



# Press kit

Groupe Rocher's Barometer  
Reconnect People to Nature ©

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## BRIS ROCHER'S NATURE TRIBUNE

This unique year has shown how much we need to put nature back into our lives, especially in the big cities. The temporary loss of our individual freedoms has made us aware of this lack of nature in our daily lives. This need, expressed as a collective intuition, raises questions about our own preservation.

It is by reconnecting with nature that we will learn to take care of ourselves, others and our planet. It is by reconnecting with nature that we will find the inspiration to innovate and the energy to preserve it.

Humans have always had an close relationship with nature. For thousands of years, it has been our home. Yet this essential relationship has become more tenuous over time, until it has disappeared from our daily lives. Our original home has faded into the background. As we have pushed the walls out to make room for the urban and the technological, we have weakened our own foundations. We, who are all products of nature, have driven it out of our lives.

The last decade has been one of awareness; we have become aware of our impact on the environment.

The stakes are now high:

Firstly, because it can be assumed that each generation takes the climate and environmental situation as the norm when it has already been degraded and has been deteriorating uninterruptedly for several decades.

Secondly, it is vital to realise that our health and that of the planet are linked. There can be no human health without a healthy planet. The preservation of our planet has become a key issue for our own well-being.

The way forward seems as obvious as it is necessary: it's time to reconnect with the basics by reintegrating nature into our lives through immersive and contemplative nature experiences.

There are no small or big nature experiences. Sensory experiences like feeling the sun on your face or touching a tree are powerful drivers of connection with nature. These are just as powerful as a walk in the forest or a scuba dive. These experiences hold the promise of understanding the benefits and richness of life.

We are genetically destined to live and live better in contact with nature. It is in our DNA.

It is by becoming aware of our nature, both our own and that which surrounds us, that we will find solutions for the future.

It is by getting closer to our original home, in the heart of nature, that we will find the impetus to progress.

Bris Rocher

## NATURE CONNECTION BAROMETER, WHY ? AND HOW ?

### Why a nature connection barometer?

Since **2019**, Groupe Rocher has set itself a mission: to reconnect women and men with nature. This matrix drives all the group's teams and guides the group's actions on a daily basis.

In order to act ever more concretely and work towards connecting women and men with nature, it seemed crucial to set up tools to study this connection in order to understand its driving forces, dynamics and implications.

Groupe Rocher therefore relied on the expertise and reputation of the BVA research institute, which is specialized in analyzing opinions and behaviors, to survey citizens in 19 countries (i.e. 19,000 respondents) and thus concretely quantify their connection to nature, identifying the levers and factors. The objective of this barometer was also to study the relevance of a major intuition held by the group, according to which proximity to nature generates well-being in individuals.

With this barometer, Groupe Rocher wants to encourage companies, political decision-makers, NGOs and citizens to take action to promote a connection with nature and thus preserve and enhance it. True to its mission of "Reconnecting women and men to nature", Groupe Rocher aims to monitor the evolution of this relationship every two years.

### How to evaluate the nature connection index?

The connection to nature is evaluated by an index calculated from three scores: cognitive, behavioural and emotional. The first measures the degree of knowledge of nature and its components, the second measures the intensity of the physical relationship and the degree of contact with nature, and the third measures the degree of attachment to nature. These three scores, evaluated on a scale of zero to ten, make it possible to render an index of connection to nature per country, also on a ten-point scale, as well as to calculate the world average. For example, if the French nature connection index is 7.0, the average index for the 19 countries studied is 7.2.



### What can we learn from this?

Beyond the calculation of a connection index, the study allows us to draw major lessons on the benefits of an intense connection to nature. Indeed, when reading the results, a very strong link between connection to nature and the level of happiness and confidence emerges: the higher the citizens' nature connection index is, the higher their level of happiness, resilience and confidence in the future are. This is the key finding of this barometer. It is time to act to reconnect citizens to nature and thus improve the well-being of society as a whole.

These lessons will feed into the group's approach by identifying priority areas for action and measuring the progress of this connection via a bi-annual update of the barometer.

## KEY FINDINGS OF THE BAROMETER

### Very different nature connection scores in different countries :

- Some countries have a very high nature connection score (India, Mexico, Brazil) while others have a very low score (Japan, Korea);
  - o These differences are all the more interesting as they sometimes concern countries located in the same geographical areas (Mexico: 7.8 vs. United States: 7.3);
  - o They are explained by cultural and geographical factors: population density, degree of rurality, preponderance of large cities, rural tradition, etc.

### Degree of connection influenced by socio-economic criteria

A generation gap is clearly visible in the barometer: there is a clear difference in the degree of connection to nature according to the age of the respondents. The older they are, the more connected they are to nature: index of 7.3 for 35–64-year-olds, 6.9 for 16–24-year-olds.

- The socio-professional category is a real marker: the CSP+ peak at 7.4 while the connection index for the unemployed and inactive is 6.9 ;
- The type of dwelling also naturally has a major impact on the degree of connection: the index for occupants of houses with a garden is 7.5, compared with 6.9 for occupants of dwellings without an exterior.

### The positive impact of nature on well-being is clear and shared

- This is one of the most edifying findings of this barometer: regardless of the country or type of respondent, there is a clear correlation between the degree of connection to nature and the well-being of individuals:
  - o When the degree of connection to nature is between 0 and 6, the share of respondents declaring to be "very happy" or "quite happy" rises to 77%. When this degree is between 7 and 8, this percentage rises to 86%. For a degree higher than 8: 90%.
- This correlation is also evident on items such as "confidence in the situation of the country/the world".
  - o When the degree of connection to nature is between 0 and 6, the share of respondents declaring to be "confident" and "very confident" in the situation of their countries rises to 48%. For a degree between 7 and 8, it is 54%. Finally, if the degree is higher than 8, the percentage peaks at 63%.

### **The city is not an obstacle to connecting with nature**

- The proportion of respondents with a nature connection index between 7 and 8 is equal, regardless of their type of dwelling (flat without terrace or house with garden);
- Nevertheless, the highest overall nature connection scores (i.e. knowledge and intensity of contact) are found among those living in houses with a garden;
- Furthermore, the way respondents connect with nature attests to the possibility of being both a city dweller and feeling close to nature: sensory experiences such as feeling the sun on one's face, touching plants etc. are cited as powerful drivers of connection with nature.

### **An insatiable need for nature, uncorrelated with the degree of connection**

- The need for nature is unsatisfied. People are frustrated: 85% of respondents feel the need to be in more regular contact with nature.
- However, this expressed need for connection is not directly proportional to the declared degree of connection:
  - o Only 64% of Japanese express the desire to be more connected to nature, while their connection index is the lowest in the world (93% of Indians express the same desire, while their index is the highest (8)).
  - o The same goes for China: with 96%, it is the people most willing to be in contact with nature on a more regular basis, even though their level of connection is much higher than the world average (7.6 vs. 7.2);
  - o In France, this score is 81%.

### **Education, a key vector for transmitting attachment to nature**

- The degree of connection to nature is correlated to the inheritance received, the more citizens have received a taste for nature, the more connected they are:
  - o The index of respondents considering that they have "not at all" or "not really" received the taste and knowledge of nature as an inheritance is 6.3. It is 7.6 for individuals declaring to have "rather" or "completely" received this heritage.
- The desire to pass on the knowledge and taste for nature is very present: 86% of respondents say that they want to pass on their taste for nature and their knowledge of nature to their children and their entourage.

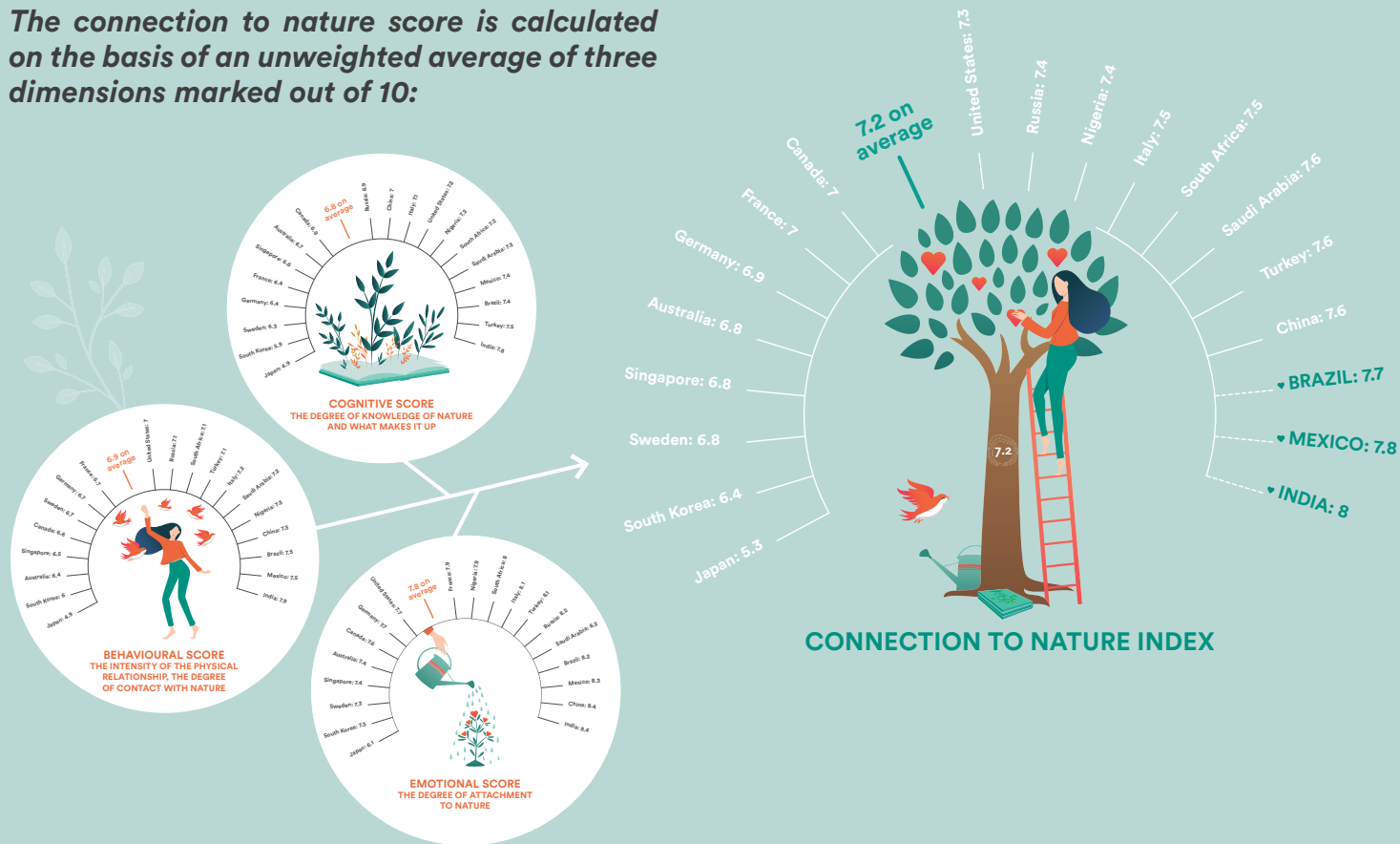


# Creation of a connection to nature score

## An unsatisfied need for nature

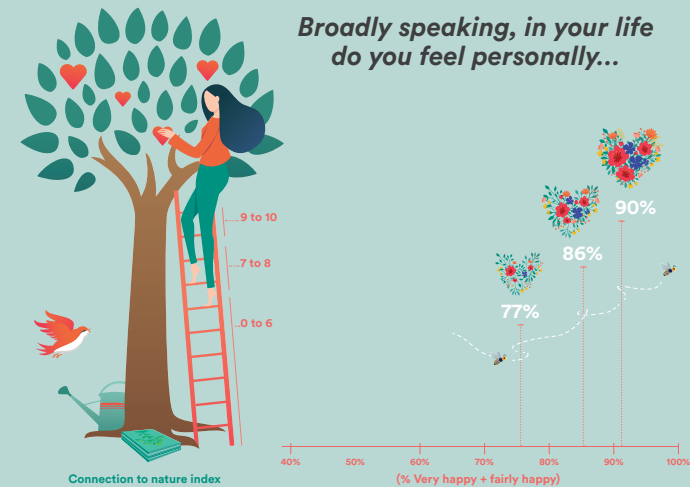
85% WISH TO BE IN CONTACT MORE REGULARLY WITH NATURE

The connection to nature score is calculated on the basis of an unweighted average of three dimensions marked out of 10:

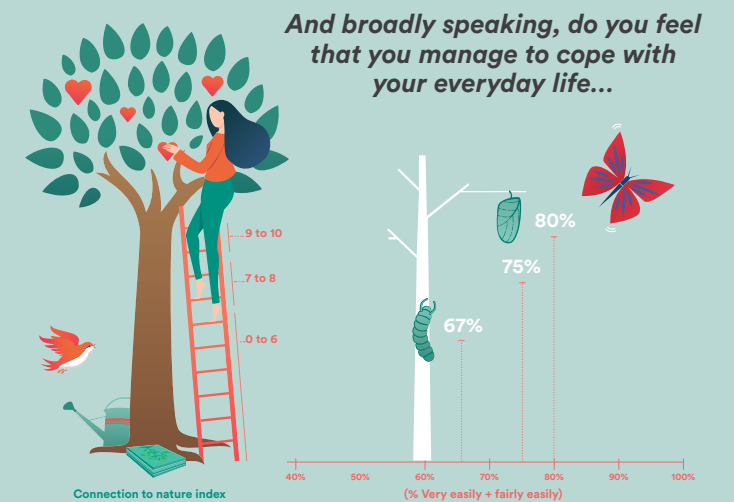


## Nature and confidence

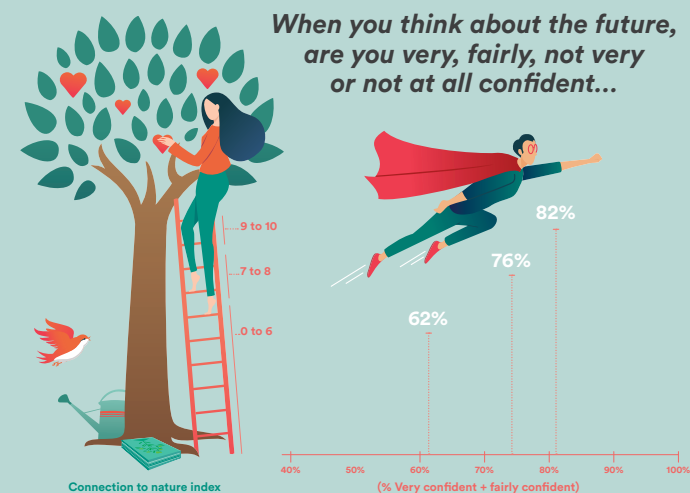
### HAPPINESS



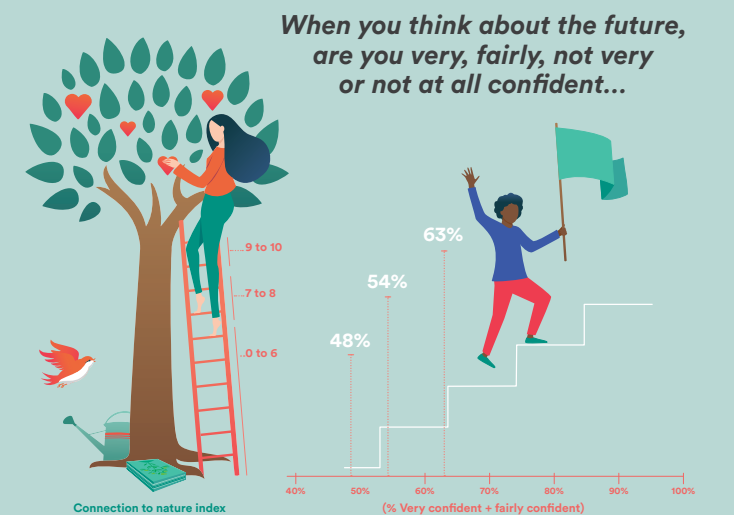
### ABLE TO COPE FROM DAY TO DAY



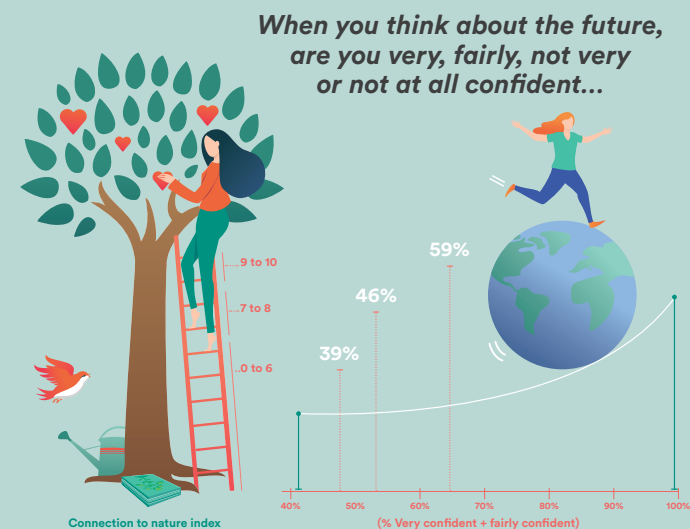
### CONFIDENCE IN ONE'S PERSONAL SITUATION



### CONFIDENCE IN THE COUNTRY'S SITUATION

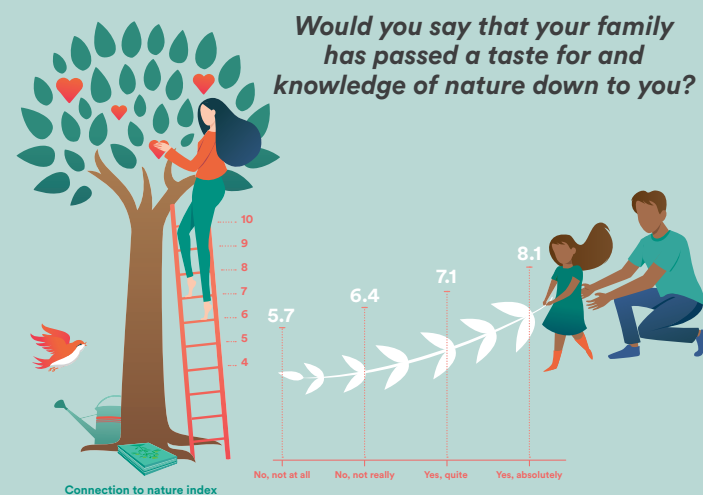


### CONFIDENCE IN THE SITUATION OF THE PLANET



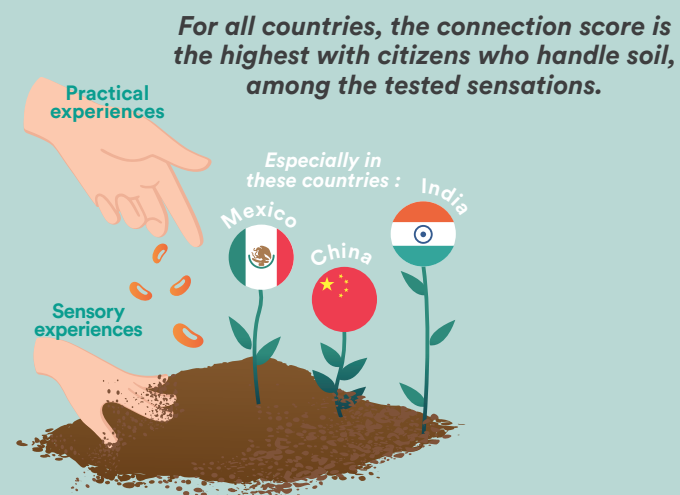
## The lessons learned from the 2020 edition and courses of action

### THE MORE CITIZENS HAVE INHERITED A TASTE FOR NATURE, THE MORE CONNECTED THEY ARE



86% PASS THEIR TASTE FOR AND KNOWLEDGE OF NATURE DOWN TO THEIR CHILDREN AND THEIR FAMILY CIRCLE

### RELATIONSHIP TO THE EARTH, A POWERFUL INSTRUMENT OF CONNECTION TO NATURE



57% SAY THEY LACK TIME, 20% CONSIDER THAT NATURE IS TOO FAR AWAY FROM WHERE THEY LIVE

## ABOUT THE GROUPE ROCHER

Groupe Rocher is a French family group of Breton origin which today has 10 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Dr Pierre Ricaud, Daniel Jouvance, Kiotis, Flormar, Sabon and ID Parfums), more than 16,000 employees, 50 million customers and more than 2.5 billion euros in turnover.

Present in more than 115 countries, the Rocher Group is increasingly developing internationally under the guidance of Bris Rocher, Chairman and CEO since 2010, and grandson of the founder Mr Yves Rocher.

At the origin of this entrepreneurial project is the desire to make beauty accessible to many people as possible through authentic well-being brands that respect nature and serve women and men. The Rocher Group has thus deployed in the cosmetics, textile, home embellishment and wellness sectors with products that are today acclaimed throughout the world.

It was in La Gacilly, in the heart of his native Brittany, that Mr Yves Rocher's passion for the plant world was born. A pioneering botanist, he made his plant-based beauty products in the attic of his family home, which became his laboratory. He then invented a new beauty, in the pure respect of women, men and nature. It was in this village that he chose to found his company.

At the time, his ambition was not only to create a company, but to allow the development of the whole ecosystem around it. His promise was kept: La Gacilly is today a true place of well-being, illustrated by its botanical garden, which has become a world reference.

Created from the point of view of discovery and innovation, this emblem of the Yves Rocher brand vividly highlights its specificities: its expertise in Vegetal Cosmetics®, its commitments to beauty and to nature, its human values, its territorial roots...

## ABOUT BVA

BVA is an opinion research and consulting firm recognized as one of the most innovative market research firms in its sector. Specializing in behavioral marketing, BVA combines data science and social science to make data inspiring and bring it to life. BVA is also a member of the Worldwide Independent Network of Market Research (WIN), a global network of some of the leading players in the market research and polling industry, with over 40 members

## FOR MORE INFORMATION ABOUT GROUPE ROCHER'S BAROMETER RECONNECT PEOPLE TO NATURE© :

- To discover the full barometer:  
<https://www.dropbox.com/s/yxtvhkraf10nxss/Groupe%20Rocher%20Barometer%20Reconnect%20people%20to%20nature.pdf?dl=0>
- Website: [www.reconnect-to-nature.com](http://www.reconnect-to-nature.com)
- Facebook : <https://www.facebook.com/RTNObservatory>
- LinkedIn : <https://www.linkedin.com/company/reconnect-to-nature-observatory>
- Twitter : <https://twitter.com/RTNObservatory>
- Instagram : <https://www.instagram.com/rtnobservatory/>
- YouTube :  
[https://www.youtube.com/channel/UCkLpVlUjfd6hwW588foH\\_3Q](https://www.youtube.com/channel/UCkLpVlUjfd6hwW588foH_3Q)

ANNEX

PRESS RELEASE

**Nature is central to people's wellbeing, according to the first International Nature Connection Survey**

- The survey was conducted in 19 countries among 19,000 respondents, a world first
- Americans are more connected to nature than the global average
- An individual's level of connection with nature has a major impact on their wellbeing and confidence

**Paris, March 19, 2021** – The Rocher Group is proud to unveil the results of its first *International Nature Connection Survey*. Conducted with the support of public opinion research institute BVA, the survey was carried out in more than 19 countries among 19,000 respondents, and sought to evaluate people's connection with nature and the environment. This is a world first.

The survey measures three main indicators – the degree of attachment (i), the degree of familiarity (ii), and the degree of contact (iii) with nature – on a scale of 1 to 10. It then produces a nature connection score for each of the respondents, along with corresponding national scores.

**India tops the rankings, Americans more connected than average**

According to the results of this survey, the countries whose people are most connected with nature are India (score: 8/10), Mexico (7.8), and Brazil (7.7), while the least connected are South Korea (6.4), Malaysia (6.8), and Japan, which came in with the lowest score of 5.3/10.

Americans feel more connected with nature than the global average: 7.3 vs 7.2.

**A very strong link between wellbeing and a connection with nature**

In addition to providing a snapshot of people's connection with nature, this study offers particularly interesting insights into the happiness, optimism, and confidence of the respondents. For example, there is a very strong link between an individual's connection with nature and their level of happiness and confidence: the higher their nature connection score, the happier they feel and the more confident they are in the future. Likewise, their ability to cope with daily life is correlated with their level of connection to nature.

### **Connecting with nature in the city**

The survey also offers a particularly interesting insight as debates continue to grow over the role of nature in cities.

The proportion of respondents with an attachment score between 7 and 8 was equal, regardless of their type of dwelling (an apartment without a balcony vs a house with a garden). Still, the highest nature connection scores were found among people who lived in a house with a garden.

In addition, while it would be easy to think that non-working individuals (retirees, etc.) have a stronger attachment to nature, since they have more time to devote to it, the numbers present a starkly different reality: 73% of the working population has a nature connection score higher than 7. This percentage drops to 61% for the non-working population.

Moreover, the way in which respondents connect with nature shows that it's possible to live in the city and feel close to nature: sensory experiences, such as feeling the sun on your face, touching plants, etc., were a common and powerful way to connect with nature.

### **An insatiable need to feel close to nature**

The other major insight of this survey is that people around the world have an insatiable need to feel close to nature, regardless of their level of connection with it: in India (the country most connected with nature), 93% of respondents say that they need to be more in touch with nature.

In the United States, this proportion reaches 80%; globally, it climbs to 85%. The main obstacles to connecting with nature were a lack of time (57% of respondents) and the distance between nature and where the respondents lived (20%).

### **Instilling an appreciation for nature: a key factor in reconnecting**

Instilling an appreciation for nature is another major factor that explains the varying levels of connection. The more that people are taught to appreciate nature, the more connected they feel with it: respondents who say they received these teachings have a connection score of 7.5, while those who did not only reach as high as 6. However, this proportion is likely to fall over the coming years: 86% of respondents are aware of the importance of this factor, and say that they will teach their children and friends to appreciate nature.

*"This particular year has shown how much we need to put nature back into our lives, especially in the big cities. The temporary loss of our individual freedoms has raised our awareness of the lack of nature in our daily lives. This need, expressed as a collective intuition, raises questions*

*about our own preservation. For it is by reconnecting with nature that we will learn to take care of ourselves, others and our planet. It is by reconnecting with nature that we will draw the inspiration to innovate and the energy to preserve it," explains **Bris Rocher, Chairman and CEO of the Group.** "We are genetically destined to live and live better in contact with nature. It is in our DNA. It is by becoming aware of our nature, both our own and that which surrounds us, that we will find solutions for the future. It is by getting closer to our original home, in the heart of nature, that we will find the impetus to progress."*

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