

## 2024 Asia-Pacific WEPs Awards Regional Awardee Profile



**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**



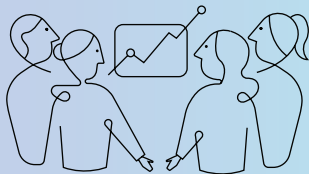
**Patrick Girod,**  
CEO of L'Oréal Thailand,  
Myanmar, Laos and Cambodia

## L'Oréal (Thailand) Limited

### About the Company

**Name:** L'Oréal (Thailand) Limited  
**Country:** Thailand  
**Employees:** 501 – 1000 Employees  
**Percentage of women employees:**  
Between 51% – 80%

**Website:**  
<https://www.lorealthailand.com>



L'Oréal's Inclusive Sourcing programme empowers vulnerable communities by partnering with suppliers to create employment and stable income opportunities. It also supports businesses that often lack access to multinational tenders, including local SMEs and women-owned enterprises.

### L'Oréal's Inclusive Sourcing for Equality

Millions of people from vulnerable communities worldwide face significant barriers to employment and economic opportunities. Lack of access to quality jobs and sustainable income perpetuates poverty and social exclusion. Recognizing this challenge, the Purchasing Team at L'Oréal Groupe launched its global Inclusive Sourcing programme in 2010. The initiative leverages the company's purchasing power as a force for positive social impact by integrating businesses that employ people from vulnerable communities into all stages of L'Oréal's supply chains.

In Thailand, the Inclusive Sourcing programme began over 10 years ago, focusing on two key areas. First, it works with existing suppliers to encourage the employment of more diverse individuals, particularly persons with disabilities and older people. Second, it aims to expand its supplier base by engaging more women-owned businesses, small and medium-sized enterprises (SMEs) and LGBTQIA+ entrepreneurs.

Although some suppliers are LGBTQIA+-owned, Thailand does not yet have an official certification body for LGBTQIA+ businesses. Rather than relying solely on market-wide data to address this gap, L'Oréal Thailand engages directly with suppliers, ensuring that initiatives are tailored to the specific groups they are best placed to support and deliver meaningful, sustainable impact on the ground.



## Suppliers as agents for inclusion

L'Oréal's suppliers are crucial partners in the Inclusive Sourcing programme, serving as key links to local communities. The company seeks out suppliers who share its vision for sustainability and are committed to advancing the programme's goals of positive social impact. Preference is given to suppliers that support individuals in vulnerable situations by improving their income, quality of life and access to work opportunities.

Suppliers must also meet L'Oréal's standards, which go beyond local regulations such as minimum wage and safe working conditions. They are expected to involve people from marginalized communities in producing materials or services for L'Oréal. For example, adapting workflows—such as co-packing, retail, promotion or transportation—to create employment for programme recipients strengthens a supplier's candidacy.



*At L'Oréal Groupe,  
we have one purpose—to **create  
beauty that moves the world.**  
By championing inclusivity  
throughout our value chain for over  
10 years, we have seen firsthand  
the positive impacts of financial  
independence  
on individuals, families and  
communities.*

**Onanong Pratakphiriya,**  
Corporate Affairs and Engagement  
Director, L'Oréal (Thailand) Limited

To further demonstrate its commitment to inclusivity, L'Oréal extends tender opportunities to SMEs and women-owned companies<sup>1</sup> that traditionally lack access to large-scale procurement processes. Participation is limited to companies registered on L'Oréal's supplier list, which requires due diligence, documentation and compliance with standards. To facilitate participation, L'Oréal Thailand has introduced a multi-step approach that supports targeted businesses in joining the registered supplier list, even when initial engagements are small contracts. The company provides guidance on documentation, helps suppliers understand compliance requirements and identifies the alignment between supplier capabilities and expected outcomes.

Onboarding includes training on L'Oréal's ethical standards and procurement processes, while close collaboration ensures suppliers receive clear briefs and support in delivering the required reporting, which is often a key challenge for many smaller or local businesses engaging with international companies. To mitigate risk, L'Oréal has also set a limit on the proportion of revenue any supplier can earn from the company, protecting both parties in the event of delivery issues.

To recognize and celebrate supplier contributions, L'Oréal Thailand organizes an annual *"Partnership Day"*: a platform to showcase progress, share learning and honour suppliers for their role in advancing Inclusive Sourcing.

While this approach has successfully expanded programme participation each year, challenges remain. Many L'Oréal suppliers in Thailand are small businesses, reflecting the nature of services such as video production,

<sup>1</sup> Women-owned business is defined as one in which more than 51 per cent is owned by one or more women, as disclosed in company registration documents.

photography, digital services, activations and event management, which limits recruitment opportunities. In addition, L'Oréal Thailand's operations do not span the entire supply chain, naturally limiting the scope of inclusive sourcing opportunities within the country.

The inclusive sourcing partnership model underpinning the programme has international ambitions far beyond Thailand. It forms part of L'Oréal's global strategy, with corporate-wide targets to drive supplier diversity and inclusion across all regions. To further advance this agenda, the company continuously reviews its operations and identifies new opportunities for inclusive sourcing.

## Creating pathways for an inclusive economy

Between 2014 and 2024, L'Oréal Thailand's Inclusive Sourcing programme benefited approximately 1,300 individuals through 16 local projects across 13 suppliers, enabling participants to access decent work, earn sustainable incomes and improve their livelihoods. Suppliers represent a diverse range of the company's operations, including gift manufacturing, printing, event planning, research, content production and distribution centre support. Half of all recipients are women; data on LGBTQIA+ participation is not yet collected due to sensitivity concerns.

The programme's long-term success depends on supplier commitment and consistent performance. This requires prioritizing sustained employment for recipients, providing transparent performance reporting to L'Oréal and presenting clear roadmaps for scaling up participation. L'Oréal actively monitors supplier performance using metrics such as the ratio of recipient investment, alignment with its sustainability policies (L'Oréal for the Future) and the long-term benefits experienced by participants. This shared accountability ensures the programme delivers on its promise of positive social impact and greater equality.

L'Oréal Thailand has ambitious plans to expand the programme's reach. By 2030, it aims to double the number of recipients compared to its 2024 baseline, reaching at least 500 individuals annually. The company also intends to broaden the programme's scope to include people facing long-term unemployment, those earning below the standard per capita income, individuals with documented illnesses limiting their ability to work and members of the LGBTQIA+ community. To support this goal, L'Oréal Thailand is actively seeking to partner with more SMEs, women-owned businesses and LGBTQIA+-owned suppliers.

Beyond providing employment, L'Oréal Thailand is exploring skill development initiatives to create pathways for recipients to advance into management roles. Its commitment to inclusive sourcing also extends to exploring fair-trade practices in cotton and coffee procurement for consumption at L'Oréal sites, further embedding social responsibility into its operations.

## Women's Empowerment Principles



High-Level Corporate  
Leadership



Treat all Women and Men Fairly  
at Work without Discrimination



Employee Health,  
Well-Being and Safety



Education and Training  
for Career Advancement



Enterprise Development,  
Supply Chain and Marketing Practices



Community Initiatives  
and Advocacy



Measurement  
and Reporting



[asiapacificwepsawards.org](https://asiapacificwepsawards.org)  
[weps.org](https://weps.org)



@unwomenasia

#GenderActionLab #WEPsAwards



[linkedin.com/showcase/wepprinciples](https://linkedin.com/showcase/wepprinciples)

