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sustainable japan

Sustainability across company is key issue for Jean-Pierre Charriton

President of L'Oreal Japan leverages innovation

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Hometown: Paris
Years in Japan: 3

Leaders & Readers

LOUISE GEORGE KITTAKA
 CONTRIBUTING WRITER

Jean-Pierre Charriton has traveled the world during his career, living in multiple countries during more than three decades with the global beauty giant L'Oreal. The lifestyle has suited the Parisian, who has relished the many opportunities to discover diverse cultures and people along the way.

Charriton came of age when France still required young men to perform national service, and he considers himself fortunate to have been selected for a role at the French Embassy in Canada in this capacity. With this initial taste of working abroad under his belt, L'Oreal seemed like a good fit for his



L'Oreal is embracing sustainability across the whole company, "good for the wallet, good for the planet," Charriton said. COSUFI

next step.

"L'Oreal was — and still is — a very successful and familiar company in France, with a strong reputation in marketing. I also had a strong desire for an international career, and L'Oreal was a great match for that. And thirdly, it was known as a very entrepreneurial company that gave opportunities to young people," Charriton explained.

His wish came true when he was sent to Jakarta in 1997 to run the luxury brands business. However, he was forced to leave Indonesia a year later amid civil unrest following the resignation of leader Suharto. Charriton was subsequently sent to Thailand for five years, followed by postings in South Korea, London, back to Paris and then to Hong Kong, where he headed luxury brands for the Asia-Pacific market for eight years.

Charriton arrived in Japan in 2021 to take on his current role as president of the Japan business. "In Hong Kong, I was on the front line of the business, advancing our brands, but being here in Japan has given me the opportunity to focus on other aspects, such as leveraging innovation," he said.

Embracing sustainability across the whole company is a key issue for Charriton. Japan is a unique market in terms of extremely high consumer literacy on refillable products, and L'Oreal has been something of a pioneer in introducing refillables to the luxury market, including with the recently launched Lancome Genifique Ultima skin repair serum. "Good for the wallet, good for the planet" is the way we present it," he said with a smile.

He said that after living for 20 years in various locations around Asia, there is

something of a "dream factor" about being in Japan. Even against the current backdrop of a stagnant economy and an aging population, the Japanese beauty market is one of the most dynamic in the world. "The growth is spectacular here, driven by local consumption, innovation and both online and offline engagement through stories," he explained. "Then there are inbound visitors, who come to take advantage of the products and the great service and prices in Japan."

He pointed out that this demand aligns with the "lipstick effect," in which people buy small luxuries even as they hesitate on big-ticket items. "We are an industry of change, and we create products that people want to buy. People in Japan like new things, and they are savvy shoppers who recognize innovation and interesting products."

Working at L'Oreal has allowed Charriton to discover his sense of purpose, helping people to use beauty as a way to feel more confident and enhance their self-esteem. He says it isn't about trying to make people feel they must look a certain way, but rather about finding their own personal style. "It's an important topic not just for women, but for men as well. We are exploring the potential of the men's beauty market around the world, but particularly in Japan. There is definitely a growing appeal in beauty for men."

The L'Oreal-UNESCO for Women in Science initiative is a global program to support female scientists. The Japan program began in 2005, and annual awards are granted to four women enrolled in or planning to enter a doctoral program in materials science or the life sciences. Charriton recently participated in a function at the



COSUFI

French Embassy in Tokyo to launch applications for the program's 19th season. The company has also started reaching out to junior high schools and parents in an effort to promote STEM education and careers for girls in Japan.

Science fans of all ages will soon be flocking to the Miraikan — the National Museum of Emerging Science and Innovation — to see a new exhibit that L'Oreal is sponsoring. Opening in November, "Notre-Dame Cathedral of Paris: A Journey

Through Time with a Tablet" uses augmented-reality technology, allowing visitors to immerse themselves in the history and restoration of this French icon.

L'Oreal had some recent architectural innovation of its own, with the 2022 opening of the Beauty Valley in its Shinjuku headquarters. Inspired by Japan's seasons and featuring fittings made from upcycled cosmetic products, this award-winning office space dovetailed perfectly with post-pandemic workplace trends.

Traveler, innovator, back-country skier

Jean-Pierre Charriton grew up in Paris and graduated with an MBA from the Emlyon Business School in Lyon in 1989. A stint working at the French Embassy in Canada for his national service inspired him to seek a career with a global company. He entered L'Oreal in 1991, where he was initially in charge of the Biotherme product range. His career path subsequently took him to Indonesia, Thailand, South Korea and London. Charriton then returned to Paris for three years before moving to Hong Kong in 2013, where he oversaw 14 Asia-Pacific markets in his capacity as senior vice president, L'Oreal Luxe Brands. He arrived in Japan in 2021 to take up his current position as president and representative director for L'Oreal Japan, and is committed to continuing the company's legacy of innovation. An avid traveler, he stays active with back-country skiing, hiking and kite surfing in his spare time.

"We have developed a much more creative use of space, where people can gather and collaborate. Our working style has changed since COVID. We have established a 'three-two' system so people can come in three days a week and work from home for two," Charriton explained. "I like this idea of three-two, because there are times when we need to be together, and times when we need to concentrate and focus."

Charriton seeks to maintain a sense of equilibrium in his own life, too. It comes as no surprise that this globetrotter lists travel as one of his favorite pastimes, along with hiking, back-country skiing and kite surfing. "I try to be organized in the way I approach things, and to also be conscious of recharging and disconnecting," he said. "Balance is important, whether you hike up a mountain on the weekend or have a Monday morning meeting."



Times Gallery



The ambassador of Brazil, Octavio Henrique Cortes, tastes Brazilian coffee during the Specialty Coffee Association of Japan Conference on Oct. 9. Brazil is the world's largest producer of coffee. - EMBASSY OF BRAZIL



The Bima Suci Tall Ship was in Yokosuka during its voyage as an Indonesian goodwill diplomatic mission from Oct. 1 to 5. EMBASSY OF INDONESIA



Charge d'Affaires Kekeli Mouvy on Sept. 26 presents Togolese peanut sauce and chicken that Kura Sushi will serve during the Expo Osaka 2025 and in its restaurants. EMBASSY OF TOGO



Jamaican Ambassador Shorna-Kay Richards meets with Kagawa Gov. Toyohito Ikeda during her official visit to Japan's smallest prefecture. EMBASSY OF JAMAICA



The 67th Malaysia National Day Reception in Japan was celebrated with great enthusiasm. EMBASSY OF MALAYSIA



Ambassador Aleksandra Kovac of Serbia speaks at the Serbia Fair, organized by the Japan-Serbia Association and supported by the Embassy of the Republic of Serbia, on Oct. 13. EMBASSY OF THE REPUBLIC OF SERBIA



India's Minister of Railways, Information and Broadcasting, Electronics and Information Technology, Ashwini Vaishnav, meets with Chief Cabinet Secretary Yoshimasa Hayashi in Tokyo. EMBASSY OF INDIA



Ambassador Damien Cole presents the Ireland Trophy Cup to Shunsuke Yoshida (Sunday Racing Co.Ltd) together with winning jockey Christophe Lemaire and trainer Keisuke Miyata at Fuchu Racecourse on Oct. 14. JRA

CDP event examines efforts on cutting emissions in supply chains

Media partner

HIROKO NAKATA
 CONTRIBUTING WRITER

CDP, the global non-profit which runs the world's environmental disclosure system, held an annual event on Oct. 4 that shed light on the increasing impact of corporate supply chains' carbon emissions.

"I've never felt a stronger sense of crisis over climate change than this summer because of what is going on around us," CDP Worldwide-Japan's market lead, Emi Matsukawa, told the audience in the opening speech. Data showed record-high heat across the world this summer. In Japan, the average temperature in July broke the record for the month, according to the Meteorological Agency.

At the CDP Supply Chain Japan Summit, the London-headquartered nonprofit said there is still a wide gap between the global carbon reduction goal and what Japan needs to do to achieve its goal of net-zero emissions. "We need your efforts in the private sector. But at the same time, I believe there is also demand for new business," Matsukawa said. "And those who are aware of such demand are those who gather today — who are willing to review their entire supply chain's impact on carbon reduction."

Companies are facing growing calls to manage the greenhouse gases emitted in their supply chains due to the emissions' huge environmental impacts and amid stricter global regulations.

In the keynote speech, professor Takeshi Mizuguchi, the president of the Takasaki City University of Economics, explained why supply chains are drawing the attention of regulators and investors. Amid growing pressure for the disclosure of climate and other sus-

tainability-related data, companies around the world are trying to manage a variety of risks in their supply chains involving the procurement of water and other resources, the continuity of business deals, their reputations on human rights and labor conditions, and the degradation of their corporate value due to sustainability issues.

"In addition to these directly related risks, we need to pay attention to bigger risks that we are facing now," he said, involving inter-related economic, social and environmental systems. He added that corporate values would suffer without government policy support.

According to CDP, Scope 3 supply chain emissions are on average 26 times larger than the total of companies' own Scope 1 and 2 direct and indirect emissions. "Unfortunately, still only 15% of the 23,000 companies that disclosed to CDP last year had set targets to reduce their upstream Scope 3 emissions," said Simon Fischweicher, CDP's director of supply chain and reporter service. Only 41% of companies are engaging their suppliers through the CDP's disclosure platform, he said, and fewer still are assessing the climate risks in their supply chain or setting Scope 3 reduction targets, he added.

"Therefore, we need to do more to engage with the private sector to understand the importance of supply chain sustainability, set targets for Scope 3 emissions and work with their suppliers to reduce those supply chain emissions," he told the audience.

During the event, three Japanese ministries explained their policies to tackle the increasingly urgent climate issues.

The Ministry of Economy, Trade and Industry, which is spearheading an idea to create a domestic "GX" (green transformation) market, said it is important to support higher value for products made from environmentally friendly materials. In order to do that, the country needs to introduce carbon pricing on greenhouse gas emissions, which would elevate green products' price competitiveness. The country also needs to help create additional value for such goods in other ways, for example by disclosing the ratio of nontoxic materials used in making them, said Nobuyoshi Wakabayashi, director of the ministry's environmental policy division.

The Ministry of the Environment thinks it is important for companies to make their measures on carbon reduction transparent



Opening Remarks by CDP Worldwide-Japan, market lead, Emi Matsukawa. CDP

to investors and suppliers amid a growing emphasis on ESG (environmental, social and governance) investment because such measures lead to higher corporate value and better business opportunities. To that end, the ministry helps companies calculate their carbon emissions throughout their value chain by developing guidelines and operating websites providing related information.

The ministry also has compiled guidebooks to promote corporate engagement with suppliers to take steps to reduce Scope 3 emissions and has released related information on its online value-chain platform.

"We place importance on corporate engagement because companies need to tackle this issue with their whole supply chains," Takeo Sugii, director for the ministry's office for decarbonized business promotion, said in a speech.

The Ministry of Land, Infrastructure, Transport and Tourism promotes decarbonization in the transportation sector. For instance, it supports next-generation vehicles by building electric vehicle chargers and hydrogen stations, and the development of zero-emission vessels fueled by hydrogen or ammonia. In the construction area, the ministry promotes zero-emission houses while requiring new buildings to follow energy saving regulations. It also supports the introduction of renewable energy at the country's airports, seaports, train stations and public housing. As for biodiversity issues, the ministry is working on the introduction of green infrastructure in urban planning and public works while accelerating efforts to capture carbon dioxide by taking advantage of ocean ecosystems, said Mitsuru Shimizu, director of the ministry's environmental policy division.

Aiming to highlight issues related to a sustainable society, The Japan Times gave its support to this event by becoming a media partner.



Panel Discussion about future value chain management. CDP