



**YVES ROCHER**

MAINSTREAMING BIODIVERSITY AND AICHI  
TARGETS  
GROUPE ROCHER

CLAUDE FROMAGEOT & MARIE MARACHE LE GALL  
*Sustainable Development team*



# COMMITMENT OF GROUPE ROCHER FOUNDING FAMILY



# ROOTED IN SOIL

*La Gacilly, Brittany, France*



**Family and  
Pioneer  
Group**



**Acting with  
respect  
to nature**



**Creating  
Value**

# **SUSTAINABLE STRATEGY SINCE 2008**



YVES ROCHER  
FOUNDATION  
PARIS - NEW ORLEANS - VIENNA - LA PAZ

**100 MILLIONEN BÄUME**  
FÜR EINEN POSITIVEN  
ÖKOLOGISCHEN  
FUSSABDRUCK

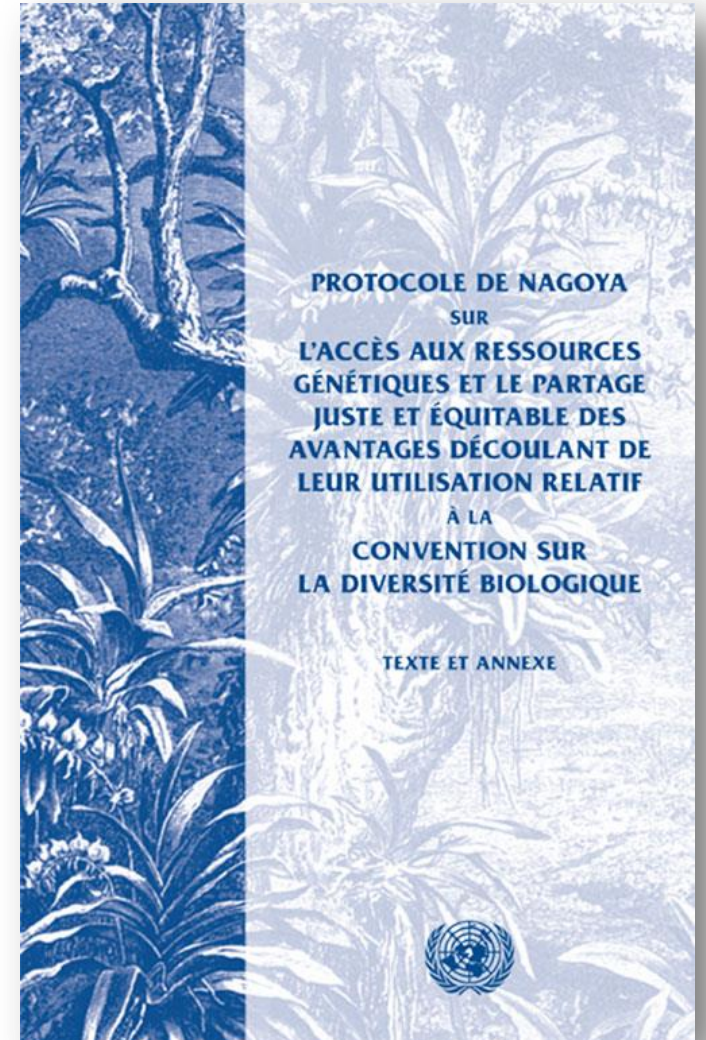
YVES ROCHER  
FOUNDATION  
PARIS - NEW ORLEANS - VIENNA - LA PAZ

**PLANT FOR THE PLANET**  
FÜR EINEN POSITIVEN  
ÖKOLOGISCHEN  
FUSSABDRUCK

**STRENGTHS OF SOCIETAL  
COMMITMENT**



# PRAGMATIC IMPLEMENTATION OF ACCESS AND BENEFIT-SHARING

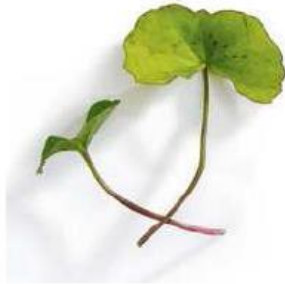




# YVES ROCHER AND MADAGASCAR HISTORIC PARTNERSHIP



APHLOIA



CENTELLA



SIGESBECKIA



VANILLE



YLANG-YLANG



SARO

## RESEARCH ON COSMETIC PROPERTIES FOR 2 PLANTS

- SIGESBECKIA : Soothing/softening – SENSITIVE VEGETAL
  - APHLOIA : Anti-ageing – ELIXIR JEUNESSE
- VOLUNTARY APPLICATION OF ABS WITH MADAGASCAR



# NEW APPROACHES ON PLANT SUPPLY CHAINS



CONFIDENCE  
LONG-TERM  
SHARING  
LEADERSHIP





# NEW APPROACHES IN ACCOUNTING



Biodiversity and Economy:

NEW MANAGEMENT  
AND ACCOUNTING APPROACHES  
TOOLS AND PRACTICES





# COLLECTIVE PLEDGES





FFFK U

JE SUIS PLANTEUR D'ARBRES !

JE SUIS PLANTEUR D'ARBRES !

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