



2022

UNIVERSAL REGISTRATION DOCUMENT

CSR EXTRACT NON-FINANCIAL PERFORMANCE
STATEMENT (NFPS)



Page numbers have been retained from the original version

2.3.1.1 THE ÉCOLE HERMÈS DES SAVOIR-FAIRE: EXCELLENCE AND TRANSMISSION

The École Hermès des Savoir-Faire (EHSF) is a place for learning the excellence of the House's *métiers*, as well as a place for transmission. As the in-house trainers emphasise, for Group employees: "Passing on a *métier* means transmitting your passion and the pleasure of an exacting job done well. In the end, a passion for materials. In addition to learning a *métier*, students at this school can also gain qualifications, and it is a source of pride to contribute to these professional paths". A student may sometimes take a week to learn a new technical gesture, but this success then allows them to flourish and gives meaning to their personal path. Hermès has worked with the French Ministry of Education on these common values, with the aim of supporting students in training courses that integrate them and help them progress, being very exacting and demanding excellence, precision and rigour.

GOVERNANCE

The EHSF is managed by a Board of Directors comprising: the Managing Director of Hermès Leather Goods & Saddlery (HMS), who is its Chairman, two members of the HMS Management Committee, two members of the Group's Executive Committee and lastly, the school principal. This organisation reflects the importance of this initiative within the Group.

POLICY

The EHSF is part of the Group's broader policy in favour of the development of *savoir-faire*. Hermès is developing various in-house training schools for its major craftsmanship *métiers* – Leather, Textile and Tanneries – enabling this *savoir-faire* to be perpetuated and handed on.

Keen to provide the world with a better understanding of these *métiers*, the House is also working upstream to promote art and craftsmanship *métiers* to younger generations, job-seekers, people retraining, etc., through local initiatives such as open houses and exchanges with educational establishments, or through the Fondation d'entreprise Hermès and in particular the Manufacto programme. The

latter continued to be rolled out at the beginning of the 2022 school year: nearly 1,900 students in 78 classes in 14 academies are now being introduced to craftsmanship *savoir-faire* during school time. Allowing secondary school pupils to discover and become involved in a manual *métier* is essential; these *métiers* are often misunderstood and yet offer excellent prospects ⁽¹⁾.

RESULTS

Report, after one year of operation of the EHSF

In 2021, Hermès created the École Hermès des Savoir-faire (EHSF), which aims to encourage art craftsmanship *métiers* and promote apprenticeship through work/study contracts in the associated CFA's excellence *métiers*. **This organisation has included in its corporate purpose "the preservation of all the House's art métiers".** In July 2021, it obtained all approvals from the public authorities to train its future saddler-leather goods workers in-house, assess their skills and issue the state vocational qualification (CAP) in leather goods in collaboration with the French Ministry of Education. After the school had been open for a year, 22 candidates had already obtained their CAP leather goods diplomas in 2022, 241 students had started a CAP diploma course and 721 interns had followed a training course run by the EHSF that same year.

Becoming an official training organisation and CFA also confirms Hermès' role as a social player and responsible employer committed to the education of able-bodied people or people with disabilities, with initial experience in a manual métier or in professional retraining. This national accreditation recognises the House's historical, technical and educational expertise in the transmission of its *savoir-faire* of excellence.

The CFA team has been strengthened and structured because its ambition is to enable 600 candidates to sit the CAP vocational qualification in 2023 and 650 in 2024. In addition to the provision of applications for monitoring the acquisition of skills and collecting feedback from learners, educational innovation is at the heart of the system for immersive and attractive learning for candidates from all backgrounds. Thanks to its presence on several sites, all profiles who wish to become craftspeople and recognise their manual talents can have access to the training provided throughout the country. More than half of the candidates know of the school through word of mouth. A tailor-made partnership has been established with Pôle Emploi. The school has provided the Pôle Emploi teams with tools to promote the *métiers* and the recruitment process takes place in a partnership. The selection process was marked out together in order to test dexterity, *savoir-être*, *savoir-faire* and the ability to evolve. This recruitment process is harmonised throughout the country, thanks to the joint network of Pôle Emploi and Hermès. The objective now is to approach new audiences in addition to adults who are retraining, who make up the majority of candidates. The training is classed using skills grids according to the level of thinking, the decision-making capacity and the level of autonomy in this decision-making. Lastly, networks are once again being set up in regions that have historically hosted them, such as the Dordogne, to name just one example.

1. <https://www.fondationentreprisehermes.org/en/program/manufacto>

Once their course is completed, graduates will be able to join, among other places, one of the Group's leather goods workshops, thus guaranteeing a pool of skills that meets the requirements of Hermès.

To publicise the possible options, the school is present at many events such as *Les De(ux) mains du Luxe* at Station F (Paris) or the *Mondial des Métiers* in Lyon. The House also sponsors the new *Viva fabrica* fair: *Vivons l'industrie*. A presence on social networks allows recruitment to be adapted to the different types of candidates. Another way to encourage this career choice is the *Portes du Cuir*, which takes place in Saint-Junien in Haute-Vienne, where the art *métiers* are presented for three days, including demonstrations by craftspeople from the neighbouring Hermès leather goods workshop.

Hermès contributes in this way to the maintenance and development of craftsmanship and manufacturing *savoir-faire*, in a context where

this *savoir-faire*, and not only that of craftspeople, is in danger of disappearing. Within a sector of excellence such as that of Hermès, these technical *métiers* represent fundamental assets and heritage. The singularity of all this *savoir-faire* is expressed not only through the quality of the objects made but also through our ability to craft them in a way that respects both the craftspeople and the environment.

Privileged partnerships with craftsmanship schools

Craftsmanship employs more than 6,900 people at Hermès. It is the foundation of the House's vocation as a creator of high-quality sustainable objects. To continue recruiting in all *métiers* and to support the growth momentum of the leather goods segment, Hermès has forged long-term local partnerships with high schools and further education establishments, which are committed to understanding its specificities, culture and development.

13 PARTNERSHIPS WITH ÉCOLES DE MAROQUINERIE IN FRANCE

