

MARKETING

LVMH links with UNESCO to safeguard biodiversity

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Guerlain supports the Brittany Black Bee Conservatory. Image credit: Guerlain

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton is teaming up with UNESCO to protect biodiversity, furthering the company's efforts to make its operations more sustainable.

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Through a five-year partnership with UNESCO's Man and Biosphere program, the group will have a presence at UNESCO events and will be able to leverage the organization's expertise for its houses' sourcing initiatives. This alliance builds on LVMH's existing work to safeguard ecosystems, including the efforts of its brands.

"This partnership marks a significant step forward along the path on which the LVMH group has already embarked to safeguard biodiversity," said Antoine Arnault, member of the LVMH board, in a statement.

"We are delighted to have this opportunity to work closely with UNESCO on these essential issues," he said.

Biodiversity pledge

As part of the partnership with UNESCO, LVMH will be able to work with the organization to develop its sourcing to be more sustainable and traceable. The group's brands will be able to access experts who specialize in different regions and areas of study.

LVMH will also help fund MAB-led research and will assist UNESCO with the infrastructure needed for conservation test sites.

"We look forward to this partnership with LVMH to preserve biodiversity and our environmental heritage, and we are extremely pleased to receive support on this essential issue from a group with a powerful international footprint," said Audrey Azoulay, general director of UNESCO, in a statement. "We have the expertise, knowledge and commitment to slow the erosion of biodiversity, and together we must take action for our planet and for future generations."



Antoine Arnault with Audrey Azoulay. Image credit: LVMH

LVMH will be present alongside UNESCO at events over the next two years, including the Conference of the Parties' 15th meeting and the Convention on Biological Diversity, being held in Kunming, China in November 2020.

This partnership follows a number of efforts from LVMH as a group and its brands to conserve and be more eco-friendly.

Guerlain is a supporter of the Brittany Black Bee Conservatory on Ouessant Island, while LVMH's Champagne brands have received Sustainable Viticulture and High Environmental Value Agriculture certification.

Since 2012, LVMH has endorsed the French National Strategy for Biodiversity, and it also is one of the founding members of the French Foundation for Research on Biodiversity.

Earlier this year, LVMH introduced new requirements for its crocodilian leather sourcing, as the group continues its quest to be more transparent about animal welfare and other sustainability issues.

LVMH plans to have all the farms supplying its exotic leather tannery certified by its new standards by 2020.

Affluents are expecting more transparency and public initiatives from luxury brands as they grow more aware of environmental issues ([see story](#)).