

Press release

UNESCO and LVMH strengthen their partnership to preserve biodiversity and minimize the consequences of climate change.

Paris – December 16, 2022

UNESCO and LVMH announce a strengthening of their cooperation on projects designed to minimize the consequences of climate change on biological diversity and improve the resilience of ecosystems. A new component of the partnership will be devoted to enhancing impact measurement in order to precisely assess how these programs preserve biodiversity, mitigate the effects of climate change, increase the resilience of ecosystems and benefit local communities.

On the occasion of the Conference of the Parties to the Convention on Biological Diversity (COP 15) in Montreal, the UNESCO-MAB (*Man and Biosphere*) program is strengthening its cooperation with the LVMH Group on numerous projects across the world.

In the Amazonian basin in particular, this partnership has been working since 2019 to combat the direct and indirect causes of deforestation in eight biosphere reserves in Bolivia, Brazil, Ecuador and Peru.

To date, it has supported more than 41 projects aimed at regenerating ecosystems and developing sustainable employment opportunities for local communities, combining scientific and local knowledge with indigenous know-how.

A new raft of activities seeks to strengthen measurement and assessment of these joint programs to understand their impact more precisely and, if necessary, adapt them to new environmental challenges.

These activities will include specific missions to collect data in the field and develop indicators with the aim of:

- reducing negative impacts on biodiversity, notably through fire prevention and control workshops that will train 480 people in three biosphere reserves;
- augmenting the positive impacts of agroforestry and craft activities;
- reducing biodiversity-linked risks for businesses;
- introducing more sustainable production methods.

Strengthening the partnership calls for efforts to train and develop local capacities to allow better sharing of scientific data within the world network of biosphere reserves and promote best practices in the LVMH Group's Houses.

The goal is to feed and make reliable the measurement of impact on biodiversity. In this way, the learnings and practices emerging from sustainable projects could then, in the longer term, be more easily integrated but also transposed to other regions and other ecosystems, thereby contributing to implementation of the global biodiversity framework now being negotiated.

See also:

- [The LVMH Environmental Program, LIFE 360](#)
- [UNESCO programs for biodiversity](#)

LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet and Joseph Phelps. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian and Officine Universelle Buly. LVMH's Watches and Jewelry division comprises Bulgari, Tiffany & Co., TAG Heuer, Chaumet, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and sustainable development by promoting international cooperation in education, science and culture, with particular emphasis on fostering international scientific cooperation for preservation of biodiversity and the ocean. Over more than 50 years, it has developed a network of chairs, research centers and exemplary natural sites. UNESCO has 193 member states and is active across the world through its 54 field offices.

LVMH CONTACTS

Media <i>Jean-Charles Tréban</i> LVMH + 33 1 44 13 26 20	Analysts and investors <i>Chris Hollis / Rodolphe Ozun</i> LVMH + 33 1 44 13 21 22 / + 33 1 44 13 27 21
--	---

MEDIA CONTACTS

France <i>Charlotte Mariné / +33 6 75 30 43 91</i> <i>Axelle Gadala / +33 6 89 01 07 60</i> Publicis Consultants +33 1 44 82 46 05	France <i>Michel Calzaroni / + 33 6 07 34 20 14</i> <i>Olivier Labesse / Hugues Schmitt / Thomas Roborel de</i> <i>Climens + 33 6 79 11 49 71</i>
Italy <i>Michele Calcaterra, Matteo Steinbach</i> SEC and Partners + 39 02 624 9991	UK <i>Hugh Morrison, Charlotte McMullen</i> Montfort Communications + 44 7921 881 800
US <i>Nik Deogun / Blake Sonnenshein</i> Brunswick Group + 1 212 333 3810	China <i>Daniel Jeffreys</i> Deluxewords +44 772 212 6562 +86 21 80 36 04 48

UNESCO CONTACT

Media <i>François Wibaux</i> UNESCO +33 1 45 68 22 93 f.wibaux@unesco.org
