

BIODIVERSITY

IN THE COSMETICS INDUSTRY

INSPIRING EXAMPLES FROM FRANCE AND GERMANY



BEAUTY CARE"
EXPERTISE PARTNER IN IKW



FEBEA
FÉDÉRATION DES
ENTREPRISES DE LA BEAUTÉ

BIODIVERSITY – THE DIVERSITY OF LIFE

Biodiversity concerns us all, as it is the basis of our lives. The biological diversity of species and ecosystems, as well as genetic diversity, is significant for humans because we depend on the existing diversity in many ways. Our food, our health and many parts of our economy are directly related to an intact nature. Therefore, a loss of biodiversity also means a threat to our livelihood.

The IPBES Global Assessment Report on Biodiversity and Ecosystem (IPBES 2019) paints a worrying picture. According to it, 1 million animal and plant species are threatened with extinction. The causes are many but are directly related to man-made habitat destruction and climate change. The preservation of biodiversity is therefore becoming increasingly important. It is reflected in regulatory efforts developed for example, as a result of the European Green Deal or in connection with the Convention on Biological Diversity.

Comprehensibly, all this has an impact on companies and their business activities - and thus especially affects cosmetics companies. Many cosmetic products contain plant-based or other biological raw materials. Respect for nature and people as well as the sustainable use and sourcing of raw material in a way that conserves resources has therefore become an essential part of the business activities of many cosmetics companies in recent years.

ABOUT THIS BROCHURE

Biodiversity affects many areas of a cosmetics company's business. Along the entire supply chain, from farming, raw material sourcing, working conditions and wages paid, to manufacturing, energy supply, transportation and distribution, companies can actively contribute to respecting biodiversity and people.

But where to start? Helpful and inspiring can be the examples of other cosmetics companies that already have experience in this area. How can biodiversity be preserved in the growing area? How can soil health be improved, water saved, or the rights of workers and local communities strengthened? How can responsibilities and standards be defined in one's own company and employees be trained? Structured according to thematic focal points, this brochure offers numerous best practice examples and aims to provide impulses for similar projects.



FOREWORD

Biodiversity is a source of raw materials and inspiration for the cosmetic industry. Just look at the wide variety of plant species used in beauty products; their stories told to consumers around the world. However, biodiversity loss is one of the world's main sustainability challenges. An ambitious global biodiversity agenda has been adopted in late 2022, galvanizing governments and other stakeholders, including business, to reverse the biodiversity crisis that affects us all. As the impact of the cosmetic industry on biodiversity is especially material in supply chains of natural raw materials, our non-profit association, UEBT, is working with more than 130 companies in the sector on ethical sourcing of biodiversity.

At the same time as the global biodiversity agenda takes shape, biodiversity awareness among consumers is rising rapidly. Consumer research commissioned by UEBT shows that biodiversity awareness is higher than ever before and has particularly accelerated in the last two years. Awareness in Germany has reached 76% in 2022, up from only 29% in 2009. In France, it has reached an astonishing 94%.

The research also found that the biodiversity crisis is considered the second most urgent environmental issue of personal concern to people, after climate change. And the concern is global: Chinese consumers even rate biodiversity loss as their top environmental concern. Companies are seen as having a moral obligation to protect people and biodiversity, but more than 75% of consumers are not convinced that companies do act for biodiversity.

There is a clear opportunity for companies to take action for biodiversity and show that to their clients or consumers. The question for many is where to start? This guide, done in partnership with IKW and FEBEA, is full of ideas and examples – from both UEBT member companies and many other companies – to take steps for nature, whether it be to manage risks across all ingredients in supply chains, or to invest in projects that bring about positive impact in strategic supply chains. We hope there is something here to inspire you to act.



Rik Kutsch Lojenga
Executive Director
UEBT



EDITORIAL

Natural raw materials play an important role for cosmetics products. Many plant-based and other biological raw materials are used in cosmetics. Biodiversity, including the diversity of species (plants, animals and other living creatures), ecosystems and the genetic diversity within species and populations, is therefore of great importance to cosmetics manufacturers. Biological diversity is virtually the source of raw materials for essential cosmetic ingredients. However, studies show that the habitats of many species are being destroyed and biodiversity is rapidly declining worldwide.

Companies are already making a significant contribution to counteracting this loss of diversity: respectful and ethical handling in the procurement of raw materials along the entire supply chain protects biodiversity so that people and nature can benefit equally. Furthermore, through ethical sourcing, companies secure long-term access to biological resources and can thus also minimize costs as well as risks. For this to succeed, cosmetics manufacturers should integrate the issue of preserving and protecting biodiversity stronger into their business processes and strategies as an integral part of their corporate culture.

What better way to preserve the beauty of the world than by protecting its natural resources? This is not only a compelling obligation, but also a very concrete and strategic challenge for anyone who develops, manufactures or sells cosmetics products. However, our industry is aware that we need to take up this challenge quickly and collective action in particular is the key to achieving these goals.

As an example of Franco-German cross-collaboration in such an essential environmental issue, FEBEA and IKW have compiled examples of actions undertaken by our member companies in the defense of biodiversity. The good practices examples in the following guide should provide inspiration and allow all companies, regardless of size, to benefit from the lessons learned. We would like to see these illustrations inspire others and be introduced on a larger scale and systematically throughout our sector. Both our associations are committed to continue our support to our members in this regard.

In this way, the cosmetics industry would like to make its contribution to building a sustainable future in which our precious biodiversity is protected.



Birgit Huber
Deputy Director General
Head of Department Beauty Care



Emmanuel Guichard
Director General
FEBEA

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CHAPTER 1

SUSTAINABLE SUPPLY CHAINS

The cosmetics industry relies in part on the use of natural raw materials which are sometimes precious and rare. This is why sustainable supply chains have been progressively established in order to make these resources, which arise essentially from the vegetal world, durable.

Building these supply chains implies for instance to assess the risks related to the use of the plants, to support the producers or resort to certification processes to secure the future availability of some resources.

Developing those supply chains within the country where they originate from also allows to maintain the traditional knowledges and know-hows around them.

RETHINKING THE ORIGINS OF OUR RAW MATERIALS

01.

FAVORING NON-ENDANGERED, NON-OVEREXPLOITED RAW MATERIALS

In order to preserve natural resources and their ecosystems and to limit their impact on nature, companies avoid, among other things, extracting elements from an environment which is sensitive and with a fragile equilibrium, or to collect protected plants in their natural environment.

Cosmetics companies also comply with the requirements from existing conventions and regulations, such as CITES lists, the Red List of threatened animal and plant species of IUCN (International Union for Conservation of Nature) or similar lists at national level.

They make sure not to overexploit natural resources, even non-protected ones, and sometimes even start new cultivation of an endangered species.



CITES



CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement signed on the 3rd of March 1973 in Washington and bringing together 183 Countries.

Its aim is to ensure that international trade of specimens does not threaten the survival of their respective species.

A listed ingredient under CITES can only be used in cosmetics with proofs that the specimens used have been legally acquired.

www.cites.org



ENSURING SUSTAINABLE SOURCING

Some raw materials which are used in cosmetic products are themselves a combination of several ingredients or substances which come from the transformation of plants or other natural resources (glycerines, surfactant). The manufacturing chain is made of several steps involving different parties and sometimes the mixing of raw materials comes from different sources. Ensuring the sustainability of supply chains primarily requires to be able to trace the origin of raw materials which are used in the formulas, an often-complex task.

To succeed, cosmetics companies often join initiatives involving several parties coming together and working on the same resources. They may also rely on expert organisations such as the Union for Ethical Bio Trade (UEBT), a non-profit organisation which certifies the sustainable sourcing of raw materials.

» GOOD PRACTICES EXAMPLES

» IKW-UEBT PROJECT: COMMON BROCHURE “SOURCING WITH RESPECT FOR PEOPLE AND BIODIVERSITY”



The beauty care department of IKW launched a partnership with the Union for Ethical BiTrade (UEBT) with the aim of supporting its members in their efforts to embed biodiversity within its companies. UEBT is a non-profit organization committed to the sustainable sourcing of raw materials that is compatible with the protection of biodiversity.

With its partnership, IKW supports UEBT's goals of preserving and protecting biological diversity when sourcing and using raw materials, so that people and nature can benefit equally. With the brochure «Sourcing with respect - for people and biodiversity», interested companies can receive information on the topics of biodiversity, ethical sourcing and the possible implementation of measures. Furthermore, IKW offers its member companies the opportunity to intensify their activities in the field of sustainable use of biodiversity.

» GROUPE ROCHER'S SUSTAINABLE SOURCING POLICY

When it comes to ingredients, Groupe Rocher has established compliance rules for all its internal teams and partners. The qualification process implies a series of tests and methods to



Calendula © Ronan Moucheboeuf

confirm the ingredient' safety as well as respect for the planet. The environmental impact of ingredients (sourcing, renewability, traceability, ecotoxicity, biodegradability, transformation processes...) is assessed, as well as the supplier's CSR policy. Formulation teams benefit from a special tool allowing them to select raw materials featuring the best CSR credentials.

To go further, the Yves Rocher brand has been working with the UEBT since 2020 on continuously improving its responsible and sustainable sourcing practices.

› **LABORATOIRES EXPANSCIENCE:
PUTTING PLANTS AT THE HEART OF
INNOVATION**

Laboratoires Expanscience's sourcing policy with regards to plant-based raw materials includes the following elements:

- compliance with ISO 26000 Standard and UEBT criteria (of which they have been a member since 2011),
- a "sustainable plant sourcing" manager who acts as a contact person for local populations and authorities,
- a CSR action plan for 100% of their own supply chain (environmental impact analysis, stakeholders' relations and working conditions, human rights, good practices etc.).

Active ingredients are sourced through 19 supply chains (avocado, maca, maracuja, acacia, lupine...). At each step of the way, from the selection of the resource to its final use, Laboratoires Expanscience aim are limiting the impact of their activities on human communities and their environments, establishing responsible practices and developing fair and long-term trade relationships with their suppliers.

The maca supply chain is based on organic cultures certified with the *Fair for Life* Ecocert label since 2020. Maca is used in the *Skinhairgium*® Bio et *Macaline*® active ingredients.

› **L'ORÉAL: TRACEABILITY AT THE HEART
OF SUSTAINABLE SOURCING**

L'Oréal puts traceability at the heart of its sustainable sourcing policy for renewable raw materials. To achieve its goal of 100% sustainable sourcing, raw materials must be traceable and feature a botanical and geographical origin as well as a known method of culture and harvest. The whole analysis methodology for environmental and social impact of its supply chains relies on these data. Traceability campaigns are regularly carried out in order to keep these data up-to-date. By joining L'Oréal's Quality Charter, suppliers commit to keeping the group updated on any change in the ingredients' origin.

On complex and competitive supply chains such as palm oil and palm kernel oil derivatives, L'Oréal relies on an independent third party to carry out every year a traceability campaign on suppliers. Thanks to the *Sustainable Palm Index*, suppliers are also rated on their ability to trace the raw materials supplied to L'Oréal.

› **MARTIN BAUER GROUP:
OWN SUSTAINABLE SOURCING
STANDARD, MABAGROWN®**

The Martin Bauer Group sources more than 200 botanicals from over 80 countries, through supply chains that employ more than 300,000 people. The impact on people and the planet is significant and the Martin Bauer Group is aware of its responsibility. The Group has already achieved several results in terms of sustainable certification: 56% of the ten major botanicals is already purchased through certified supply chains. This is a growing trend as demand increases. In line with its commitment and partly in light of the fact that more than ten years ago there were no certifications for its products, the company specifically developed its own sustainable sourcing standard, *mabagrown*®, becoming a pioneer in the creation of sustainable supply chains. In 2014, this standard was verified and recognized by the independent organizations UEBT and UTZ.

› **NUXE: INGREDIENT TRACEABILITY**

Plant DNA analysis is a formidable progress in the safety and traceability of natural cosmetic ingredients. Groupe NUXE has been working with the DNA laboratory Gensee on genetic traceability for several years. In the NUXE BIO range, each active ingredient has been analysed. Similar work is in progress throughout the other NUXE ranges. The company's ambition is to create a virtuous circle from the supplier of natural products (plants, algae etc.) to the consumer, with better transparency and a more sustainable use of resources.

www.dnagensee.com

› **PIERRE FABRE PUTS RESIDUES
TO GOOD USE**

Reusing food or non-food by-products is a good way to make the most of the work already done on traceability and to give an additional value to a plant raw material. The organic olive margins (wastes) which are used in Klorane products' active ingredient come from the olive oil production by a Greek farmer in Figalia, Peloponnese, who has benefited from the replanting of 10,000 olive trees after the 2007 fires.

Another example is the milk thistle oil in Avène products, which reuses a by-product of Silymarin extraction in pharmaceutical production to make a cosmetic active



ingredient, generating more by-products on the way. The residual oil is currently being analysed in the hope to generate another cosmetic active ingredient.

› **SYMRISE'S UEBT MEMBERSHIP**

Symrise AG has been a full member of UEBT since 2018. Before that, Symrise Madagascar and Symrise Brazil were already members and they have been successfully implementing a number of comprehensive programmes designed to promote sustainable cultivation and collection practices for natural raw materials and socioeconomic support for local smallholder farmers and collectors.

Symrise's UEBT membership is a testimonial to the growing number of companies committing to improving their impact on biodiversity throughout their supply chains.

SUPPORTING SUPPLIERS AND FARMERS 02.

To ensure the sustainable use of resources, companies work with their suppliers to help structure and secure their raw material supply chains.

All kinds of support and the sharing of good practices are contributing to preserving the environment and biodiversity. Companies build partnerships with their suppliers, working with them and training them, thus sharing their own experience externally. They, for instance, provide a technical support to pickers, farmers and producers by setting up management plans and good harvesting practices (quotas, rotations, methods, tools, trainings). Harvesting charters can, among other provisions, ensure the sustainable use of wild resources.

Companies also share their skills, in agroforestry for instance. And they sometimes share some of their own research with local stakeholders to develop know-hows on the field.

Some companies launch social programmes aiming at improving the wellbeing and economic conditions of producers and pickers. Others contribute to improving gender equality or working conditions, or support programmes which will help local communities diversify their sources of income around the supply chain.

Many companies also contribute to reforestation and natural reserves protection programmes in the regions where they source their raw materials.

» GOOD PRACTICES EXAMPLES

» ANNEMARIE BÖRLIND NATURAL BEAUTY: OFFICIAL PARTNER OF “JOJOBA FOR NAMIBIA”

Since 2017 the company has been supporting the «Jojoba for Namibia» project of the non-profit organization Namib Desert Jojoba as an official partner. The aim of the project is to promote the cultivation of jojoba and the production of the natural oil in Namibia. Through the project, as a permanent buyer of the high-quality oil, the company enables the local people to earn a secure income. As part of the initiative, the company supports the farmer Rosa in setting up her own jojoba plantation by providing the initial investment to set up the plantation, support the construction of an irrigation system and sponsor 1,000 jojoba bushes. The company guarantees Rosa and her employees a fair wage for growing and caring for the plants during the first three years of the growth phase of the

shrubs. Annemarie Börlind repurchases the high-quality jojoba oil for the manufacture of many products above the usual market purchase price.

Video:
Jojoba aus Namibia | Anbau und Wirkung unserer Hautpflege-Wirkstoffe | ANNEMARIE BÖRLIND - YouTube



Jojoba for Namibia - © BÖRLIND GMBH

» CHANEL ANCHORS THE CULTIVATION OF BITTER ORANGE FLOWER IN THE ALPES MARITIMES



Bitter orange plantation - © Chanel

Chanel uses bitter orange essential oil in the manufacture of its perfumes. This project supports the owners of bitter orange plantations and aims at launching new plantations in Vallauris Golfe-Juan and Bar-sur-Loup in the South of France. 600 trees have been planted over 15,000 sqm in 2020.

This programme helps restore the orchards, create new plantations, ensure a price of purchase for orange blossom flower and its by-products which is stable over time, and the dissemination of technical training on maintenance, pruning and harvest throughout the year. This support helps producers transition towards organic farming and receive a certification for their production in 2021.

Training owners or students is one of the flagship programmes ensuring the transmission to the new generations of longstanding know-hows on the cultivation of bitter orange.

» CRODAROM AND THE BANANA FLOWER SUPPLY CHAIN IN MAYOTTE

By promoting responsible cultivation practices, Crodarom created an organic banana flower extract, by-product of the fruit culture in an organic farming and agroforestry environment. The local partner is very committed to

environmental protection and involved locally as a trainer on agrobiology: he delivers training for his local partners on agroforestry, on transitioning to organic farming and on trading practices.

In this context, Crodarom has funded the purchase of several pieces of equipment such as a micro tiller, an auger, a safety kit, a solar dryer etc.

Video:
https://www.youtube.com/watch?v=gnCD5_LsMeA&t=33s

» GUERLAIN SUPPORTS YLANG-YLANG PRODUCERS IN COMOROS

The Indian Ocean region is on the way to become a model in terms of ylang-ylang production. In 2020, Guerlain signed a partnership with 2Mains, an association located in the Union of the Comoros aiming at improving the life of local populations and protect biodiversity through sustainable economic development projects. Sustainable distillation and precision farming practices, for instance, are being rolled out through the local supply chains, improving the energy efficiency of local equipment.



Thierry Wasser, Guerlain Master Perfumer, in ylang-ylang fields, Comoros - © Chapouill

After four years of collaboration, 2Mains and Guerlain have installed on the CUMA Ylangdjema cooperative distillation site in Hajojo (Anjouan Island) a “hybrid” still which produces its steam fuelled by biomass instead of wood. This is to be operational in 2022 as local teams are being trained. This project is co-funded by Guerlain alongside the Georges Sappa Foundation (linked to Bernardi Group, a company in the French perfume region of Grasse). The aim is to save at least 90% of the wood usually burnt to extract the essential oils from the ylang-ylang flowers and replace this fuel by biomass briquettes.

› **PIERRE FABRE'S REFORESTATION PROJECT IN MADAGASCAR**



Reforestation site in Madagascar - © Spani

On its site in the south of Madagascar island, Pierre Fabre launched in 2014 a multi-year reforestation programme for 140 hectares of currently uncultivable land, 20 hectares per year. Beyond the environmental impact, this project has created economic opportunities for local populations: seasonal employment in planting and maintenance (four months of work for around ten people), two seedling nurseries etc. A part of the trees chosen address the needs of the local population for fruit production or firewood. This programme has been audited according to the Ecocert "Reforestation and Solidarity" standard in order to ensure the selection of local species, the monitoring of the project over a minimum of seven years and the involvement of local populations.

Video : <https://www.youtube.com/watch?v=csmzWJFxcQA>

› **WALA: HIGH-QUALITY RAW MATERIALS FROM FAIR TRADE**



The company specifically supports organic cultivation projects and combines the procurement of high-quality raw materials with fair trade. For example, for the production of essential rose oil, mango butter, shea butter or castor oil WALA initiated targeted, long-term cultivation projects and strong partnerships e.g. by providing local growers with both financial support and own valuable knowledge in organic farming. Raw materials, such as cold-pressed castor oil, would not exist in organic quality without WALA's commitment. WALA contacted Indian farmers through a non-governmental organization, made organic certification possible through the fair prices and also involved an Indian oil mill in the processing line. Organic and DEMETER methods also promote biodiversity in different ways; not only dispenses with synthetic fertilisers and pesticides, but these communities also absorb more CO2 from the air with their humus-rich soils. In addition, organic cultivation uses around 30 – 50 % less energy.

SUPPORTING LOCAL DEVELOPMENT AND ENCOURAGING SHORT DISTRIBUTION CHANNELS

Beyond their potential correlation with local sourcing, short distribution channels offer many benefits and ensure the durability and transparency of sustainable supply chains. They allow the producer to receive a better compensation by avoiding the profits to be spread across too many intermediaries within a long supply chain. Moreover, local sourcing guarantees a better traceability of raw materials and greater transparency over the different parties involved in the supply chain. They can indeed provide a better view on what is happening on the field and the potential challenges encountered - something which can sometimes be concealed by intermediaries if they make choices based on criteria which are potentially not sustainability-led. Developing short sourcing channels also allows to reuse the "waste" from other activities, as some cosmetics companies do when they reuse by-products arising from the food industry.

In the short channel sourcing model, companies can get involved in different ways: from the commitment to a long-term relationship with a supplier to supporting the development of sustainable farming and harvesting methods aiming at protecting the biodiversity in a particular land.

Some companies support projects or associations which help short distribution supply chains develop.

›› **GOOD PRACTICES EXAMPLES**

› **ANNEMARIE BÖRLIND NATURAL BEAUTY: ALOE VERA FROM GUATEMALA**



Aloe vera from Guatemala

The aloe vera used by the company in numerous products grows in Guatemala. The plants come exclusively from organically certified cultivation. The project secures the farmers from the Guastatoya region the purchase of their harvest and has already created 250 jobs with fair wages. For this the company receives high-quality, pure organic aloe vera.

› **BEIERSDORF: EMPOWERING WOMEN IN THE SHEA SUPPLY CHAIN**



Copyright of AAK and Beiersdorf_Beiersdorf-and-AAK-project-visit-in-Ghana

Beiersdorf has been empowering women in the shea supply chain in Ghana and Burkina Faso with several initiatives. This is an important element of the company's Responsible Sourcing programs and contributes to Beiersdorf's CARE BEYOND SKIN Sustainability Agenda and "Climate Care" mission. In 2019, the company set itself the goal of supporting 10,000 women shea collectors in West Africa over five years. The project is being implemented in cooperation with the Global Shea Alliance and Swedish shea supplier AAK. So far, more than 4,000 women have taken part in the training courses, for example as part of the Clean Cookstoves Initiative. The women have learned

how to use local materials to build safer and more efficient alternatives to traditional stoves. They have also learned how to protect their valuable source of income by managing the shea parklands; so far, 5,000 seedlings of the shea tree alone have been planted. The project empowers women with valuable know-how to secure their livelihoods and provide for themselves and their families independently.

Video: Responsible Sourcing at Beiersdorf - YouTube

> CHANEL AND L'OCCITANE SUPPORT TO PROVENCAL LAVENDER



Lavender Field - © Chanel

Chanel and L'Occitane en Provence are supporting the lavender and lavandin supply chain in Provence by taking part to the "Green & Lavandes" programme created by the Provence Lavender Endowment Fund. This 4-year programme aims at halving fossil fuel consumption and CO2 emissions in the lavender and lavandin supply chain by 2030. For instance, developing plant covers and agroforestry within lavender cultivation can reduce by 50% the decay caused by Stolbur phytoplasma, a bacteria transmitted by leafhoppers, and can generate significant environmental benefits thanks to carbon storage in soils, the improvement of the soil's organic quality and the development of beneficial organisms.

> PRIMAVERA: PIONEER THE FIELD OF ORGANIC OILS

Primavera has been honoured by the German Sustainability Award 2022 for its commitment to biodiversity. Biodiversity is not only anchored as a fixed goal in the corporate philosophy, but also forms the focus of everyday activities,

using plant materials from organic cultivation or the support of local farmers. The sustainability is visible at the company's location in Oy-Mittelberg. The five-hectare PRIMAVERA 'natural paradise 1' is home to animal and plant species that are included in the so-called «red list» and are considered particularly endangered. The company therefore practices biodiversity responsibly and carefully in the immediate vicinity. With more than 1,000 applications, the competition for the German Sustainability Award, which was held for the 14th time, is one of the largest in Europe. Companies are awarded that make credible contributions to the sustainable transformation of the economy. Another example for regional supported biodiversity is the hemp oil, which is grown on a family-run organic farm in Oberschwaben, which farms 80 hectares sustainably and ecologically. Industrial hemp requires no additional irrigation and hardly any care in the local climate zone. In addition, the flowers provide food for many insects, and the tall plants also provide protection for many animal species when rearing their offspring. Moreover, PRIMAVERA has been getting its hemp seed oil from a new farm partner since this year: an oil mill from the Black Forest, which produces organic quality according to old traditions. The oil mill is now PRIMAVERA's 17th organic farm partnership. The collaboration will also relocate the entire hemp seed oil value chain from field to bottle to the region, that eliminates long transport routes.

> LA GACILLY: THE ORIGINS OF YVES ROCHER

A native child of La Gacilly made a promise: to bring the village back to its glory. It stands today as a prosperous model of conservation of industrial heritage allowing to keep the larger part of production in France.



La Gacilly, Maison Yves Rocher

La Gacilly brings together nearly 3,000 workers, whether it is for the organic and agroecology farming of 60 hectares of flower fields, numerous projects supporting biodiversity conservation and regeneration (planting of hedgerows, wet

grasslands rehabilitation, research on wild pollinators etc.), agroecology research to improve farming methods and bring innovation in cosmetics based on botanical garden knowledge or products production and distribution via the logistics hub.



Botanical Garden Greenhouse in La Gacilly

The group consistently strives to reduce its environmental footprint and develop new know-hows. In 2020 for instance, the production of vegetal waters (hydrolats) from local organic plants was brought in-house as means to control the whole production chain and reduce transport CO2 emissions.

> L'OCCITANE AND SHEA BUTTER SOURCING IN BURKINA FASO

100% of L'Occitane en Provence's sourcing of shea butter comes from local communities: the whole transformation chain, from the nut to the butter, is based in Burkina Faso and led by local populations, allowing a greater share of the profit to remain in their hands.

In 2013 and 2019, this inclusive model of economic growth has received a commendation from the United Nations Development Program (UNDP).

> PIERRE FABRE AND LOCAL DEVELOPMENT IN THE TARN REGION



Cornflower field in the Tarn - © A. Spani

Part of the plants used by Pierre Fabre are cultivated in the Tarn region, less than 50km away from their extraction facility in Gaillac. Since 2011, the group has been the owner of an organic and High Environmental Value certified farm spanning over more than 180 hectares, where they develop best practices supporting the agroecological transition. In order to satisfy its growing needs, the group has developed contracts with local producers with whom to share its know-hows.

Pierre Fabre has built partnerships with local SMEs to develop green technologies for plant transformation, such as the extrusion on fresh plants (Green Native Expression technology) intended for the Klorane Aquatic Mint haircare line or for the distillation of essential oils.

> REUSING BY-PRODUCTS

> DIOR

Dior reuses some by-products from the Yquem vineyard (such as shoots and stalks) or from rose plants (wood pruning) in order to extract active ingredients for their skincare lines, thus diminishing their carbon footprint.

> SISLEY

By choosing a particular type of active ingredients, Sisley contributes to the reuse of by-products from other industries. Saffron flower extract, for instance, the iconic ingredient in the Velvet with saffron flowers range, is a by-product from the food industry. Saffron is one of the only spices derived from a flower. Flowers are hand-picked in the morning at the base of their segment. Once harvested, the pistil is removed by pruning and delivers the spice. In a sustainability effort, the petals, which used to be discarded, are now exploited for their content in active molecules.

BUILDING LONG TERM PARTNERSHIPS WITH SUPPLIERS

Many companies are establishing partnerships with suppliers to ensure the sustainability of the supply chain alongside products quality. These partnerships offer stable income and support for the diversification of their activities to farmers or collectors.

» GOOD PRACTICES EXAMPLES

» EXPANSIENCE'S LOCAL PARTNERSHIP IN PERU

After ten years of working together, Expanscience has acquired in 2016 the Peruvian company Deshidratados Tropicales, specialised in the transformation and production of avocado oil, maca powder and organic and Fair for Life certified maca leaves. This implantation allows them to control the production chain and to build a local win-win partnerships with producers.



© Expanscience

By giving them the means to develop their lands and activities, Expanscience contributes to limiting rural exodus and incentivises the development of a new generation of farmers. With each farm that stays, the risk of deforestation and soil erosion gets smaller.

The company thus supports local cultivations such as avocado, maca, maracuja, avocado fruits which are not suitable for exports (entire fruits, zero loss, zero waste) and upcycles maracuja seeds. They improve working conditions, hygiene, health and safety provisions for workers. They help upgrade cultivation practices, foster local dialog and shares

their industrial know-hows (for fruits drying, oil pressing) and CSR expertise.

In accordance with traditional know-how, after two years of cultivation the lands are left to rest for ten years. The company produces ethnobotanical reports and commits to a fair pricing. Laboratoires Expanscience's maca supply chain has been awarded the Fair for Life certification.

» FRESH'S PARTNERSHIP IN ITALY

Fresh uses the white truffle in some of its mask products. The brand is a partner of the "Save the Truffle" programme in the Alba region of Italy, aiming at raising awareness among pickers and younger generations about responsible harvesting and the preservation of the environment.

» GUERLAIN'S PARTNERSHIP IN CALABRIA



Thierry Wasser, nez Maître Parfumeur © Guerlain

There have been five generations of Master Perfumers since Guerlain started its longstanding partnership with the Capua family in Calabria for its bergamot sourcing. Capua is a family-run business since 1880 and a world leader in the production of citrus essential oils originating from Italy and intended to the flavour and fragrance market.

» IFF AND THE AUSTRALIAN FLORA

Southern Cross Botanicals, a subsidiary of IFF Lucas Meyer Cosmetics, develops extracts inspired by and using the Australian flora. They chose UEBT as a partner in the assessment and improvement of their sourcing activities.

In Australia, the vegetal biomass often comes from plants which are cultivated for the food industry, with demanding standards. Some of the discarded products are used for food products such as Finger Lime (stained fruits), Tasmanian Pepperberry (quashed berries), Lemon Myrtle (trimmings) or macadamia oil (discarded nuts).

The supplier of Hydrosella™ and Kangaroo Paw (*Anigozanthos flavidus*) usually cultivates fruits and young plants from the tropical forest. Growing Rosella (*Hibiscus sabdariffa*) for cosmetics purposes allowed them to use lands which are not suitable for tropical forest trees. They mainly farm for the cut flowers industry but receiving some support to become organic certified allowed them to diversify in organic food products.

» L'OCCITANE EN PROVENCE SUPPORTS LOCAL PRODUCERS

Argan and shea butter supply chains are Ecocert Fair for Life certified, which allows to establish long-term partnerships with suppliers. In 2020, as an extension of these initiatives, L'Occitane has committed to supporting the producers of iconic Provençal ingredients so that they can be fair trade certified by 2025.

» L'ORÉAL STANDS BY THE WOMEN OF THE SHEA SUPPLY CHAIN

Since 2014, 100% of the shea purchased by L'Oréal have been sourced from Burkina Faso. This long-term commitment has been formalised through 3-year minimum renewable contracts with its suppliers.

Since its launch in 2012, the project has been structured around the following objectives: traceability of the supply chain up to the women collectors, strengthening of their organisations, introduction of fair-trade practices and the reduction of CO2 emissions. Nearly 40,000 women have come together to form seven cooperatives and benefit from fair pricing, pre-harvest financing, payment of a premium based on improved product quality, access to professional training and the establishment of a community fund to support local development projects of their choice.



Shea nuts harvest in Africa, 2015 - © L'Oréal

In Burkina Faso, less than 3% of families have access to electricity and 87% cook with wood. Energy costs account for almost a third of the households' budget and 105,000 hectares of forest disappear every year. Through its sustainable sourcing policy, L'Oréal has been striving to fight energy poverty and deforestation since 2016, by facilitating the diffusion of improved cook-stoves among women. The project has multiple impacts: household wood consumption is halved, leading to substantial saving; thousands of unpaid hours of work (wood collecting, cooking) are avoided; working and living conditions are improved (-60% smoke in homes); and CO2 emissions are reduced.

A result of this continuous progress, the project has received the Fair for Life certification.

In 2020, still with the view of strengthening the producers' socio-economic resilience in its supply chain, L'Oréal has developed with AXA an innovative inclusive insurance model within the B4IG Incubator: Insurance Net for Smallholders (INES). This unique and innovating project of health and crop-loss micro-insurance products offers a safety net in case of hospitalisation, adverse events in life or loss of subsistence crops. The women producers in L'Oréal's shea butter supply chain will be among the first to be benefit.

Cross-fertilisation and beeswax sourcing

L'Oréal has launched a new project in West Africa, in collaboration with its suppliers and with the support of the Fair Match Support (FMS) NGO, which promotes a new complementary activity to secure and diversify the incomes of

7,479 beekeepers while promoting sustainable beekeeping practices (inspired by the European Organic standard). The project will lead to the installation of several beehives in shea tree areas and fruit and nut tree plantations. The yields of fruit trees could thus be improved through pollination increase provided by the beehives, leading to better harvests for local populations.

› **LVMH SUPPLIERS LONG TERM PARTNERSHIPS**

LVMH Maisons are committed to developing long term partnerships with their suppliers. They namely rely on a mutualised Research & Development department to conduct research on ethnobotanics. The team identifies vegetal species which can be of interest in cosmetics while ensuring their preservation in collaboration with local stakeholders. Each partnership is unique: financial support, technical and scientific support, skills-based sponsorship etc.

To understand the secrets of the orchid's longevity and resilience, Guerlain has developed a unique platform: the Orchidarium. It comprises the Basic Research Laboratory located in Strasbourg, France, where anti-aging benefits of Orchids are researched, an experimental garden in Geneva, Switzerland and the Centre for Biodiversity Research & Development in Tianzi, China (Yunnan province). A partnership with the local nature reserve has been developed since 2008, where Guerlain contributes to the development of polyculture and the protection of the extraordinary fauna and flora. The results since 2008: more than 10,000 orchids have been replanted in Tianzi and many different orchid species are being cultivated.

Parfums Christian Dior works together with local stakeholders in Normandy to preserve the cultivation of the Granville Rose.

By revitalising the local economy and creating jobs, Dior's ambition is to showcase the Norman *terroir* and know-hows, while reconciling the preservation of a cultural heritage with the preservation of agricultural lands.

› **PIERRE FABRE'S COMMITMENT TO FAIR TRADE**

The René Furterer brand (Pierre Fabre group) has been promoting fair trade relationships with its plant raw materials suppliers since 2010. The first Fair for Life certified supply chain goes back to 2010, for shea butter from Burkina Faso, the result of four years of co-development with the supplier.



Shea butter producers in Burkina-Faso - © A. Spani

The brand still works with its supplier today on social and environmental projects: equipment donations to alleviate working conditions, assessment of their social impact on the local economy, shea tree plantations etc. At this stage, three supply chains have been certified Fair for Life and three others are being developed to cover each René Furterer line.

› **SYMRISE: VANILLA FROM MADAGASCAR**

About 80% of the world's real vanilla comes from Madagascar. Symrise sources vanilla from 7,000 farmers in 98 villages in Madagascar. The company works in partnership with smallholders, offering a higher income, health and education benefits and a variety of programs to support good practices. Symrise has now secured UEBT ingredient certification for vanilla in Madagascar, as well as for other ingredients around the globe. This certification reaffirms the commitment of the company to biodiversity, attests that their vanilla is ethically sourced from farming villages and shows that the company is creating shared value for local people.

› **WELEDA: LAVENDER FROM MOLDOVA**

It is usually the French Provence that we associate with the lavender. What is little known, however, is that Moldova has been cultivating lavender for centuries. The country, which is only 34,000 square kilometers, lies between Romania and Ukraine. The climate is warm and dry, the earth black and fertile - that's how the lavender, which thrives wonderfully here, loves it.

Since 2005, Weleda have been working with over 200 Moldovan farmers as part of the cultivation project. From the end of June to mid-July, the farmers and harvest workers cut the mature flowers by hand every day. The collected lavender is processed into essential oil in a mobile distillation plant directly on the field. This is a special method that requires engineering knowledge and sensitivity. The cultivation area for organic lavender extends over 200 hectares. The farming families generate a secure income through this partnership and the company extract the highest quality lavender oil, which gives the products their fragrance.

PLAYING AN ACTIVE PART IN THE PRESERVATION OF TERRITORIES AND COMMUNITIES

DEVELOPING ENVIRONMENTAL PROJECTS, COMMITTING TO SAFEGUARDING BIODIVERSITY

Companies implement practices to fight against the overexploitation of resources, the environmental artificialisation, pollution and deforestation in territories where they operate directly or indirectly. They take part in local development programmes and projects to support communities, to help them diversify their sources of income and not depend on a single resource, thus reducing the pressure on the said resource.

›› GOOD PRACTICES EXAMPLES

› **BASF IN MOROCCO: COMBINING CONSERVATION OF THE ARGAN TREE AND SUPPORT TO LOCAL COMMUNITIES**

The argan tree (*Argania spinosa* (L.) Skeels) is a species endemic to southern Morocco and particularly resistant to local climate conditions; it acts as a barrier against desertification.

The *arganaie*, a declining resource, plays a crucial socio-economic role by providing an income to more than 3 million people. The kernel of the fruit contains one to three nut(s) from which an oil is extracted, traditionally used by Berber women in culinary preparations and beauty rituals.

BASF Beauty Care Solutions started its research on the argan



Argan tree - © BASF

tree in 1998, in partnership with Prof. Charrouf (Université Mohamed V Rabat), to identify specific underused parts (including the pulp and leaves) carrying the potential to be used in the manufacture of cosmetic

active ingredients, and also to diversify the sources of income for the cooperatives and foster the preservation of the *arganeraie* by local populations.

Created in 2003, the GIE Targanine (*Groupement d'Interêt Économique* - Economic Interest Grouping) is a network of six women's argan oil production cooperatives, which allows women living in rural areas to receive an income while sharing ownership of and decision-making in the cooperative. The argan oil and its derivatives are supplied to BASF under fair trade conditions.

Several elements have been put in place to reconcile conservation of argan trees and supply needs:

- an impact study to identify leaves harvesting methods and conditions which can protect the sustainability of the resource. This study recommended the use of leaves coming from argan coppice cutting operations;
- the training on good practices for the collection of leaves, through specifications based on the recommendations in the impact study (collection period, choice of specimens, collection methods, equipment used etc.);
- the organic certification of the supply chain, ensuring that all argan products are collected in areas which are free from the use of chemical treatments, pesticides or fertilisers.

› BEIERSDORF, EVONIK AND WWF: PROTECTION OF THE TABIN LANDSCAPE AND ENDANGERED SPECIES IN MALAYSIA



© WWF Indonesia_Smallholder farmers and biodiversity_2_100x100

Together with their supplier Evonik and the WWF, Beiersdorf is promoting sustainable development through a major joint landscape project in the Malaysian region of Tabin, in Sabah on the island of Borneo. Based on the three pillars «Protect, Produce, Restore», the project's objective is to make the palm oil production more sustainable and to stop deforestation. Within the frame of the project, palm oil farmers covering a total area of 15,000 hectares are to be RSPO (Roundtable on Sustainable Palm Oil) certified by 2025 and a land-use plan to underpin sustainable agriculture

and forestry will be created. The partners also commit to protect the natural habitat of endangered animals in Tabin and to create at least one ecological corridor by means of restoration.

By creating an ecological corridor, endangered species like the Borneo elephants, gibbons and the isolated orangutan population living there are given the opportunity to migrate between otherwise isolated habitats, thus supporting the preservation of the population. These approaches are embedded in the Sabah government's official policy goal of having 100 percent of its palm oil production RSPO certified by 2025 and 30 percent of Sabah's land area managed as protected forest.

› BEIERSDORF AND WWF: SUPPORTING INDEPENDENT PALM OIL SMALLHOLDERS IN INDONESIA



Smallholder farmers and biodiversity - © WWF Indonesia

Together with the WWF, Beiersdorf has been striving towards improving the sustainability of the palm oil production in West Kalimantan, Indonesia since 2018. The aim is to work with farmers to ensure the sustainable production of oil palm to protect biodiversity and forests. The commitment brings not only direct benefits for the smallholders involved in the project, but also the three local villages with around 4,500 inhabitants. Through the project, living standards and the income of the communities continue to improve. The second phase of the project (starting in 2022) includes Beiersdorf's supplier Evonik with the aim to support independent palm oil farmers in obtaining certification according to the international standards of the RSPO (Roundtable on Sustainable Palm Oil). Together with their partners, Beiersdorf is strengthening sustainable palm oil production in order to maximize the positive impact on people and minimize the negative impact on the environment.

Video:

Transformative partnership: Beiersdorf and WWF Germany - YouTube

› BEIERSDORF AND EVONIK: ANIMAL PROTECTION IN BORNEO



Orang Utan Copyright Credit © WWF-US Kelley Ashford

The ecosystem initiative is based on the island of Borneo in the Malay Archipelago. Together with local partners, the two companies committed to protect the Tabin Game Reserve, home to numerous rare species. The goal for the next five years is to stabilize populations of rare and endangered species such as the Borneo elephant and orangutan. The Tabin nature reserve in the Malaysian state of Sabah on the island of Borneo was established in 1984 and is a habitat for some rare animal species. In addition to around 1,200 orangutans and around 350 Borneo elephants, fewer than 50 bantengs - a wild bovine species - and the very rare Sunda clouded leopard live there.

Another goal of the project is to connect Tabin with the Silabukan Conservation Area to the south. By creating an ecological corridor, the Borneo elephants, bantengs and the isolated orangutan population living there should be given the opportunity to migrate between otherwise isolated habitats and thus support the preservation of the population.

› CLARINS: PLANTATIONS AGAINST DESERTIFICATION IN BURKINA FASO



Baobab plantations in Burkina Faso - © Yiendé and Michel LANKOANDE

Baobabs are being nothing short of mutilated to facilitate the harvesting of the leaves used for local food supplies. It has become essential to protect these trees.

Part of a solidarity project within its organic Baobab oil supply chain in Burkina Faso, in partnership with its supplier Greentech, Clarins has launched a multi-year reforestation programme, for young baobabs but also for nérés (*Parkia biblosa*) and moringas (*Moringa oleifera*); this programme also creates a diversification of the populations' income sources, these trees being widely used in local cooking. A way to fight against desertification, this programme is being implemented with the help and mobilisation of families involved in the supply chain and is complemented by preservation awareness campaigns.

› COSNOVA: MEMBER OF WILD ASIA'S "SPIRAL" - A REGENERATIVE APPROACH FOR OIL PALM REGIONS

SPIRAL – Small Producer Inclusivity & Resilience Alliance, is a one-of-a-kind programme that connects global key players in the oil palm industry to support the inclusion of small farmers in the global supply chain and promotes farming methods that tread lightly on the earth. Launched in 2020, SPIRAL builds upon 20-year experience in the sustainable palm oil sphere. SPIRAL presents a unique opportunity for global brands and consumer goods companies to show tangible commitments towards Zero Deforestation and Science-based targets. Through the programme, the increase in sustainable production areas means an increase in the availability of RSPO-certified products. Companies which commit to sustainable and regenerative sourcing will have more access to sustainable raw materials. These products are traceable back to farms, are inclusive of small producers and help the farms transition to organic production.

› EXPANSCIENCE: PROMOTING LOCAL DEVELOPMENT IN BURKINA FASO

With the support of local partners, Expanscience has identified several sources of supply for its plant raw materials in Africa, particularly in Burkina Faso. The company is committed to sourcing these materials while working to preserve biodiversity and promoting local economic development through:

- empowerment of local populations;
- training in good cultivation practices, forestry practices, organic farming, or the women's cooperative management;
- financing of organic certifications: such as more than 50 hectares of acacia are now protected and certified;
- creation of a nursery in 2013 (now self-supported).

› **FABER-CASTELL: BIODIVERSITY IN BRASILIAN FABER CASTELL FORESTS**



Pinus Caribaea Hondurensis © Faber Castell

A diverse fauna is active in the forests of Faber-Castell in Brazil. This is intentional and planned: the animals have been protected here for decades. As a result, biodiversity has even increased significantly over the years. Experts have been registering and analysing the biodiversity on the Faber-Castell site since the early 1990s. They count the animals with the help of hidden cameras on the premises or small amphibian traps. There are meaningful statistics that span around 30 years. The number of different mammal species has almost tripled during this time, from 30 to around 80 species. The number of bird species has doubled to around 270. Last year workers came across a nest with 21 nandu eggs. When trees are felled, the Faber-Castell employees always clear the road in the direction of standing forests, so that any animals that may be there can retreat in peace.

› **L'ORÉAL'S SOLIDARITY PROJECT IN MADAGASCAR**



Sustainable sourcing of vanilla, Madagascar 2017 - © Louis Bonnans / DR

In 2018, L'Oréal launched a Solidarity Sourcing project for its vanilla purchases in Madagascar. In collaboration with its suppliers and the Madagascan NGO Fanamby, it aims at developing a sustainable, traceable and high-quality supply chain which respects natural ecosystems and contributes to improving the living conditions of local producers. For example, in the north-east of Madagascar, the group has supported the reforestation of 213 hectares of mangroves and continental forests in the Loky Manambato protected area; this complements the technical and economic support offered to vanilla producers in the region. The reforestation activities carried out in 2020 have allowed the sequestration of 22,588 tCO₂eq estimated ex ante over ten years.

This restoration work is being carried out with the strong involvement of local communities. Community patrols are being organised to prevent deforestation caused by conversion to agricultural land.

› **LVMH AND THE ETHNOBOTANY PRINCIPLES**

Ensuring the preservation of species and encouraging local economic development are the pillars of ethnobotany, an integral part of the approach of the LVMH Maisons, such as Parfums Christian Dior with the Dior Gardens or Guerlain with the Orchidarium.

Representative of the group's long-term commitment, an Ethnobotany Innovation Department has been set up, bringing together representatives from the industry, researchers, nature conservation associations and a design office. Its mission: to identify plant species of particular interest for cosmetics and contribute to their conservation and the social and economic development of their native areas.

› **PROCTER & GAMBLE: REFORESTATION PROJECTS IN GERMANY AND SPAIN**



© Procter & Gamble

P&G, in partnership with The Arbor Day Foundation, have planted 25,000 trees in Eilenburg, near Leipzig, Germany in an effort to reforest the area after a bark beetle infestation. These trees will help sequester CO₂ emissions, clean the air by absorbing pollutants and replenish groundwater by reducing rainwater runoff. During a campaign in 2021, for every basket of P&G products purchased, consumers contributed to reforest 1 sq. meter of forests in Castilla y León, Spain. This project helped restore an ecosystem devastated by fires. The objective was to bring back biodiversity in this environment by encouraging the planting of hardwood species, while combating climate change. The company is working with Reforest'Action, an organization that promotes forest ecosystems through reforestation, forest creation and preservation on a crowd planting approach. This initiative resulted in 10,000 trees planted in Castilla y León by P&G through Reforest'Action.

› **PROCTER & GAMBLE: COOPERATION WITH ROYAL BOTANIC GARDENS, KEW**



Kew gardens - © Procter & Gamble

The Botanic Gardens, Kew are home to over 30,000 different species of plants and seeds from around the world. Botanists at the Royal Botanic Gardens, Kew controls the origin and quality of P&G plant extracts, verifying that the key botanicals in the Herbal Essences bio:renew line-up are real, legitimate and of high quality. The Royal Botanic Gardens, Kew is one of the world's leading botanical institutions with more than 260 years of experience in plant science. Kew uses the power of science and the rich diversity of its extensive collections and gardens to share knowledge, inspiration and understanding of why plants and fungi are important to everyone.

› **SISLEY AND THE LAURACEAE GARDEN IN GUYANA**



Sisley Lauracées garden - © Hervé Saint Hélier

In partnership with the Conservatoire du Littoral (French coasts protection agency) and the CIRAD (French agricultural research and international cooperation organisation), the Sisley d'Ornano Foundation has created a botanical garden in French Guyana, on the Cayenne peninsula, dedicated to the study and preservation of Lauraceae. This garden showcases the diversity of species offered by Guyanese nature: coffee, cocoa beans for the agri-food industry, essential oils for aromatherapy and cosmetics. The Sisley Lauraceae Garden also raises public awareness about the preservation of endangered species.

› **SYMRISE: PROTECTION OF THE RAINFOREST**

Symrise promotes the sustainable management of the Amazon region and launched a three-year project in 2017 to help farmers improve and diversify their products. Symrise has the Brazilian cosmetics manufacturer «Natura» and the German Society for International Cooperation (GIZ) at its side as partners. The aim of this project, in addition to protecting the rainforest there, is also a significantly improved added value for the local farmers and cooperatives. The idea is to restore the natural vegetation in the Transamazonica, North-East Pará and Ponta do Albuna regions by changing soil management and reforestation measures.

› **THE YVES ROCHER FOUNDATION: PROTECTING THE TREES, "GUARDIANS OF LIFE"**



Planting in La Gacilly, 2019 - © Cyril Fussien

Over the past 30 years, around 420 million hectares of forest have been lost worldwide to deforestation - that's one football field every second. Determined to address this challenge, the Yves Rocher Foundation, recognised of "public interest", is leading a fight around the world by mobilising thousands of tree planters to revive the soils and make deserts recede. Thanks to this tribe of volunteers and the expertise of 48 NGOs, the "Plant For Life" programme is present in 35 countries on the five continents and the goal of 100 million trees planted was reached at the end of 2020. In France, while 11,500 km of hedgerows disappear each year, the Foundation, together with its partner AFAC-Agroforesteries, has planted more than 4 million rural trees. The counter will reach 5 million by 2021, the equivalent of five times the distance from the north to the south of France.

› **WELEDA: MEDICINAL PLANT GARDENS**

The eight Weleda medicinal plant gardens on different continents are places of biodiversity: healthy plants for their medicines and natural cosmetics grow here. Through biodynamic cultivation, the company has created ecosystems that can cope well with heat, rain and drought and in which diversity can develop.

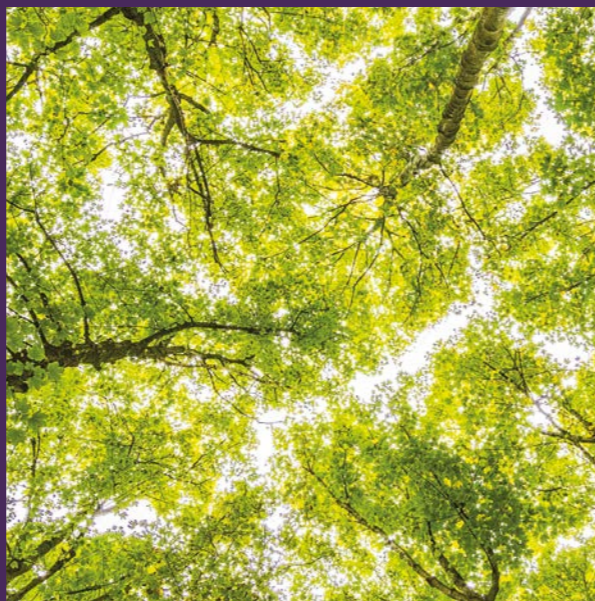


ACHIEVING ZERO DEFORESTATION

The cosmetics sector is aware of the issues related to the use of certain ingredients for their unique properties and numerous benefits. Many companies are committed, through action plans or internal charters, to ensuring the responsible sourcing of raw materials which may cause deforestation - such as the production of palm oil, soya or forest products. Some companies have set to themselves a Zero deforestation target.

The FSC (Forest Stewardship Council) label ensures that products containing wood-based materials comply with sustainable forest management procedures. This particularly applies to paper and cardboard used in packaging and advertising materials.

By relying on certifications such as the RSPO (Roundtable for a Sustainable Palm Oil) for palm oil or the RTRS (Roundtable on Responsible Soy) for soya, companies are seeking to source sustainable raw materials.



PALM OIL, PALM KERNEL OIL AND ITS DERIVATIVES

To meet the demands of a growing world population, the production of vegetable oils, including palm oil and palm kernel oil, is increasing. The cosmetics industry uses palm oil and palm kernel oil in various forms and mainly its derivatives made mostly from palm kernel oil (kernel is the seed inside the palm fruit). These derivatives account for only a small part of the total quantities of palm oil being used.

The use of derivatives makes traceability difficult for a more complex supply chain as it involves many actors. The industry is actively working to raise awareness throughout its upstream chain in order to improve this situation. Many initiatives support sustainability certified sourcing, such as the RSPO, to which many companies in the cosmetics industry subscribe.

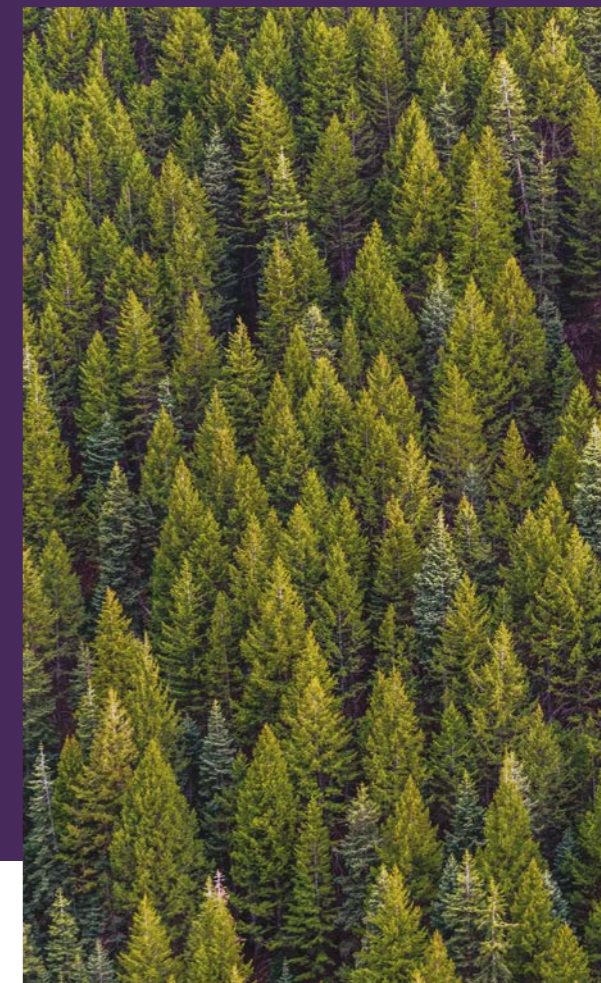
Some companies are building partnerships to support small-scale farmers and help increase the availability of sustainable palm oil and palm kernel oil, by providing education as well as technical support to maintain sustainable practices and by increasing the socio-economic benefits to farmers.

In addition, some go as far as to map the supply chain and its multiple suppliers to improve sector stewardship. This is for instance the work done by the Action for Sustainable Derivatives (ASD) coalition, which includes Beiersdorf, Chanel, Clarins, Evonik Industries, Henkel, Johnson & Johnson, L'Occitane, L'Oréal and LVMH among its members. They thus participate in the effort to transform the palm derivatives market towards greater sustainability and transparency.



EUROPE: PROPOSAL FOR A REGULATION ON DEFORESTATION-FREE PRODUCTS

As a contribution to the implementation of the European Green Deal, the EU Commission proposed new rules to tackle EU-caused deforestation in November 2021. The proposed regulation for deforestation-free products No. 995/2010 contains due diligence requirements for companies that want to market raw materials such as soy, beef, palm oil, palm kernel oil, wood, cocoa and coffee and palm oil /palm kernel oil derivatives in the EU. It must be ensured that the products and derivatives are not sourced from forest areas that have been deforested or degraded after December 31, 2019, and that they have been manufactured in accordance with the laws of the country of origin. Among other things, a benchmarking system on the risk of deforestation and forest damage is to be used to ensure that only products that are free of deforestation and legal are allowed on the EU market.



» GOOD PRACTICES EXAMPLES

» GROUPE ROCHER: COMMITTED TO THE POSITIVE TRANSFORMATION OF THE PALM OIL SUPPLY CHAIN



It started with joining the RSPO, then with a gradual transfer of volumes to a mass balance grade. But the group wishes to go further by engaging in local, pragmatic initiatives carrying a real impact on communities and ecosystems.

Since 2019, the group has been taking part, with the Earthworm Foundation and other industrial groups, to the APT Landscapes programme. This programme works towards transformation on a regional scale and involves multiple stakeholders: the government, producers and other NGOs. For example, one chapter of this programme aims at reducing deforestation caused by small producers. This year, the group particularly worked with local communities in the Aceh Tamiang territory in Indonesia. The work done in 2019 led to an agreement with some communities to protect the forest in areas presenting a higher risk of deforestation, but also to the implementation of the "Sustainable Livelihood Program" in the villages.

› L'ORÉAL'S COMMITMENT TO ZERO DEFORESTATION



Improving production techniques to prevent deforestation in Indonesia - © Dosy Omar

Part of its Zero Deforestation 2020 commitment to combat deforestation in the palm and palm kernel supply chain, L'Oréal has adopted since 2014 a holistic approach involving all its suppliers and based on five objectives:

- transparency on its supply chains for palm oil and its derivatives, targeting 100% traceability back to the mills;
- systematic and continuous risk monitoring in its sourcing areas;
- compliance of 100% of its suppliers with its Zero Deforestation policy (they are evaluated annually through the Sustainable Palm Index - SPI, the tool used by the purchasing teams to audit their practices);
- compliance of its sources via:
 - RSPO certification of 100% of its palm-derived raw materials;
 - the connection of 30% of its volumes of palm/palm kernel derivatives to field projects, developed in partnership with its suppliers and local NGOs, and supporting small independent planters over the long term. These projects mainly consist in supporting producers in the implementation of sustainable agricultural practices which respect the soils and biodiversity, while increasing yields, supporting farmers in obtaining the RSPO certification and the rehabilitation of degraded ecosystems. Five projects so far have been implemented in Indonesia and Malaysia. L'Oréal is also partnering with CIRAD to analyse the soil quality on plots farmed according to RSPO Standard's good agricultural practices.
- transformation of the sector by actively contributing to the creation of and support to the Action for Sustainable Derivatives (ASD), through the sharing of all the methodologies and tools created by L'Oréal since 2014 (Sustainable Palm Index, traceability methodology for derivatives chains, risk mapping, implementation of field projects involving all the actors throughout the value chain etc.).

¹ <https://ec.europa.eu/environment/forests/deforestation-proposal.htm#:~:text=On%2017%20November%202021%2C%20the%20European%20Commission%20adopted,and%20forest%20degradation%20within%20the%20EU%20and%20globally>
The European Parliament has voted a more ambitious position on September 13, 2022.



PRESERVING THE TRADITIONAL KNOWLEDGE AND KNOW-HOWS OF LOCAL COMMUNITIES

THE NAGOYA PROTOCOL ON ACCESS TO GENETIC RESOURCES AND THE FAIR AND EQUITABLE SHARING OF BENEFITS ARISING FROM THEIR UTILIZATION

The Nagoya Protocol is an agreement specifying the conditions of application of the Convention on Biological Diversity (CBD) on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising out of their Utilization (ABS). It was adopted on 29 October 2010 in Nagoya, Japan, and entered into force on 12 October 2014.

National legislation on access to biodiversity apply to any user of genetic resources or traditional knowledge associated with

genetic resources, who conducts Research and Development activities on these resources. While, for some cosmetics companies, benefit-sharing has been historically implemented over time in the supply chain, it has, for others, been structured more recently to meet regulatory requirements.

Each country is free to regulate or not the access to its own resources, therefore regulations differ from one country to another, whether or not it is a Party to the Nagoya Protocol.

LOOKING FOR MORE INFORMATION ON ABS?

To find out whether a country is a party to the Nagoya Protocol, whether it has enacted ABS legislation and to contact the National Competent Authority (NCA), it is recommended to consult the website of the ABS Clearing House, a database on access and benefit-sharing in every country worldwide:
<https://absch.cbd.int/>

EUROPEAN REGULATION: THE COMPLIANCE COMPONENT OF THE NAGOYA PROTOCOL

In Europe, Regulation² No. 511/2014 ensures that genetic resources and associated traditional knowledge used within the European Union by European users are being accessed in compliance with ABS regulations in the countries providing these resources. It requires users to carry out the necessary due diligence, i.e. to obtain the necessary information on the origin of the genetic resource, on the compliance of access and to declare such use to the competent European authorities. EU Member States are mandated to implement.

² <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32014R0511&from=FR>



FRANCE: A BIODIVERSITY LAW TO REGULATE ABS

France has ratified the Nagoya Protocol and established, through its law³ of 8 August 2016 for the reconquest of biodiversity, nature and landscapes, a national ABS system regulating the use of French genetic resources and establishing compliance controls for French users.

France benefits from a very rich biodiversity. In the French Overseas Territories, some communities of inhabitants detain some traditional knowledge associated with genetic resources. The national ABS system ensures that prior consent has been obtained from these communities (only concerns French Guiana and Wallis and Futuna) for access to genetic resources, as it

ensures an agreement has been reached on benefit-sharing, benefiting directly to these populations. Some overseas territories such as French Polynesia and the three provinces of New Caledonia have the status and competence to legislate on these issues. They have adopted their own ABS legislation.

To find out about the national ABS system, visit the ABS page on the website of the Ministry of Ecological Transition: <https://www.ecologie.gouv.fr/acces-et-partage-des-avantages-decoulant-lutilisation-des-ressources-genetiques-et-des-connaissances>

GERMANY: COMPLIANCE TO THE ABS REGULATION

Germany is also a party to Nagoya Protocol since July 20, 2016. It has adopted the Act Implementing the Obligations under the [Nagoya Protocol and Transposing Regulation](#) (EU) No. 511/2014, designating the Federal Agency for Nature Conservation as the competent authority for the compliance of the regulation and the implementation of checks.

HOW TRADE ASSOCIATIONS ARE HELPING BUSINESSES TO COMPLY WITH NAGOYA PROTOCOL

FEBEA and IKW – work together with the associations representing suppliers of cosmetic ingredients (e. g. EFFCI, Unitis) to support their members on the challenges of the Access and Benefit-Sharing (ABS) regulation.

FEBEA, in collaboration with ASPA INGRECOS, PRODAROM and UNITIS, has been regularly organising joint conferences on the Nagoya Protocol, offering an opportunity to discuss with representatives of the competent authorities and numerous stakeholders from the whole cosmetics supply chain. In this context, interactive workshops on practical cases, hosted by representatives of raw material suppliers and cosmetics manufacturers, are providing an opportunity to share experiences and best practices.

Trade associations train and keep their members updated on this new regulation, helping them consider the spirit of the

Nagoya Protocol a lever for the protection of biodiversity and its resources, approach benefit-sharing in a fair and equitable manner, and aim for compliance at European or national level. They for instance provide practical tools (ABS worldwide watch, ABS country profiles, due diligence decision tree, notices, etc.).

As the application scope of ABS can be complex to define, trade associations regularly meet with representatives from the competent authorities (Ministry of Ecological Transition, Ministry of Agriculture and Food and Ministry of Higher Education, Research and Innovation in France for instance) and BfN in Germany (Federal Agency for Nature Conservation) in order to clarify certain points and thus facilitate the implementation of this regulation.



» GOOD PRACTICES EXAMPLES

» ANNEMARIE BÖRLIND NATURAL BEAUTY: !NARA OIL FROM AFRICA



Nara from Namibia

A particularly rare plant grows in the middle of the Namib Desert, the Namib-Naukluft Park, in African Namibia: !Nara. It only occurs in a very specific area of the desert. Since this region is home to the Topnaar ethnic group, only they are allowed to harvest and process the rare melon-like !Nara fruits. To ensure the correct processing of the precious fruit, the company supports the Topnaar

with the appropriate equipment. In addition, they take the exclusive amount of 250 liters annually and pay an above-average price for it.

Video: [!NARA BODY OIL | Natürliches Körperöl | ANNEMARIE BÖRLIND - YouTube](#)

» ANNEMARIE BÖRLIND NATURAL BEAUTY: ROSE CHERRY OIL FROM NEPAL

On the roof of the world, the company discovered the Himalayan wild cherry «Dhatelo» for their natural cosmetics. Old monastery books from Nepal describe the «Dhatelo» wild cherry as particularly skin-care. In Humla - in northwestern Nepal - where the almost black «Dhatelo» fruits grow at an altitude of almost 4,000 meters, a rural women's project was launched, which company supports. The women collect and process the rose cherry, whose oil the company uses in their products. The women of the project can earn their own money for the first time. In this way the company supports the women with their livelihood and thus help with the education of their children.

Video: [Rosenkirschöl aus Nepal | Anbau und Gewinnung unseres Hautpflege-Wirkstoffes | ANNEMARIE BÖRLIND - YouTube](#)

› **BASF: SUSTAINABLE ACCESS TO RAMBUTAN AND BENEFIT-SHARING IN VIETNAM**

As part of the development of three new nature-inspired cosmetic ingredients obtained from Rambutan (*Nephelium lappaceum*) and the upcycling of the non edible parts of the fruit (seeds and pericarp), BASF has voluntarily chosen, in collaboration with its local partner, to source the fruit in Vietnam, to initiate the access request procedures in accordance with the Biodiversity Law 20/2008/QH12 and decree 59/2017/NĐ-CP, to develop a traced supply chain, certified as organic, respectful of the environment and guaranteeing a fair remuneration to collectors.



Rambutan - © BASF

BASF's efforts to ensure the compliance of its access to Rambutan derivatives (leaves, pericarp and seeds), involved collaborating with a Vietnamese science and technology entity to carry out a socio-environmental study of the proposed supply chain and the establishment of a benefit-sharing contract leading to the sharing of 1% of the sales of the cosmetic active ingredients. They resulted in an access and benefit-sharing permit and an internationally recognised certificate of compliance (IRCC) issued by the Ministry of Agriculture and Rural Development.

› **LABORATOIRES M&L: IMPROVING THE TRACEABILITY OF NATURAL INGREDIENTS**

Laboratoires M&L have been a partner of the UEFT since 2017. The UEFT has helped implementing compliance procedures with the Nagoya Protocol within the company

and improving the traceability of natural ingredients, through the following:

- never accepting any new raw material containing ingredients of natural origin without a certificate of origin;
- rejecting raw materials which do not comply with national ABS legislation;
- establishing a database to identify the geographical origin of the ingredients in each of the 600 natural raw materials of the company.

Three Access and Benefit-Sharing (ABS) applications are currently underway.

› **PIERRE FABRE AND THE TRANSFER OF AGROFORESTRY EXPERTISE IN BRAZIL**



Cupuaçu growers (Leonardo Wen)

In Brazil, through the Klorane Botanical Foundation – one of its corporate foundations – Pierre Fabre organised the transfer of knowledge on agroforestry methods for the cultivation of Cupuaçu (*Theobroma grandiflorum*) to the isolated community of Bela Aurora. This project has allowed to raise awareness among local inhabitants about the importance of biodiversity, to share the know-how of the Tome Açú community on the agroforestry cultivation of this plant and to develop a new economic activity for the food and cosmetics sector.



Nigerian women with kaolin going to the market (Photo: Jean-Luc Ansel)



Burmese woman wearing thanaka for skin protection and care (Photo: Sophie Ansel)

COSMETOPOEIA

Cosmetopoeia is to cosmetics what the traditional pharmacopoeia is to pharmacy, i.e. an encyclopaedia of plants and traditional uses for general health or healing purposes. Cosmetopoeia consists in the recording and collection of plants and their traditional uses for the beauty and care of the body. This definition differs from the definition used for modern pharmacopoeia as "a regulatory opus intended for health professionals which defines the purity criteria for raw materials used in the manufacture of medicines (for human or veterinary use) or their containers, as well as the analytical methods to be used to ensure their control"*.

When recording local traditions, one should not forget about local cosmetic usages which can be diverse and linked to the local environment. For instance, the need of Namibian himba to protect themselves against dryness by applying otjize, a mixture of fat and haematite, is not the same as that of the Indians or Moroccans using henna to decorate or protect their skin.

Cosmetopoeia, like pharmacopoeia, belongs to a population's cultural heritage. Some traditional cosmetic uses have been described in pharmacopoeia or ethnobotany literature, but the

cosmetopoeia approach does not always appear clearly. Yet this cosmetopoeia is very much alive and visible; it features active ingredients which are often effective and whose components are gradually discovered.

To keep a smooth complexion, Burmese women use thanaka, a wood powder whose tyrosinase inhibiting properties have recently been discovered. In Polynesia, depending on the type of body care chosen, women would make a monoi made of coconut oil in which different plants were macerated, each with a specific purpose. In the Amazon, centuries of traditions have led to the use of genipa and annatto to protect from the sun or insects and for decorative purposes.

Preventing these traditions from disappearing may be a goal in itself; but the current use of this knowledge by local communities, within the framework of ABS, can help access new active ingredients or cosmetic products which, once ethically and sustainably exploited, can contribute to local development, both from a scientific and economic perspective.

CHAPTER 2

PROMOTING RESPONSIBLE AGRICULTURAL PRACTICES

Plant based raw materials used in cosmetics can be either cultivated or harvested from their natural environment.

SOURCING FROM BIODIVERSITY-FRIENDLY FARMING

01.

Many of the raw materials intended to the production of perfume and cosmetic ingredients are cultivated, thus avoiding depleting resources naturally present in the wild.

In this context, more and more companies choose environment-friendly practices such as organic farming (rewarded by a certification) or, more recently, agroecology or regenerative agriculture.

Some companies implement programmes to conserve and restore biodiversity, including:

- implementing biodiversity-friendly agricultural practices;
- the development of diversified production systems conserving several species;
- carrying out biodiversity assessments to study the impact of certain activities on local biodiversity;
- using population varieties to conserve intraspecific genetic diversity;
- implementing programmes to protect emblematic or protected species.

» GOOD PRACTICES EXAMPLES

> BASF: THE CULTIVATION AND DEVELOPMENT OF CHINESE SAGE

Salvia miltiorrhiza, or Chinese sage, is a perennial plant native to China and Japan. It grows up to 1200m altitude and prefers the grassy areas of forests, hillsides and along riverbanks. "Miltiorrhiza" means "red juice extracted from a root". Very popular in traditional Chinese medicine for its effects on the liver and blood stasis, it helps improving blood circulation. There is a growing interest in this plant in the field of cardiovascular diseases.

BASF is using the extract from Salvia miltiorrhiza leaf for the manufacture of a cosmetic active ingredient.

Given its high popularity and the risk of overexploitation of the resource in its natural environment, BASF exploits these leaves via a dedicated cultivation instead of wild harvesting, ensuring its sustainable use and avoiding any pressure on biodiversity. To this end, an organic cultivation



Salvia - © BASF

site has been established in Vietnam by a long-standing BASF supplier, specifically for their needs.

In addition to the environmental aspects, the planting, maintenance and manual harvesting of the Salvia leaves are carried out by women in the province of Bac Giang. This partnership allows to improve the working and living

conditions of the women collectors and to promote biodiversity-friendly agricultural practices.

These key elements are guaranteed by the Vietnamese partner's *Fair for Life* certification issued by Ecocert, a reference for Corporate Social Responsibility, which includes commitments in the fields of human rights, decent working conditions, respect for the environment, biodiversity and climate.

The use of this resource complies with Vietnamese ABS regulations. In April 2020, the Ministry of Natural Resources and Environment issued an access and benefit-sharing permit to BASF for the commercial use of the resource.

> CHANEL AND CAMELIA OLEIFERA: ONE PLANT, 13 INGREDIENTS, ZERO WASTE

Biodiversity protection, often approached from a conservation angle, can also be achieved through an optimised use of cultivated resources.

At Chanel, a dedicated team works on a daily basis on the valorisation of co- and by-products from its proprietary plant chains. For instance, from the *Camellia oleifera*, traditionally used for the vegetable oil derived from its seeds, no less than 13 ingredients have been developed by the Innovation department for high added-value applications. This way, for one cultivated area, all of the plant material produced is put to good use: one plant, 13 ingredients, zero waste!

> CLARINS: AN OPEN-AIR LABORATORY AND A PROTECTED OASIS

Created in 2016, the Domaine Clarins epitomizes the commitment to locally produce medicinal plants. Located in the French Alps at the heart of a natural land of 80,000 hectares, at 1,400 metres altitude, the 20-hectare site is a unique and revolutionary open-air laboratory. On an organic farming certified land, plants are meticulously researched to understand and extract their essence. More than 2000 samples have been studied from more than 30 local species in order to understand their composition throughout the seasons and as they grow. The Domaine is where a unique collection of plants - which are usually disseminated across various natural sites - can be found, alongside plants coming from the plains in order to experiment on their growth in higher altitudes. Seven species are already produced in regenerative conditions and incorporated into actual cosmetic products. A unique botanical inventory is in progress, to showcase and preserve the extraordinary biodiversity of the Domaine.



Le Domaine Clarins in Serraval - © Clarins

Vidéo: an open-air laboratory: Clarins Responsible Beauty: Sustainable Ingredients - Clarins (clarinsusa.com)

> SYMRISE AND HEMP CULTIVATION

Hemp cultivation protects local biodiversity. Because it flowers in summer, it provides a source of pollen for insects when other crops, having flowered earlier in the year, have already been harvested. The pollen is thus available to bees later and for longer, and a later harvest helps maintaining habitats and shelters for small game or microfauna (bees, spiders, earthworms etc.).

The cannabis sativa seed oil used in Symrise's (organic) hemp oil is cultivated in Europe and mostly in Germany for local supply.



Hemp cultivation - © Symrise

Industrial hemp is a hardy plant which grows well and quickly. The use of pesticides, herbicides or chemical fertiliser is unnecessary and organic farming can be easily achieved. This results in products with little residues and preserves valuable resources:

- hemp requires little water to grow: thanks to its deep roots' structure, the plant can access water deep in the soil and thrive in areas damaged by drought;
- the long roots help loosen the soil for the next crop, which is beneficial for rotations. Hemp is a perfect solution for restoring soil and protect it from erosion caused by monocultures.

Hemp cultivation also offers better yields than other crops.



AGROECOLOGY AND REGENERATIVE AGRICULTURE

Inspired in particular by the agroecology and permaculture movements, regenerative agriculture is defined as capable of regenerating the functioning of ecosystems by protecting biodiversity, while providing a good quality of life for stakeholders (farmers and local communities) and producing quality raw materials.

It offers a global approach, based on five dimensions that are essential to sustainable agricultural production: soil, biodiversity, water, social and health. Regenerative agriculture relies on four pillars:

ECOSYSTEM'S RESTORATION

Includes all agricultural practices allowing to regenerate ecosystems impacted by agricultural activities, by acting on the three elements:

SOIL – WATER – BIODIVERSITY

Examples:

- Agroforestry
- Plant cover
- No till farming
- Polyculture
- Reduction to the point of stopping the use of external inputs

SPECIFICITY

Regenerative agriculture does not follow a predefined "model" which can be replicated in any crop or landscape.

It must be carefully thought through in each case and adapted to a particular *terroir*, crop, pedoclimate, region. The preliminary research phase is therefore critical (recording at "time zero") to make the best decisions for the cultivation.

MUTUAL BENEFITS

The holistic approach in regenerative agriculture includes a social component. Farmers and all stakeholders (local communities etc.) should benefit, ensuring local development and socio-economic stability on the long term.

HEALTH AND PRODUCTS EXCELLENCE

Healthy soils and ecosystems deliver agricultural products of good quality and with higher yields. In the food industry, for instance, this is about materials which are more nutritious, resilient and disease resistant. One Health is an integrated, unifying approach to balance and optimize the health of people, animals and the environment.

To achieve a capacity for ecosystem regeneration (carbon storage, increase in biodiversity, etc.), good agricultural practices must be combined in an appropriate and specific way.

» GOOD PRACTICES EXAMPLES

» CHANEL'S PARTICIPATION IN A REGENERATIVE AGRICULTURE PROJECT FOR SUGAR BEET

As a partner member of the "Pour une Agriculture du Vivant" movement (For a Living Agriculture) since 2019, Chanel is involved in a multi-year collaboration project with sugar beet stakeholders for the large-scale development of new agronomic and regenerative agricultural practices for several areas in this sector.

This project aims at improving the fertility and structure of the soils through the implementation of technical itineraries focused on the maximisation of biodiversity.



Beetroot field - © Chanel

The tested methods include the introduction of plant cover, agroforestry, the reduction of tillage and optimising weed management, in order to increase the overall performance (economic, environmental, societal) and the competitiveness of French production.

The value of this collaboration lies in the pooling of resources and knowledge within the value chain, which provides a collective support to the transformation of the sector towards regenerative agriculture.

» GROUPE ROCHER: ORGANIC FARMING AND AGROECOLOGY

Groupe Rocher cultivates 60 hectares of fields through organic farming and agroecology in La Gacilly, Brittany. There, the company's agronomy department is conducting research on new plant species in its botanical garden (over 1000 species), launching sustainable agriculture practices (the 200 beehives around its fields, eco-pasturing, agricultural experiments under cover etc.); this is a pilot site for the new national guidelines for sustainable management

of hedges (with AFAC, the French association for rural trees); it is also hosting a doctoral student working on the optimisation of pollination ecosystem services.



Blueberry farm machinery - © Ronan Moucheboeuf

The group works together with local stakeholders to explore interactions between agriculture and biodiversity and implement new solutions (support to an action-research programme on the adaptation of Breton farms to climate change and adverse climate events...).

It is considering the definition and qualification of La Gacilly's agroecology model within to the framework proposed by the FAO, the United Nations Food and Agriculture Organization, to deepen and improve its practices, thus positioning itself as a laboratory for the plant industry.

» L'OCCITANE'S SUPPORT TO PARTNER PRODUCERS TRANSITIONING TO AGROECOLOGY

L'Occitane and its Biodiversity and Sustainable Supply Chain Department, made of six agronomic engineers, supports the producers in Provence and Corsica in setting up and monitoring agroecology trials with a view to deploy more extensively these techniques on farms in the future. These trials are organised around two topics: permanent soil covering and the reintroduction of trees on agricultural lands. The methods implemented are in line with those of the various local technical organisations in order to obtain comparable and disseminable results.

In 2020, a further step was taken with the creation of an agroecology collective aimed at creating beneficial ecosystems in and around the fields, by experimenting with and amplifying the services provided by these ecosystems and thereby at regenerating biodiversity and natural

resources. The methods used are very diverse: plant cover, agroforestry, mulching, creation of natural habitats for birds and insects... This allows the use of less or no pesticides and chemical fertilisers and less water. This collective already includes 15 of the partner family farms.

» PIERRE FABRE : A ROADMAP TOWARDS AGROECOLOGY

Pierre Fabre has drawn up a roadmap on agroecology to guide its internal practices and those of its partners. The roadmap has been submitted to the group's stakeholders for evaluation and inputs. At the end of 2020, an agroforestry platform was implemented on the agricultural land adjacent to its botanical conservatory in Soual (Tarn), with the objective to experiment with new agricultural practices for the group and its partners.



Setting up the Pierre Fabre agroforestry platform - © A. Spani

Its farm in the Tarn is organic and High Environmental Value certified. This certification covers biodiversity, nitrogen and water management which, for example, is optimised by using programmers for night-time irrigation. A high percentage of legumes is introduced into the rotations to address the need to develop a French plant proteins industry. No-tillage is generalised in order to preserve the life of the soil, as are plant covers to reduce the loss of organic matter and preserve the structure of the soil. In partnership with a local association, field hedges are planted because of their numerous environmental benefits (biodiversity, contribution to water quality, soil erosion control, landscape integration, carbon storage).

» SYMRISE AND THE RESEARCH ON LAVENDER



Lavender field - © Symrise

Symrise has launched a joint research project in June 2020 with CRIEPPAM research institute on lavender farming, aiming at crop resilience, improved biodiversity and additional income for farmers.

The project will identify the best inter-cropping options.

Indeed, to improve soil health, farmers use inter-cropping methods, which can benefit the lavender and lavandin fields. The inter-crops investigated range from cereals to aromatic herbs which grow well in the Mediterranean climate. In addition, the project will focus on developing practical agroecological techniques.



BEET ALCOHOL

Natural alcohol obtained from sugar beet is often used in the manufacture of perfumes. It is a product arising from the fermentation and distillation of beet juice as part of the process turning beet into sugar.

In 2020, the beet crops suffered an unprecedented epidemic of jaundice linked to the proliferation of aphids in the context of dry weather. In some regions, all the fields are now hit by the disease, which affects up to 40% of crop yield. With global warming, such events could become the norm. Seed companies, the Institut Technique de la Betterave (ITB) and INRAE (French National Research Institute for Agriculture, Food and Environment) are increasing their efforts to find efficient and sustainable solutions, particularly in the field of varietal resistance.

» GOOD PRACTICES EXAMPLES

> CHANEL: BEET ALCOHOL AND TECHNOLOGICAL SOLUTIONS

Chanel supports its beet alcohol supplier in the search for alternative solutions to combat bio-aggressors such as aphids who cause jaundice.

In order to experiment with innovative solutions, Chanel has, since 2018, put its supplier in touch with Green Shield Technology, a start-up company developing solutions based on agronomy and mathematics, namely by modelling the development of plant diseases to determine optimal control strategies, allowing to reduce the use of plant protection products.



Resorting to technologies - crédit Chanel

> L'ORÉAL: SUSTAINABLE ETHANOL SOURCING

L'Oréal relies on several strategies for sourcing ethanol sustainably. Efforts have been made to source ethanol exclusively from natural origin and on guaranteeing traceability in global supply chains. 100% of its supply chains are traced and 100% of the ethanol purchased has been of natural origin since early 2017.

In parallel, significant work has been undertaken with all of its suppliers, particularly in France (representing 90% of the group's purchasing volumes) to ensure that the ethanol of natural origin produced from French beet comes from sustainable production. Today, 100% of the ethanol sourced from France is SAI Gold certified.

Given the environmental and social issues inherent to the French sugar beet industry, L'Oréal is working with various stakeholders to implement regenerative agriculture practices such as:

- the progressive reduction of inputs (pesticides and fertilisers) up to a complete stop of their use;
- the implementation of diversified crop rotation to limit the impact of pests and diseases and to allow farms to be more efficient while spreading out the biological, environmental, climatic and economic risks;
- the use of organic compost to protect functional biodiversity (earthworms who work the soil, pollinating insects...), to improve yields and ultimately optimise the management of water used for crops;
- respecting a fair remuneration for producers.

Finally, L'Oréal is pursuing its commitment by aiming for 100% of sustainably sourced ethanol worldwide through rigorous certifications such as BONSUCRO for sugar cane.



HARVESTING PRACTICES RESPECTFUL OF NATURAL RESOURCES 02.

Nature is alive and a sensitive environment. It can, if we do not pay adequate attention, deteriorate rapidly. It is therefore the responsibility of all, collectors, extract suppliers, cosmetics manufacturers using natural extracts, and any other, to ensure that the ecosystem and its biodiversity are being preserved, especially during picking, an activity which is particularly controlled in France.

Respecting the natural environment when collecting wild plants, wherever this takes place, is an integral part of supply for and design of the products and is reflected in internal commitment charters.

» GOOD PRACTICES EXAMPLES

» BIOTECHMARINE: BIOTECHNOLOGIES FOR ALGAE AND MARINE PLANTS

BiotechMarine (a subsidiary of SEPPIC) has developed several biotechnologies around algae and marine plants to create and produce marine cosmetic active ingredients under the wesource TM brand.

The culture in bioreactors of dedifferentiated marine plant cells or macro-algae cells using an intensification process makes it possible to produce biomass on an industrial scale while preserving marine resources and exploring in depth the full potential of these resources.

Video : <https://www.youtube.com/watch?v=FLYZ7Gagzl&t=53s>

» THE DIOR GARDENS BIBLE

The Dior Gardens bible is a list of guidelines which build a framework for the agricultural exploitation of plant resources in terms of respect for biodiversity (limiting inputs) or harvesting practices which respect the resource of Longoza in Madagascar.

» GUERLAIN'S COMMITMENT TO THE PRESERVATION OF BEES



Beekeeper at the OFA in Provence - © Hugo Charrier

For the past ten years, Guerlain has been working with various partners on the preservation of the bee, raising awareness about its vulnerability, the training of beekeepers and the reintroduction of bees, an essential link in the biodiversity chain.

In 2021 Guerlain has put the preservation of bees at the heart of its raison d'être and for the first time in May 2021, on the occasion of World Bee Day, it has mobilised its communities and the general public at international level to commit and act by its side to raise one million euros to strengthen the "Guerlain For Bees Conservation Programme", which brings together the partnerships and initiatives that the Maison dedicates to bees; this includes among others, the partnership with Black Bee Conservation Association on the Ouessant island, the partnership with the French melittology observatory (OFA), which Guerlain supports to increase the number of beehives in Europe and to promote the profession of beekeeper, and finally the "Women for Bees" programme, which is part of the partnership initiated between UNESCO and LVMH, the group being a partner in the UNESCO's intergovernmental scientific programme on "Man and the Biosphere".

The goals of "Women for bees", a woman's beekeeping entrepreneurship programme, are to train new beekeepers, establish beekeeping operations around the world in UNESCO biosphere reserves, some of which are home to some sustainable supply chains of the Maison, and to measure the benefits of pollination. By 2025, Guerlain will have contributed to the training of 50 beekeepers and the creation of 2,500 beehives, representing 125 million bees.

» KNEIPP: CONTROLLED WILD COLLECTION AND SUSTAINABLE CULTURE OF ARNICA



Arnica - © Kneipp

Kneipp has a large variety of arnica products in its portfolio. The company uses the Spanish arnica montana atlantica. In contrast to its Eastern European plant, Arnica montana montana, has a particularly low allergy potential. However, due to the climate change and growing agriculture, Spanish arnica is facing numerous threats. Kneipp therefore obtains the arnica blossoms in two ways: controlled wild collection and via cultivation of the plant, which is not very easy to care for.

» L'OCCITANE: MONITORING WILD COLLECTION PRACTICES

L'Occitane works with naturalists to evaluate the wild harvesting practices of its suppliers. Thus, biodiversity diagnoses are carried out to increase the knowledge on the ecosystems in which the species of interest to the brand live. These diagnoses allow to ensure that activities do not jeopardise the sustainability of the resource and to issue recommendations to increase sustainability. The findings are then shared with local institutions (town councils, département council, the Botanical Conservatory, the Regional Natural Park etc.).

» SEPPIC: A CHARTER FOR "GOÉMONIERS" BOATS COLLECTING SEAWEED IN BRITTANY

SEPPIC is committed to local and sustainable sourcing for its coastal seaweed materials. Biotech Marine, its subsidiary based in Brittany, sources seaweed from goémoniers committed to sustainable harvesting. This initiative, called AlgmarBIO, is coordinated by Initiative Bio Bretagne, the Brittany association of organic farming professionals. The goémoniers have signed a Charter on the collection of coastal seaweed, accompanied by good practices guidelines, through which they commit to respecting specific harvesting areas and periods. The guide contains facts sheets on the main coastal seaweed species harvested in Brittany and plenty of recommendations (do not collect the whole seaweed, leave a minimum density of plants in a field, collect the seaweed with a knife to avoid compromising its regrowth etc.) and regulatory reminders.

The AlgmarBIO project is co-financed by France AgriMer, the Conseil Régional de Bretagne, the Conseil Général des Côtes d'Armor, the European Fisheries Fund and the Iroise Natural Marine Park.

» SEPPIC: RESPECTFUL COLLECTION OF WILD PLANTS IN MADAGASCAR

At the Serdex site, SEPPIC extracts and purifies cosmetic (wesource TM) and pharmaceutical active botanical ingredients from plants harvested in Madagascar.

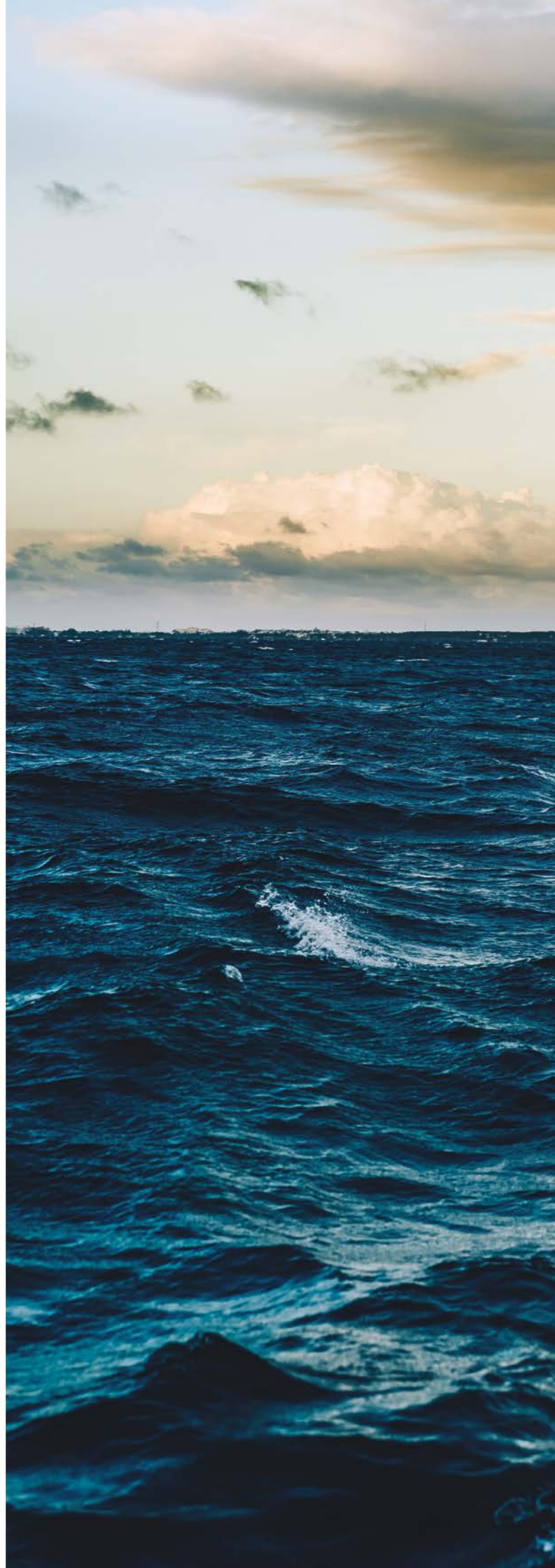
A pioneer in the implementation of benefit-sharing good practices with local communities around plant collection for over 40 years, Serdex is, since 2008, an active member of the UEFT. Respecting traditional knowledge, improving the

living conditions of local populations and ensuring the awareness and training of local suppliers in CSR matters, including in the areas where the plants are collected, have been at the heart of Serdex' sustainable development since its creation. In Serdex' latest membership audit in 2020, 96.5% of the obligations for UEBT membership were met. Serdex has prioritised the Centella asiatica supply chain to improve its ethical practices.

> WALA: NATURAL SOURCING OF ARNICA



Some plants do better in their natural habitat than in the care of gardeners. Sustainable use of nature can also contribute to its conservation. WALA harvests arnica plants in a sustainable way from several mountain meadows in the Black Forest, Germany. Therefore, WALA promotes extensive use of their chosen land and carefully maintains it so that these species-rich areas do not become wooded and even expands. The plants are very sensitive to fertilization as well and occur only on nutrient-poor sites. Due to the intensive farming that takes place today, which usually also involves use of fertilizers, an increased afforestation, the abandonment and vegetation encroachment of unused land, the habitat of Arnica montana is seriously endangered or already lost in many places. By doing in this sustainable way, WALA is preserving the habitat of the animals and plants typical of this region.



SEED DIVERSITY

03.

Industrial nations such as France and Germany mostly use hybrid instead of genetically diverse seeds. The hybrid seeds were developed to be disease resistant and high yielding. However, this entails disadvantages for people and nature, which can be prevented by using non-hybrid seeds of resistant varieties. Such non-hybrid seed e.g., provides more variety of taste, helps preserving old varieties, keeps the natural cycle of sowing, harvesting and spreading again. In addition, it provides good seed for subsequent generations and with that, farmers can thus reduce or even avoid costs for annual purchases. Though regional seed is still difficult to find, however, over the past few years more and more organizations have been founded offering a variety of non-hybrid seeds.

The importance of the genetic seed diversity becomes even clearer if we consider that plants respond to pests or local climate changes by specific properties due to mutagenesis, adaptation and selection of the best suitable genetic variant. Plants of the same species adapt to the locally predominant conditions and develop the appropriate defences or temperature and humidity modifications. Area-specific pests or climate fluctuations strongly influence the genetic diversity of their host plants as an evolutionary force. These selection pressure forces the plant species to be genetically diverse, serving an ideal long term condition for species to adapt to changing climatic conditions, emerging pest species or diseases.

>> GOOD PRACTICES EXAMPLE

> WELEDA IS COMMITTED TO SEED DIVERSITY

Seed must be seed-firm. Plants with the same properties, such as resilience, can only be grown from seed-resistant varieties. With the own seed strategy of the company, Weleda wants to preserve biodiversity and secure natural raw materials. That's why Weleda supports various initiatives such as "Save our Seeds". The company is a founding member of the Sunflower Organic Seed Initiative (IBS), which aims to breed hybrid seeds back into reproductive organic seeds.

CHAPTER 3

STRUCTURING & PROMOTING OUR COMMITMENTS

Cosmetics companies are using a number of tools to structure their responsible purchasing activities. They rely on reputable certifications, develop in-house tools and commit to achieving the highest international standards.

More and more brands are being transparent with their consumers, who today want to be reassured in their choices of beauty and hygiene products. This applies to quality, traceability and health, but also to the respect for the environment and human rights in the supply chain.

The German Federal Ministry for the Environment (BMU), the German Federal Agency for Nature Conservation (BfN), trade associations and nature conservation organizations are committed to implement biodiversity activities as part of "Biodiversity Management" (Unternehmen Biologische Vielfalt, UBi). The German Chemical Industry Association (VCI) has been a supporter organization of UBi since 2020 and the Beauty Care Division of IKW participates in these activities.

The Beauty Care Division of IKW is also involved in further activities of VCI on biodiversity, for example in the preparation of a strategy paper "Use water sustainably and minimize negative influences on soil, water and air". Moreover, IKW is involved with a number of medium-sized companies in the "Biodiversity Toolbox" project initiated by VCI. This project develops tools (definitions, impact analysis, good practice examples, etc.), which are important for the business of large and small companies for identifying the relevance of biodiversity and taking action.

DEVELOPING IN-HOUSE RESPONSIBILITY CHARTERS AND RISK ANALYSIS TOOLS

Companies' commitments can be supported by internal charters which they share with their partners, and by supply chain audits. Companies are developing for themselves methodological, analytical and risk management tools. Some work closely with their suppliers to involve them in the improvement of the environmental and social impact throughout the supply chain. Assessments may be put in place, such as the **Responsible Beauty Initiative of Ecovadis**.

IKW Beauty care -Survey: Sustainable action has high priority in the cosmetics industry
The results of the IKW Beauty care-Survey "**Sustainable action in the beauty care industry**" on the topic of sustainability shows that sustainability has a high priority and that responsible and sustainable business practices are firmly anchored in the cosmetics industry. In addition to climate and environmental protection, the commitments of companies include numerous activities for employees and the community as well as quality standards along the supply chain. The IKW survey was initiated in 2020 and will be repeated every 2 years to monitor the progress of the companies.

» GOOD PRACTICES EXAMPLES

» CULTIVATING BEAUTY: THE ECOSYSTEMIC VISION OF PLANT SOURCING BY CHANEL

In order to ensure the responsible and sustainable production of its natural raw materials and to guarantee the same demanding standards are met wherever they are sourced in the world, Chanel started to work in 2017 on formalising its plant sourcing policy. To build this vision, the company worked with a committee of independent experts with complementary skills: botany, soil microbiology, agroecology, agroforestry, biodiversity, local development, gender, supply chain organisation.

The field diagnosis and continuous improvement tool developed in this context will be progressively deployed throughout all Chanel PB's natural ingredients supply chains over the next few years.

» CLARINS: A RESPONSIBLE SOURCING CHARTER



Clarins has developed a charter as well as commitments on responsible sourcing. For all its formulation raw materials, whatever their type (natural plant extracts, natural derivatives,

synthetic...), the charter imposes very specific requirements, be it on agricultural practices (responsible harvesting, organic farming certification...) or social conditions (fair trade, compliance with labour laws and working conditions requirements, long-term purchasing contracts...).

For nature-derived raw materials or synthetic raw materials, the criteria of biodegradability and ecotoxicology are particularly important. They are part of a scoring tool rating raw materials on their environmental, social and health performances: the Clarins Green Score.

The sustainability of every raw material in a formula is rated based on the ten criteria of the Clarins Green Score.

› HERMÈS' PURCHASING STRATEGY: THE PREFERENCE FOR TRACED AND RESPONSIBLE SUPPLY CHAINS

The company investigates the supply chains using an in-house assessment tool in order to methodically identify the human and environmental issues at stake.

The objective is to refocus purchases on materials whose supply chain and origins are easy to verify (for instance, sandalwood from Australia rather than India: 100% of its Santal Album is Australian since 2019).

In 2021, Hermès launched its first project as a (direct) stakeholder within a supply chain. It has established a responsible sourcing and development charter based on simple commitments:

- give preference to certified chains or move its purchases to certified products without changing supply chain or suppliers (including to study and support the economic impact of these choices);
- aim for naturalness of raw materials, but not without checking the sustainability of the supply chain and an uncompromised quality of the materials;
- aim for naturalness as an objective, not as a commercial or marketing tool.

› L'ORÉAL: SUSTAINABLE SOURCING FOR 100% OF ITS RAW MATERIALS OF RENEWABLE ORIGIN

Since 2013 already, L'Oréal has set itself the target to obtain 100% of its raw materials of renewable origin from sustainable sources. To achieve this, they must be traceable thanks to an identified botanical and geographical origin.



Guar plant in India - © L'Oréal

Respect for human rights in accordance with International Labour Organization (ILO) principles is extended to the entire production chain. For plant cultivation and harvesting, attention is paid to the economic development of producers and respect for traditional knowledge derived from biodiversity, in accordance with the Nagoya Protocol.

Based on environmental, social and economic indicators from external databases (UNDP's IDHI, EPI from Yale University, Country Index from Verisk Maplecroft), L'Oréal has defined "sustainable sourcing" indicators allowing to assess 100% of its renewable raw materials supply chains in terms of their sustainability. These indicators, consolidated within the SCAN index (Sustainable CAracterization index), allow to rank action plans according to priorities. The group regularly updates the information collected.

This policy, which also relies on a field audit of producers (with 88 indicators) was developed with the support of the Rainforest Alliance and reviewed in 2019 by Ecocert, The Biodiversity Consultancy and The Danish Institute for Human Rights.

L'Oréal is thus participating in the social integration of disadvantaged populations while guaranteeing environmentally friendly sourcing activities.

› LVMH'S RESPONSIBLE PURCHASING POLICY

LVMH and its Maisons are implementing a responsible purchasing policy based on the following analyses:

- The environmental footprint of its entire value chain, with three dimensions addressed: biodiversity, climate and water.



- The mapping of extra-financial risks, with the support of Verisk Maplecroft, a third party specialised in the analysis of political, economic, social and environmental risks.

These analyses allow to identify supply chains and suppliers which are strategic and at risk. Their ethical, social and environmental performances are then assessed using the Ecovadis methodology via the collection of company documents, external watch and Internet search. In parallel, a programme of audits and integration of CSR provisions in contracts is being implemented. The responsible purchasing policy is part of the LIFE 360 environmental strategy alongside a raw material certification programme such as UEBT certification of the iconic ingredients of several LVMH Maisons, a programme to develop regenerative agriculture or the deployment of traceability systems for all strategic raw materials.

› PIERRE FABRE: A BIODIVERSITY MANAGEMENT SYSTEM

As 70% of Pierre Fabre's turnover is generated by finished products incorporating active ingredients of natural origin (plants or thermal water), protection of biodiversity and of the environment is strategic to the group. It has therefore set up a biodiversity management system allowing to trace the origin of the plants and plant active ingredients, to carry out an annual CSR risk analysis of its supply chains (production method, sustainability of the resource, ABS compliance) and of its suppliers (reduction of the environmental footprint, ethics...) and to define improvement targets. 100% of its portfolio of plant active ingredients is thus screened and the results are shared with an external stakeholders committee for them challenge the group on its actions. Thus, 80% of its new plant active ingredients developed from 2021 onwards are made from plants that are organic or cultivated without any phytosanitary treatment.

CHOOSING ESTABLISHED STANDARDS AND CERTIFICATIONS

02.

To guide its decisions, the cosmetics industry relies on a series of standards such as certifications or labels, and on collective initiatives. Here are some of the standards that are used⁶:

» CERTIFICATION WITH REGARD TO CULTIVATION OR INGREDIENTS:



AB
Agriculture
biologique
(France)



Ecocert



Cosmebio



Cosmos



Natrue – Global
Label for Natural
and Organic
Cosmetics

» CERTIFICATIONS PROMOTING RESPONSIBLE FOREST MANAGEMENT:



FSC - Forest Stewardship Council

FSC certification is a tool which aims at promoting responsible forest management worldwide. Products from FSC-certified forests are controlled from their origin, throughout the manufacturing process and up to their distribution. The FSC label guarantees that the products used come from controlled and responsibly harvested resources.



PEFC - Programme for the endorsement of forest certification

Forest certification ensures the environmental, societal and economic functions of the forest are being protected. PEFC certification is based on two complementary mechanisms: forest certification and certification of the companies who process the wood, in order to ensure the traceability of the material from the forest to the finished product.

» AGRICULTURAL CERTIFICATIONS AND STANDARDS:



Rainforest Alliance

The Rainforest Alliance is an international non-governmental organization. It's work includes the provision of an environmental certification for sustainability. The Rainforest Alliance implements long-term conservation and community development programs in tropical landscapes.



Titre manquant

Pre-packaged organic food and other organic products like cosmetics, sourced from the EU, which meets the strict standards of EU legislation for organic farming & has been consistently labeled with the EU organic logo since 1st July 2010.



ProTerra

Intended to all producers, processors and end-users of agricultural products, this standard applies to all levels of the food chain, including primary production, processing, storage, distribution and retail. The ProTerra Foundation supports organisations wishing to implement state-of-the-art social, ethical and environmental corporate policies. The ProTerra certification can apply to any agricultural product worldwide.

<https://www.proterrafoundation.org/>



Bonsucro

Bonsucro is a global multi-stakeholder non-profit organisation established in 2008 to promote sustainable production and use of sugarcane. Its goal is to reduce environmental and social impacts of sugarcane production while recognising the need for economic viability.

<https://www.bonsucro.com/>



Bioland

Bioland is the largest organic-food association in Germany. Its **organic certification** standards exceed EU minimum requirements.

<https://www.bioland.de>



Naturland

Naturland – Association for Organic Farming e. V. was founded in 1982 with the aim of promoting organic farming worldwide. Internationally, around 140,000 farmers in 60 countries are cultivating more than 440,000 hectares in 2022. In Germany there are more than 4500 members, that makes Naturland the largest international association for organic farming in Germany.

<https://www.naturland.de>

» FAIR TRADE LABELS:



Fair for Life Ecocert

The label allows the commercialisation of Fair Trade products worldwide when 80% of the raw materials used in the product come from Fair Trade.

<https://www.ecocert.com/fr-FR/certification/commerce-equitable-fair-for-life>



FairWild

The FairWild standard applies to wild plant collection operations wishing to demonstrate their commitment to sustainable collection, social responsibility and fair trade principles.

<https://www.fairwild.org>



Fairtrade Deutschland

The non-profit association Fairtrade Deutschland e.V. is the national Fairtrade organization for Germany, which awards the Fairtrade seal of the Fairtrade Labeling Organizations International for German products and promotes awareness of the Fairtrade seal among the public, politics and business within Germany.

<https://www.fairtrade-deutschland.de>

» FRAMEWORKS FOR SUSTAINABLE SOURCING OF INGREDIENTS:



RSPO (Roundtable for a Sustainable Palm Oil)

Founded in 2004, the Roundtable for Sustainable Palm Oil aims at ensuring the traceability of sustainable palm oil, from palm plantations to the finished product. Several traceability models are provided by RSPO: Identity Preserved (IP), Segregated (SG) or Mass Balanced (MB).

<http://rspo.org>



UEBT - Union for Ethical BioTrade

The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes the «Sourcing with Respect» of ingredients that come from biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge and assure the equitable sharing of benefits all along the supply chain, following the Ethical BioTrade Standard.

[The Union for Ethical BioTrade \(uebt.org\)](http://uebt.org)



ERI 360 (Eco Responsible Ingredient) Label

The ERI 360° approach was built on a transverse approach of the plant supply chain and bioprocesses. This label assesses an ingredient along the entire value chain from the cultivation or harvesting of the raw material until the product exits the factory, including both environmental and societal indicators. The aim is to encourage continuous improvement of the environmental and social performances of the ingredients assessed.

<https://pole-innovalliance.com>

» INITIATIVE FOR A RESPONSIBLE SOURCING:



Companies are joining initiatives involving several players in the cosmetics industry, in particular the Responsible Mica Initiative (RMI), which aims at guaranteeing a responsible sourcing of mica. Mica is a natural mineral used for its opacity and shine, for instance in make-up powders. It is mainly sourced from India, where mining conditions are particularly difficult from a human rights perspective. This multi-sector coalition of international companies and NGOs is advocating for transparency and improved working conditions in mica mining.

① Mapping the supply chain and implementing workplace standards

This pillar is designed to secure and improve working conditions in the collection and processing of Mica. First, each RMI member will trace Mica in its products and maps the participants in its supply chain up to the processors and to the mines which supplied Mica. Secondly, each participant in the member's supply chain must adopt or support the adoption of workplace standards within its own supply chain, which cover environmental, health, safety, legal, economic and fair labour practices, including the prohibition of child labour.

② Community empowerment

The community empowerment programme is transforming communities in the Mica region with initiatives that provide sustainable, self-reliant solutions to the underlying causes of child labour and poor working conditions. It was launched in 2018 and more than 80 villages and 5,800 households are already now benefiting from the programme, including through better schools and health care provision, access to more diverse livelihoods and more government social programmes.

③ Promoting the formalisation of a legal framework

A permanent solution to the use of child labour and the prevalence of poor working conditions in the Mica industry requires a clear legal framework which is enforced throughout the whole region. The adoption of the 1980 Forest Conservation Act, which prohibited mica mining in the region's forests, created a vacuum and led to a proliferation of unregulated mines.

Some processors who received Mica through unregulated channels sought to avoid regulatory surveillance. As a result, working conditions in the mines and at some processing facilities began to deteriorate.

To reverse this trend, the Responsible Mica Initiative is working with a range of stakeholders, including civil society organisations, local mica companies, various government agencies, industry experts and other interested parties. A multi-stakeholder approach was chosen to ensure that the legal framework would include workers' rights protection and the prohibition of child labour.

CHAPTER 4

BIODIVERSITY AT THE MANUFACTURING LEVEL

The good practices and solutions developed by the cosmetics industry to preserve biodiversity make total sense in the manufacturing of intermediates and cosmetic formulas. At this stage of the product's life cycle, the objective is to reduce the impacts of infrastructure (including buildings) and activities of production sites on water, air, soils, as well as

on the climate (to reduce greenhouse gas emissions) and biodiversity.

Production sites and their buildings, due to their actual footprint on the soil, their surface area and their activity, have an impact on local biodiversity.

It is therefore necessary to use all available technologies and solutions to mitigate it:

- wind, sun, geothermal sources and biomass contribute to the production of renewable energy⁷ ;
- green spaces, but also roofs, facades, car parks allow for the integration of vegetation which can increase the richness of the biodiversity naturally present;
- particular attention should be paid to noise and light pollution in order to reduce disturbance to the fauna to the minimum achievable.

All these measures are even more effective if the site's employees are made aware of the value of natural areas, the role of the animals and plants that inhabit them and if they participate in maintaining them.

CONTROLLING WATER AND ENERGY CONSUMPTION

01.

Controlling and limiting energy consumption is one of the main levers for improving environmental impact. There are many solutions available, such as implementing water and energy saving plans, fine-tuning buildings' temperature, resorting to renewable energy or installing solar panels on the roof or elsewhere as well as energy-efficient boilers.

Another lever consists in improving cleaning procedures, for example by using cleaning products according to the use instructions of the suppliers. Some companies implement the treatment of their industrial water discharges or set up retention basins planted with adapted flora to treat wastewaters or filtered waters before they are discharged into the natural environment.

In terms of lighting, technologies such as LEDs can be used, and presence detectors can be installed indoors, and photosensitive cells outdoors, in order to limit lighting time.

» GOOD PRACTICES EXAMPLES

» BABOR: PROMOTES E-MOBILITY



© Babor

Since July 2020, BABOR has been a member of EV100, an initiative of the international NGO Climate Group. The aim of EV100 is to make electromobility the norm by 2030. As the first company in the Aachen region, the family business placed electric charging stations at its headquarters in 2010, purchased an electric company car for regional business trips and promoted the e-mobility of its employees in cooperation with the local energy supplier.

» BEIERSDORF: DECARBONIZATION STRATEGY

Beiersdorf is systematically driving forward its decarbonization strategy. Since 2020, Beiersdorf has been one of the first DAX 30 companies to pursue an ambitious climate target verified by the Science-Based Targets Initiative (SBTi). According to this, the company aims to reduce its absolute greenhouse gas emissions (Scope 1,2 and 3) by 30 percent by 2025 compared to 2018. Beiersdorf will achieve this by reducing CO2 emissions along the entire value chain - including switching to renewable energy sources at production sites and suppliers, and redesigning the company's entire product portfolio in a more sustainable and climate-friendly manner. These ambitious commitments and targets are based on the company's CARE BEYOND SKIN Sustainability Agenda.

Learn more: [Our Commitments | Beiersdorf](#)
Video: [Beiersdorf's Reduction Actions - YouTube](#)

› ENVIRONMENTAL CERTIFICATIONS OF CLARINS SITES



Clarins Paris headquarters, high environmental quality building - © Clarins

The Clarins headquarters building has been awarded the *High Environmental Quality* certification: the management, the operation of the building and the commitment of employees on a daily basis ensure that the premises are used and run sustainably. In 2020, the building obtained the “Exceptional” mention in sustainable management and the “Excellent” mention in sustainable use.

The same approach to resource conservation is applied to the industrial sites through strict control of water and energy consumption and waste management. The two Clarins industrial sites are certified ISO 14001 and ISO 50001. The transport of products from the Amiens logistics hub is mainly done by road or sea.

› EXPANSIENCE'S INITIATIVES ON ITS EPERON SITE

At the Expanscience R&D and production site in Eperon (Eure-et-Loir), initiatives to reduce water and energy consumption have been implemented for more than ten years:

- using rainwater for sanitary facilities;
- raising awareness of the need for prompt handling of identified leaks;
- replacing some water-using processes with water-free processes;
- replacing boilers with the more energy-efficient steam boilers;
- renovating drilling installations;
- installing a thermodynamic hot water tank;
- adding an economiser to some boilers;
- insulating buildings;
- increasing natural lighting;
- adopting a renewable energy purchase contract (since 2018);
- raising employees' awareness about energy saving.

The site is ISO 14001 certified.

Aware of its footprint, the company reviews each year the site's environmental impact analysis, to identify and assess significant environmental aspects of activities which may have an impact on the environment. A continuous improvement programme has been put in place to reduce them. It focuses mainly on the control of wastewater discharges, discharges to air, on improving the rate of waste reuse, the implementation of an eco-design approach for new Mustela dermo-cosmetic products and the preservation of biodiversity.

› GROUPE ROCHER SUPPORT TO PRODUCTION OF RENEWABLE ENERGY



Wind turbines, France - © Ronan Moucheboeuf

Groupe Rocher is investing to support the production of renewable energy. Since 1 January 2017, 100% of the electricity consumption on its sites in France is of renewable origin and covered by certificates of origin. At the end of 2020, 41% of the energy consumed was of renewable origin (76% of the electricity consumed (one of our energy types). The two main logistics hubs for cosmetic products located in Brittany are equipped with wood-burning boilers (installed in 2011 and 2014 respectively) providing heating to more than 900 employees thanks to renewable energy.

› GUERLAIN: CONTROLLING ENVIRONMENTAL IMPACTS ON ITS SITES

Guerlain's two production sites (Chartres and Orphin) are ISO 14001 certified and committed to controlling their environmental footprint. For instance, more than 98% of waste is upcycled and 100% of the energy is of renewable origin (electricity and gas). Beehives have been installed on the sites - the honey produced is offered to the site's employees - and an eco-pasture system has been established for the maintenance of green spaces. Biodiversity-related research and projects are being carried out, such as the installation of a pond.

The La Ruche site (Chartres) has been the object of stringent environmental measures, enabling it to obtain, right from its launch, the *High Environmental Quality* certification with “Excellent” mention. This standard has enabled the building to be eco-built and now to be eco-managed, while ensuring the comfort and health of the employees: the bioclimatic design and the Canadian well limit the use of air conditioning, the collection of rainwater supplies the sanitary facilities, thermal solar panels heat the sanitary water, great care was taken with insulation, lighting is provided by low-energy equipment managed by motion detectors and twilight sensors.

› IFF LUCAS MEYER'S ECOEFFECTIVE+ PROGRAMME

The IFF Group's “EcoEffective+” programme has set the ambitious targets for 2025 to reduce absolute greenhouse emissions (30%), to use recycled water for non product-related operations (50%), to use renewable electricity (75%) and to obtain the Zero Waste to Landfill status for its major sites.

Lucas Meyer Cosmetics, an IFF subsidiary, contributes to these objectives. Water, energy and waste management at the in-house production sites is the immediate priority. Certification models have been identified to support continuous improvement.

100% of the energy purchased at the Southern Cross Botanicals site in Australia come from renewable sources.

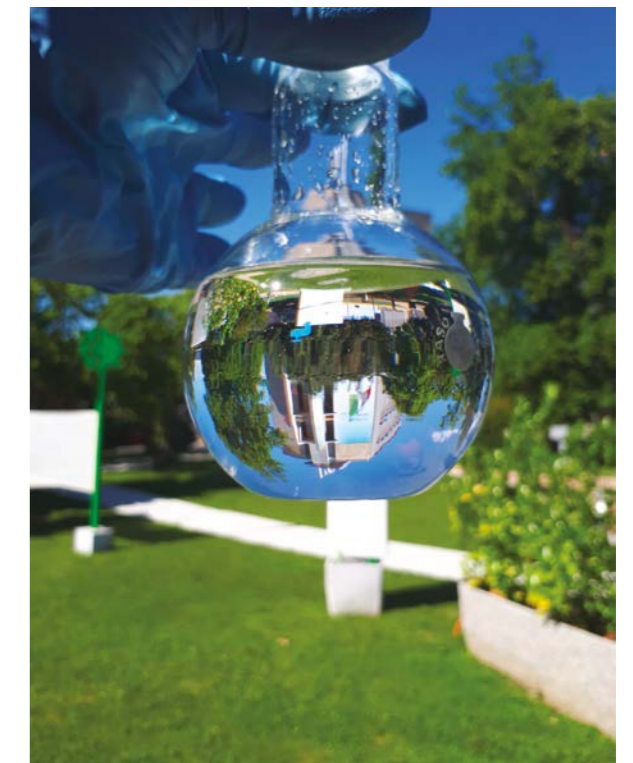
› LABORATOIRE BIOTHÉTIQUE KOSMETIK GMBH & CO. KG: FOREST PROTECTION PROJECTS



© Laboratoire Biosthétique Kosmetik

The company analyses the footprint for its location and all products together with ClimatePartner and completely offsets the remaining CO2 emissions by supporting forest protection projects worldwide. As part of the «climate-neutral salon» project, the company also makes this commitment possible for customers with currently around 700 participating hairdressing salons.

› L'ORÉAL'S WATERLOOP FACTORY CONCEPT



The L'Oréal Waterloop Factory concept consists in only using city water for human consumption and to produce the high-quality water used as a raw material in the manufacture of cosmetic products. All the water needed for utilities (cleaning of equipment, steam production etc.) comes from water which is reused or recycled in a loop on-site.

This concept requires the implementation of a two-stage process:

- optimising industrial processes to minimise water consumption;
- implementing a water recycling system: the industrial effluents, which leave the pre-treatment of the on-site water treatment facility, are reprocessed using various technologies (ultrafiltration, reverse osmosis etc.) in order to extract a water of very high quality. This water is then used in a loop for the cleaning of production tools

and utilities, for instance, instead of city water. Thus, the needs in water for the utilities are 100% covered.

Waterloop Factory was installed for the first time in 2017 at the Burgos plant in Spain in 2017, followed in 2019 by the Settimo (Italy), Vorsino (Russia) and Libramont (Belgium) sites. It will be rolled out to all factories where this is possible.

Video :
<https://www.youtube.com/watch?v=9nPwyaE7578>

> L'ORÉAL CHINA: FIRST MARKET TO ACHIEVE CARBON NEUTRALITY

China has become L'Oréal's first market to achieve carbon neutrality on all of its sites (factories, distribution centres, research centres and administrative sites).

In 2019, the Suzhou factory became carbon neutral. The story began in 2018 when French and Chinese authorities signed an agreement towards carbon neutrality. The factory achieved its target with the construction of an innovative Combined Heat and Power (CHP) system to produce locally renewable electricity and heat. The site also benefits from a 1.5 MW photovoltaic system and wind power nearby.

Other projects aiming at identifying local sources of energy providing complementarity have also been implemented on L'Oréal's sites in China (on-site solar PV panels, direct multi-site contract with solar or hydroelectric facilities etc.).

> L'ORÉAL'S SETTIMO FACTORY IS CARBON NEUTRAL

Established in 1959, L'Oréal's Settimo (Italy) make-up and haircare factory achieved carbon neutrality in 2015, thanks to its unique energy mix. The factory is heated with 45% biogas, the rest being provided by the city's heating network to which it is connected. Two-thirds of the electricity needs are met by a biomass power plant, the remaining third by 14,000 photovoltaic panels. In 2017, the plant improved even further its energy efficiency by taking advantage of its water programme: the heat from the washing waters is captured and reused. The energy requirements of the aerators in its wastewater treatment plant have been divided by three.

> MANN & SCHRÖDER: CLIMATE PROTECTION PROJECT IN KONO, SIERRA LIONE



© Mann & Schroder

During the Corporate Carbon Footprint (CCF) survey, the company is committed to further sustainability goals that go beyond the legal requirements and regulations. The company measures its CO2 emissions annually in cooperation with ClimatePartner and offsets these through different climate protection projects, such as the treatment of drinking water in Kono, Sierra Leone. By providing clean water, MANN & SCHRÖDER promotes the health of people in poor regions and enables them to use water without boiling it.

> NÖLKEN: AVOIDS, REDUCES AND OFFSETS ITS CO2 EMISSIONS

The company installed a photovoltaic system at the Windhagen site, that produces up to 99 kW. Nölken also guarantees that the remaining electricity comes exclusively from regeneratively produced energies. The company joined the Alliance for Development and Climate Foundation in November 2021, which aims to link development cooperation and international climate protection through voluntary compensation for greenhouse gases. The goal is to generate funds for financing development and climate protection projects in developing and emerging countries. With a public self-commitment, Nölken expresses its efforts to achieve climate neutrality by 2045.

> WATER AND ENERGY SAVING PLANS AT PIERRE FABRE

Pierre Fabre's industrial sites are equipped with water and energy saving plans: by 2024 the group aims at reducing its water consumption by 20% compared to 2018, its reference year; by 2025, it aims at reducing electricity consumption by 25% compared to 2015. These objectives are monitored by a consolidated environmental reporting at the annual management review. In 2019, 5% of the energy used was of renewable origin (excluding electricity) and the group is aiming for 25% by 2025.

> SEPPIC'S SOLUTIONS AND TECHNOLOGIES TO SAVE ENERGY

At its Castres site, the installation of a condenser downstream from the stack gas cooler at the main steam boiler and the development of a new solution for capturing the calories from deconcentration, have offered SEPPIC savings on the total gas consumption of the site of 6.1% and 1.1% respectively.

At its BiotechMarine site, replacing the cooling unit with new, more energy-efficient equipment has reduced the site's annual electricity consumption by 14%. Furthermore, adding a water exchanger for condensation has enabled the collection of calories produced by the cooling unit in order to generate 55°C hot water, which is then reused to clean the workshops.

> SEPPIC: FROM INNOVATIVE TEXTURES TO ENERGY SAVINGS

SEPPIC's gel-in-oil Geltrap™ and cream gel technologies allow to produce cold emulsions and save energy in the manufacturing of formulations, while offering innovative textures and multiple sensory experiences. SEPPIC has been a pioneer in these technologies in the cosmetics sector.

The production of Geltrap™ and cream gel allows to save energy and manufacturing time. For the production of 5kg of emulsion:

- Geltrap™ saves up to 98% energy and 80% in manufacturing time;
- the cream gel saves up to 97% of energy and 80% of manufacturing time compared to a conventional heated oil-in-water emulsion.

> SISLEY'S INNOVATIVE CLEANING PROCESSES

Sisley has replaced common cleaning products with a more natural alternative manufactured on site. The CLEANEA process produces, by electrolysis of water, two types of solutions, one disinfecting (H+) and the other cleaning and degreasing (OH-).

The brand has set up a treatment facility for its industrial water discharges in order to limit water pollution upstream. This depollution treatment is an autonomous solution to treat the waters and make them compatible with the natural environment.

TRANSFORMING NATURAL SPACES 2.

Production sites are not spaces that one would immediately think of transforming to preserve and welcome biodiversity. Yet these are varied spaces, partly built-up, which, even if enclosed, can shelter all sorts of animal and plant species.

Adopting organic agricultural production or agroecology methods is also possible for industrial areas, often located in peri-urban or rural areas. In France, the cosmetics industry represents nearly 6,000 sites and buildings, located throughout the country⁸.

Some companies have adopted ecological management plans or charters to protect the nature around their site, to make green spaces greener, allow biodiversity to thrive, welcome wild fauna and flora and limit the impact on the environment by limiting the occupation of land.

The measures and solutions chosen cannot be replicated everywhere and must of course be adapted to each site, whether urban, semi-urban, industrial or located in the countryside. An inventory of the local biodiversity is therefore essential to understand what can be useful to implement, taking into account what is already being done on neighbouring sites. And taking part in joint local projects is also a good option.

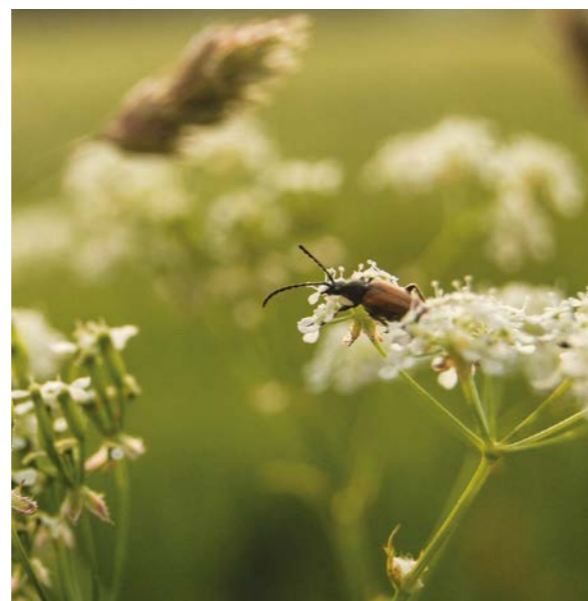
Preference should be given to planting a variety of species which grow naturally in the region as they are more resistant to climatic conditions and better adapted to the local fauna. Ecological corridors and Green and blue infrastructure (TVB, "trame verte et bleue"⁹) will also be considered.

Many solutions can be developed:

- planting trees on the vegetal surfaces of the sites as well as hedges to create ecological corridors and visual barriers;
- vegetated roofs and grass on car parks;
- maintaining green spaces in a sustainable way and using soft maintenance methods: late mowing, zero pesticides;
- maintaining flowered fallow areas, ponds and wooded pockets;
- collecting rainwater (reused for sanitary facilities, for example).

Some sites choose eco-pasturing by installing animals on green spaces: sheep, donkeys... or encourage the development of fauna with insect hotels, nesting boxes...

Some sites feature biodiversity refuges such as the "Refuges LPO" (Ligue pour la Protection des Oiseaux - League for the Protection of Birds). An LPO Refuge is a moral commitment to preserve nature and improve biodiversity on one's land, by creating conditions supporting the settlement of wild fauna and flora. LPO can provide its expertise if necessary.



» GOOD PRACTICES EXAMPLES

> BABOR: THE BABOR FOREST IN EIFEL



© Babor

The company has leased a 100,000 square meter plot of land near its headquarter in the Eifel on a long-term basis, where it is currently planting the BABOR forest. The forest is a building block of BABOR's Sustainability Agenda towards protecting the environment. The project has been started in October 2020, and another 30,000 trees will be planted on the property over the next few years. Additionally, a unique Live CO2-dashboard analyses BABOR's CO2 emissions – from energy usage and heating to employee commute and business travel. It is used to monitor BABOR's reduction achievements and to identify relevant fields of action. This led to evidence-based measures like a BABOR's innovative mobility program.

> BABOR: AVOIDANCE INSTEAD OF COMPENSATION



Babor beauty Cluster - © Babor

In the future, BABOR would like to focus even more on avoidance instead of compensation. In the new office building, BABOR relies on sustainability technology and saves 45% energy thanks to geothermal energy, a gas-powered combined heat and power plant (CHP), special cooling ceilings and heat exchangers. The new production site, the BABOR BEAUTY CLUSTER, will be largely self-sufficient in terms of energy. Mobility concepts and reforestation programs in the vicinity of the company headquarters accompany are planned.

> BIODIVERSITY PRESERVATION ON THE GROUPE ROCHER SITES



On its own sites, taking into account the *terroir*, the Groupe Rocher is committed to the preservation of biodiversity: more than 100 hectares are thus preserved in partnership with the League for the Protection of Birds (LPO) in Brittany.

For more than 15 years, the group has been supporting collaborative research projects, enabling industrial teams in Brittany to act as biodiversity "sentinels" within the "Refuge LPO" strategy on its sites.

A local wet meadow, previously a poplar grove, is being currently rehabilitated to accommodate the exceptional biodiversity, characteristic of these threatened areas between land and water.

> KNEIPP: MEADOW ORCHARD OF THE COMPANY



Meadow orchard - © Kneipp

Apple, pear, sweet cherry, damson, plum and Mirabelle trees stand together in a colourful variety on the meadow orchard on the company site. In between there are hedgehogs, blindworms, frogs, toads and grass snakes, as well as ants, ground beetles, crickets and spiders. And where insects live, birds are not far either. In short: The companies meadow orchard is its own small, balanced ecosystem, which is unfortunately becoming increasingly rare these days. Kneipp places a great value on this traditional form of man-made cultural landscape. In addition, Kneipp is committed to biodiversity in the region and supports the nesting box project of a local environmental group.

> HEDGE PLANTING PROGRAM ON PIERRE FABRE SITES

Since 2014, Pierre Fabre has set up with a local partner an annual hedge planting programme for its industrial, logistics, administrative and agricultural sites. 5.5 km of hedges have been planted to date. Most of the plants are *Végétal local*[®] certified.



Planting of hedges on a Pierre Fabre industrial site - © Pierre Fabre

Some sites have been awarded the Refuge LPO label. Beehives have been installed on various sites thanks to the help of an external beekeeper and to the commitment of employees.



Inauguration of the LPO Refuge on the Terre d'Avoine site - © Guillaume Oliver

> WALA: BIODIVERSITY PATH AT THE LABORATORY BUILDING



Biodiversity path - © Wala

A biodiversity trail stretches around WALA's new laboratory building in Bad Boll, Baden-Württemberg, Germany, impressively showing that biodiversity cannot be weighed with money. WALA not only builds new homes for lizards and bees, saves older trees from being felled and develops areas rich in species within different kind of biological systems. Numerous information boards offer interesting facts about the individual stations and their exemplary contributions to biodiversity. Wide areas with autochthonous, species-rich grassland offer huge variety of feeding, pollen and nectar plants for a lot of insects like solitary bees and many others insects and animals in the food chain all over the year. Highly diverse meadows are of great European value and importance. Further projects on WALA's own Demeter-managed Sonnenhof farm promotes the efforts of increasing biodiversity of these regions, intensively.

BIOPHILIA: NATURE IN THE OFFICE

Biophilia refers to the human love for all natural ecosystems and is based on the idea that we have an innate tendency to seek a connection with nature. There are many benefits to introducing biophilia in the workplace: alleviating the symptoms associated with sick building syndrome¹⁰, improving productivity through well-being...

Biophilic design is much more than just bringing your plant to the office:

- Indoor plants and green walls reduce the level of particles in the air, prevent the proliferation of dust, regulate temperature and humidity and purify the air in the office.
- Natural indoor elements (plants, stones, wood etc.) nurture our need for contact with nature.
- A visual connection with nature establishes a better connection between humans and nature.
- In the absence of a visual connection with nature, natural and biomorphic textures, shapes and patterns can be incorporated as well as nature-inspired walls or floors.

Bringing in natural light through windows or skylights in the ceiling reinforces the connection with the natural rhythms of day and night.

WHICH GOOD PRACTICES FOR THE OFFICE?

Daily, it is possible to adopt behaviours which translate into respect for the environment and therefore for biodiversity in the workplace, through various levers:

- digital: a better use of computer equipment, emails, printing, paper management, mobile phones;
- waste management, lighting, heating and air conditioning, responsible catering: seasonal and local products, varied vegetarian menus ;
- transport and mobility.

Good practices can be found in the **guide** produced by ORÉE for the preservation of biodiversity and the role played by corporations.

Working from home is developing and has made a place for itself through the Covid19 pandemic. The right behaviours should also apply when working from home to contain our energy consumption: turning off our computer, emptying mailboxes, avoiding sending heavy files and using «reply all” ... And why not take advantage of the time saved on commuting by public transport or car to change our consumption habits whenever we can (buy local, cook organically, grow our own little garden...!)

>> GOOD PRACTICES EXAMPLES

> BIOPHILIA AT L'ORÉAL: RECONNECTING WITH NATURE



The Charles Zviak Campus of the L'Oréal Group has been designed according to biophilia principles in order to encourage reconnection with nature.

All workspaces, offices, laboratories, as well as break and restaurant areas open onto the outdoors. They benefit from natural light and offer views over the 10,000 sqm of gardens, patios, terraces and vegetal roofs of the Campus. Interior design includes elements of nature or nature-related such as wooden and cork furniture, floral decorations and engravings etc.

The appropriation of outdoor spaces by employees is encouraged by the installation of break areas immersed in green spaces and their participation in the maintenance of the beehive and shared vegetable garden.

Awareness of the functioning of ecosystems is regularly encouraged through educational workshops and conferences (intervention by the French National Museum of Natural History, activities on aquaponics, composting etc.).

ACTING WITH LOCAL STAKEHOLDERS 3.

At local level, the actions carried out by the cosmetics industry in favour of biodiversity are essential. They are carried out in cooperation with stakeholders through various programmes and projects, including:

- support to farmers' networks locally;
- local sponsorship for projects supporting biodiversity;
- forest protection, reforestation and agroforestry programmes;
- maintenance of a conservatory orchard;
- biodiversity inventories by naturalists;
- valorisation of indigenous flora.

» GOOD PRACTICES EXAMPLES

» EXPANSCIENCE: AN EDUCATIONAL PARTNERSHIP WITH EPERNON SECONDARY SCHOOL

Expanscience works in partnership with the Epernon secondary school, a member of the UNESCO Associated Schools Network, and its «eco-delegates»: regular visits by pupils who get introduced to the company's CSR approach, participation in the school's Business Forum, co-construction of projects applying to local issues. The eco-delegates have thus created two insect shelters and birdhouses which were installed on the site at the end of 2018.

These educational activities promote local biodiversity while providing benefits for the operations on the site. It is important indeed to attract chickadees near the plant as they feed on processionary caterpillars, which cause the site some difficulties. Expanscience is thus favouring biodiversity over a quick solution, such as pesticides, which would be less effective in the long term and potentially harmful to the environment.



Insect shelter at Laboratoires Expanscience's Epernon site (photo Expanscience)

In order to involve its nature-loving employees in the protection of their working environment Expanscience has invited them to carry out a biodiversity inventory on its site. After having identified the animal and plant species present and those to be protected or reinforced, a wide range of projects are being considered: beehives, introduction of certain types of plants, shelters for certain bird species...

» GROUPE ROCHER SUPPORTS LOCAL PROGRAMMES



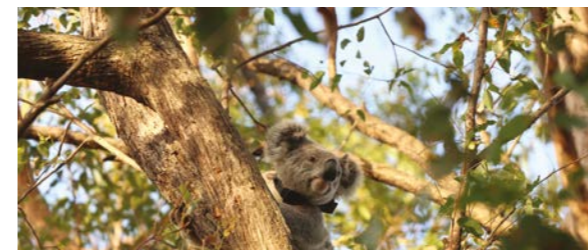
Lavender - © Ronan Moucheboeuf

In La Gacilly, the Groupe Rocher Agronomy Department supports and participates in the «How to promote Biodiversity on a farm» programme run by the FRCIVAM (the regional federation for Innovative Centres for the Valorisation of Farming and Rural areas) and by *Bretagne Vivante*, a Breton association for the protection of nature.

Since 2018, the group has supported the GAB/FRAB network (Association and Federation of Organic Farmers of Brittany) for its "CAP CLIMAT!" research-action programme on the adaptation of Breton farms to climate change and related challenges: "How to become more resilient?"

This initially local working group was extended to the whole region in 2019. The collective was able to amend and widely disseminate the corpus, work locally on farms' environmental performance diagnoses (using the Dialecte tool), as a basis for discussions and collective initiatives, and train ambassadors participating in the definition of local authorities' action plans towards territorial resilience.

» IFF LUCAS MEYER HELPS PRESERVE KOALAS IN AUSTRALIA



Lucas the Koala - © IFF

At IFF Lucas Meyer Cosmetics, the Southern Cross Botanicals range in Australia showcases the indigenous flora. Urban sprawl and climate change are impacting in several ways this rich biodiversity, including koalas, now considered an endangered species. The group has formed a partnership with Friends of the Koala, a local organisation who aims at preserving koalas and their habitat, as well as raising awareness among the population. For every sale of OiLESS'city™, the group makes a contribution to help the organisation. A first concrete action was the release in the wild of a young Koala named Lucas.

» L'OCCITANE'S LOCAL PARTNERSHIPS IN BURKINA FASO FOR ITS "RESIST" PROGRAMME



© L'Occitane en Provence

Launched in 2017 by L'Occitane in association with the NGO Rongead Etc Terra and women's cooperatives, the "RESIST" programme (Resilience, Ecology, Strengthening, Independence, Structuration, Training) accompanies the consolidation of the group's partner organisations in Burkina Faso and the diversification of their income sources.

This programme goes beyond the fair trade certification of the value chain and implements a local development project involving many stakeholders.

Over three years, with a budget of \$2 million, including a 1.4 million contribution from Laboratoires M&L (L'Occitane Group), the plan is to build ten warehouses, plant 45,000 shea trees in six villages and train 8,500 women in the development of their activities, the management of shea plantations and ecological processing of shea.

Agreements between women producers' groups and local authorities have been signed to protect the forest areas where shea trees are grown, protect local biodiversity and manage access to harvest. To increase their resilience and autonomy, the company will support the groups developing new income-generating activities outside of shea, such as the production and selling of hibiscus bissap.

» L'ORÉAL AUSTRIA GERMANY: FOREST OF THE FUTURE

L'ORÉAL Austria Germany is committed to the protection and preservation of plant and animal diversity together with NABU, Naturschutzbund Deutschland e. V. und Naturschutzbund Österreich. In Styria, Austria, and Brandenburg, Germany, the two conservation organizations keep these territories free from human use as «natural forests» due to financial support. Natural forests are mostly densely overgrown mixed forests that thrive independently of people and can therefore adapt better to environmental and climate changes. They provide a home for rare animal and insect species such as the middle-spotted woodpecker, the pygmy flycatcher or the stag beetle and are therefore extremely important for the preservation of biodiversity. The «forest of the future» in Brandenburg is a forest island that currently consists mainly of pine forests in a region that is otherwise intensively used for agriculture. After purchasing these forests, NABU helps the forest on site to develop naturally again.

> L'ORÉAL TRANSFORMS ITS R&I SITE TO ACCOMMODATE BIODIVERSITY

The L'Oréal R&I (Research & Innovation) site in Chevilly-Larue has been recognised as an LPO Refuge since 2018. Its transformation process to become a place where biodiversity is protected and can thrive went alongside a refinement of its environmental strategy. The objective is to preserve and develop the native biodiversity (fauna, flora, environment...) while offering its employees a better quality of life.

Based on the ecological diagnosis carried out by the LPO, a multi-year action plan has been put into place: differentiated management of spaces (including natural meadows), creation of multifunctional wetlands including the treatment of industrial wastewater, filtration of rainwater through green roofs and reuse of this water in the toilets, use of indigenous plant species, creation of wildlife shelters, picnic areas... Awareness campaigns and targeted training have helped get the employees involved (collaborative vegetable garden and beehives). The site serves now as a model and shares its good practices with other stakeholders in the region and other L'Oréal Group sites.

> PIERRE FABRE'S BIODIVERSITY INVENTORIES

Within the Pierre Fabre Group, all administrative, industrial and agricultural sites requiring it have been the subject of a biodiversity inventory with the help of a local expert association. This allows to identify the impact of activities on the environment and to raise awareness among employees about the importance of preserving biodiversity.

Partnerships are formed with local beekeepers to give them access to areas free of pesticide risks: in 2020, nearly 100 beehives were installed on its sites.

The Eau Thermale AVENE production site is classified as a LPO Refuge, allowing to combine production activities and respect for biodiversity.

The group's largest manufacturing site in the Tarn is supplied with hot water by a biomass boiler which burns the marc waste from its plant ingredients manufacturing. This boiler allows to replace 60% of the plant's gas consumption.

REAL ENVIRONMENTAL OBLIGATION (REO) ■ ■

The French law for the reconquest of biodiversity, nature and landscapes has created a legal tool which allows landowners to create lasting environmental protection obligations on their land: the Real Environmental Obligation (REO – "Obligation Réelle Environnementale" - ORE)

REOs are enshrined in a contract whereby the owner of a property sets up an environmental protection provision attached to the property for a period up to 99 years. As the obligations are attached to the property, they persist even in case of change of ownership. The purpose of the contract must be the maintenance, conservation, management or restoration of elements of biodiversity or ecosystem services.

Thus, REO is an environmental protection land tenure system which has the particularity of being contractual and can be enforced by each landowner, should they wish to take up environmental issues.

<https://www.ecologie.gouv.fr/obligation-reelle-environnementale>

>> GOOD PRACTICES EXAMPLE

> A REO BETWEEN CLARINS AND THE CONSERVATORY OF NATURAL AREAS IN HAUTE-SAVOIE

The REO, or Real Environmental Obligation, between Clarins and the "Conservatoire des Espaces Naturels de Haute-Savoie" is a contract which includes the protection of biodiversity and ecological services in the title to the property.

To achieve this ambition, a multi-year programme organises the exchanges between the conservatory's experts, research units

of local universities and teams responsible for the agricultural activity of the Domaine Clarins and Clarins Laboratories.

Among the many objectives, maintaining the good ecological health of the Vallon where the Domaine Clarins is located will nurture the research on cultivation methods and agroecology in an alpine environment. The technical resources of the researchers at Clarins Laboratories will support academic research on the rich alpine biodiversity and its balance. Last, in addition to the pioneering nature of this type of contract, its duration of 99 years illustrates Clarins' promise to pass on to future generations "a more beautiful planet".



SAVING BEES

Bees and other pollinating insects play a crucial role in biodiversity and agriculture. But the health of bee populations is impacted by many factors: excessive use of pesticides, degradation of natural environments... Their protection is one of the symbols of the fight to preserve biodiversity.

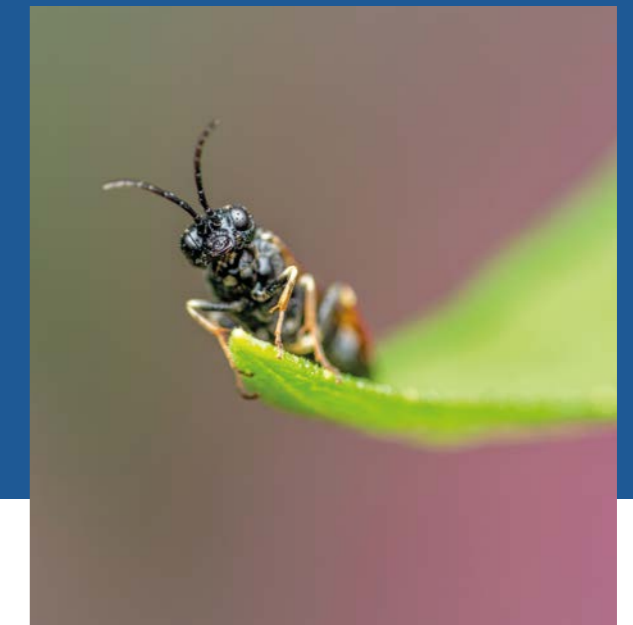
In suitable areas, a favourable ecosystem with melliferous plants and trees encourages the reproduction of bees, the development of new colonies and are also beneficial to other populations of insects feeding on nectar or pollen. All this little world pollinates plants and provides us graciously with a service which is essential to us humans.

Installing beehives has an undeniable educational function. It is a way to raise awareness about the world of living things, its value and the complexity of ecosystems. It creates a social bond and provides support to beekeepers. One can also call on their expertise to avoid installing too many hives as domestic bees consume a lot of food, often to the detriment of wild bees and other pollinating insects.

Many employees are involved in the installation of the hives and take care of the honey harvest, which they share...and taste!

Read more on pollinating insects on the French Ministry of Ecological Transition's website:

www.ecologie.gouv.fr/insectes-pollinisateurs/index.html



>> GOOD PRACTICES EXAMPLES

> DR. AUGUST WOLFF GROUP: GREENING OF THE COMPANY SITE

The company is currently investing in flower strips, green roofs and insect hotels at its site.

> GUERLAIN'S SUPPORT TO THE BLACK BEE ASSOCIATION ON THE ISLAND OF OUESSANT

On the island of Ouessant, Guerlain is committed to working with beekeepers and participate in the Ouessant

Black Bee Association to be involved in the protection of biodiversity and promote practices for beekeeping and honey harvesting which respect humans and the environment. At the foundation of the Abeille Royale range, Guerlain was looking for a honey of exceptional quality. The honey from the black bees on the island of Ouessant, a native species, matched the Maison's needs. The remoteness of this singular species has shaped its unique and rustic character. The Black Bee Conservation Association takes care of this heritage and Guerlain has been working with it since 2008 to build the community and reputation of these hives, which depend on their remarkable biotope. The first partnership agreement in 2011 was followed by a Sustainable Development Sponsorship Pact, signed in 2014 for ten years with Ouessant Brittany Black Bee Conservation



© Guerlain

Association (ACANB), relying on two pillars: financial support for the maintenance of beehives and support for its activities of outreach, research and protection of the Ouessant Island Black Bee.

> LABORATOIRE BIOTHÉTIQUE KOSMETIK GMBH & CO.: FLOWER MEADOW FOR BEES

As part of Christmas pre-packaged gift sets, the company enabled one square meter of flowering meadows for each gift set produced. This was done through a donation to the association Blühfläche.de e.V. This donation created a total of 50,000 square meter of flowering areas in Germany in 2021 and 2022, supporting biodiversity and protecting the bees.

> MELVITA AND THE PROMOTION OF BEEKEEPING

The Melvita brand (L'Occitane Group) was founded by Bernard Chevillat, a beekeeper from Ardèche. Over the past ten years, the brand has helped establish 1150 beehives in France and abroad and promote beekeeping.

Stemming from a beekeeping activity, Melvita has been placing nature and the preservation of biodiversity at the heart of its commitments for more than 35 years. In 2010, the brand launched a sponsorship programme specifically aimed at protecting the bees, which supports actions of public interest around the promotion of beekeeping, the training of beekeepers and raising awareness among the general public of the issues related to the disappearance of bees.

The projects are carried out with an agroecological approach for inclusivity and social progress. In 2019-2020, Melvita supported five projects aiming at preserving bees and biodiversity with the following partners:

- “Le Rucher du Cade”, an association of group employees,
- to develop and maintain an educational apiary, provide training in beekeeping and raise awareness among employees and visitors of the issues related to the disappearance of bees;

- The Cocagne Network, through a multi-year programme to promote beekeeping through the installation of beehives in organic vegetable gardens with social inclusion purpose, making beekeeping a fabulous tool for preserving biodiversity and improving social inclusion;
- The Palais des Papes Endowment Fund, through a 3-year programme to raise awareness among the general public;
- France Nature Environnement, through its «0 pesticide» programme aimed at raising awareness among farmers, citizens and politicians about the effects of pesticide on health and the environment and the alternative solutions available;
- La Cagnotte des Champs, through the support to the “Cultiv’atrices» programme to help women farmers to set up or develop their business, particularly beekeeping.

> WELEDA: BEE COLONIES IN ITS MEDICINAL PLANT GARDEN

Weleda has its own bee colonies in the medicinal plant garden in Schwäbisch Gmünd, Germany, that offers an ideal location for biodynamic beekeeping. At its core is located beekeeping that respects the natural needs of bees. The bee colonies build their own honeycomb, without the requirement of sheets of old wax. The bee colonies make an indispensable contribution to biodiversity in the medicinal plant garden.

> UEBT: INITIATIVE RESPONSIBLE CARNAUBA (IRC)

Environmental and social challenges have come to light in Carnauba wax extraction areas in northeast Brazil, including high rates of deforestation, degradation of local biodiversity, persistent drought, rapid expansion of invasive species, as well as poor working conditions and low pay. These problems are often systemic, with a wide range of factors involved that contribute to the challenges.

Launched in 2018, the Initiative for Responsible Carnauba (IRC) involves Brazilian and international actors in the Carnauba wax production industry, government and civil society institutions. These actors work together to support Brazilian wax processors in their commitment to improve the living and working conditions of workers and preserve biodiversity in Carnauba extraction areas. The IRC reinforces existing efforts from the Brazilian Environmental and Labour ministries and other initiatives, such as a working group formed by inPACTO and the Sustainable Carnauba project, led by actors of the Brazilian Carnauba wax industry and the NGO Associação Caatinga. The initiative supports the efforts of the local companies by catalysing engagement among international buying companies of Carnauba wax.

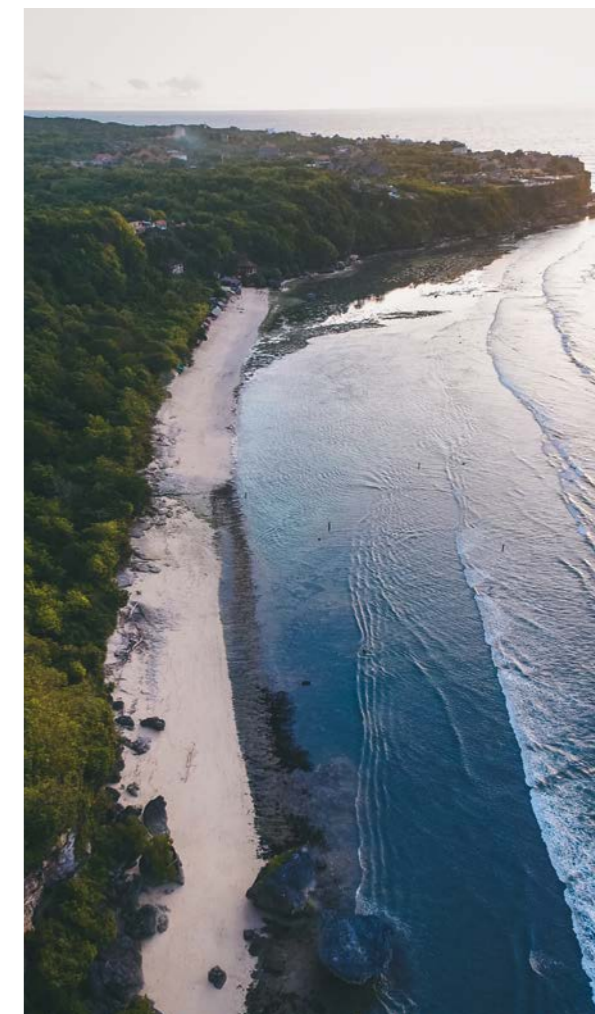
RELYING ON EXISTING STANDARDS AND CERTIFICATIONS 4.

In order to improve their environmental performance, cosmetics companies use tools helping them make decisions and monitor their production sites. Many rely on environmental certifications which take into account biodiversity issues, such as:

- The Responsible Care® initiative of the chemical industry (e. g. **Responsible Care of VCI** in Germany).
- the French Standard «*Démarche Biodiversité des Organisations*» NF X32-001;
- AFAQ Biodiversity – AFNOR certification (<https://certification.afnor.org/en>);
- Ecocert Biodiversity commitment certification;
- French HEQ certification - High Environmental Quality;
- French BBC (*Bâtiment Basse Consommation* - Low Consumption Building) certification;
- the WELL Building Standard certification, introducing new standards for the well-being of employees;

Or environmental labels:

- **Biodiver'City**®: a label taking biodiversity into account in construction and renovation projects, managed by the International Biodiversity & Property Council (IBPC) <http://cibi-biodiversity.com/en/> ;
- EVE - *Espaces Végétaux Ecologiques* (Ecological Plant Areas), promoting ecological practices in the management and creation/rehabilitation of green spaces;
- **Biodiversity Progress**: both a label and a comprehensive system offered by Agence Lucie to enable businesses to act on their sites' footprint on biodiversity (<https://agence-lucie.com/label-biodiversity-progress/>).



CHAPTER 5

BIODIVERSITY AND CIRCULAR ECONOMY

A pillar of circular economy, the eco-design of formulas and packaging is a major lever for preserving biodiversity, as it aims at limiting one's environmental impact from the design stage of a good or service and throughout its entire life cycle.

ECO-DESIGNED RAW MATERIALS AND FORMULAS

01.

Cosmetics companies, whatever their size, have worked to increase the naturalness and biodegradability of ingredients, guarantee their traceability and take into account the ecotoxicity¹¹ of formulas.

In response to the current popularity of all things natural, organic and sustainable, brands are favouring natural and sustainably sourced raw materials. The assessment of naturalness is based on the ISO 16128 Standard, which establishes a common terminology for organic and natural ingredients.

» GOOD PRACTICES EXAMPLES

» BEIERSDORF: CLIMATE-FRIENDLIER NIVEA SHOWER RELAUNCH

The relaunch of the NIVEA female and universal shower gels marks an important step towards climate-friendlier products at Beiersdorf as part of the company's CARE BEYOND SKIN Sustainability Agenda. In 2022, the range was rolled out with a significant reduction in CO2 emissions at production sites and throughout the value chain, as well as the neutralization of the remaining CO2 emissions of the sustainably improved products. The new shower bottle is not only made from at least 96% recycled plastic but is also 26% lighter than before, allowing the reduction of packaging-related CO2 emissions by 32%. The company balances the remaining emissions through certified climate projects, so that the range is 100% "climate-neutralized". The packaging for this range has been designed for circularity and contributes to the company's ambitious commitment to reduce greenhouse gas emissions by 30% along the entire value chain by 2025. It also pays into the company's commitment to reduce fossil-based virgin plastic by 50%, achieve 30% recycled material in plastic packaging as well as the commitment to make all packaging refillable, reusable and recyclable by 2025.

Video :
[Fighting Plastic Pollution at Beiersdorf - YouTube](#)

» EXPANSCIENCE'S ECO-SOCIO DESIGN APPROACH

Each dermo-cosmetic product developed by Expanscience for its Mustela brand follows an eco-socio design approach throughout the entire development process. At the earliest stage, when drafting the product specifications, the environmental and social issues at stake are defined and shared with the teams.

The various departments involved (formulation, packaging, manufacturing) have established their good practices guidelines.

Thus, the preferred raw materials are:

- of natural origin;
- locally sourced;
- from responsible supply chains and circular economy;
- certified (COSMOS, Fair for Life etc.);
- obtained by extraction/transformation processes in line with green chemistry principles.

The formulas are developed according to the principle of balance between safety and efficacy, as defined in a formulation charter which establishes a list of ingredients to be excluded or limited. The number of ingredients, naturalness rate, biodegradability are among the indicators monitored in formulation.

Expanscience, together with other companies in the sector and the PASS cluster (now the Innov'Alliance cluster), participated in the creation of the ERI360 tool integrating numerous assessment criteria, particularly on biodiversity and the protection of ecosystems. 12 cosmetic ingredients marketed by Expanscience are ERI360 certified.

> ECO-SOCIO DESIGN OF FORMULAS AT YVES ROCHER



The Yves Rocher brand is working to create a platform which will bring together all the data related to its portfolio of ingredients and formulas.

This eco-socio design tool will enable the brand to make its responsible formulation ambition come to life.

> IFF LUCAS MEYER COSMETICS PUTS ECO-DESIGN AT THE HEART OF INNOVATION

The IBR production site in Israel develops extracts from locally grown biomass, derived from waste products from the food and phytotherapeutic industries.

The water-based manufacturing process is free of chemical solvents or processing aid. The waste is mainly recycled in the form of compost. The duration of heating, mixing and separation processes is kept to a minimum, thus avoiding excessive energy consumption. The use of water is limited to the washing of equipment and to its use as an ingredient in the product.

The dragon fruit extract (*Hylocereus undatus*) used in IBR-Dragon® is produced without adding any water: the fruit is extracted in its own water. The Israeli climate is favourable to the growing of pitaya, which grows under shaded areas to avoid direct sunlight and to avoid an early ripening of the fruit. Its cultivation also uses agronomic techniques that minimising water loss: drip irrigation and cultivation on a detached platform.

> L'OCCITANE ADOPTS A FORMULATION CHARTER

For 40 years, L'Occitane en Provence has been paying attention to the sourcing and traceability of its iconic ingredients. Today, the brand has 48



identified supply chains. The extraction of new innovative active ingredients respects the principles of green chemistry¹² (use of green solvents such as water, ethanol, glycerine and vegetable oils; green extraction processes such as ultrasound-assisted extraction, microwave-assisted extraction, subcritical fluid (water or water/ethanol) and supercritical fluids (CO₂) extraction, extraction by enzymatic hydrolysis; valorisation of by-products). The new immortelle extract is one example, obtained through a CO₂/supercritical fluid extraction and from the by-product of immortelle plant distillation. A formulation charter guides the teams, suppliers and subcontractors towards more natural and more environment-friendly formulas. It sets rules that go beyond the regulations, with lists of ingredients which the brand voluntarily commits to excluding, limiting or, on the contrary, favouring. It is accessible to the general public on the Internet.

For each (re)formulation, a systematic assessment is made on the percentage of ingredients of natural origin, the number of easily biodegradable ingredients and the number of restricted ingredients.

Consumers are updated on the formulation efforts and successes via a "Charte Clean" logo on the pack and/or the website, making the products for which L'Occitane has achieved this higher level of commitment easily identifiable.

> NUXE'S ECO-DESIGN CHARTER

The NUXE eco-design charter applies to all stages of product design, from the sourcing of packaging and ingredients to formulation, allowing the brand to substantiate its commitment towards ever more virtuous and environmentally friendly products. For example, before referencing any new raw material, a very strict evaluation is carried out according to indicators such as naturalness, origin, manufacturing process (green chemistry, waste generated etc.). Similarly, formulas are designed and challenged on numerous criteria in line with annual progress objectives. Naturalness sits at the heart of this work, as does the minimalism of the formulas, where each ingredient is introduced at the very right dose and its use justified.

> PIERRE FABRE DEVELOPS AN INNOVATIVE PROCESS WITH A LOCAL SME

Pierre Fabre, together with a SME from the Tarn region, has developed the Green Native Expression process, a patented thermomechanical extraction eco-process that uses neither water nor solvent. It allows to collect the native molecules from fresh plants. This innovative process has made it possible to manufacture the aquatic mint extract used by Klorane. This active ingredient is *Eco Responsible Ingredient* certified according to the ERI360 Standard from the Innov'Alliance cluster.



UPCYCLING OF BY-PRODUCTS FROM FOOD INDUSTRY

The upcycling of by-products (or co-products) from the food industry, for example, is receiving a growing interest. Discarded vegetables and fruits, pits, seeds, roots or pulp, used coffee grounds transform into valuable ingredients. It also allows supply chains to be shortened in favour of regional and local sources.

>> GOOD PRACTICES EXAMPLE

> EXPANSCIENCE PRACTICES UPCYCLING ON MANY PLANT-BASED RAW MATERIALS



Lupin seeds

A single fruit can be the source of many active ingredients with different properties. Thanks to upcycling, from which 64% of its cosmetic active ingredients derive, Expanscience is limiting its footprint on the environment by avoiding the need for new crops and the collection of other plant resources.

For its Mustela brand and six of its active ingredients, Expanscience uses avocados that have been rejected by the food industry (non-exportable, non-saleable) which are then 100% utilised through processes that are respectful of humans and their environment.

The company practices upcycling on many other plant raw materials:

From passion fruit (maracuja) seeds, which are often thrown away or used for animal feed, once the fruit pulp has been exploited by the food industry to make juices, Expanscience is making three cosmetic ingredients with repairing, restructuring, soothing or detoxifying properties.

Two active ingredients are made from maca, whose leaves were previously unused and discarded (one from the root and the other from the leaf).

In western France, lupin seeds hulls, which were previously unused and can also be found in the food industry, are reused to obtain a cosmetic active ingredient. The former waste product thus transforms into a cosmetic ingredient.

BIOMIMICRY

Biomimicry?

Biomimicry is an innovation strategy that consists of drawing inspiration from biological models resulting from 3.8 billion years of evolution to design efficient and sustainable technologies. Formalized in the ISO NF 18458 standard, this methodology adapts to increasingly complex technical and environmental specifications.

Biomimicry for cosmetics

In its constant quest for innovation to meet the needs of care, hygiene and beauty, the cosmetics sector is now turning to biomimicry to achieve its responsible and sustainable transformation.

Biomimicry applies both to products (active ingredients, formulation, packaging) and to production systems (management of resources, water and processes implemented).

The expertise of the cosmetic sector at the interface with biology (knowledge of the human body and biosourced active ingredients) facilitates the integration of this methodology. Inspiration from the world of the living also allows us to feed the creativity of an industrial sector rich in natural references.

Ceebios



<https://ceebios.com/>

Center for studies and expertise in biomimicry, Ceebios aims to turn biomimicry into a powerful lever for ecological and societal transition by catalyzing the emergence of bio-inspired innovations in all sectors.

Within our cooperative ecosystem, the Ceebios team activates the skills of the academic world, education, and R&D consulting to support public and economic players together in their bio-inspired eco-design approach.

Ceebios is a mission-led company and a non-profit collective interest cooperative.

Cosmimetic Group

In addition to the R&D approaches specific to each company, Ceebios leads a Cosmetics sector working group, the Cosmimetic Group.

This collective relies on cooperation to define a strategic vision, take ownership of the approach, and bring out collective projects to achieve ambitious goals. Like the living in its interspecific relationships, it is a question of seeking mutual benefits by exploring non-competitive synergies.

The Cosmimetic Group is supported by the Nouvelle-Aquitaine Region and in 2022 brings together L'Oréal, Lucas Meyer Cosmetics, LVMH, Mibelle Biochemistry, Naos, Groupe Nuxe, Pierre Fabre, Seppic and Seqens Cosmetics.

» GOOD PRACTICES EXAMPLES

> NUXE SUPPORTS CEEBIOS

Since 2018, Groupe NUXE has been supporting CEEBIOS, the French research centre in Biomimicry, in order to train its own researchers in this multidisciplinary approach and understand how to incorporate it concretely into their daily work. Indeed, biological processes and living materials offer new perspectives for the sustainable development of innovative materials and ingredients for the cosmetics industry.

> DR. SPILLER: BIOMIMETIC SKINCARE

Dr. Spiller Biomimetic SkinCare supports the skin where nature reaches its limits. With the help of sophisticated technologies, biological processes are imitated exactly and as much energy is released as the skin's own protective system needs. Active ingredients are refined together with specially developed compounds into bioavailable active ingredients and seamlessly integrated into the skin's own processes. For beauty care at the highest level.

REDUCING THE IMPACT OF PACKAGING ON ECOSYSTEMS

Circular economy, by connecting the creation of economic and societal value to the impact on the environment, also has effects on biodiversity, notably by reducing the amount of resources extracted and of waste discharged into the environment.

Packaging, especially plastic packaging, is currently the focus of attention because of the pollution it generates. Packaging needs to be well managed so that it does not become harmful to the environment but also ensures the safety of the finished product for the consumer.

However, some countries do not have sufficiently efficient waste treatment systems, resulting in the issue of clandestine litter ending up in the marine environment.

Aware of these challenges, the sector continues to progress, innovate, inspire, raise awareness and respond to consumer expectations, a consumer who is no longer only interested in what is inside its product but also in its container.

Many practices contribute to limiting the impact on biodiversity:

Choosing and using the right materials:

- recycled and recyclable materials, while always ensuring consumer safety;
- paper and cardboard from sustainably managed forests (preferring the FSC certification which goes further than PEFC) or from recycled fibres;
- inks made from vegetable oils.

Limiting the impact of materials:

- eliminating certain high-impact materials such as SAN or cellophane;
- eliminating leaflets and spatulas;

Reducing the size and weight of packaging:

- using less raw materials, reducing packaging volumes;
- using cardboard tubes;
- eliminating boxes;
- making bottles and jars lighter;
- selling in bulk;
- offering refills;
- changing formulation (e.g. dry/solid shampoos).



» GOOD PRACTICES EXAMPLES

» EXPANSCIENCE'S 4Rs

Laboratoires Expanscience's eco-design approach initiated in 2006 in order to reduce the company's environmental footprint is structured around four objectives, the «4Rs»:

- Reducing the quantity of materials used
- Replacing certain virgin materials with recycled elements
- Removing materials preventing the recyclability of packaging
- Rethinking packaging as a whole

Various actions have been implemented, such as the removal of leaflets and cardboard packaging from products whenever possible, the introduction of recycled plastic in tubes since 2009, reducing the weight of packaging, manufacturing boxes with FSC/PEFC-certified cardboard, the use of plant oil-based inks to print information on the boxes.

Since 2010, 100% of new Mustela products are eco-designed. Today, 100% of the bottles are recyclable according to French market criteria. The use of 12 tonnes of virgin plastic was thus avoided in 2019 thanks to the incorporation of recycled plastic in the tubes, and 142 tonnes of plastic saved overall since 2010.

» L'OCCITANE: SUSTAINABLE ALTERNATIVES

L'Occitane en Provence and Melvita are considering various solutions to eliminate unnecessary packaging or offer more sustainable alternatives, such as substituting the cellophane used to package products by a film with the FSC10 certification which can be composted at home.

Sample jars are lightened. E-commerce 100% cardboard packaging is being extensively rolled out.

In 2021, the L'Occitane en Provence brand committed to no longer use plastic spatulas and to provide its branches with spatulas made of sustainable materials.

» L'ORÉAL: THE FIRST TUBE INCORPORATING CARDBOARD

In an effort to reduce the amount of plastic in its packaging, L'Oréal has launched the first tube incorporating cardboard

for its brands La Roche Posay and Garnier. This innovation, developed with its partner Albéa, uses renewable and FSC-certified materials and reduces the amount of plastic used for the tube by up to 50%.

» LVMH MEASURES THE ENVIRONMENTAL PERFORMANCE INDEX

LVMH aspires to extend eco-design to all packaging. Its Maisons use the EDIBOX tool to calculate the Environmental Performance Index (EPI), which includes criteria such as recycled content, recyclability, rechargeability, and evaluates the environmental impact of the packaging. The group aims to have all its packaging recyclable and contain more than 70% recycled content (plastic, glass or paper/cardboard) by 2030. Within the same timeframe, the ambition to develop packaging with zero virgin fossil plastic is also shared across the Maisons, as is FSC (Forest Stewardship Council) certification for paper and cardboard packaging.

Sephora is rolling out eco-design packaging for its GOOD FOR Skin.You.All range with, for example, more than 60% biosourced plastic for tubes and jars and 100% recycled plastic bottles.

The 50ml and 100ml eaux de parfum from the BVLGARI ALLEGRA collection are packaged in bottles with a glass cap and made of 96% easily recyclable glass. The boxes have been made with cardboard and paper from 100% responsible sources.

Guerlain has been working to reduce the size and weight of its packaging for several years. The pioneering project, the relaunch of the Orchidée Impériale skincare in 2017 in a lighter glass jar (-60%) presented in a box with a reduced volume (-40%) for a carbon footprint reduced by 58%, was the symbol of a new approach to luxury at Guerlain.

Since then, with each (re)launch, the product design strives to follow this rule of optimisation of resources. The latest example is the re-launch of the cream version of its flagship skincare range Abeille Royale: the weights of the 25% recycled glass jars is reduced by 43% and the volume of the boxes reduced by 30% for an unchanged amount of product.

For its most prestigious products, Guerlain has chosen refills:

- the cream and eye cream of its Prestige Orchidée

Impériale Black range are refillable. Their porcelain jar designed by Maison Bernardaud fully encourages their reuse, with an environmental gain renewed at each refill, as it saves the use of energy and materials;

- its premium lipstick Rouge G, whose customisable «mirror» box becomes a collectable and can be refilled ad infinitum;
- the Abeille perfume bottles, which have always been refillable, are now infinitely reusable with the 18 perfume fountains. 110 fragrances are offered to date.



Orchidée Impériale Black and its Bernardaud porcelain case



The refillable Rouge G lipstick

Guerlain is supported by a consulting firm helping the brand assess the recyclability of its products, a complex subject that varies greatly from one country to another, even from one region to another. With a clearer picture of what is recyclable where and under which conditions, the brand is working to improve the separability of its future packaging by favouring materials whose recycling channels are widely in place. It is also working to educate its customers to give a second life to their products, by returning their empty boxes or telling them what can/should be separated for recycling on Bee Respect, a transparency and traceability platform launched by Guerlain in early 2019.

» PIERRE FABRE: OPTIMISING PACKAGING CHOICES

Pierre Fabre has developed a strategy to optimise the choice of packaging, to consider the environmental footprint of the finished product through life cycle analyses. For that reason, Klorane and A-Derma have eliminated paper leaflets from their products. At A-Derma, 100% of the cardboard boxes come from sustainably and responsibly managed forests, 100% of inks are plant-based, 82% of packaging are recyclable. At Klorane, recycled PET is used in jars (100%) and in bottles (50%).

CONDUCTING A LIFE CYCLE ASSESSMENT

Conducting a Life Cycle Assessment (LCA) consists in identifying and quantifying, for each stage of the product life cycle, the physical flows of materials and energy associated with the activity in question in order to measure its impact on the environment. Based on a LCA, businesses are developing eco-design tools to assess and reduce the environmental impact of packaging.

>> GOOD PRACTICES EXAMPLES

> CLARINS AND ITS PACKSCORE TOOL



Packaging eco-conception - © Clarins

Clarins designs its products by progressively reducing their environmental impact and by minimising the use of natural resources: tighter boxes, lighter packaging, materials of renewable origin and, where possible, incorporation of recycled

material. To constantly improve its standards, the company has designed the PACKSCORE tool to measure the ecological impact of its packaging activity and is committed to ensuring that all new product has an improved score compared to existing ones.

> PROCTER & GAMBLE: 100% RECYCLABLE AND REUSABLE PACKAGING

P&G is committed to ensure 100% of the packaging is recyclable or reusable globally by 2030. The company committed to reduce the amount of virgin fossil plastic in packaging by 50% by 2030, promoting the circular



economy across the portfolio of brands. In 2021, 73% of the global product packaging was recyclable or reusable, and P&G continues to work towards making packaging 100% recyclable or reusable. In 2019 P&G joined forces with other industry partners, governments, civil society and development organizations to create the *Alliance to End Plastic Waste* - a non-profit organization dedicated to funding and initiating projects and programs that prevent plastic waste from entering the environment. The aim of the alliance is to find solutions to remove millions of tons of plastic waste in more than 100 endangered cities in order to improve the living conditions of millions of people and contribute to a functioning circular economy.

IMPROVING RECYCLABILITY

Improving the recyclability of packaging can make a huge difference. Brands are working on the separability of the different components of a pack and preferably go for single-material options. And this applies to testers too.

In collaboration with CITEO, FEBEA has published the industry guide on the recyclability of beauty packaging: "Concevoir pour mieux recycler en France" (better designs for better recycling in France). This guide goes through seven emblematic products and their very emblematic challenges in terms of recycling, in order to identify the good practices and some practical advice in favour of recyclability.

<https://www.febear.fr/vos-produits-cosmetiques/actualites/concevoir-mieux-recycler-france>



CITEO: BOOSTING PROGRESS ON CIRCULAR ECONOMY TO PRESERVE BIODIVERSITY



By supporting companies in the eco-design of their packaging and papers, in the development of solutions to address changing consumption patterns, and by improving the sorting and recycling of packaging, Citeo has been working for 30 years to reduce the impact of household packaging and paper on the environment.

At the core of Citeo's activities, circular economy makes it possible to increase the efficacy of resources and limit their waste. This attitude towards production and consumption thus offers numerous environmental benefits which contribute to the preservation of biodiversity: saving natural resources, reducing greenhouse gas emissions, the fight against abandoned waste and associated pollution...

In a context of environmental emergency, Citeo has committed to look at the impact from its activities on biodiversity, in conjunction with its evolution towards the status of "Entreprise à mission" (French legal status for companies pursuing social/environmental purposes). In November 2020, the company has put preservation of biodiversity at the heart of its raison d'être: «To respond to the ecological emergency and accelerate the necessary transformations, Citeo wants to commit and support economic players to produce, retail and consume in a way that preserves our planet, its resources, biodiversity and the climate.»

This new status is an unprecedented lever for mobilising Citeo's stakeholders towards the adoption of a global environmental approach.

Citeo's roadmap for biodiversity

In order to mobilise its entire ecosystem and promote common solutions for the preservation of biodiversity, Citeo has built its roadmap around four objectives:

- ① Supporting companies in improving their environmental performance
- ② Supporting territories in their structural commitments to biodiversity

- ③ Raising citizens' awareness of the importance of their actions for biodiversity
- ④ Sharing lessons, initiatives and good practices at the national, European and international level

Biodiversity and the circular economy: what are the challenges for cosmetics companies in terms of packaging?

To reduce the impact of packaging on the environment, cosmetics companies are mobilised around several priorities: eco-design of packaging (improvement of recyclability, reduction, integration of recycled material, responsible sourcing of biobased materials...), development of alternatives to single-use packaging, development of refill solutions, cooperation with the entire value chain for the development of new recycling channels.

While many packaging strategies already take into account the impacts on resources and the climate, companies still lack appropriate methods and tools to include biodiversity issues into their processes. This new dimension is critical and will require the cooperation of all stakeholders within the value chain.

Taking biodiversity into account can also be, for businesses, a new lever for engaging consumers: consumption choices, importance of waste sorting, fight against abandoned waste... Citeo is already mobilising citizens on these subjects as part of the educational programme "Protéger la biodiversité marine, ça s'apprend" (learning how to protect marine biodiversity), in partnership with the WWF, and by supporting the collaborative science programmes «Zéro déchet sauvage» (zero wild waste) and «Plages vivantes» (living beaches), run by the French National Museum of Natural History.

Today, Citeo wants to engage companies and all its stakeholders to act in favour of biodiversity. Tackling this complex and emerging issue will first need improved and shared knowledge and methods about packaging footprint on biodiversity, at the various stages of their life cycle, an objective at the heart of Citeo's work.

www.citeo.fr

ADAPTING TO NEW HABITS

Always willing to meet the expectations and needs of consumers, brands are responding to new habits by offering perfume or shower gel fountains, refillable jars, bottles and even lipsticks. Some initiatives, tested and approved, are also developing in the bulk area. Here are a few examples.

» GOOD PRACTICES EXAMPLES

» DIOR: AN ECO-DESIGNED AND RECYCLABLE REFILL

Parfums Christian Dior has designed a refill system for its Sauvage fragrance. The refill is eco-designed and recyclable, extends the life of the bottle and is in line with the vision of a more responsible luxury which respects natural resources. Its simplified aluminium design reduces the environmental footprint by saving 60% of energy consumption, 35% of water, 56% of greenhouse gas production. Thanks to an innovative auto-stop system, the filling process stops automatically when the bottle is full.

» L'OCCITANE OFFERS ECOLOGICAL REFILLS



© L'Occitane en Provence

L'Occitane en Provence offers a wide range of ecological refills for some of its best-selling products.

Today, 21 products are available in eco-refills and have allowed to save 200 tonnes of material in 2020. By 2025, 25 products will be available for eco-refill.

In addition, the brand is currently rolling out a refill fountain system in selected shops for some of its hygiene and shampoo ranges.

» L'ORÉAL DEVELOPS RECHARGE AND REFILL SYSTEMS

To reduce the environmental footprint of its packaging, L'Oréal is developing in-store or at-home recharge and refill systems. To confirm their environmental benefits, they are assessed by an LCA (SPOT methodology). Here are some

examples: perfume, with Idole by Lancôme, Viktor&Rolf, Armani, Mugler; skincare, with Lancôme, YSL; shampoo/shower gel, with L'Oréal Professional in salons, Cadum with refill bags reducing the amount of plastic by more than 70%.

Formula innovations also allow to strongly reduce packaging, as seen with UltraDoux solid shampoo: the packaging is made of 100% recyclable cardboard, with zero plastic waste. The solid shampoos are made with 94% plant-based ingredients. The formulas are biodegradable up to 99%. In addition, the quick rinse technology saves water.

A comparative life cycle analysis of the product was conducted to determine its environmental benefits compared to a standard shampoo bottle:

- 80% less primary packaging;
- 30% less greenhouse gas emissions over the entire life cycle;
- 90% less fossil fuel consumption for packaging;
- 70% less fossil fuel consumption in transport.

» PIERRE FABRE TESTS DISTRIBUTION IN BULK

Pierre Fabre is testing bulk distribution for dermo-cosmetic products in its Toulouse concept store, an experiment which will allow to scientifically assess the opinion of consumers and professionals on this distribution method.



PROTECTING NATURE AND THE OCEANS

Alternatives to plastic are not always easy to implement, nor are they necessarily more environment friendly. While it is true that the impact of plastic discarded in nature - and in particular its effects on biodiversity - is not sufficiently taken into account in a life cycle assessment (because packaging is supposed to be managed at the end of the product's life), replacing plastic with other materials may represent a transfer of pollution (e.g. more water or energy consumption). This is why tackling plastic pollution is a delicate exercise.

Aware of these challenges, companies are tackling the issue and working on reducing plastic both through eco-design and various initiatives to combat plastic pollution. For example, several cosmetics companies are part to the New Plastic Economy Global Commitment of the Ellen MacArthur Foundation (<https://ellenmacarthurfoundation.org>).

» GOOD PRACTICES EXAMPLES

» EXPANSCIENCE SUPPORTS WINGS OF THE OCEANS

The new Mustela sun care range (Laboratoires Expanscience) contributes to the respect of the environment. The UV filters comply with Hawaii's regulations on coral preservation.

Mustela supports the Wings of the Ocean association which carries out oceanic depollution at sea, on the coasts and in a decentralised manner in France and Europe.

» GROUPE ROCHER REDUCES PLASTIC

By eliminating plastic bags in the Yves Rocher shops as early as 2006, ten years ahead of the law, the group made an early commitment to the fight against plastic. It then



Concentrated shower gel campaign - Yves Rocher

went further with a reduction in the weight of plastic packaging by almost 20% since 2010, through a worldwide innovation, the eco-shower, which requires 50% less plastic and halves CO2 emissions (from the packaging life cycle).

The group is committed to reducing its plastic consumption by 30%, and, for residual plastic, to use 100% recyclable plastic and to integrate 100% recycled plastic by 2030.

› **L'OCCITANE AND CLARINS PARTNER WITH PLASTIC ODYSSEY TO RAISE AWARENESS ABOUT GOOD WASTE MANAGEMENT PRACTICES**



Expédition - © Plastic Odyssey

PLASTIC ODYSSEY Plastic Odyssey's mission is to raise awareness about good waste management among countries who are the highest ocean polluters. The three-year odyssey across 33 countries will produce the (open source) knowledge on sorting and reusing plastic so that it no longer ends up in the oceans and can become a resource. L'Occitane en Provence and Clarins are partners of this project which meets their ambition to support circular economy and knowledge sharing.

<https://plasticodyssey.org>

› **NUXE PARTNERS WITH OCEANOPLASTIC**



Waste collection - © Plastic Odyssey



Oceanoplastic, a French environmental association recognised as being of general interest, fights against coastal plastic pollution.

Its mission is to collect waste to identify the sources of plastic pollution and tackle them. In addition to its research work, OCEANOPLASTIC works to raise awareness among the general public through education and empowerment. Groupe NUXE supports the association in all these programmes, notably by participating each year in a large-scale waste collection campaign in the French Antilles.

In addition, with the implementation of payroll rounding, NUXE is encouraging employees to support the Oceanoplastic association: the employees can choose to round down their salary and donate the cents (or more) to the association. And for each donation made, NUXE commits to matching 100%.

<https://oceanoplastic.org>

› **PIERRE FABRE RAISES AWARENESS OF THE IMPACTS OF WASTE ON THE OCEAN**



Reconstitution of a mangrove through the planting of young trees - © Pur Projet

In 2019, Pierre Fabre's A-Derma brand has joined forces with the "Robin des Mers" association to develop and test a collection device for floating waste: a manual compactor to optimise the space taken by waste onboard and avoid their dumping into the sea. A collaborative app allows the community to geolocate waste and collection points.

As part of the SkinProtect OceanRespect operation aiming at raising consumer awareness about sunscreens to reduce their impact on the environment, Avène has developed a holistic project with a partner in Indonesia to regenerate the marine ecosystem and raise awareness among local populations around a lagoon: promotion of agroforestry, installation of artificial reefs, mangrove planting, and establishing community-based waste management. The objective for 2021: 45 tonnes of waste recycled in three years.

PREVENTING AT THE SOURCE, RECYCLING AND REUSING WASTE TO PROTECT NATURE

The management of production and packaging waste is, logically, essential to limit their impact on biodiversity. Producing less waste, recycling packaging and respecting sorting instructions help reduce the use of resources and spill into the environment.

Managing waste is a pillar of circular economy which helps preserve ecosystems. Cosmetics companies have long been committed to preventing at the source, reusing and recycling waste, with initiatives such as:

- zero landfill;
- recycling and reuse of packaging;
- waste reuse;
- fighting waste by making product donations;
- improving recyclability.

› **GOOD PRACTICES EXAMPLES**

› **EXPANSCIENCE'S WASTE MANAGEMENT**

In 2017, Expanscience invested in a waste management software in order to improve the traceability of its waste of all types. Waste reuse is progressing: more than 80% (excluding cosmetic washing water) is reused, either as materials (69%) or as energy (14%).

In 2020, a mapping of the waste from the R&D and production site in Epernon was carried out in order to further progress in the reduction, reuse and recycling of waste.

› **GROUPE ROCHER RECYCLES CARDBOARD**

Thanks to the Groupe Rocher's partnership with the company Oudin, 620 tonnes of cardboard from its factories

are recycled and reused for the manufacture of packaging intended to its products (perfumes, gifts etc.).

› **IFF LUCAS MEYER TARGETS ZERO WASTE TO LANDFILL**

IFF Lucas Meyer Cosmetics, a subsidiary of the IFF Group, contributes to the 2025 objectives of the IFF "EcoEffective +" programme, one ambition of which is to achieve a Zero Waste To Landfill status for major production sites. Its sites comply with this philosophy as less than 2% of waste is sent to landfill.

Specialising in the production of natural extracts, these sites use a water-based extraction method to preserve the natural composition of the biomass. The manufacturing

processes do not include the use of chemical solvents and no hazardous waste is generated. Waste is mainly biodegradable and recycled into compost.

A composter and a shared garden on the site contribute to involving employees in the recycling of food waste and the reduction of food wasting.

> LVMH PARTNERS WITH CEDRE

LVMH Maisons are committing to circular economy by promoting the creation of selective waste collection and recycling channels. CEDRE (Centre Environnemental de Déconditionnement Et Recyclage Écologique / Environmental Centre for Deconditioning and Ecological Recycling) is an essential partner in this evolution. Collected from the Maisons, then sorted or disassembled, obsolete products and waste get to have a second life: the glass from perfume bottles is reused, while ethanol is reintegrated into the manufacture of household products; fabrics can be shredded to produce thread or textile flock that is reused for building insulation or catwalk decoration.

Sephora, for example, has launched the “Good for Recycling” programme to actively contribute to the recycling of beauty packaging in the context of circular economy (reuse of resources). Through in-store collection, customers can drop off their empty packaging throughout its entire network. Sephora then relies on CEDRE to recycle all the packaging (perfumes, skincare and make-up) and avoid landfill in order to eventually develop new recycling channels. This programme is open to all European countries.

> PIERRE FABRE RECYCLES WASTE FROM CATERING

The objective is to reduce waste by 15% in 2025 compared to 2018. At the production unit in Gien, the bio-waste generated by the catering service is upcycled. Since 2019, they are being sorted by Sodexo’s staff in the kitchen and by employees as they leave the dining hall, and then stored in a cold room awaiting their weekly collection by the company Bionerval. The waste from the kitchen and leftovers are fed into a methanisor located about a hundred kilometres away, which generates both biogas to produce electricity and heat as well as digestate used to fertilise agricultural land within a 30 km radius. The restaurant produces about 6 tonnes of bio-waste per year, which generates:

- 2,100 kWh of electricity, or the amount of energy needed

to drive 16,000 km in a latest-generation Renault ZOE with a 52kWh battery (according to the maximum WLTP range provided by the manufacturer);

- 5.4 tonnes of organic amendments.

SUPPORTING CONSUMERS 04.

Cosmetic brands accompany consumers in their responsible consumption choices. Listening to them, they implement different approaches to raise awareness about good sorting practices, water use (reducing the length of one’s shower and the temperature of the water) and the fight against waste.

Some brands have set up in-store recycling programmes, encouraging consumers, who have become “consum’actors”, to return their empty packaging, by installing recycling boxes.

Many brands claim labels or certifications to support consumers in their need for more transparency.

>> GOOD PRACTICES EXAMPLES

> IKW BEAUTY CARE: COSMILE APP

The COSMILE app was developed with the long-term goal to save packaging material. When looking for an ingredient or wondering whether the product contains it, the INCI list (International Nomenclature of Cosmetic Ingredients) will help, which can be found on every product or packaging. In this list, all the ingredients in a product are listed with their valid international INCI designation. This is particularly helpful for allergy sufferers, as they can use the INCI label to determine whether a product contains a substance, they are allergic for. So, you can avoid products that contain this substance.

With the help of a scanner, COSMILE app provides information about the ingredients in the product and also their function in this product. To do this, COSMILE app uses an extensive database in which almost 30,000 cosmetic ingredients are listed. The INCI service at www.haut.de also

offers detailed information on cosmetic ingredients. Consumers do not have to worry about the safety of the products. Strong and extensive European legislation ensures that all cosmetic products and their ingredients offered for sale in the EU are safe and effective.

> IKW BEAUTY CARE ADVICE FOR THE CONSUMERS ON RECYCLING

The handling of plastics by humans is an important issue. Throwing away plastics carelessly is irresponsible because it is an important raw material. At this point, more clarification is required, and many companies in the cosmetics industry are already actively involved in this. The IKW supports consumers with tips on how to deal with packaging after use.

> IKW BEAUTY CARE ADVICE FOR THE CONSUMERS ON SORTING OF COSMETICS PACKAGING

For the closed recycling cycle, it is important that packaging is disposed correctly. As with packaging in the kitchen and household, it is important to sort the packaging of cosmetics products according to their raw materials and to dispose them separately. [IKW video](#) on recycling tips shows how it works with lipsticks, mascara, and deodorant spray cans.

> IKW BEAUTY CARE ADVICE FOR THE CONSUMERS HOW TO SHOWER SUSTAINABLY

Long showers are pleasant, but they pollute the environment. Shower gel, shampoo and other cosmetics contribute around 5 to 20 % to the environmental impact. Manufacturers are doing a lot to make products more sustainable. However, every consumer can significantly contribute for more ecology in the bathroom. The [Cosmetics Europe Video](#) translated by IKW shows how changing showering behaviour can help to protect the environment.

> BABOR: SUSTAINABILITY TIPS IN NEWSLETTER, HOMEPAGE AND STORES

The company supports and educate consumers in their responsible consumption choices, such as good sorting practices and efforts against waste in the newsletter, homepage and campaigns in the stores. A current example is a disposal instruction on the [website](#).

> EXPANSCIENCE PROVIDES INFORMATION ON SORTING INSTRUCTIONS

Thanks to its partnership with Citeo, Expanscience ensures that, when developing a new packaging, they not to disrupt the existing or developing sorting system in France. Its Mustela products are referenced on Citeo's «sorting guide» application which provides geolocalised sorting instructions to consumers. And a lot of information and instructions are available on the company's website to help consumers.

> L'OCCITANE OFFERS A RECYCLING PROGRAMME FOR PACKAGING



Recycling programme - © L'Occitane en Provence

Since 2014, the L'Occitane en Provence and Melvita branches have been offering their customers a recycling programme for empty packaging with Terracycle, in order to raise awareness and encourage them to recycle, targeting particularly packaging made of materials which are difficult to recycle (lip balm tubes, make-up remover bottles and pumps), namely in countries with little recycling industry. First introduced in France, the programme is now rolled out in ten countries and including now new brands such as LimeLife. Recycling is offered in 42% of L'Occitane's own stores, with a goal of 100% by 2025.

> WELEDA: «WERDE» MAGAZINE- THE ART OF GREEN LIVING

To learn more about sustainable initiatives, support bees or promote organic farming, consumers may subscribe to «Werde», the magazine for sustainable initiatives. For each subscription, an amount is donated to an ecological project, e.g., to the free institute «proBiene». This magazine gives the consumers four times a year specific tips for a sustainable lifestyle and informs about complex topics like climate neutrality, true cost accounting, cities of the future.

SPICE: A DECISION-MAKING TOOL



The SPICE Tool (Sustainable Packaging Initiative for Cosmetics), a tool for measuring the environmental impact of packaging.

SPICE is an international project, initiated in 2018 by L'Oréal and Quantis, joined by FEBEA and about 20 cosmetics companies and packaging suppliers. Together, SPICE members co-create a methodology for measuring the environmental footprint of cosmetics packaging. This tool is open to all companies in the sector, who can thus measure and reduce the environmental footprint of each cosmetic packaging, over its entire life cycle.

The methodological specifications developed by SPICE are completed by a unique and mutualised eco-design tool and allows to quantify the impacts of packaging through 16 environmental indicators, including carbon emissions and their consequences on climate change, resources depletion, quantity of water used, or the impacts on biodiversity. It is based on scientific evidence and is illustrated by empirical case studies. It is aligned with major international standards, including the European Product Environmental Footprint (PEF) method, ISO quality standards and the recommendations of the Ellen MacArthur Foundation.

The multi-criteria Life Cycle Assessment tools that existed until now made it possible to measure the environmental impact of a packaging, but it was necessary to choose, for example, between CO2 emissions or water consumption. SPICE makes it possible, for the first time, to determine the most favourable solution by taking into account all these environmental criteria. Thus, even without any particular scientific skill, any company in the sector, whatever its size, will be able to choose the best environmental option for packaging development. In order to make this available to the sector as widely as possible, the methodology and the tool are available on the website www.open-SPICE.com

CHAPTER 6

DISTRIBUTION AND BIODIVERSITY

In the entire value chain of the cosmetics industry, distribution is an essential step, involving the transport of products as much as their storage in warehouses and distribution to the final points of sale. Reducing the impact of distribution on biodiversity requires controlling its direct environmental impacts, in particular energy consumption related to transport and buildings.

LOGISTICS CHOICES

Transport, first and foremost, has an impact on the environment in terms of fuel consumption per kg or tonne transported.

To reduce these impacts, companies are choosing to:

- adapt their fleet and use means of transport with a lower ecological footprint: piggybacking, electric trucks;
- limit the use of air transport. Some companies use the multimodal rail-road axis from Europe to China;
- optimise cargo space: containers, double-decker trucks;
- adapt the format of pallets to maritime transport;
- ensure last-mile delivery by electric van;
- use only cardboard packaging for distance selling.

» GOOD PRACTICES EXAMPLES

> WAREHOUSE CERTIFICATIONS FOR EXPANSCIENCE

One of Expanscience's storage warehouses is certified ISO 14001 and ISO 9001 and is located less than 800 metres away from the factory in Epernon. The site of its logistics partner is ISO 9001, ISO 45001, ISO 50001, Good Distribution Practices, Good Manufacturing Practices and Highly Protected Risk certified.

In terms of transport, in France, the majority of deliveries are made by means of transport using gas or electricity in the major cities, and for each of them, the CO2 emissions are offset. Other deliveries are mainly carried out by means of transport that meet the latest motorisation standards (Euro 6).

For the mobile workforce, a specific action plan has allowed to reduce the emissions of the car fleet, worldwide, from 124g/CO2 to 110 g/CO2 between 2015 and 2019.

> SISLEY: A NEW PALLET FORMAT

Maritime transport uses containers which have dimensions that differ from the usual road transport standards. The filling of maritime containers cannot be optimised with pallets of European dimensions. Sisley has introduced a new (and slightly smaller) customised pallet format to optimise the filling of the containers and thus gain 25% more space in a 40-foot container.

TRANSFORMING DISTRIBUTION AND RETAIL SPACES

02.

The practices put in place on production sites and in offices to transform spaces and accommodate biodiversity are of course applicable to distribution sites (see Chapter 4 - Transforming spaces).

As far as points of sale are concerned, making a difference on lighting choices can be particularly appropriate:

- Using more environmentally friendly LED lighting technologies inside and outside buildings
- Installing presence and luminosity detectors
- Limiting outdoor lighting at night to avoid disturbing wildlife
- Switching off shop signs and windows during closing time and at night¹³.

To limit noise pollution, it is best to deliver during the day.

As with manufacturing sites, biodiversity can be accommodated in green spaces around warehouses. Some good practices mentioned in the dedicated chapter can be used for inspiration.

ECO-DESIGNING RETAIL SPACES AND MANAGING POINT-OF-SALE MARKETING

03.

Although the concept of eco-design is generally understood to apply to the product/packaging mix, it can also apply to the points of sale of cosmetic products. Some companies have developed a life cycle assessment (LCA) tool dedicated to points of sale.

Point-of-sale marketing in particular is crucial. It consumes resources and is renewed at each launch or sales campaign; many brands are adopting charters of good eco-design practices dedicated to these materials.

Tools and platforms have been developed for the beauty sector:

- The “Guide de recommandations communes opérationnelles en matière d’éco-conception des PLV de la Parfumerie selective” (Guide of common operational recommendations for the eco-design of POS marketing in the selective perfumery sector) brings together best practices in the field:
<https://www.febea.fr/fr/newsroom/espace-presse/guide-recommandations-communes-operationnelles-matiere-deco-conception-plv-la>

Testers used in shops can be sorted and recycled thanks to the CEDRE platform (“Centre Environnemental de Déconditionnement et Recyclage Ecologique”) dedicated to the sorting, recycling and upcycling of all waste from the manufacture, packaging, distribution and sale of cosmetic products.

» GOOD PRACTICES EXAMPLES

» LEED CERTIFICATION IN CHANEL STORES

Chanel is aiming for LEED (Leadership in Energy and Environmental Design) certification for most of its independent stores. It is the world’s most widely used green building rating system and a globally acknowledged symbol of achievement in sustainability.

This certification, in addition to internal eco-design good practices, is a useful tool to help minimise impacts on the environment and human health by targeting pollution reduction, better air quality, water savings, waste reduction and responsible procurement.

» CLARINS SHARES A GOOD PRACTICES CHARTER FOR POINT OF SALE MARKETING ECO-DESIGN

Since 2019, Clarins has been circulating a charter of best practices for the eco-design of POS marketing materials. The objective of the POS marketing Purchasing team was to make the subject as accessible as possible to a large population (Marketing, Merchandising, Studio) working at the company’s Headquarters. This guide is also intended for the more operational teams in the subsidiaries, who develop and purchase POS materials locally.

The guide is broken down into steps, from the design to the end of the life of a marketing material, and is pragmatic

in its recommendations: elements to be taken into account when designing a POS display, choosing the right materials, manufacturing and recycling, buying well and considering logistical aspects. For instance: banning glue, lamination and magnetic or electronic components, selecting single-material options, certified materials, offering recycling instructions etc.

> EXPANSCIENCE: RECOMMENDATIONS FOR ECOCONSCIOUS POS ADVERTISING AND EVENTS

Expanscience recommends the use of wood for all merchandising tools at points of sale. The plastic used should be recycled and recyclable. For advertising and information at the point of sale, providers are selected according to the following requirements:

- the use of FSC or PEFC certified paper/cardboard, inks (based on vegetable oils...), coatings and adhesives with reduced impact on health and the environment and ecological materials, in particular recycled materials;
- optimising the transport and end-of-life of printed materials and media.

Expanscience has produced a 10-point eco-charter intended to employees and suppliers on the design of eco-conscious events. Booths should be eco-designed, with reusable materials, certified wood, solvent-free and eco-labelled paints. It favours local service providers with HQE, ISO 14001, Engagé RS and Envol certifications.

The company is a signatory of the UDM ("Union des Marques") "FAIRe" programme for responsible communication, including guidelines on the eco-design of POS and booths materials.

> LVMH: A TOOL TO IMPROVE ENVIRONMENTAL PERFORMANCE OF RETAIL SPACES

As part of the construction and renovation of their retail spaces, the LVMH Maisons use the in-house LIFE in Stores grid, developed in 2015 based on the most demanding international standards (LEED®, BREEAM®, Greenstar, HQE, Well, Beam...). It lists the six most important points for the environmental performance of a store: lighting, of course, but also building insulation, air conditioning or heating. The fourth version of this grid was launched in 2020 with the support from the French Scientific and Technical Center for Building, the French reference public body. The specifications have been used to evaluate the most exemplary stores at the LIFE in Stores Awards.

> LVMH MAISONS: ECO-DESIGNED POS MATERIALS

Guerlain is working to reduce the weight and size of its centrally produced POS modules for make-up and skincare. For the merchandising elements produced locally, the brand provides, alongside design guidelines, an eco-design guide (with advice such as reducing weight, favouring or avoiding certain materials, thinking about the separability and recycling, prioritising local sourcing). The brand organised an eco-design challenge according to very precise specifications for its pop-up Bee Garden concept.

Limiting the environmental footprint of point-of-sale advertising, in-store furniture and window displays is another challenge tackled by the Maisons. Parfums Bvlgari have taken a series of actions to minimise the environmental footprint of their products. New designs cut the impact of point-of-sale merchandising materials for the launch of Bvlgari Man Glacial Essence by 87%, while communication for the Omnilandia programme was delivered in flat-packs.

RE-PURPOSING UNSOLD PRODUCTS



Managing better the unsold goods is now a way to play a part in the solidarity and social economy. In order to dispose of stocks of products that have become unsaleable for various reasons, it is possible to resort to solidarity donations. This is a sector that is becoming more and more professional, with reputable operators on the market such as Dons Solidaires and the Agence du Don en Nature (agency for in-kind donations). Companies also have partnerships with Phenix or the French Red Cross. This allows companies to have some leverage on waste issues by avoiding the destruction of goods/products while actively participating in the fight against economic vulnerability.

>> GOOD PRACTICES EXAMPLES

> NUXE IS A PARTNER OF AGENCE DU DON EN NATURE



One example among many others: as a partner of the Agence du Don en Nature, Groupe NUXE is committed to the fight against waste and supporting people in vulnerable situations. Products reclassified as «unsold» are, when possible, donated to this player in the social and solidarity economy. They are then redistributed to the most disadvantaged populations in France through their vast network of partner associations.

> PROCTER&GAMBLE: COOPERATION WITH INNATURA

Changes in the range, overproduction or incorrect labelling: not all new goods can be sold. P&G cooperates with Innatura to ensure that flawless products are not disposed. Innatura distributes new goods, which are not suitable for the retail, as donations to charitable organizations such as children's homes or homeless aid organizations.

> SCHWAN COSMETICS: "THE POWER OF MINDFUL BEAUTY"

Schwan Cosmetics keeps its brand promise of sustainability and mindfulness through its international commitment. As a global family-owned company, the promotion of biodiversity



© Schwan Cosmetics

and renewable resources is also firmly anchored in the understanding of values. That's why Schwan Cosmetics decided not to give individual customer gifts at Christmas and planted together with TreeNation instead 750 trees. Internationally recognized and an official partner of UNEP (United Nations Environment Program) since 2007, TreeNation helps with reforestation in many parts of the world.

> SOLIDARITY DAY AT FEBEA: DONATIONS OF HYGIENE PRODUCTS FROM COSMETICS COMPANIES

The cosmetics sector, the leading donor sector, has long been involved in product donations, accounting for 39% of non-food donations¹⁴.

In 2019, an appeal launched by FEBEA to its members has resulted in the collection of more than 260,000 essential products (shower gels, soaps, shampoos, toothpastes, make-up removers etc.). All FEBEA employees contributed to the repackaging and handling of these products in the Dons Solidaires warehouse, before them being redirected to the associations and those who needed them.

Through these actions, FEBEA and its members take part in the responsible approach allowing to respond to a need for solidarity while avoiding the destruction of unsold products, in accordance with the principles of circular economy.

Read the article:

<https://www.febear.fr/fr/newsroom/espace-presse/plus-260-000-produits-dhygiene-beaute-collectes-la-federation>

CHAPTER 7

PLAYING A PART

Everyone can, at their own level, play a part in the preservation of biodiversity. Companies are implementing a number of awareness-raising actions, not only for consumers, but also by supporting and training their staff. They are working with associations and NGOs on concrete initiatives, as close to nature as possible, and engaging in philanthropy.

01. RAISING AWARENESS ABOUT BIODIVERSITY

Cosmetic brands accompany their consumers in their responsible consumption choices, their need for transparency on products and production methods throughout the value chain. They offer different approaches to raising awareness about sorting and recycling and of the composition of products.

They are also working to raise consumers' awareness, whatever their age, of biodiversity, the issues at stake and our impact on the living.

This takes various forms such as educational workshops, school events, nature events, tree planting or actions around biophilia, the love of life.

» GOOD PRACTICES EXAMPLES

> CLARINS PARTICIPATES IN A TREE PLANTING PROGRAMME

Clarins creates «Seeds of Beauty» plantation programme, operated by Pur Projet. Which supports companies in integrating climate issues into their value chain in order to regenerate, revitalise and preserve the ecosystems on which we depend.

By the end of 2021, 618,000 trees had been planted thanks to Clarins all around the world, either through commercial actions linked to the purchase of cosmetic products (customers are made aware of their contribution to planting when they purchase «give back» products), or through direct sponsorship.



Seeds of Beauty Peru - © Clarins

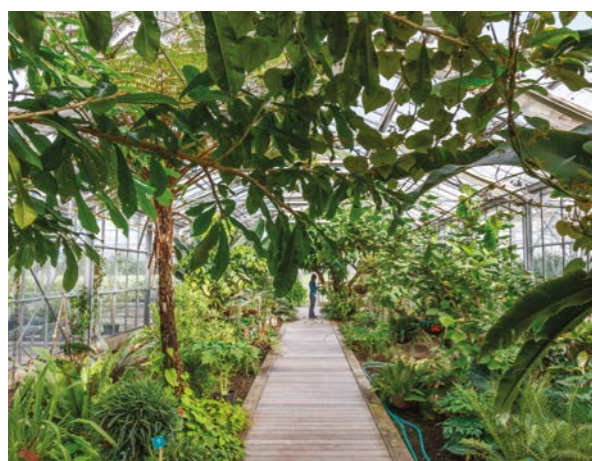
› GROUPE ROCHER: A BIODIVERSITY AMBASSADOR



© Groupe Rocher

Groupe Rocher offers a wide range of educational workshops, nature activities and events such as the “Rendez-vous aux Jardins” or the “Fête de la Science”. During the summer of 2019, more than 6,500 participants - schoolchildren, the general public and employees – have attended workshops held by agronomists, gardeners, botanists and environmental education facilitators on the topics of agroecology and the preservation of biodiversity. Groupe Rocher inaugurated in 2020 its Fablab in La Gacilly, where you can put yourself in the shoes of an expert manufacturer of plant-based cosmetics.

› PIERRE FABRE RAISES PUBLIC AWARENESS ABOUT BIODIVERSITY IN ITS BOTANICAL CONSERVATORIES



Pierre Fabre Botanical Conservatory in Soual (A. Spani)

Since 1994, the Klorane Botanical Foundation (one of Pierre Fabre's corporate foundations dedicated to the protection and promotion of plant heritage) has raised awareness about biodiversity among more than 500,000 children, via the “Graines de botanistes” programme in schools, through botanical workshops, information in botanical gardens, the publication and distribution of educational content...

Since 2015, the group has been a founding partner of the UNESCO's education for sustainable development programme Green Citizens, “Become a pathfinder for change” and its travelling exhibition around the world.

In 2001, the group created a botanical conservatory in Soual, near Castres, the first French private structure to be accredited under the CITES label procedure. It is open to its partners and employees to raise awareness about biodiversity.



Pierre Fabre Botanical Conservatory in Madagascar (A. Spani)

The group has also created a botanical conservatory on its Madagascar site, which protects 350 plant species, most of which are endemic to southern Madagascar, allowing to share with local populations scientific knowledge about the local flora, its conservation and its use.

Some companies go so far as to offer consumers tools on the traceability of ingredients or components in their products, thus demonstrating their control over the supply or manufacturing chain.

› GARNIER IS COMMITTED TO GREATER TRANSPARENCY ON ITS PRODUCTS



The brand offers access to the environmental and social profile of its hair care products to allow consumers to make more environmentally friendly choices. The Global Environmental Impact takes into account all the environmental impacts of a product throughout its entire life cycle, in particular during the production of



ingredients, the production of packaging, product manufacturing, its use and the recycling of packaging.

The calculation methodology was developed by L'Oréal Group with 11 independent scientific experts and is aligned with the European Product Environmental Footprint standards. The

impact calculation method and data accuracy have been verified by Bureau Veritas, an independent auditor.

For more information on the methodology:

<https://www.gkneipper.fr/nos-engagements/impact-environnemental-et-social>

› KNEIPP: NATURE AS A WAY OF LIFE IN KNEIPP® KINDERGARTEN

In Kneipp® kindergartens, children learn the basics of a healthy and natural way of life in a playful way at an early age. This starts – typical for Kneipp – with water treatments and of course the kids have a lot of fun with it. The other pillars of the Kneipp philosophy are also used: playful exercise, responsible treatment of nature, for example in the own herb garden, and healthy and tasty nutrition are always on the program and in a balanced relationship. The concept of Kneipp kindergartens, like Sebastian Kneipp's philosophy, is more modern than ever - and is therefore supported by Kneipp GmbH. The facilities can apply to Kneipp for licencing as a Kneipp® kindergarten and they can then propose projects for funding. The Kneipp® family, the customer community, supports these Kneipp® day-care centres and their projects: Kneipp donates a part of the sales of all family members' purchases in the Kneipp® shops and online.

› LVMH SHARE INFORMATION TO RAISE AWARENESS



LVMH and its Maisons share with their customers the steps taken as part of their environmental strategy, particularly for the preservation of biodiversity

and iconic ingredients. The Dior Gardens, the Guerlain Orchidarium, the Forever Fresh approach are all tools intended to sharing information and raising awareness about the preservation of biodiversity.

Some Maisons go even further, like Guerlain, who has opened a Bee School; the project is designed to develop the love for nature and raise awareness among children

about the importance of protecting bees.

Guerlain has created the Bee Respect transparency and traceability platform, designed with Product DNA, which reveals the origin of the raw materials in the company's products and all the stages of the products life cycle, from the flower field to the consumer, for 550 ingredients and 40 suppliers. Accessible to all via the guerlain.com website, it is an essential source for the continuous improvement of the environmental and social impact of the brand's creations.

Consumers can go behind the scenes of its skincare and make-up creations, as well as its fragrances since June 2020: ingredients, packaging elements, suppliers, production sites, carbon footprint, distribution at points of sale and recycling at the end of use.

Bee respect : <https://guerlain.respect-code.org/fr-FR>

› WALA: MEDICINAL PLANT GARDEN



Bee hives © Wala

Whenever possible, WALA uses raw materials from their own Demeter farm or from the WALA medicinal herb garden. Since the 1950's up today, valuable medicinal plants grow in this Demeter-certified garden. This piece of earth teaches again and again how sustainable management works. Artificial fertilizers and synthetic sprays are not used. More than 150 different plant species flourish here, ready to be used in Dr. Hauschka Skin Care and WALA Medicines products. Ecosystems rely on biological diversity to remain stable. This special medicinal herb garden hosts to a great many birds, butterflies, ants, beetles, bees and much more. The stream and pond are home to frogs, toads and dragonflies. Millions of microorganisms in the composts keep the soil fertile and ensure that plants have the ideal conditions for growth.

TRAINING EMPLOYEES 02.

In addition to the obvious regulatory training required, for instance on the Nagoya Protocol on access to genetic resources and benefit-sharing, on the CITES convention or in eco-design, employees are educated on the issues related to biodiversity and mobilised around projects and initiatives. From R&D to communications and marketing, not forgetting sales advisors, all employees, at all levels, can be trained to change their perception of biodiversity issues and encourage them to take action in their daily lives.

Employee engagement programmes or internal networks are set up, and Guardians or Ambassadors run awareness campaigns on the sites: they educate on ethnobotany or the cause of bees, with the support of expert associations. Sustainable Development Week, Biodiversity Day (22 May) and the European Green Week provide opportunities to run workshops for employees.

Where possible, employees can take care of beehives or shared vegetable gardens... There are plenty of solutions. Here are a few examples.

“La Fresque de la Biodiversité” (biodiversity collage), co-developed by Deloitte, is a collaborative and educational workshop to better understand what biodiversity is, the causes of its erosion, and the consequences thereof. It provides an opportunity to raise awareness among employees about this major challenge and also aims at drawing up concrete and pragmatic solutions to deal with an unprecedented natural disaster. Finally, far from cultivating anxiety, it forces everyone to take action and innovate, in a collaborative way.

The initiative “Unternehmen Biologische Vielfalt 2020 - UBI 2020”: trainings for employees: The initiative UBi 2020 - intended by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), Federal Agency for Nature Conservation (BfN) and Federal Ministry for Economic Affairs and Climate Action (BMWK) together with business associations and nature conservation organizations was founded in 2013 to support the implementation of the National Strategy on Biological Diversity (NBS). Dialogue, **trainings for employees** and networking between business, NGOs and politics are the main points of the project. They are intensified through the meetings of the UBi stakeholder group as well as public events such as the annual dialogue forum for companies and biological diversity. In addition, every two years there is a competition on how companies can contribute to the sustainable use of biological diversity.

The MOOC Entreprises et Biodiversité: passer à l'action (Business and Biodiversity: Taking Action) offers a free online training (in French) accessible to all, of about 9 hours, aimed at raising awareness of biodiversity issues and encouraging participants to implement concrete and effective actions at the scale of their company, regardless of their size.

» GOOD PRACTICES EXAMPLES

» CLARINS: ETHNOBOTANY AND PLANT EXPLORATION



Jean-Pierre NICOLAS, Botanical Training for Clarins Teams - © Clarins

From the R&D team to beauty advisors in stores, Clarins employees are trained on or familiarised with ethnobotany and the exploration of plants. More generally, the company places great importance on raising awareness about responsible development among all its stakeholders, both internally and externally and ensures that it acts with the same concern for dialogue and listening as it does with its consumers.

» EXPANSCIENCE RAISES AWARENESS ABOUT BIODIVERSITY

Every year during the sustainable development week, Expanscience employees are made aware of the need to respect biodiversity and the initiatives taken by the company to protect the environment. The first pharmaceutical and dermo-cosmetic laboratory in the world to have been certified *B Corp* in 2018, Expanscience is committed to increasing day after day its positive impact on society and the environment. At the COP 25, Mustela, alongside 30 other French *B Corp* companies (and 500 other *B Corp* companies around the world), made a formal and public commitment to reduce its greenhouse gas emissions and contribute to global carbon neutrality by 2030.

In 2020, conferences to better understand the implications of this commitment were held to raise employees awareness in France and internationally. In 2019, a cross-functional training provided by the UEFT on the Nagoya protocol took place, in the form of a workshop with employees from different departments across the company.

In each department, a CSR champion, relay of the CSR team, is responsible for challenging the teams on the environment, biodiversity and the impact of the company on society.

» GUERLAIN CREATES THE BEE SCHOOL

At Guerlain, all new employees are trained in eco-design and biodiversity, a mandatory part of their integration module. More advanced training is developed for marketing and purchasing-development: training material is updated twice a year and enables designers to consolidate their knowledge and develop the appropriate responses as early as possible to reduce or limit the environmental impact of each innovation.

Guerlain has created the Bee School, an awareness-raising programme for primary school children run by employees of the Maison, to allow the youngest children to discover the role of bees and understand how they should be protected. After a two-year pilot phase in France, the Bee School launched internationally in 2021 and runs from May to October. Guerlain offers its employees to take part and speak in the establishments of their choice (primary schools, but also leisure centres, hospitals...), supported by five complete educational kits that can be used to run a 2-hour session for children from five to ten years old: an adaptable educational content for children, making it possible for all to understand the issues of biodiversity, protection of bees, pollination and climate change. The first part of the session is a question-and-answer about bees, biodiversity and climate, while in the second part, the children are organised into workshops to test their knowledge through various games.

At the end of the session, each child receives a Bee School diploma. To create the programme's mascot, Guerlain commissioned the artist YAK, creator of Elyx, the first digital ambassador of the UN and its SDGs (sustainable development goals). It should be noted that at no time is the Guerlain brand mentioned, as it is above all an awareness-raising program and not a communication exercise. The content has been approved by UNESCO.

» GROUPE ROCHER'S MISSION: RECONNECTING PEOPLE TO NATURE

In line with the group's CSR ambitions by 2030 and more specifically those of its mission “Reconnect people to nature” (<https://www.reconnect-to-nature.com/en/>), the priority actions are:

- the construction of an internal and external “Reconnect people to nature” Barometer and its sharing on how citizens in 19 countries perceive their own relationship to nature;



- raising employees' and partners' awareness through the progressive roll-out of an experiential and immersive training called Nature Academy, on the better understanding of natural ecosystems. The objective is to have 100% of the group's 18,000 employees trained by 2030.



Nature Academy 2020 pilot session - © Ronan Moucheboeuf

› YVES ROCHER CREATES THE BIODIVERSIDAY AWARD

For the 60th anniversary of the Yves Rocher brand, the company wanted to highlight the mobilisation of its sales forces on the challenges of preserving biodiversity and created the Biodiversiday award intended to its 750 stores in France. The candidates shared some very inspiring initiatives: a vegetable garden on a roof terrace in the city, collecting waste during holidays, recycling coffee grounds etc.

› L'OCCITANE'S EMPLOYEES ENGAGEMENT PROGRAM



© L'Occitane en Provence

This programme allows employees to get involved in solidarity projects. Two forms of commitment are offered to them:

- a commitment in time spent working with associations: the group offers one day per year to its employees in France and Switzerland to get involved in a charity project which has been proposed and sponsored by an employee of the company. In 2019, these employee engagement days were used by 212 employees for more than 1,500 hours of commitment towards associations related to nature, biodiversity conservation, solidarity, disability and local heritage;
- a financial commitment to associations: via the Microdon solution (micro-donation), employees in France can opt for a rounding of their salaries. The donation of a few cents per month - or more, depending on the employee's wishes - allows to support projects proposed by the Foundation, for instance the "Jardins de Cocagne", a project strongly related to biodiversity protection.

› PIERRE FABRE CREATES A CORPORATE SOCIAL NETWORK DEDICATED TO BIODIVERSITY

More than 1,300 employees are taking part, exchanging best practices and tips, and learning about projects in favour of biodiversity, both in France and internationally. A real vector for acculturation to CSR, and biodiversity in particular, this network was praised by Ecocert during their evaluation of the company's CSR policy. Green Mission Days are organised to manifest employees' commitment to local associations that protect the environment and people.

PLAYING A PART 03.

In October 2010 in Nagoya (Japan), the COP 10 of the Convention on Biological Diversity (CBD) took place. In parallel with the adoption of the Nagoya Protocol on Access and Benefit-Sharing (see page 27), the 196 parties to the Convention committed to better preserving biodiversity through the Aichi Targets for the decade 2011-2020. These 20 targets, grouped into five major themes, were then to be implemented by all signatory countries.



In order to achieve these ambitious objectives, France, through its Ministry of Ecological Transition, proposed for the first time to the voluntary and private sectors to join its efforts and take part in the new National Strategy for Biodiversity 2011-2020. Corporations were able to sign this commitment and submit their project designed to help achieve a choice of three objectives considered as priorities. Today, the **Entreprises Engagées pour la Nature** initiative led by the French Biodiversity Agency (OFB) for organisations operating in France seeks to mobilise businesses in favour of biodiversity. It aims at encouraging concrete commitments and ensuring companies are increasingly taking the matter into account and improving their practices.

To be acknowledged **Entreprises Engagées pour la Nature** as a company translates into access to tools (educational guide etc.), being able to incorporate some of their actions into their CSR strategy, the influence and impetus of a multi-stakeholder dynamic, exposure, on a national and international scale, in the context of events or global communication on the initiative, or access to the «Club des engagés» to exchange and collectively increase knowledge and skills (sharing good practices, networking, influence etc.) and create new synergies.

Because preserving biodiversity is a shared responsibility - local authorities, businesses, trade associations, foundations, trade unions, associations - "Territoires Engagés pour la Nature" and "Partenaires Engagés pour la Nature" complete the initiative. International companies can get involved in the **act4Nature international** scheme co-run by Entreprises pour l'Environnement (EpE) and Business for Nature.

For these two schemes, companies wishing to make a voluntary commitment must sign the ten Act4nature principles and commit to a SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) action plan which directly involves the company's activities throughout the entire value chain.

<https://engagespourlanature.biodiversitetousvivants.fr/entreprises>

» GOOD PRACTICES EXAMPLE

» BABOR: SERVICEBERRY TREE PLANTATION FOR BEES



Babor bee day © Babor



About 15 years ago, the company planted the trees on the BABOR service tree plantation in the nearby Eifel, which have been a raw material supplier for the BABOR SPA line for many years. The highlight: To protect the valuable fruit, BABOR has cooperated with the Fraunhofer Institute in order to be able to extract and use the extracts of the service tree exclusively using plant stem cell technology and thus protect the stocks. The serviceberry tree plantation is now a bio-reserve. This bio-reserve is an ideal place to live for around 400,000 bees in summer. Since April 2020, eight bee colonies have found a new home near to the BABOR headquarters. Serviceberries bloom between May and June, so that the bees were able to pollinate diligently immediately after the move. Plant species pollinated by bees – such as the service tree – are also used in BABOR products.

» LVMH: WORKING WITH NUMEROUS PARTNERS TO PROTECT BIODIVERSITY

LVMH was the first private company to join the eight public research organisations that sit on the Board of Directors of the French Foundation for Biodiversity Research (FRB).

In May 2011, LVMH's Group Managing Director signed the Group's commitment to the National Strategy for Biodiversity for the project «improving the footprint of LVMH activities on biodiversity with the goal of having a positive impact on biodiversity», with 3 priority objectives: «Make biodiversity a positive issue for decision-makers», «Guarantee a sustainable use of biological resources» and «Sharing the benefits of biodiversity equitably at all levels».

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Since then, LVMH has joined the initiative "Entreprises Engagées pour la Nature" and its involvement in act4Nature international has been evaluated as SMART by a steering committee composed of scientific organisations and associations.

» MANN & SCHRÖDER: FLOWER SPONSORSHIPS



© Mann & Schroder

With flower sponsorships taken over in 2020 and 2021, the company made an active contribution to protecting native insects and preserving biological diversity. The company supports an animal protection project Blooming Landscape Network that creates habitats for bees and other animal species. This project works with farmers, communities and associations to create insect-friendly flowering areas throughout Germany. Through the flower sponsorships, MANN & SCHRÖDER was able to contribute to the acquisition and sowing of seeds for well over 95,000 square meters of colourful flower meadows.

» WELEDA SUPPORTS "HECTAR NECTAR PROJECT 2028"

The project is committed to sustainable bee protection: For the first time, it is possible to support beekeepers nationwide in their efforts to protect our bees. Companies buy a bee starter set from trained beekeepers and thereby support real bee colony propagation. The goal is: 10 percent more bees - that's 100,000 more bee colonies - by 2028. Weleda supports the 2028 project with local beekeepers from Austria to protect our bees.

MISSION: PROTECTION OF NATURE AND THE OCEANS

As mentioned in the chapter on «Biodiversity and Circular Economy» through several examples of companies fighting plastic pollution, companies are involved in initiatives to protect nature and the oceans. Others are setting up a "mission" within the framework of the PACTE French law on the "entreprise à missions" status, in relation with the protection of the environment and respect for the planet. Corporate foundations have also been created to fund programmes in favour of biodiversity.

» GOOD PRACTICES EXAMPLE

» CLARINS IS A PARTNERSHIP WITH THE EXPLORE FUND



Base Explore, support for project leaders - © Agence Zeppelin Lucas Santucci



The French sailor Roland Jourdin, winner of the CLARINS Men environment award, has created the Explore fund to support 21st century explorers who seek to develop solutions to engage our society in a new model where man and nature coexist better, and to respond to current socio-environmental challenges.

It is through the Explore fund (supported since 2007) that Clarins met Under The Pole and, recently, Plastic Odyssey. Clarins is proud to have been the first company to believe in this project, which matches its objectives around the development of circular economy and knowledge sharing. <https://www.we-explore.org/>

» CLARINS PROMOTES "JARDINS DU MONDE"

The objective of the "Jardins du Monde" association, which is based, among other places, in Burkina Faso and Madagascar, is to reconstitute traditional pharmacopoeias. It trains local populations who have no access to conventional medicines - which are too expensive - to a better use of medicinal plants, as well as their cultivation. It has created



Jardins du Monde, Educational medicinal plant gardens - Training of local populations © Clarins

educational gardens and published a manual on «family health and medicinal plants», distributed primarily to health workers. Clarins has been supporting the association since 2004 through various actions: sponsorship, sustainable development premiums, help in setting up local organic and fair trade channels, medicinal plants study programme.



Jardins du Monde, Educational medicinal plants gardens - Training of local populations - © Clarins

» GROUPE ROCHER HAS BECOME "SOCIÉTÉ À MISSION"

In October 2019, Groupe Rocher was the first international group to become a «Mission-driven Company» in France under the PACTE law and included in its articles of association the commitment to "Reconnect people to nature".



This commitment has three dimensions:

- teams and partners are trained to understand natural ecosystems and social issues, notably through the Nature Academy. They are mobilised around these issues and implement the group's mission;
- playing an active part in this mission, which is open to the world and shared with communities, the group is becoming an opinion leader on the benefits of a better connection between mankind and nature, notably through the "Reconnect to Nature" Barometer;
- every employee experiences connection with nature at the workplace or through workshops involving local partners, for example with "We R Change", the group's internal CSR engagement programme.



> HERMES' COMMITMENTS

Hermès is involved in the French Climate Pledge, alongside many CAC40 companies, and committed to adopting and investing in low-carbon solutions.

Hermès joined Act4nature International (2018) and, as required, drafted as a prerequisite its individual commitments, in preparation for the 2021 COP15 in China.

> COMPANIES INVOLVED IN THE ONE PLANET BUSINESS FOR BIODIVERSITY COALITION



Symrise, L'Oréal, DSM, Unilever and L'Occitane Group are members of the coalition OP2B - One Planet Business for Biodiversity. Launched at the UN Climate

Change Conference in New York on 23 September 2019, under the patronage of President Macron's One Planet Lab initiative, this coalition now brings together 27 international corporations from different sectors (food, cosmetics, textiles, distribution, finance...) and benefits from the support of the World Business Council for Sustainable Development (WBCSD) and the Boston Consulting Group (BCG).

The coalition brings together companies committed to the development of sustainable and regenerative agricultural practices to protect and restore biodiversity. With a strong focus on concrete action, it aims at contributing to a systemic transformation of all value chains in partnership with farmers, producers, governments, consumers, academia and civil society.

Its action focuses on field projects as well as the definition of common objectives and advocacy operations with European and international institutions. These programmes are structured around three pillars:

- ① Promoting regenerative agriculture to improve soil health, biodiversity on the farms and farmers income
- ② Diversifying product portfolios to increase the biodiversity grown and consumed and improve the resilience of our agricultural and food models
- ③ Tackling deforestation linked to commodity production and develop the restoration and protection of high environmental value ecosystems

<https://op2b.org/>

MEASURING THE BIODIVERSITY FOOTPRINT 4.

Unlike the impact on the climate, which is measured in tonnes of CO2 equivalent, there is no single indicator for measuring the impacts of an activity on biodiversity. As the hereby publication shows, understanding a company's biodiversity footprint means identifying the impacts of its activities all along the value chain: impacts on sites, impacts from products, from inputs used in the manufacturing, from the use phase and at the end of life of the product. But it is difficult to quantify them, locally and globally, and to aggregate them. While big corporations are required to report on their biodiversity policy, each company, regardless of its size and sector of activity, can choose the indicators it deems relevant among existing initiatives and when steering its decisions in relation to its impacts on biodiversity.

The French CSR Platform on Corporate Biodiversity Footprint provides an overview of extra-financial reporting tools and recommendations for incorporating biodiversity issues into their strategy, regardless of their size (opinion published in March 2020). (https://www.strategie.gouv.fr/sites/strategie.gouv.fr/files/atoms/files/fs-rse-avis-empreinte-biodiversite-entreprises-mars-2020_0.pdf) :

One tool in particular helps companies assess their footprint: the Global Biodiversity Score proposed by CDC Biodiversité (<https://www.cdc-biodiversite.fr/gbs/>)

Further practical tool for the footprint measurement of cosmetics products is the EcoBeautyScore, that is currently being developed by the **EcoBeautyScore Consortium**. The Consortium is developing an industry-wide environmental impact assessment and scoring system for cosmetics products. The approach has a global scope and may help provide consumers with clear, transparent, and comparable environmental impact information, based on a common science-based methodology. This will contribute to meet growing consumer demand for greater transparency about the environmental impact of cosmetics products (formula, packaging and usage).

Another tool, I-Care's Product Biodiversity Footprint (<http://www.productbiodiversityfootprint.com>), aims at assessing the impact of different products on biodiversity and proposes a method and a tool that cross-references biodiversity studies with company data to quantify the impacts of a product on biodiversity throughout the whole product's life cycle, in order to formulate recommendations for change.

>> GOOD PRACTICES EXAMPLES

> CLARINS: PARTNER OF THE "UNDER THE POLE" EXPEDITION

The partnership between Clarins and the "Under The Pole" team is extended with the "Under the Pole III" expedition. Supported by Clarins SAS, the expedition's mission is to better understand the oceans, their role in climate balance



Exploration dive and sampling - Mission "Under The Pole" - © Underthepole



and, above all, to gain a better understanding of the underwater world, in particular by studying corals to shed a light on the climate change taking place. In the poles, another goal is to carry out an inventory of bioluminescent (producing light thanks to a protein and a molecule) and fluorescent species (which produce light through a reaction of fluorine). They are of particular interest to the scientists.

<https://www.underthepole.com/>

› L'OCCITANE CARRIES OUT A DIAGNOSIS WITH IUCN

The French Committee of the IUCN (International Union for Conservation of Nature) has carried out a diagnosis to identify the impacts of L'Occitane en Provence's activities on biodiversity. This diagnosis showed that the main impact of the company's activities happened at the raw materials sourcing stage. This observation led the brand to implement an action plan to improve the traceability of raw materials to then ensure that its sourcing does not threaten biodiversity.

› L'ORÉAL: AN INDICATOR TO MEASURE THE IMPACT OF SUSTAINABLE SOURCING

As part of its «L'Oréal for the Future» commitments towards sustainable development, L'Oréal is committed to keep its footprint on ecosystems due to ingredients production at the same level as in 2019.

In order to be able to report on the impact of sustainable sourcing and its actions to protect biodiversity, L'Oréal has worked with experts from The Biodiversity Consultancy to measure the biodiversity footprint on natural ecosystems arising from its industrial activities and the sourcing of its raw materials (packaging and formula ingredients).



Centella asiatica - © IStock

This new indicator, which is in line with the current work on the Science Based Targets for Nature, is based on three parameters:

- surface area;
- the practices implemented on these surfaces;
- the ecological vulnerability of the area where these activities are carried out.

As the sourcing of plant-based ingredients accounts for the vast majority of the footprint on ecosystems, the levers identified to achieve this objective include: sustainable sourcing of 100% of natural raw materials, increasing production yields through innovative regenerative cultivation techniques deployed on the most impactful supply chains, or the deployment of a «Green Science» research programme.

› LVMH: MEASURING THE BIODIVERSITY FOOTPRINT TO IMPLEMENT ACTION PLANS

Measurement is a powerful tool to define priorities, objectives and activities; it remains challenging when it comes to biodiversity. LVMH conducted an unprecedented exercise and calculated the environmental footprint of its entire value chain, including scopes 1, 2 and 3, in three areas: climate, water and biodiversity. With regard to biodiversity footprint, the life cycle analysis was carried out on the entire value chain based on 16 indicators, 12 of which are geo-located: a pioneering method allowing to implement targeted action plans in certain territories. More than 94% of the impacts identified are generated by LVMH's scope 3.

LVMH also uses the Global Biodiversity Score of CDC Biodiversité and includes its commitments and actions in the reference framework being developed by Science Based Target for Nature, whose objective is to align corporations-led initiatives with international biodiversity preservation targets.

The quality of environmental information also requires the development of accounting methods that take into account natural capital. LVMH supports the "Ecological Accounting" partnership chair of the AgroParisTech Foundation. The objective is to develop, model, promote and experiment with strong sustainability accounting to put accounting systems at the service of the ecological transition, based in particular on the CARE model (Comprehensive Accounting in Respect of Ecology).

PHILANTHROPY AND BIODIVERSITY 05.

Many companies engage in philanthropic actions for biodiversity conservation. This is sometimes a first approach to conservation before being able to deploy targeted actions that are more in line with their specific issues or core business.

It may involve recreating or protecting a particular biotope (wetlands or hedgerows, for example), conserving areas that are suitable for habitat, feeding or reproduction of a particular fauna or flora species or, on a larger scale, to fund some major players in environment protection - including WWF, Conservation International and the International Union for Conservation of Nature (IUCN) - or to support scientific research on biodiversity, as there are many research frontiers, both in taxonomy and in understanding the interactions between species in environments subject to rapid changes.

›› GOOD PRACTICES EXAMPLES

› CHANEL HELPS THE ENDOWMENT FUND FOR THE PRESERVATION OF LAVENDER HERITAGE



Lavender fields - © Chanel

Chanel participates in the EUCLIDE research programme against the decline of lavender and lavandin crops, initiated in 2017 for four years.

The disease is caused by the Stolbur phytoplasma, a bacteria transmitted by a small insect called leafhopper.

Chanel is involved through the funding of two PhDs on the chemical interactions occurring between lavender and leafhoppers. The programme focuses on the research of volatile and non-volatile chemical compounds (VOCs / NVOCs) that allow to differentiate healthy from diseased plants in different lavender and lavandin species and then determine how they impact the insect's behaviour. The objective is to develop natural and biological control techniques, such as olfactory trapping of the insects responsible for the decline of lavender.

› **CLARINS SUPPORTS THE FRENCH ASSOCIATION OF PROFESSIONAL WILD PLANT PICKERS**



Wild plant pickers, provided they respect good practices for sustainable harvesting, are true sentinels of Nature and ecosystems: they know their collection areas, return each year and are the guardians of the surveillance and preservation of wilderness areas.

This is why The Domaine Clarins supports the "Association Française des professionnels de la Cueillette de plantes sauvages" (AFC - the French association of professional wild plant pickers). Since 2016, the AFC has been working with a group of professional gatherers and scientists on a guide of good practices for the sustainable management of wild plant resources. It is composed as follows:

- a guide of general recommendations;
 - specific technical booklets on 55 priority plants out of the 728 collected in mainland France.
- The plants to be treated as a priority are subject to significant harvest pressure or require specific know-how;
- a web platform that will eventually broadcast video and audio content and manage the community around this guide.

<http://cueillettes-pro.org/>

› **CLARINS ENDORSES RESEARCH ON CORALS**



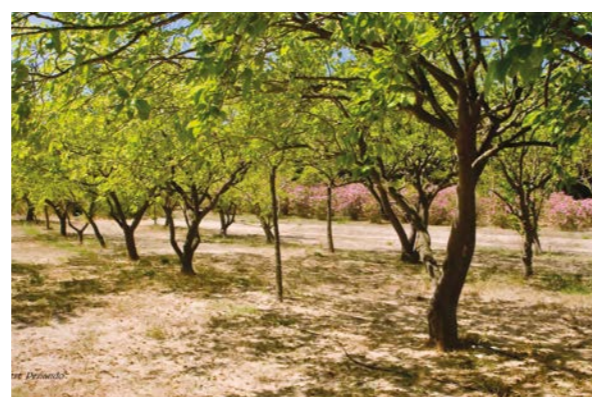
Corail Scléactiniaire *Stylophora pistillata* - © A. Dias Mota-CSM

In collaboration with the CSM (Scientific Center of Monaco) and IRCAN (Institute for Research on Cancer and Ageing), Clarins has been supporting new research on marine organisms that are particularly sensitive to the impacts of

climate change: corals. The coral, a symbiosis between a polyp and a microalgae, is particularly subject to massive oxidative stress generated on the one hand by the production of oxygen by the microalgae and, on the other hand, by the intense exposure to UV in tropical areas. On a model of the coral *Stylophora pistillata*, research teams have investigated the cellular and molecular mechanisms used by this marine organism to combat these stresses.

Publication scientifique : <https://www.nature.com/articles/s41598-020-76925-2>

› **L'OCCITANE SUPPORTS ECOSYSTEMS IN PROVENCE AND AROUND THE WORLD**



© L'Occitane en Provence

L'Occitane en Provence has been committed since its origins to the preservation of the natural heritage of Provence and the Mediterranean:

- Maintenance of a conservation orchard from the Port-Cros National Park with the "Association Sauvegarde des Forêts Varoises" (ASDFV – association for the protection of forests in the Var area).
- Reconstruction of hedges by planting 1,860 trees on agricultural land on the Valensole plateau, in partnership with the Verdon regional natural park.
- "Vergers d'avenir" programme of the "Conservatoire méditerranéen partagé" association: conservation and planting of fruit trees (4,000 trees on 20 sites) with the aim to protect and disseminate cultivated Mediterranean biodiversity.

Since 2015, the Foundation is supporting the IUCN in the elaboration of the red list of Mediterranean ecosystems.

These lists are critical knowledge resources used to develop conservation strategies, identify priorities, influence policy changes and regulations and to raise awareness among nature conservation players and the general public. In 2019-2020, the chapter «Coastal ecosystems on sandy substrates» revealed that around 26% of the Mediterranean coastline in France is classified as «Endangered» or «Vulnerable».

The L'Occitane Foundation and Pur Projet signed a partnership in 2019 in order to offer company subsidiaries the opportunity to get involved locally. This partnership covers ten countries, with other subsidiaries being directly involved with local associations. The objective of each project is to regenerate ecosystems through reforestation or agroforestry programmes involving and supporting local communities as well as improving their living conditions. Last, at the beginning of 2020, the group created a fund for the restoration of ecosystems severely affected by natural disasters. This fund will be financed by voluntary donations from L'Occitane shareholders.

› **LVMH: UNESCO'S "MAN AND THE BIOSPHERE" PROGRAMME PARTNER**

In May 2019, LVMH signed a 5-year partnership with the "Man and the Biosphere" (MAB) intergovernmental scientific programme whose objective is to advance conservation of biodiversity at global level and which is an important tool for international cooperation in achieving the UN sustainability targets.

This partnership facilitates the implementation of innovative solutions in the sustainable management of natural resources and the identification of new products based on the quality and traceability of materials: LVMH and its Maisons can rely on the scientific expertise of UNESCO to establish sustainable activities within biosphere reserves that cover an area the size of Australia. Guerlain is the first Maison to launch a training programme for beekeepers in this context.

As part of this partnership, LVMH and UNESCO have launched a programme in 2020 to fight the causes of deforestation in the Amazon, with a fund of 5 million euros over five years. It aims at addressing the factors of deforestation and water pollution in the Amazon basin by combining eight biosphere reserves in Bolivia (Pilón-Lajas, Beni), Ecuador (Yasuni, Sumaco, Podocarpus-El Condor), Brazil (Central Amazon) and Peru (Manu, Oaxapampa-Ashaninka-Yanesha).

In consultation with local stakeholders, the project will address two big issues:

- reforestation and rehabilitation of degraded lands - preventing and improving fire management in the biosphere reserves to help safeguard the ecosystems of the Amazon rainforest;
- creating sustainable jobs and alternative sources of income - promoting and securing long-term economic income for local populations that does not involve deforestation.

The project thus aims at providing concrete solutions by

taking advantage of the best of scientific knowledge and the best of local and indigenous knowledge. In the short term, this will result in the creation of a local radio system dedicated to fire prevention based on existing infrastructure. In the long term, it will enable the identification of good practices and the planning of sustainable economic activities in the areas suffering the most from deforestation. The biosphere reserves are currently identifying the projects that will be part to the programme (cultivation in agroforestry systems, sustainable harvesting of forest products etc.) and which can then be transposed to other reserves.

› **LVMH, FOUNDING MEMBER OF THE FRENCH FOUNDATION FOR BIODIVERSITY RESEARCH (FRB)**



Fondation Good Planet

The objective of this Foundation, with its scientific cooperation purpose, is to promote research on biodiversity at national, European and international level, while establishing a close bond with civil society organisations.

In 2019, Guerlain inaugurated a support to the GoodPlanet Foundation created in 2005 by Yann Arthus-Bertrand. The purpose of this partnership is to raise awareness among the younger generations about the challenges related to the protection of bees, through the funding of two educators at La Ruche - an artistic and educational installation from the Foundation, dedicated to the discovery of the beekeeping world - and the running of Bee School workshops by Guerlain employees in conjunction with GoodPlanet mediators, for children receiving social support and visiting the Foundation.

› **NUXE SUPPORTS THE WOMEN AND SUSTAINABLE AGRICULTURE PROGRAMME**

GoodPlanet Partner of the GoodPlanet Foundation, Groupe NUXE supports sustainable development

missions and more particularly the “Women and Sustainable Agriculture” programme, by accompanying women farmers through ecological transition. Focusing on nature and women, the programme resonates perfectly with the group’s responsible values and commitments.



Les Elles’ group farmer - © ADAGE35

The GoodPlanet Foundation is working hand in hand on this project with the CIVAM network (Centres for the Valorisation of Farming and Rural areas). These associations have been working for more than 50 years to promote an agriculture based on autonomy and solidarity providing quality food for all. They have identified women farmers as an essential driving force behind sustainable projects and are committed to enhancing their role and helping them making their voice heard in the agricultural world.

<https://www.goodplanet.org/en/>

› PIERRE FABRE IS INVOLVED IN RESEARCH ON PLANTS AND SPECIES



Biodiversity inventory on the Avène site

Pierre Fabre influences the technical and economic orientation of national R&D programmes on medicinal plants through its active participation in professional organisations such as ITEIPMAI¹⁵, CNPMAI¹⁶, France-

Agrimer or competitiveness clusters (Innov’Alliance, AgriSudOuest Innovation).

A partnership is in place with the bioinspired chemistry laboratory (CNRS / University of Montpellier) on the use of plants for the depollution of industrial or mining sites contaminated by heavy metals. The data collected during the research phase allowed the project to move to the pilot stage on an abandoned mining site in the South of France.

Thanks to its efforts to conduct biodiversity inventories on its sites, Pierre Fabre has identified the rare or heritage species found there. These species are subject to specific monitoring and adapted management recommendations. These data are shared with the local nature conservation associations who take part in these inventories. This pooling allows for better knowledge and better protection of local ecosystems.

Pierre Fabre Agronomie and the A-Derma brand are part of the national collaborative science project run by the National Museum of Natural History: the “Observatoire Agricole de la Biodiversité” (observatory on biodiversity in agricultural environment). Through this observatory, A-Derma has installed two nest boxes for solitary bees and shares its observations on the impact of agricultural practices on this biodiversity indicator.



Peony *Paeonia sterniana* - ©Pierre Fabre

Through its Klorane brand and the Klorane Botanical Foundation, Pierre Fabre Group has set up a multi-year partnership research programme with the Institute of Botany at the Chinese Academy of Sciences in Beijing. This programme aims at protecting and identifying the causes of the rarefaction of a species of Tibetan peony: *Paeonia sterniana*. The identification of the biological characteristics of this magnificent species that has become rare (about 1000 plants in the wild) will allow to launch conservation programmes.

› SHISEIDO SUPPORTS THE FUND “SAUVEGARDE DU PATRIMOINE LAVANDES EN PROVENCE” THROUGH MICRO-DONATION

The principle is to round down your salary every month to the nearest euro and donate these cents to an association in the form of a micro-donation. The company matches each donation and supports, the “Fonds Sauvegarde du Patrimoine Lavandes en Provence” (SPLP/ fund for safeguarding the heritage of lavenders in Provence), which funds research programmes aimed at finding ecological solutions for the preservation of lavender in Provence, currently threatened by phytoplasma disease and global warming.

› THE YVES ROCHER FOUNDATION PUTS BIODIVERSITY AT THE HEART OF OUR DAILY LIFE



© Emanuele Scorcelletti for the Yves Rocher Foundation

Since 1991, the Yves Rocher brand has been a sponsor of the Yves Rocher Foundation, which is recognised as being of public interest. The Foundation’s mission is to put biodiversity at the heart of everyday life, by providing support and financial aid to local, alternative and impactful projects around the world. 100 million trees have already been planted in 35 countries thanks to a close collaboration with around 50 partner associations and NGOs working on-the-field. Through its “Terre de femmes” program, which celebrates its 20th anniversary in 2021, the Foundation also supports a large community of women from 50 countries who are working for the common good and our planet.



Agroecology - © Ronan Moucheboeuf

The GreenHands association supported by the Yves Rocher Foundation funds 33 nurseries across Tamil Nadu, like the one in Sooriampatti (near Thanjavur). Here, 1.5 million trees are grown each year, including nearly 70 drought-tolerant species compatible with organic farming. Last, Groupe Rocher supports the Foundation for Biodiversity Research (FRB) and in particular the young researchers for biodiversity award. It has thus supported the work of Battle Karimi, a post-doctoral student in soil microbiology.

APPENDIX

BIODIVERSITY STAKEHOLDERS



Bundesamt für
Naturschutz

THE FEDERAL AGENCY FOR NATURE CONSERVATION (BFN)

The Federal Agency for Nature Conservation (BfN) is a higher German federal authority within the portfolio of the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection. BfN advises the ministry on all questions of national and international nature conservation and landscape management, promotes nature conservation projects, oversees research projects and is the licensing authority for the import and export of protected animal and plant species. It publishes the red lists of endangered animal and plant species at longer intervals. It also carries out tasks in the implementation of international species protection, marine nature protection, the Antarctic Treaty, and the Genetic Engineering Act. BfN also fulfils task in connection with international agreements, f. e. the "Convention on Biological Diversity", the Washington Convention on International Trade in Endangered Species «CITES», the European protected area system «Natura 2000» and the Committee "Man and the Biosphere" (a UNESCO program for the sustainable use of the biosphere). BfN informs the public about nature conservation and provides experts with general information, scientific data and publications on species and nature conservation as well as biological diversity.



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

GERMAN AGENCY FOR INTERNATIONAL COOPERATION GMBH:

DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ)

On behalf of the German government, GIZ supports its partner countries in implementing the goals of the Convention on Biological Diversity (CBD) in politics, planning and practice. The goal is the long-term maintenance of ecosystems and ecosystem services that contribute to economic development and poverty reduction. GIZ is pursuing the goal of systematically integrating the issue of biodiversity into politics and society and in this way combating the causes of biodiversity loss. It promotes the sustainable use of the ecosystem through information and advice. A key aspect is working with many economic sectors that are currently making a significant contribution to loss of biological diversity. GIZ is committed to ensuring that everyone has a fair share of the profits from ecosystems. It advises its partners on the legal framework of Access and Benefit Sharing (ABS) and supports the conclusion of ABS agreements between governments, the private sector and indigenous and local communities.

Biodiversität (giz.de)

GERMAN FEDERAL MINISTRY FOR ECONOMIC COOPERATION AND DEVELOPMENT: BUNDESMINISTERIUM FÜR WIRTSCHAFTLICHE ZUSAMMENARBEIT UND ENTWICKLUNG (BMZ)

The Federal Ministry for Economic Cooperation and Development (BMZ) works to encourage economic development within Germany and in other countries through cooperation and partnerships. It cooperates with international organizations involved in development including the International Monetary Fund, World Bank, and the United Nations. BMZ works internationally to ensure that all countries strengthen their efforts to conserve biological diversity. Together with the other 195 signatory states of the UN Convention on Biological Diversity (CBD), the German government is currently developing a new implementation plan, that will be enacted during the 15th Conference of the Parties in Canada 2022. In the negotiations, Germany commits to set about 30 percent of the world's land and sea areas under protection, to restore destroyed or degraded ecosystems and to make the global supply chains and the consumption more sustainable.

Biodiversität | BMZ



THE FRENCH BIODIVERSITY AGENCY (OFB)

The French Biodiversity Agency (OFB) is a public institution dedicated to the protection of biodiversity. One of its priorities is to respond urgently to the challenges it faces. It is endorsing five complementary roles:

- Sharing knowledge, research and expertise about species, habitats and their uses
- Environmental and wildlife health policing
- Supporting the implementation of public policies
- Assisting and supporting protected natural area managers
- Supporting stakeholders and mobilising civil society



ORÉE

ORÉE is a multi-stakeholder association that has been federating and leading a network of nearly 200 committed actors for more than 25 years (businesses, local authorities, professional and environmental associations, academic and public organisations...) to exchange and foster an environmental dynamic for local territories. The diversity of the issues at stakes is a reminder of an essential principle of ORÉE: the need to reconcile the economy and ecology. We implement this principle by considering biodiversity the ground of our societies, on which economic activities can thrive, and by relying on a powerful and committed network of stakeholders. The association's action focuses on three priorities: Biodiversity - economy; Circular economy; CSR reporting and local integration. www.Oree.org

Thanks to the work of its Economy-Biodiversity prospective Working Group, several publications enable stakeholders to understand the challenges of biodiversity and their implications for the daily running of businesses, nurtured by lots of references and feedback from experience.



FRENCH FOUNDATION FOR BIODIVERSITY RESEARCH (FRB)

The FRB was created in 2008, following the Grenelle de l'environnement (a series of political meetings organised in France in September and December 2007), on the initiative of the ministries in charge of research and ecology, by eight public research institutions. They have since been joined by LVMH, Ineris, the University of Montpellier and the French Biodiversity Agency (OFB).

The Foundation's mission is to support and act with research organisations to increase and transfer knowledge about biodiversity. To this end, it relies on its Scientific Council, which is made of 20 members representing the various biodiversity disciplines, as well as its Strategic Orientation Council made of 245 structures, divided into five thematic colleges.

The FRB collaborates with numerous international bodies such as the IPBES and the CBD. It is an associate member of the French National Alliance for Environmental Research (AllEnvi).

The FRB is a scientific cooperation foundation under private law and, which make private sponsoring eligible for tax deduction.

Its work is diverse:



RESPECT OCEAN

Respect Ocean is the network of actors committed to sustainable economic development in favor of the ocean. Its main objective is to contribute to Integrate activities into a logic of sustainable development, in favor of the protection of the ocean.

<https://www.respectocean.com/>

BIODIVERSITY FRAMEWORK - INTERNATIONAL - EUROPE - FRANCE - GERMANY



UNITED NATIONS - 2030 AGENDA AND SUSTAINABLE DEVELOPMENT GOALS (SDG)

In September 2015, the 193 member states of the United Nations adopted the 2030 Agenda for Sustainable Development. It is an agenda for people, for the planet, for prosperity, for peace and for partnerships. It is a vision for transforming our world by eradicating poverty and ensuring a transition to sustainable development.

At the heart of the 2030 Agenda are 17 Sustainable Development Goals (SDGs). They cover all the development issues at stake such as climate, biodiversity, energy, water, poverty, gender equality, economic prosperity, peace, agriculture, education etc.

SDG 13 - Take urgent action to combat climate change and its impacts.

Two SDGs for biodiversity:

SDG 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG 15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.

<https://www.un.org/sustainabledevelopment/>



THE UN DECADA ON ECOSYSTEM RESTORATION: A GLOBAL RALLYING CRY TO HEAL OUR PLANET

The United Nations Decade on Ecosystem Restoration runs from 2021 to 2030. Similar to other nature related international decades, its purpose is to promote the United Nation's environmental goals. Specifically, to facilitate global cooperation for the restoration of degraded and destroyed ecosystems. Along with fostering efforts to combat climate change, safeguard biodiversity, food security, and water supply. While much focus is on promoting restoration activity by national governments, the UN also wishes to promote such efforts from other actors, ranging from the private sector and NGOs to regular individuals.

A new global framework for managing nature through 2030: First detailed draft agreement debuts | Convention on Biological Diversity (cbd.int)



GLOBAL COMPACT

Global Compact is the international initiative for voluntary commitment to sustainable development. It aims at making the business community respect ten core principles, including supporting a precautionary approach to environmental challenges or undertake initiatives to promote greater environmental responsibility.

<https://www.unglobalcompact.org/>

Global Compact France: <http://www.globalcompact-france.org>



THE CONVENTION ON BIOLOGICAL DIVERSITY (CBD)

Adopted at the Earth Summit in Rio in 1992, the Convention on Biological Diversity (CBD) is a legally binding international treaty with three main objectives:

- the conservation of biological diversity;
- the sustainable use of biological diversity;
- the fair and equitable sharing of the benefits arising from the utilisation of genetic resources.

Its overall aim is to encourage measures that will lead to a sustainable future. It covers all levels of biological diversity: ecosystems, species and genetic resources.

The CBD's governing body is the Conference of the Parties (COP), which is composed of all the governments who have ratified the treaty. It meets every two years to review progress, set priorities and commit to work plans. COP 15 is scheduled to take place in December 2022, in Montreal, Canada, with the objective to adopt a new global framework for biodiversity post-2020 (UN Biodiversity Conference (COP 15) (unep.org). This framework will set global targets to halt the loss of biodiversity and put it on a path to recovery by 2030.

The Nagoya Protocol to the CBD is an international agreement on sharing the benefits from the use of genetic resources in a fair and equitable way.

<https://www.cbd.int/>



INTERGOVERNMENTAL SCIENCE-POLICY PLATFORM ON BIODIVERSITY AND ECOSYSTEM SERVICES

The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services is an international group of experts on biodiversity under the aegis of the United Nations (but not a UN body).

Its objective is to strengthen the availability of knowledge for better science-based decision-making. In 2019, IPBES published the Global Assessment Report on Biodiversity and Ecosystem Services: <https://www.ipbes.net/news/Media-Release-Global-Assessment>

<https://www.ipbes.net>



THE BIOTRADE PRINCIPLES AND CRITERIA

The Biotrade Principles and Criteria (Biotrade/UNCTAD - United Nations Conference on Trade and Development), revised in 2020, are closely aligned with key multilateral environmental agreements, such as the Convention on Biological Diversity (CBD) and the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). They are also in line with the United Nations 2030 Agenda for Sustainable Development, the Paris Climate Agreement and the Nagoya Protocol on Access to Genetic Resources and Benefit-Sharing.

<https://unctad.org/fr/node/2992>



UNESCO'S "MAN AND THE BIOSPHERE" PROGRAMME

UNESCO's "Man and the Biosphere" (MAB) Programme is an intergovernmental scientific programme that aims to establish a scientific basis for enhancing the relationship between people and their environment. It combines the natural and social sciences with a view to improving human livelihoods and safeguarding natural and managed ecosystems, thus fostering innovative approaches to economic development that are socially and culturally appropriate and environmentally sustainable.

<https://fr.unesco.org/mab>



INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE (IUCN)

IUCN is a membership Union composed of both government and civil society organisations. It harnesses the experience, resources and reach of its more than 1,400 Member organisations and the input of more than 18,000 experts. This diversity and vast expertise make IUCN the global authority on the status of the natural world and the measures needed to safeguard it.

<https://www.iucn.org/>

IUCN Red List of Threatened Species:

<https://www.iucn.org/resources/conservation-tools/iucn-red-list-threatened-species>



Nature-based solutions (NBS) are actions that are underpinned by benefits that flow from healthy ecosystems and target major challenges such as climate change, disaster risk reduction, health, food and water security... Indeed, healthy, resilient, functional and diverse ecosystems provide many ecosystem services and therefore allow the development of solutions for the benefit of our societies and biodiversity, in a context of global changes.

<https://www.iucn.org/theme/nature-based-solutions>

IUCN France proposes several recommendations that can be applied regardless of the country, legal context and sector of activity, to produce a qualitative biodiversity reporting: "Le reporting biodiversité des entreprises et leurs indicateurs" (Corporate biodiversity reporting and their indicators) : <https://iucn.fr/reporting-indicateurs-biodiversite-entreprises/>



THE EUROPEAN GREEN DEAL

The European Green Deal (https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en) proposes an action plan to:

- promote resource efficiency by moving towards a "clean" and circular economy;
- restore biodiversity and reduce pollution.

The Green Deal includes the EU Biodiversity Strategy for 2030: https://ec.europa.eu/environment/strategy/biodiversity-strategy-2030_en#principaux-lments-de-la-strategie-en-faveur-de-la-biodiversite



THE FRENCH LAW FOR THE RECONQUEST OF BIODIVERSITY, NATURE AND LANDSCAPES

In 2016, France adopted the Law for the Reconquest of Biodiversity, Nature and landscapes. <https://www.ecologie.gouv.fr/loi-reconquete-biodiversite-nature-et-des-paysages>

Biodiversity 2030: following local and citizen consultations taking place throughout 2021, the third National Strategy for Biodiversity takes France on the path to reverse the decline in biodiversity over the next ten years.

French interdepartmental Biodiversity platform: <https://biodiversite.gouv.fr/>

The French National Strategy to Combat Imported Deforestation was adopted on 14 November 2018 to end by 2030 the import of unsustainable forest or agricultural products contributing to deforestation in the following supply chains: cocoa, rubber, soy, palm oil, timber and timber products, beef and its derivatives. With this strategy, the first initiative of its kind, France wishes to play a leading role in the fight against imported deforestation.

<https://www.deforestationimportee.fr/fr>

THE GERMAN STRATEGY FOR THE RECONQUEST OF BIODIVERSITY, NATURE AND LANDSCAPES



GERMANY: NATIONAL STRATEGY ON BIOLOGICAL DIVERSITY (NBS)

For the preservation of biodiversity, the German federal government decided in 2007 on the National Strategy on Biological Diversity (NBS). It contains many measures that protect and restore ecosystems in Germany and worldwide. The federal government reports on the implementation status of the strategy in each legislative period. The third [annual report](#) that has now been submitted relates to the period from 2017 to 2021. Conclusion: many activities of the NBS are effective and were able to promote biological diversity.

Lebensräume und Artenvielfalt schützen (bundesregierung.de)



THE INITIATIVE "UNTERNEHMEN BIOLOGISCHE VIELFALT 2020 - UBI 2020"

The initiative UBi 2020 is an interface for associations from business and nature conservation: As part of «Biodiversity Management», the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) is working with the Federal Agency for Nature Conservation (BfN), business associations and nature conservation organisations to reverse the trend in loss of biological diversity.

biodiversität - schützen.nutzen.leben: Über Unternehmen Biologische Vielfalt (bfn.de)

COLLECTIVE INITIATIVES AND COMMITMENTS / COALITIONS OF ACTORS



UNEP-WCMC WORLD CONSERVATION MONITORING CENTRE

The 2020 Biodiversity Strategic Planning Timeline: <https://post2020.unep-wcmc.org/>



UNESCO BIODIVERSITY INITIATIVE

UNESCO Biodiversity Initiative: an interdisciplinary initiative bringing together different fields of expertise: natural and social sciences, culture, education and communication
<https://en.unesco.org/themes/biodiversity>



ACT4NATURE INTERNATIONAL

Act4nature international is an initiative led by business networks with scientific partners, environmental NGOs and public bodies. Its objective is to develop the mobilisation of companies in favour of biodiversity through pragmatic commitments supported by their CEOs.

Since 2020, 62 biodiversity commitments have been recognised as SMART: find out more about them here.

<http://www.act4nature.com/>



ENTREPRISES ENGAGÉES POUR LA NATURE

In France, Entreprises engagées pour la Nature is a commitment by companies in favour of biodiversity, which involves:

- committing to and signing, at the highest level of the company, the ten common principles;
- defining a robust voluntary action plan.

Committed Companies produce a report on the implementation of their action plan every two years.

<https://engagespourlanature.ofb.fr/>



GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY (GPBB)

In order to involve economic actors in the challenges of biodiversity conservation, as defined for instance by the Convention on Biological Diversity (CBD), the CBD Secretariat has created the Global Partnership for Business and Biodiversity (GPBB). The aim of the GPBB is to highlight the commitments of businesses to the CBD. This programme stems from the decisions taken at the Conference of the Parties 10 (decision X/21/3a <https://www.cbd.int/decision/cop/?id=12287>) "business engagement" and the Conference of the Parties 11 (decision XI/7/1 <https://www.cbd.int/decision/cop/?id=13168>) «Business and biodiversity». It stems from a collective awareness of the damage to the biosphere. It is a concrete sign of the world's growing understanding of the challenges of biodiversity loss and the key role that business must play in addressing these challenges.

The Global Partnership is essentially a «network of networks» connecting the various regional and national initiatives. It promotes inter-organisational exchange by facilitating dialogue and cooperation between all stakeholders in the various private sector activities. In doing so, it increases the effectiveness of the efforts undertaken.

<https://www.cbd.int/business/gp.shtml>

ORÉE is the French focal point of the GPBB.



UNION FOR ETHICAL BIOTRADE (UEBT)

UEBT is a certification label for brands committed to ethical sourcing of ingredients respecting human and biodiversity.

<https://www.ethicalbiotrade.org/our-label>



ONE PLANET FOR BIODIVERSITY (OP2B)

One Planet for Biodiversity - OP2B is a cross-sectorial coalition (food, cosmetics, textile, retail, finance...). OP2B currently brings together 27 companies that aim to take concrete and large-scale actions to contribute to a systemic change in agricultural practices in order to protect and restore biodiversity. These programmes are based on three pillars:

- Promoting regenerative agriculture to improve soil health, biodiversity on the farms and farmers income. Diversifying product portfolios to increase the biodiversity grown and consumed and improve the resilience of our agricultural and food models.
- Tackling deforestation linked to commodity production and develop the restoration and protection of high environmental value ecosystems.

Its action includes the development of field actions, the definition of common objectives and advocacy with European and international institutions.

<https://op2b.org/>



BUSINESS FOR NATURE

Business for Nature is a global coalition that brings together business and conservation organizations and forward-thinking companies.

<https://www.businessfornature.org/>

TOOLBOX

STANDARDISATION

AFNOR NF X32-001 STANDARD

Biodiversity approach of organisations; this (voluntary) standard defines the reference tools and methods for conducting projects related to the protection of biodiversity.

ISO 26000 STANDARD

The ISO 26000 Standard on social responsibility is a voluntary international standard. It provides guidance to those who recognize that respect for society and environment is a critical success factor.

As well as showing the “right thing” to do, implementation of ISO 26000 is increasingly viewed as a way of assessing an organisation’s commitment to sustainability and its overall performance.

It leads to the definition of a Biodiversity strategy.

ISO 14000 STANDARD

Companies and organisations of all types that need practical tools to manage their environmental responsibilities can rely on the ISO 14000 family of Standards on Environmental Management.

- ISO 14001 specifies the requirements for an environmental management system and is suitable for certification. It provides a framework that companies or organisations can use to set up an effective environmental management system.
 - EMAS (Eco management and audit scheme) is a voluntary European initiative that allows any type of organisation to evaluate, report, and improve their environmental performance. https://ec.europa.eu/environment/emas/index_en.htm
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ISO 16128 STANDARD

The 16128 Standard aims at establishing a common terminology for organic and natural ingredients.

ISO 16128-1:2016 provides guidelines on definitions for natural and organic cosmetic ingredients.

ISO 16128-2:2017 describes approaches to calculate natural, natural origin, organic and organic origin indexes.

This Standard is not intended to assess claims about products, nor is it intended to be a label.

GUIDES



FONDATION DE LA MER - “OCEAN APPROVED”

The Fondation de la Mer opened the «Ocean Approved» web platform dedicated to the Ocean Framework (Bureau Veritas label), the first tool in the world based on the SDG14 allowing businesses to take the ocean into account in their CSR strategy.

<https://oceanapproved.org/en/>

<https://www.fondationdelamer.org/en/programme/ocean-approved-label-2/>



UEBT/IKW BROCHURE: SOURCING WITH RESPECT FOR PEOPLE AND BIODIVERSITY

UEBT (Union for Ethical Biotrade) promotes ethical sourcing of raw materials as a non-profit organisation and is a partner of the Beauty Care department within IKW. With the jointly compiled information sheet “Sourcing with Respect for People and Biodiversity” receive information on the topics of biodiversity, ethical sourcing and the feasible implementation of measures.



ACKNOWLEDGEMENTS

The writing of this guide began at a time when the world was in total upheaval, when the interactions between biodiversity loss and human activities were becoming obvious to all.

We depend on biodiversity; we benefit from it. At last, we are all aware of this today: the challenge of safeguarding biodiversity and its components is just as crucial as that of fighting climate change. They are even connected.

Businesses, aware of their responsibilities, hold a significant part of the solutions, as the content of this guide demonstrates, as well as the sharing of inspiring good practices.

This guide is the result of a very rewarding collective work between individuals who are passionate about the world of living beings. It has been written within the framework of FEBEA's biodiversity working groups. Then, the contribution of IKW's members complete the guide with rich and inspiring examples.

We warmly thank them for their contribution, their expertise and their vision.

We hope that this publication will inspire as many people as possible and provide keys and solutions because everyone, at their own level, can act for biodiversity.

It is not too late to do so, on the contrary.

Let's be ambitious!

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