

SUSTAINABILITY

# LVMH, UNESCO deliver biodiversity update

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Antoine Arnault, LVMH's head of image and environment, attends the 42nd General Conference from UNESCO, held in Paris from Nov. 7-22, 2023. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is continuing to share sustainable solutions on the global stage.

Hosted by UNESCO, the United Nations agency aimed at promoting world peace, group representatives attended the 42nd General Conference last week the event took place in Paris. Coming together in light of the theme "(re)Thinking the Commons, acting together to protect them," executives took part in a special session centered on the company's partnership with UNESCO and member states, which include Brazil, Ecuador, Bolivia and Peru.

"LVMH's partnership with UNESCO has clearly had a positive impact among our maisons," said Antoine Arnault, head of image and environment at LVMH, in a statement.

"Dior Couture is working with UNESCO to support restoration projects in the Monarch Butterfly Biosphere Reserve in Mexico," he said. "And Guerlain is more actively involved than ever with UNESCO in the Women for Bees' program, which trains female beekeepers and develops new hives in UNESCO Biosphere Reserves around the world.

"We must continue to take bold actions to reconcile humans and the other living beings on Earth and protect biodiversity."

## Luxury for lush biomes

Delivered alongside Audrey Azoulay, director-general at UNESCO, Mr. Arnault's introductory remarks reemphasized LVMH's commitment to supporting biodiversity.

Outlining key goals, the leader went into detail on a long-term Amazon project that the group has partnered with UNESCO to push forward.

Mr. Arnault joined Hlne Valade, developmental director of environment at LVMH, in spreading awareness around the compilation of a geodatabase, which serves to track the ESG program's various arms.

.@UNESCO is carrying an ambitious project in the Amazon, together with @LVMH, aiming to protect #biodiversity & to support ecosystem resilience.

We are implementing this in eight UNESCO #BiosphereReserves in four countries, Bolivia, Brazil, Ecuador &

Peru.#ForNature #unescoGC pic.twitter.com/VlyeSHoLjQ

UNESCO #Education #Sciences #Culture (@UNESCO) November 10, 2023

Later on during the conference, Ms. Valade joined a roundtable discussion, stressing the importance that LVMH places on biodiversity. While outlining the ways that it is working to limit its footprint, she backed statements with anecdotes from her recent experiences visiting biosphere sites.

Focused on environmental protection and sustainable development, the work supports local communities, as well as the ecosystems on which they rely.

Already, 41 specific initiatives have made progress across eight biosphere reserves in Brazil, Ecuador, Peru and Bolivia.

Efforts also involve actions such as configuring sustainable land management practices, promoting agroforestry techniques and training locals to fight and prevent wildfires by way of a course that 500 people have already completed.

So far, the plan that originated in 2019 ([see story](#)) has a five-year horizon and 5 million euros, or roughly \$5.4 million, in funding.

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