

NONPROFITS

## Guerlain, UNESCO celebrate first class of Women for Bees

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*Guerlain brand ambassador Angelina Jolie attended the ceremony celebrating the first class of women beekeepers. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French beauty label Guerlain and United Nations Educational, Scientific and Cultural Organization (UNESCO) are celebrating the first class of female beekeepers from the inaugural "Women for Bees" program.

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The first class completed a month of training to learn the theory and practice of beekeeping and received their degrees on July 21 at the Observatoire Français d'Apiculture (OFA) during a formal ceremony. The "Women for Bees" program will continue and, in coming years, will train female beekeepers around the world, from Russia to Ethiopia and Cambodia.

"By 2025 this partnership will have established 2,500 hives in 25 UNESCO biosphere reserves, repopulating some 125 million bees," said Vronique Courtois, CEO of Guerlain, in a statement. "The 50 women who will have completed the program will be trained and supported as they create their own apiaries while contributing to a vital initiative with tangible positive social impact."

### Women for Bees

The first cohort of the Women for Bees program included eight women. The group began training on June 21 at the OFA with OFA experts, learning how to create and manage a sustainable apiary.

The eight individuals will join a global community of women beekeepers, actively contributing to the preservation of biodiversity and passing on their skills to others.

Ms. Courtois attended the degree ceremony along with Noline Raondry Rakotoarisoa, director of the UNESCO Ecological and Earth Sciences Division and head of UNESCO's Man and the Biosphere (MAB) Program, Guerlain muse and UNHCR Special Envoy Angelina Jolie and Thierry Dufresne, founder and president of the OFA.

"Guerlain has a genuine commitment to the environment, sustainable development and the communities they work with," said Ms. Jolie, actor, friend of the house and "Godmother" of the program, in a statement. "That's what brought us together, and Women for Bees' is a wonderful extension of that."



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

The Guerlain and UNESCO Women for Bees program is the first initiative resulting from the partnership between LVMH and UNESCO.

The program was initially announced in March. 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 ([see story](#)).

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