

## How Angelina Jolie is Sharing Her Bee-lief in Biodiversity with Children

*The superstar deepens her partnership with Guerlain and supports their bee conservation program.*

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<https://www.elle.com/beauty/a42957308/angelina-jolie-guerlain-for-bees-conservation-program/>



Angelina Jolie is a bee-liever. No, no, not as a Justin Bieber fan, but literally, a *bee-liever*, as in believes in *bees*, the precious pollinators that are an integral part of our ecosystem.

The *Malificent* star has deepened her partnership with Guerlain and is using her platform and celebrity status to educate the youth on the indispensable role bees play in our ecosystem.

Jolie is supporting the Guerlain for Bees Conservation Program. For more than 10 years, the Maison has committed time, money, and resources to build the Bee School, founded in 2018 with the goal of building knowledge and raising awareness on the importance of bees and their global impact.

Guerlain recognizes that the children are our future and is equipping our leaders of tomorrow with knowledge about bees and how they positively effect our environment.

On January 30th, Guerlain had Jolie co-host a Bee School session with Loréne Mouchet, a professional beekeeper from the first Guerlain x UNESCO Women for Bees cohort in 2021, alongside Cécile Lochard, Guerlain's Chief Sustainability Officer. Taking place at Ecole Henri Barbusse, an elementary school in Clichy-sous-Bois, a town LVMH has closely worked with to offer educational and employment opportunities to the local population, in an effort to continue their mission of equal opportunity, diversity, and inspiring young people to thrive.

In addition to an educational lesson, Guerlain will install beehives on site, and have future Bee School sessions to impart knowledge to the youth population.

After successfully piloting this program in France, as of 2021, the Bee School sessions have gone global. Approximately 6,000 children spanning 10 different countries have participated in the program, and by 2025, Guerlain is committed to having 100,000 children participate in Bee School. Bee conservation is something Guerlain bee-lieves in and is committed to for the betterment of our environment and our future.

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