left: Cécile K. in Tanguin-Dassouri, Burkina Faso, preparing dolo (the local beer), which will be sold at the market.
Right: Esther N., aged 5, at an ORBIS screening day in Africa.



IN BRIEF

The aim of the L'OCCITANE Foundation is to initiate, drive and finance projects - and ensure their long-term sustainability - in two different fields: the economic emancipation of women and support for the visually impaired.





A PRODUCT TO RAISE FUNDS FOR LITERACY

To mark Women's Day, in March 2013, L'OCCITANE stores will be selling a soap made in Burkina Faso. 100% of profits* from the sale of this soap will go towards building and running literacy centres for women in that country.

Let's get involved!



* Sales price in store minus taxes, transport and production costs

PROMOTING THE ECONOMIC EMANCIPATION OF WOMEN

In the early 1980s, on a trip to Burkina Faso, Olivier Baussan discovered the wonderful properties of shea butter – an ingredient that would go on to be used in L'OCCITANE soaps and products.

Shea butter is made by women, who play a key role in local social and economic life. The L'OCCITANE Foundation decided to build on its shea butter partnership by focusing on the economic emancipation of women in Burkina Faso.

The actions taken by the Foundation to support these women are based on two main themes: improving literacy and further developing income-generating activities through training and microcredit programmes. All of these projects aim to allow women to become more autonomous and start up their own businesses when they wish to do so. To date, over 7,000 women have been able to benefit from these initiatives.

In 2011, the Foundation granted the first L'OCCITANE FOUNDATION PEPITE AWARD (pépîte means 'gold nugget' in French). This €10,000 award is given to a Burkinabé woman to help her develop her business project in partnership with the Maison de l'Entreprise du Burkina Faso – a non-profit association that supports business development in the country.

A Burkinabé woman selling her products at the Léo market in Burkina Faso.



In Khulna, Bangladesh, Yasmin Afroza begins an eye-screening session.

UNITED TO SAVE SIGHT

Every year since 2006, to mark World Sight Day, L'OCCITANE has sold a fund-raising soap in its stores. 100% of profits* from the sale of this soap are used for projects dedicated to fighting blindness in developing countries.

In 2011, over €210,000 were raised, which made it possible to launch an eye care project in Burkina Faso.

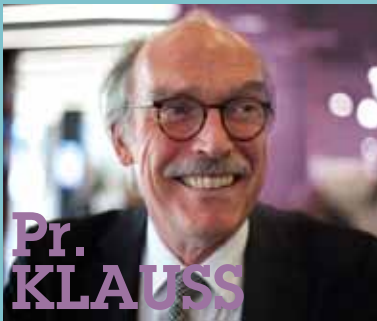
** Not including taxes, transport and production costs*



SUPPORTING THE VISUALLY IMPAIRED

Today, over 280 million people throughout the world are blind or visually impaired. Yet 80% of blindness is preventable! It only takes a little help to make a huge difference. This is why the L'OCCITANE Foundation is committed to eye health.

At an international level, the L'OCCITANE Foundation funds eye health projects in developing countries. Since 2006, a fund-raising product has been sold every year, making it possible to finance several projects in Bangladesh, providing eye care for over 500,000 people.



In 2011, the Foundation also launched the L'OCCITANE Sight Award. A sum of €50,000 was granted to the researcher Volker Klauss, in recognition of his commitment, and to enable him to continue his work to fight blindness in developing countries.

In France, the L'OCCITANE Foundation focuses on ways to support people with visual disabilities to integrate into the workplace through the creation of innovative professional training courses. In late 2010, it established grants for the training and employment of the visually impaired. So far, over 120 people have been able to benefit from these actions by obtaining an internship or employment, or by taking specific training.

The L'OCCITANE Sight Award was given to Professor Volker Klauss on June 4, 2011, for his research in the field of ophthalmology.



Foundation L'OCCITANE

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If you wish, you can help make a difference by making a donation directly to any of the following organizations – the main partners of the L'OCCITANE Foundation.

