



## LVMH AND GREEN WEEK

For the last four years, the LVMH group has been working with the European Commission to take part in Green Week. The largest annual conference on European environmental policy is a gathering of participants who meet to debate the issues of awareness, significance and action in terms of the challenges we face in preserving the planet.

Green Week is a unique platform for discussion and debate and is held annually in Brussels. It brings together more than 2,000 participants for round tables, conferences and meetings to present best practices on environmental issues. In 2014, the theme of the conference was the circular economy, which is based on the idea of closed material and energy cycles. It depends on product durability, both in terms of design and use, in order to avoid using up resources and limiting emissions and waste.

To mark the event, LVMH is raising awareness among all of its employees throughout the world by sending out information sheets on the preservation and recovery of resources and recycling, which are key factors in environmental performance. The Group is also participating in conferences to take place during the event, to share what it has been doing in terms of sustainable development. To celebrate 20 years of environmental commitment in 2013, the Group presented the implementation of its "LIFE - LVMH Indicators For the Environment" program. In 2014, it presented the CEDRE platform, the sorting and recycling center for waste from manufacturing, packaging, and the distribution and sale of cosmetics products, launched in 2009.

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