



# *LIFE 360*

*An alliance of Nature  
and Creativity*

LVMH



## *An alliance of Nature and Creativity*

Dialogue with our Maisons, their early-career employees and students, coupled with precise measurement of the impact of our activities on biodiversity, water and the climate, have enabled LVMH to define the priorities of our *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 our Maisons will contribute to achieving these objectives by establishing their own action plans. Our 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.

## 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.

## 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.

## 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

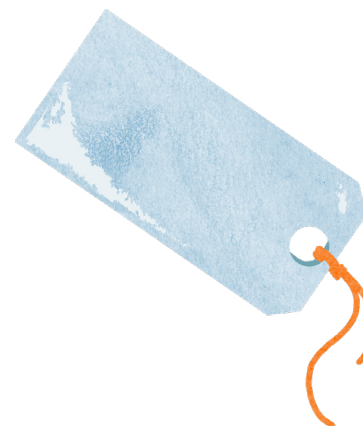
## Strategic priority 1: Creative Circularity



*We will draw on our creativity to drive environment excellence in our products and their packaging:*

- **100% of our 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. We aim 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 we will pursue our sourcing certification policy and actively engage across every link in our supply chains:*

- **By 2030, 100% of our 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 our practices for our customers.



# Preservation of ecosystems

## Strategic priority 3: Biodiversity



*Our activities are intimately linked to nature. They would not be possible without farming, or growing grapes and other plants. We intend to take initiatives to restore what we take from nature:*

- We aim to have **zero sourcing in areas where there is a very high risk of deforestation or desertification**, and we want **100% of our strategic raw materials certified to the highest standards guaranteeing the preservation of ecosystems and water resources by 2026**.
- We have 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**.
- We are more committed than ever to animal well-being and we continue to apply the measures in the charter we published in 2019, working closely with our 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 us to identify the most significant sources: raw materials sourcing, packaging and transport of merchandise, both upstream and downstream. We are pursuing a carbon trajectory in line with the Paris Agreement:*

- By reducing greenhouse gases from energy consumption at our sites and stores by **50% by 2026** (baseline 2019) thanks to a policy of **100% renewable energy**.
- By reducing or avoiding our **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 we are able to engage all our stakeholders around our targets, starting with the people of the LVMH Group. You are all changemakers and to support you we are setting up environmental training aligned with your different roles and responsibilities. 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, we will emphasize a partnership approach to help them elevate their environmental performance.



*We are confident we can count  
on your engagement. Thank you!*

A “*LIFE 360* User Guide” will be available from the Environment managers at your Maisons.  
For detailed information on our *LIFE 360* objectives visit the “LVMH Commitments  
Social & environmental responsibility” section on [lvmh.com](https://www.lvmh.com).