

EVENTS/CAUSES

## LVMH shows it's easy to be green via shared biodiversity practices

June 3, 2015



*LVMH environmental causes image*

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By STAFF REPORTS

Luxury conglomerate Moët Hennessy Louis Vuitton is teaming with the European Commission during Green Week June 3-5 to share best practices in biodiversity.

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The LVMH Group has developed sustainable environmental policies for the houses under its umbrella for the past 20 years including the preservation of natural raw materials used to make its luxury goods. LVMH recently joined the European Business and Biodiversity Platform as a strategic advisor to the European Commission.

### Keeping it green

The goal of European Commission is to develop tools and approaches that integrate biodiversity into business practices. For the fourth consecutive year, LVMH has worked with the European Commission during Green Week, a week-long conference on European environmental policy.

Held in Brussels at The Egg Conference Center, the theme of 2015 Green Week June 3-5 is nature and biodiversity.

# NATURE



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## *Promotional poster for Green Week 2015*

During Green Week, LVMH will share with attendees its best practices. These include the conglomerate's collaboration with the French Foundation for Biodiversity Research, which is applicable to the cosmetics sector as a whole.

LVMH-owned beauty brand Guerlain, for example, along with its local supplier in Southern India, has committed to sustainable farming of vetiver, an important ingredient in its products. Similarly, Christian Dior Parfums has restored the Rose de Mai, included in many of its fragrances, in the Southern France region.

Outside the cosmetics space, Louis Vuitton began systematically selecting wood for its boutiques and packaging from sustainably managed Forest Stewardship Council and Pan European Forest Certified forests.

In a statement, LVMH shared the remarks of Karmenu Vella, the European commissioner for environment, maritime affairs and fisheries, at the opening celebrations of Green Week. Mr. Vella said: "The LVMH Group and its maisons have strong expertise and a proven track record in the field of biodiversity. I am happy to welcome them again at Green Week, which reflects LVMH's long-term commitment to the protection of the environment."

Last year at Green Week, LVMH hosted its own internal Green Week parallel to the summit happening in Brussels, creating a learning environment for its employees. Having this continued initiative for its own personnel helped LVMH spread ecological practices to all of its operations, from production to administration ([see story](#)).

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