

Guerlain and Ever Rich partner to raise awareness of bee protection



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Well-known for its fruit varieties, the annual output value of honey in Taiwan exceeds (\$US 66 million), which show the importance of the bee ecosystem in the region.

Launched in 2018, [Guerlain's](#) "Bee School" program raises awareness of bee protection among schoolchildren. Ever Rich Duty Free has partnered with the beauty company to bring the program to more Taiwanese children, and educate more Taiwanese families about the cause.

At the end of December, the pair led an activity that involved bee culture exhibition touring, bee related games and a "little beekeeper" experience. The purpose is to learn why bees are so significant, the reason they are in danger, how to help to protect them, and educate children about the environmental protection with a focus on the bees.

Twenty children aged between 5-8 years old and their parents attended. This project brings attention to the importance of caring for the planet and people through sparking curiosity.

Ever Rich Duty Free has focused on CSR with its educational camp program and more than 100 beach cleaning activities held annually. In 2022, Ever Rich implemented energy saving, paperless and recycle policies and reached its goal of 9 million kilograms carbon emissions reduction in a year.

The spirit of Guerlain's Bee School program is in line with Ever Rich's commitment to environmental protection and sustainability. The group is looking forward to more ESG activities with brand cooperation to create a meaningful impact together in the future.