

MARKETING

## LVMH spotlights internal environmental managers during Green Week 2017

May 30, 2017



Chart showing the objective's of LVMH's LIFE (LVMH Initiatives For the Environment)

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton is demonstrating its commitment to sustainability during Europe's Green Week May 29 to June 2.

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Green Week is an annual environmental policy conference organized by the European Commission, which works to shine a light on the necessity of sustainable and eco-friendly initiatives across Europe. The theme for 2017 Green Week is "Green jobs for a greener environment."

### Go-getter green

Given this year's theme revolves around employment, LVMH was given an opportunity to share with its peers and Green Week conference attendees how it engages all employees to "drive the ecological transition."

LVMH's ecological transition has been the responsibility of its environment managers. The group deployed its environmental policy under two pillars: the Group Environmental Department, launched in 1992, and its network of nearly 60 environmental managers working within its stable of brands.

The conglomerate's environmental managers come from a variety of educational and employment backgrounds such as agriculture and finance to communications and packaging specialists. Each environmental manager shares an expertise on environmental issues and are committed to advancing LVMH's LIFE program, which stands for LVMH Initiatives For the Environment.



*LVMH's environmental managers during Green Week May 29 to June 2, 2017*

"We have a cross-disciplinary role that aims to inspire new ideas," said Sandrine Noel, environmental manager at Louis Vuitton, in a statement. "How do we anticipate future risk and opportunities? What sustainability factors do our maisons need to take into account to align with the luxury sector business models of tomorrow?"

To share these ideas, best practices and gain insights from one another, LVMH's Environmental Department hosts regular meetings to enhance its collective effectiveness.

This is the seventh consecutive year that LVMH has participated in Green Week, further demonstrating the conglomerate's commitment to environmental policy ([see story](#)).

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