

NONPROFITS

## LVMH, UNESCO partner on deforestation project

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*LVMH sets new sights on Amazon rehabilitation. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH has unveiled a new biodiversity strategy and a project to combat deforestation in the Amazon in partnership with nonprofit organization UNESCO.

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During the "Our Planet, Our Future" forum organized by UNESCO, LVMH expanded on its Life 360 program, proposing new commitments toward minimizing its impact on ecosystems. As a partner of the UNESCO Man and the Biosphere (MAB) program, LVMH aims to help rehabilitate 5 million hectares, nearly 20,000 square miles, of habitat for flora and fauna by 2030.

"Luxury is at the intersection of nature and creativity: we need nature in order to craft our high-quality products, and nature must be renewed and safeguarded," said Antoine Arnault, head of image and environment at LVMH, in a statement. "As the world leader in luxury, LVMH has committed to making the protection of biodiversity an absolute priority, and to being an exemplary actor of change audacious, creative and demanding in building a more sustainable future."

### Saving the rainforest

The French group outlined four key objectives at the forum: establishing a clear and precise measurement of biodiversity impact; avoiding and reducing impact on ecosystems; promoting animal welfare and regenerating ecosystems.



*Mr. Amault and director-general of UNESCO Audrey Azoulay at the forum. Image credit: LVMH*

Within this framework, LVMH and UNESCO have launched a program targeting the factors of deforestation in the Amazon, with a budget of 5 million euros, or about \$5.88 million, over five years.

It aims to address the origins of deforestation and water pollution in the Amazon Basin by combining eight biosphere reserves in Bolivia (Piln-Lajas, Beni), Ecuador (Yasun, Sumaco, Podocarpus-El Condor), Brazil (Central Amazon) and Peru (Manu, Oaxapampa-Ashaninka-Yanesha).

In collaboration with local actors, the project will focus on two major issues: reforestation and rehabilitation of degraded lands; and the creation of sustainable employment and alternative sources of income.

The project thus aims to provide concrete solutions that draw on scientific knowledge and local and native know-how.

In the short term, LVMH and UNESCO hope this will result in the creation of a local radio system dedicated to the prevention of forest fires based on existing infrastructures. In the long term, they hope it will enable the identification of good practices and the establishment of sustainable economic activities in areas of severe deforestation.

LVMH launched its Life 360 sustainability strategy in December 2020 hoping to inspire brands and policymakers. During the opening ceremony of LVMH's first Climate Week, executives shared the framework of Life 360 as the group made efforts to intensify its environmental policy ([see story](#)).