



*Press kit – April 2021*

# *LIFE 360*

*An alliance of Nature  
and Creativity*

LVMH



## *An alliance of Nature and Creativity*

Dialogue with the Maisons, their early-career employees and students, coupled with precise measurement of the impact of the Group's activities on biodiversity, water and the climate, have enabled LVMH to define the priorities of the *LIFE 360* program: create products that forge a fresh alliance between LVMH and nature, and which make a positive contribution to biodiversity and to fighting climate change.

To meet these challenges, *LIFE 360* sets precise targets for 2023, 2026 and 2030. Each of the Group's Maisons will contribute to achieving these objectives by establishing their own action plans. These objectives are anchored by four strategic priorities that embody a bold new vision of luxury.



## Create products in harmony with nature



**2023**  
New circular services  
(repairs, upcycling, etc.).

**2026**  
Packaging: zero plastic  
from virgin fossil oil.

**2030**  
**100%** of our new products  
will result from sustainable.



**2030**  
**100%** of our strategic supply  
chains will integrate dedicated  
traceability systems.

## Engaging stakeholders

### Employees

**2023**  
Environmental training  
program for people in all  
LVMH businesses.

**2026**  
Environmental management  
system in place at **100%** of  
production and logistics sites.

### Innovation

**2023**  
Research and innovation program  
dedicated to sustainable luxury.

### Customers

**2026**  
**100%** of new products come with  
a customer information system.

### Suppliers

**2030**  
Contractual CSR clauses  
audited for **100%** of strategic  
suppliers by 2030.

## Preservation of ecosystems



**2026**  
**100%** of strategic raw  
materials certified to standards  
guaranteeing the preservation  
of ecosystems and water resources.

**2030**  
**5 million hectares** (50,000 sq. km.)  
of flora and fauna habitat restored  
and/or preserved.



**2026**  
Reduce greenhouse gases from  
energy consumption at our sites  
and stores by **50%** (baseline 2019).

**100%** renewable or low-carbon  
energy at sites and stores.

**2030**  
Reduce and/or avoid by **55%**  
GHG emissions linked to Scope 3  
(raw materials and transport)  
per unit of added value.

## LIFE 360

*LIFE 360* is an initiative  
with precise targets and  
timeframes\* designed to  
forge a new alliance between  
nature and creativity:  
products in harmony with  
nature that respect and  
preserve biodiversity and  
the climate, engaging and  
motivating all stakeholders.

\* Each target is associated  
with performance measurements  
and resources that are shared  
with the Group's Maisons.

*For a bold  
new vision  
of luxury*

# Create products in harmony with nature

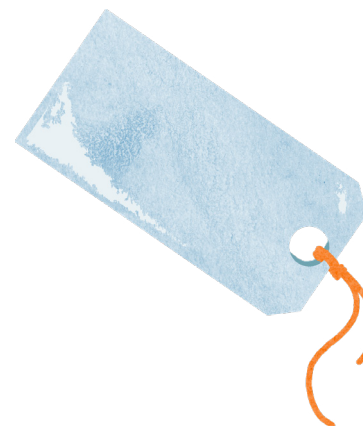
## Strategic priority 1: Creative Circularity



*The Group will draw on its creativity to drive environment excellence in its products and its packaging:*

- **100% of the Group's new products will result from ecodesign by 2030**, with a minimal environmental footprint from extraction of materials through their transformation.
- **Packaging** will follow this same trajectory, with a **target of zero plastic from virgin fossil oil by 2026**.
- One of the main things that defines luxury products is that they are made to last. The Group aims to leverage this unique asset and amplify it through sophisticated repair services, as well as upcycling or reuse of precious materials such as leather and fur, and by identifying alternative materials.

## Strategic priority 2: Transparency



*Being able to trace a material from its origins through each step in its transformation is essential to ensure responsible practices. To achieve this the Group will pursue its sourcing certification policy and actively engage across every link in its supply chains:*

- **By 2030, 100% of the Group strategic supply chains will integrate dedicated traceability systems.**
- The Group will strengthen the integration of farming and tanning activities, especially for precious leathers, giving it direct control over responsible practices.
- The final element in transparency is making traceability an integral part of the customer experience. By 2026, all new products will come with a dedicated information system. This is essential to guarantee the excellence of the Group practices for its customers.



# Preservation of ecosystems

## Strategic priority 3: Biodiversity



*The Group's activities are intimately linked to nature. They would not be possible without farming, or growing grapes and other plants. The Group intends to take initiatives to restore what it takes from nature:*

- LVMH aims to have **zero sourcing in areas where there is a very high risk of deforestation or desertification**, and wants **100% of its strategic raw materials certified to the highest standards guaranteeing the preservation of ecosystems and water resources by 2026**.
- The Group has begun to introduce regenerative agriculture programs with a target of **5 million hectares (50,000 sq. km) of habitat for flora and fauna preserved by 2030**.
- The Group is more committed than ever to animal well-being and will continue to apply the measures in the charter published in 2019, working closely with its suppliers.

## Strategic priority 4: Climate



*The aggregate carbon footprint of the LVMH Group amounts to 4.8 million tons of CO2 equivalent. Calculating this carbon footprint has enabled to identify the most significant sources: raw materials sourcing, packaging and transport of merchandise, both upstream and downstream. The Group is pursuing a carbon trajectory in line with the Paris Agreement:*

- **By reducing greenhouse gases from energy consumption at its sites and stores by 50% by 2026 (baseline 2019) thanks to a policy of 100% renewable energy.**
- **By reducing or avoiding its Scope 3 GHG emissions (raw materials and transport) by 55% per unit of added value by 2030.**

# Engaging stakeholders

*LIFE 360* can only succeed if the Group is able to engage all its stakeholders around its targets, starting with the people of the LVMH Group. They are all changemakers and to support them environmental training aligned with the different roles and responsibilities is being set up. Suppliers will also be key stakeholders in *LIFE 360*. Their practices must be aligned with the ambitious new targets set by the Group. In addition to audits and remediation actions, LVMH will emphasize a partnership approach to help them elevate their environmental performance.



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For detailed information on the Group *LIFE 360* objectives visit the “LVMH Commitments, Social & environmental responsibility” section on [lvmh.com](http://lvmh.com).