

Chinachem Group

Sustainability Conference 2024

Integrating Sustainability Solutions towards a Resilient Future



Ms Venisa CHU

Regional Sustainability Director - APAC, L'Occitane Group

Summary

“Building a Purpose-driven Brand with Investment in People and Planet”

- Ms Venisa CHU introduced L'Occitane Group, which is a multi-brand organisation founded in Southern France.
- She emphasised the group's commitment to sustainability and nature and highlighted the group's growth over 15 years, focusing on acquiring brands that align with their mission of promoting biodiversity and natural beauty.
- Ms CHU provided an overview of their business operations, including nearly 10,000 employees and a significant 35% share of the group's business in the Asia-Pacific region.
- The sustainability strategy is built on three main pillars: biodiversity, climate, and people.
- Biodiversity is prioritised due to the brand's natural heritage, aiming for a nature-positive approach through regenerative agriculture.
- The climate focus includes achieving net-zero targets aligned with the Science Based Targets Initiative (SBTi), particularly in distribution and retail operations in the APAC region.
- Ms CHU emphasised the importance of engaging employees across various functions in sustainability efforts, rewarding them for their contributions.
- She shared insights from a sustainability strategy video, reinforcing the group's commitment to positively impacting people and regenerating nature.
- The group recently achieved B Corp certification, which helps formalise and accelerate their sustainability practices.
- Ms CHU explained that beyond workers and environment topics, B Corp evaluations also focus on governance, community, and customer areas whereby employee engagement and supplier management play a key role to enable broader participation in sustainability initiatives.
- The group has implemented Key Performance Indicators (KPIs) for all employees in the APAC region, promoting accountability and encouraging sustainable practices at all levels.
- A recent consumer event which focused on the topic of plastics highlighted the group's efforts to address environmental issues through education and community involvement.
- Ms CHU described a global expedition project aimed at developing markets, providing low-tech & easily scalable solutions for plastic waste management.
- She concluded by sharing her personal journey of advocating for recycled materials in their products as well as in their store development across the APAC region.
- Chu expressed hope for further discussions and questions during the panel session, stressing the importance of collaboration to valorise their sustainability strategy.

Organiser



Co-organisers



華懋集團

可持續發展論壇 2024

多元可持續發展方案 應對未來挑戰



朱慧珊女士

L'Occitane Group 亞太區可持續發展區域總監

重點

「以人才及環境投資建立宗旨導向的品牌」

- 朱慧珊女士介紹 L'Occitane Group，這是一個成立於法國南部並擁有多個品牌的集團。
- 她強調該集團對可持續發展和自然的承諾，並突出了集團在 15 年間的增長，集團專注收購與促進生物多樣性和自然美的使命相符的品牌。
- 朱女士概述集團的業務運作，包括近 10,000 名員工及亞太區佔集團業務 35% 的顯著份額。
- 集團的可持續發展策略建基於三個主要支柱：生物多樣性、氣候和人。
- 建基於品牌的自然遺產，集團優先考慮生物多樣性，目標是通過再生農業採取對自然有利的做法。
- 氣候重點包括實現與科學基準目標倡議 (SBTi) 對齊的淨零目標，特別是在亞太地區的分銷和零售業務中。
- 朱女士強調讓各個職能的員工參與可持續發展工作的重要性，並對他們的貢獻給予獎勵。
- 她分享了一段關於可持續發展策略的短片，反映集團對人類產生正面影響及再生自然的承諾。
- 該集團最近獲得了共益企業 (B Corp) 認證，這有助正規化並加速可持續發展的實踐。
- 朱女士解釋說，共益企業評估在員工及環境議題以外，同時集中於管治、社區和顧客範疇，當中員工參與及供應商管理為重要一環，使更多人能夠參與可持續發展倡議。
- 集團在亞太地區為所有員工實施了關鍵績效指標 (KPI)，促進責任感並鼓勵各級別的可持續發展實踐。
- 最近一個以塑膠為主題的消費者活動，突顯了集團通過教育和社區參與來解決環境問題的努力。
- 朱女士描述了一個全球探險項目，旨在開發市場，為塑膠廢物管理提供低技術並易於擴展的解決方案。
- 她最後分享了自己倡導在產品及亞太區分店發展中使用回收材料的個人經歷。
- 朱女士希望在隨後的小組討論中進一步交流和提問，並強調透過協作以鞏固可持續性策略的重要性。

Organiser



Co-organisers

