



The Fondation L'Oréal commits to supporting women leading climate action

Paris, 9 November 2021 – As Gender Day is held at COP26, the Fondation L'Oréal announces two strategic and complementary partnerships to take better account of gender in the fight against climate change. It aims to strengthen women's resilience on the ground and give them a greater share of voice in decision-making.

Since 2007, the Fondation L'Oréal has been empowering women, focusing on two major areas that sit at the heart of the Group's DNA: scientific research and inclusive beauty. Today, it is embarking on a challenging new agenda: better consideration of women's rights in the fight against climate change.

Women and men are not equal in the face of climate change. The hazards linked to global warming exacerbate existing discriminations and have a greater impact on vulnerable populations. As they represent the vast majority of people living under the poverty threshold across the world and are more dependent on threatened natural resources, women are disproportionately affected by extreme weather events, loss of agricultural productivity, destruction of lives and of goods, which stem from the climate crisis. According to UN Women, women are 14 times more likely than men to die during or after a natural disaster. Today, while many people are aware of the dangers of climate change, very few know that it will be the first threat to women's rights in the 21st century.

At the same time, their tight links with the environment make them crucial agents of change, whose knowledge and experience can strengthen our collective resilience.

"Climate change is disrupting our lives, our societies and our economies, with women once again on the front line. The fight against climate change must increasingly take into account gender. When gender inequalities are overcome, when women have the voice they deserve, they will have the capacity to create a more sustainable, more inclusive and more prosperous world," explains Alexandra Palt, Executive director of the Fondation L'Oréal.

SHE GROWS THE FUTURE: STRENGTHENING THE RESILIENCE OF WOMEN FARMERS WITH CARE FRANCE

Created in early 2021 in partnership with the international non-profit organization CARE France, *She Grows the Future* is a three-year program aimed at supporting women farmers in the face of climate change.

In total, 5,500 women will benefit from the four projects launched in Madagascar, Ecuador, India and Vietnam, countries heavily affected by extreme climatic events (cyclones, floods, severe droughts) which exacerbate gender inequalities.

On the field, these projects will aim to:

- develop climate emergency management plans,
- improve food security for women through access to new technologies, seed banks and the establishment of farm schools to promote appropriate agroecology,
- empower women, through learning and support for female entrepreneurship, and access to microfinance,

- perpetuate the protection of equality, by supporting the role of women in decision-making within their homes and strengthening their voice in community operations.

"When a crisis strikes, women are always hit first and the hardest. The climate crisis is no exception to the rule: the scarcity of natural resources reinforces existing gender inequalities, particularly in terms of access to water and land. Fighting for women's rights is one of CARE's priorities, their role is essential in the fight against climate change and their voices must be heard! Alongside the Fondation L'Oréal, we will support agricultural women around the world who are facing the challenges of the climate emergency," says Philippe Lévêque, General Manager CARE France.

WOMEN4CLIMATE: LEADING THE CHARGE FOR TRANSFORMATIVE CHANGE IN CITIES ALONGSIDE C40

With the support of L'Oréal Groupe, C40 Cities launched in 2017 the *Women4Climate* initiative that matches mentors (committed leaders from the public and private sectors, international organizations, and civil society members) with emerging women leaders at different stages of developing their climate solutions¹.

In 2021, the partnership was renewed under the aegis of the Fondation L'Oréal, to broaden the scope of action of the program and support over 600 women by 2023. Every year, 10 cities will engage women who are passionate about finding innovative and inclusive solutions to tackle climate change. Since the beginning of the year, seven cities have already launched their program: Barcelona, Lima, Montréal, Nur-Sultan, Mumbai, Vancouver and Toronto.

The *Women4Climate* initiative is also launching today a Massive Open Online Course (MOOC) to strengthen women's climate leadership skills and provide them with tools to effectively develop their projects on the ground. Developed in partnership with the Columbia Climate School and CARE France, this training program is open to all on the Coursera [platform](#) and leads to a certificate upon completion.

"At C40, we are thrilled to continue supporting cities worldwide to accelerate women-led climate initiatives, strengthen and expand the existing network of women tackling the climate crisis. Only by including women's voices and perspectives can we achieve a transformative change and deliver on a green and just future in the world's great cities. It is the C40 Cities and L'Oréal Fondation's shared conviction," Mark Watts, Executive Director, C40 Cities.



To find out more, visit our [website](#) or have a look at the "Women & Climate" [study](#) by the Fondation L'Oréal.

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¹ Between 2017 and 2020, 22 mentorship programs were launched in 16 cities (Addis Ababa, Auckland, Barcelona, Freetown, Lisbon, Lima, London, Mexico City, Montréal, New Orleans, Paris, Quito, Tel Aviv-Yafo, Sydney, Toronto and Vancouver), with over 300 participants.

About the Fondation L'Oréal

The Fondation L'Oréal supports and empowers women to shape their future and make a difference in society, focusing on three major areas: scientific research, inclusive beauty and climate action.

Since 1998, the L'Oréal-UNESCO For Women in Science program has worked to empower more women scientists to overcome barriers to progression and participate in solving the great challenges of our time, for the benefit of all. For 22 years, it has supported more than 3,600 women researchers from 117 countries, rewarding scientific excellence and inspiring younger generations of women to pursue science as a career.

Convinced that beauty contributes to the process of rebuilding lives, the Fondation L'Oréal helps vulnerable women to improve their self-esteem through free beauty and wellness treatments. It also enables underprivileged women to gain access to employment with dedicated vocational beauty training. On average, around 16,000 people have access to these free treatments every year and more than 18,000 people have taken part in professional beauty training, since the beginning of the program.

Finally, women are affected by persistent gender-based discrimination and inequalities, exacerbated by climate change. While they are on the frontline of the crisis, they remain under-represented in climate decision-making. The Women and Climate program of the Fondation L'Oréal supports, in particular, women who are developing climate action projects addressing the urgent climate crisis and raises awareness of the importance of gender-sensitive climate solutions.

About C40

C40 is a network of nearly 100 mayors of the world's leading cities who are working to deliver the urgent action needed right now to confront the climate crisis and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labor, business, the youth climate movement and civil society to go further and faster than ever before. The current Chair of C40 is Mayor of Los Angeles Eric Garcetti; and three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40's work is made possible by our three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF), and Realdania. To learn more about the work of C40 and our cities, please visit our website, or follow us on Twitter, Instagram, Facebook and LinkedIn.

About CARE

Founded in 1945, the international NGO CARE is one of the largest humanitarian aid networks in the world. It is apolitical and non-denominational. Our objective is to fight extreme poverty and to defend access to fundamental rights. In contexts of humanitarian emergency or development crises, we fight against the interdependence of the causes of extreme poverty by developing complementary programs (education, food security, health, economic development, etc.) and by defending respect for human rights. In all of our programs, we pay particular attention to the condition of women, who are the first victims of poverty in the world. Equality between women and men is a fundamental right. It is also an essential factor in the fight against poverty. This is why CARE contributes to the emancipation and empowerment of women.