

NONPROFITS

Guerlain teams with UNESCO to launch women's beekeeping program

March 8, 2021



"Women for Bees" is a state-of-the-art female beekeeping entrepreneurship program. Image credit: Annie Spratt

By LUXURY DAILY NEWS SERVICE

French beauty label Guerlain has partnered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) in launching a state-of-the-art female beekeeping entrepreneurship program called "Women for Bees."

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The annual program is slated to begin in June 2021 with 10 women from five biosphere reserves beginning a 30-day training course at the French training center, the Observatoire Français d'Apiculture (OFA). Over the next five years, 50 participants will learn the basic tenets of beekeeping, including how to run a professional apiary, and by the end of the training, participants will have acquired all protocols necessary to allow them to sustain bee colonies and become fully professional beekeeper-entrepreneurs and an international network of female beekeepers.

"I'm personally very proud of the Women for Bees' Guerlain x UNESCO program which manages to combine two core pillars of our maison's strong commitment, In the Name of Beauty: Bees conservation on one side and women empowerment on the other side, a pledge for one of the nature's most precious wonder and a concrete positive social impact for women of the world," said Vronique Courtois, CEO of Guerlain, in a statement. "I believe each of us and each organization has a role to play to serve society and to fulfill a goal of a more beautiful and responsible world which is bigger than us."

What the buzz is all about

Women for Bees is being headed by actor and humanitarian Angelina Jolie, appointed as "Godmother" of the program to help promote its objectives of women's empowerment and biodiversity conservation.

"When women gain skills and knowledge their instinct is to help raise others," Ms. Jolie said in a statement. "I look forward to getting to know them and learning about their culture and environment and the role bees play in that."

"I hope the training will strengthen their independence, their livelihoods and their communities," she said.

The program is maintaining a focus on an education of the protection of bees, as well as female empowerment. The founders are hoping the program will help women achieve social freedom through training on how to maintain beekeeping as a profession.

Bees play a vital role in pollination of the planet's wildflowers

Women for Bees will also be prioritizing its commitment to the repopulation of bees and to highlighting the fact that the animals play a vital role in pollination of 90 percent of the planet's wildflowers.

The biosphere reserves included during the program's first two years include Central Balkan in Bulgaria, Tonle Sap in Cambodia, Xishuangbanna in China, Kafa in Ethiopia, Iles et Mer d'Iroise in France, Sila in Italy, Katunskiy in Russia, Volcans in Rwanda and Kozjansko and Obsotelje in Slovenia.

The five-year program is a feature of the partnership between UNESCO and the LVMH group to support UNESCO's Man and the Biosphere (MAB) program and its World Network of Biosphere Reserves.

Luxury conglomerate Mot Hennessy Louis Vuitton teamed up with UNESCO in 2019 to protect biodiversity, furthering the company's efforts to make its operations more sustainable. 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, with the alliance building on LVMH's existing work to safeguard ecosystems, including the efforts of its brands ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.