

SUSTAINABILITY

LVMH executives talk environmental strategy at UNESCO

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Stella McCartney was one of the group's innovators who spoke at the summit. Image credit: LVMH/Sarah Aubel

By EMILY IRIS DEGN

French luxury conglomerate LVMH is offering an update on Life 360, the group's Initiatives For the Environment platform.

Launched in 2021, the sustainability strategy covers the group's environmental approach, inclusive of manufacturing and in-store experiences. With specific targets to be met by the years 2023, 2026 and 2030, the first deadline has come, and LVMH has revealed where it stands delivered during the Life 360 Summit at UNESCO's headquarters in Paris, the details involve the creation of Life 360 Business Partners, an action program that targets Scope 3 emissions.

"We strongly believe that environmental performance is a source of innovation, creativity and excellence, and that it must therefore be considered in all design and manufacturing processes," said Antoine Arnault, head of image and environment at [LVMH](#), in a statement.

"For more than 30 years, LVMH has continually anticipated changes, adapting its production processes, work habits and behaviors to find better solutions to the many environmental challenges we face," Mr. Arnault said. "We are more committed than ever to taking action, as meeting our 2023 targets is just the start.

"Achieving our targets for 2026 and 2030 will require further hard work."

Large scope

LVMH's summit was attended by 500 leaders, joined by partners and others involved in the sector.

Christophe Bchu, French Minister for Ecological Transition and Cohesion of the Territories; Virginijus Sinkevicius, European Commissioner for the Environment, Oceans and Fisheries; Bernard Arnault, chairman and CEO of LVMH; and the aforementioned Antoine Arnault are just a few that were present.



LVMH's summit was attended by hundreds of leaders, joined by partners and others involved in the sector. Image credit: LVMH/Philippe Servent

Circularity, biodiversity, emissions reductions, traceability and transparency were the main issues discussed, with the group's performance in these areas exhibited. LVMH's Scope 3 emissions were especially highlighted, which account for 95 percent of the conglomerate's carbon footprint.

Though Scope 1 and Scope 2 emissions fell by 11 percent between 2019 and 2022, the company's Scope 3 emissions increased by 16 percent during the period.

To address this, LVMH has created Life 360 Business Partners, which aims to support suppliers and partners in greening their materials and transport. The initiative also helps lessen their impact on water and biodiversity, and decrease their Scope 3 emissions.

Though specific targets for decreased emissions were not given, LVMH shared that it plans to grant these businesses access to regulatory monitoring, "knowledge and environmental training programs."

In 2024, the group will form the Sustainability Business Partners Days, a forum where suppliers will be able to share their expectations and needs when it comes to environmental strides. LVMH will also "promote the exchange of solutions and expertise" via a platform coming in the second half of next year.

"Scope 3 emissions account for more than 90 percent of our environmental footprint and arise mainly from the impact of raw materials and transport," said Hlne Valade, director of environment development at LVMH, in a statement.

"To achieve our ambitious scope 3 targets, both in terms of carbon emissions and impact on water and biodiversity, the mobilization of suppliers is essential," Mr. Valade said. "LVMH is committed to supporting them with the LIFE 360 Business Partners program."

As part of this overall endeavor, LVMH is working with French fashion house Chanel to standardize suppliers' ESG reporting and auditing.



Announced in 2020 and launched in 2021, LVMH's Life 360 program now offers its first update. Image credit: LVMH/Sarah Aibel

Goals that have been achieved include the reduction of energy consumption by 10 percent from October 2022 to October 2023 and the regeneration of 1.37 million hectares of land by the end of 2022. The establishment of a repair-and-care task force has also been achieved by its 2023 target, now offering the circular service in "several" maisons.

Through a handful of regenerative agriculture and reforestation programs in Turkey, Australia, South Africa, Brazil and beyond,

LVMH is continuing efforts to reach its target of 5 million regenerated hectares by the end of 2030 ([see story](#)).

By this same year, the conglomerate is also aiming to reduce its overall water consumption by 30 percent.

When it comes to traceability and transparency, the goal of “knowing the countries of origin of strategic raw materials” by 2030 is “on track to be achieved.” LVMH indicates that the nation that diamonds, wool and leather are sourced from is known for at least 95 percent of products currently.

The group states that it has “reasonable confidence” in achieving the 2026 and 2030 Life 360 targets in this area, with the exception of its 2026 target of zero virgin fossil-based plastics.

Additionally, 60 maisons have committed to lessening LVMH’s technology and digital environmental footprint by 20 percent by the end of 2026. The media, research and image department is meanwhile laboring on a group-wide tool that can measure the carbon footprint of adverts in terms of distribution and production.

As the final measure included in this update, the conglomerate will train all employees on “environmental fundamentals” by 2026.

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