

# Sustain

GREEN WEEK 2014

BEST PRACTICE AT LVMH

For the fourth year running, the LVMH Group is taking part in Green Week, the largest annual conference on European environmental policy, which will run from June 3 to June 5, 2014. The theme chosen for this year is the circular economy and the efficient use of resources and waste.

This second practical guide on Green Week presents the good practices that are already in place within the LVMH Group.

## VETIVER, A RAW MATERIAL THAT ILLUSTRATES THE CIRCULAR ECONOMY CONCEPT

Guerlain has introduced responsible vetiver cultivation in the high plains above the town of Coimbatore in southern India. This step ensures the availability of a raw material highly regarded for its olfactory quality. In partnership with its supplier, the Maison has developed a vetiver nursery in order to offer these plants to local people, while providing the training farmers need for this crop and paying them for the harvest. The advantage of vetiver is that the whole plant can be used in a variety of ways: the grass is excellent feed for cattle, the roots reduce erosion and increase the profitability of neighboring crops by almost 30% and, last but not least, the undistilled roots can be turned into rugs and basketwork. The harvesting and use of vetiver is therefore a perennial source of additional revenue for local farmers.



*Bunch of vetiver (India).*

## REDUCING WASTE

In 2013, Loewe recycled or reused, in Europe alone, more than 60% of the items used to fit out its stores. For example, 300 chairs used in window displays for the fall-winter collections were donated to a reintegration company that helps people who are marginalized.

In order to reduce the amount of waste produced by deliveries of products to its stores, Guerlain has opted for delivery in plastic bags, eliminating the need for cardboard boxes and reducing waste. These recyclable bags can be reused and have a life expectancy of at least five years. The result is a total of 20,000 boxes saved each year.

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## SALE OF BYPRODUCTS

In the Barbera (Spain) and San Dimas (California) workshops, and in its shoe and accessory factories, all of Louis Vuitton's obsolete metal parts are sold on. All of the revenue earned by melting down the parts is put into environmental projects within the workshops.

## RECOVERY AND RECYCLING

Louis Vuitton is continuing its partnership with the non-profit organization La Réserve des Arts®, a platform that collects and recycles corporate waste by passing it on to professional artists and designers. Materials are regularly collected from head office, the Asnières workshop and the Louis Vuitton Cultural Space and given to costume designers, architects, young artists, choreographers and sculptors.

The first post-event collection was made on a pilot basis in 2012 during the dismantling of the Louis Vuitton/Marc Jacobs exhibition at the Museum of Decorative Arts in Paris.

In 2013, a partnership was signed between its New York counterpart, Material for the Arts, and Louis Vuitton's head office in New York, incorporating collections and awareness campaigns as part of World Earth Day on 22 April 2013.

## SOCIETY-WIDE ACTION

In 2010, Bulgari began donating a portion of unused leather offcuts to Il Porto di Coenzo, a center for social and professional insertion for people with disabilities that uses these materials to produce small leather goods and print greetings cards.



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Fragrance Brands Vervins production site (France).

## ANAEROBIC DIGESTION

In the 1970s, Hennessy, along with other brandy professionals, set up REVICO, a center that treats highly-polluting residues produced by the distillation process. The process used for pollution control, which is known as anaerobic digestion or methanization, transforms organic matter into biogas, a mixture of methane and carbon dioxide.

Today, REVICO is the largest anaerobic digestion unit in Europe in terms of processing capacity. This cutting-edge process handles around 3,000,000 hl of residues each year, which are recovered as green energy in the form of biogas. REVICO can produce up to 20,000 m<sup>3</sup> of biogas a day, the equivalent of 14,000 liters of petrol. A historic undertaking for Hennessy, a trailblazer in sustainable development and the first wine and spirits brand to get ISO 14001 certification for environmental management in 1998.