## PROGRESS REPORT 2008 - 2009





## CONTENTS

- Message from the President p.3
  - 2008-2009 Summary p.4
    - Supported projects p.6
  - How the Foundation works p.18
  - Submit a project proposal p.20



# **Message from the President**



#### "Our young foundation is doing its part to help build a world in which every child can grow up smiling."

Antoine Fiévet Chairman and Chief Executive Officer, Bel Group President of Bel Foundation

The Bel Group's mission is to bring smiles to more and more families around the world through the daily pleasure provided by our products made from the best milk has to offer.

Given the special role our brand play across five continents in the intimate relationship that ties generations together around food, we wanted our commitment to be an extension of our daily responsibility, especially toward those who are the most vulnerable, but who will also be forging the world of tomorrow.

The Bel Foundation, created in 2008 by Bel and its reference shareholder Unibel, has thus elected to act on behalf of children and their well-being, both in France and around the world, particularly in two areas which often determine a child's ability to blossom and grow: balanced diet and environmental preservation.

We have chosen to give a chance to plethora of initiatives that bring hope to the people who benefit from them. Rather than highly ambitious major projects, we have opted to support men and women whose original ideas, courage, conviction and commitment can serve as examples to follow and that we feel are certainly worthy of acclaim and support. To date, 10 projects implemented by nine associations have been sponsored by the Bel Corporate Foundation around the world (Cambodia, Egypt, France, Madagascar, Mali, Morocco). You will learn about these initiatives throughout this progress report.

It is a humble beginning, but one that has already engaged many employees who want to take action, be useful, learn and evolve.

We would like our Foundation to embody the spirit of our company: a human adventure which furthers a mission that makes our employees proud. This is why we have also just launched a program to fund 10 annual grants to enable employees themselves to spread the foundation's efforts everywhere we do business.

Each day, by sharing enthusiasm and smiles, Bel and its employees act on their conviction that small community initiatives can yield spectacular success. Our young Foundation underscores this goal by helping to build a world in which every child can grow up smiling.

( ut in first

# 2008-2009 Summary



#### 2008-2009 HIGHLIGHTS

- May 2008: creation of the Bel Foundation
- 3 Board of Directors meetings, the first of which was in November 2008
- 10 meetings of the Selection and Project Follow-up Committee, the first of which was in December 2008
- → 67 grant applications received
- 22 applications which met the egibility criteria were reviewed during the Board of Directors meetings
- → 10 projects approved, 6 of them will be funded in 2010



→ MAY 2008-DECEMBER 2009: 4 PROJECTS FROM 3 ASSOCIATIONS FUNDED BY A € 97,000 BUDGET



# 100% of the Foundation's funding comes from the Unibel/Bel Group

The Foundation's overall budget for 2008-2009 was  $\in$  100,100, of which  $\in$  96,600 went to project funding and  $\in$  3,500 was spent on operating expenses<sup>\*</sup>.



\* Professional fees for statutory auditors, start-up fees for the Foundation's web site, bank charges



## Breakdown of funding by area of involvement (as %)



## Breakdown of funding to associations in France and abroad\*



\* This breakdown refers to the countries in which the project beneficiaries are based.

#### → 6 PROJECTS WERE APPROVED AT THE DECEMBER 2009 BOARD MEETING AND WILL BE FUNDED IN 2010



# Sponsored Projects

#### → 4 PROJECTS FUNDED IN 2008-2009

- 4 projects
- Compas Austral (France)
- 3 associations 4 countries
- Ø SOS Villages d'Enfants (Mali)Ø SOS Villages d'Enfants (Madagascar)
- O Un Regard, Un Enfant (Morocco)

### → 6 PROJECTS FUNDED SO FAR IN 2010

These projects were approved during the board meeting of December 2009 and were funded in 2010. Other proposals will be examined by the Board of Directors throughout 2010.

- 6 Agronomes et Vétérinaires Sans Frontières (Mali)
- 6 associations 5 countries

6 projects

- La Voie de la Lune (France)
- Les Amis de la Haute-Egypte (Egypt)

Antenna Technologies (Madagascar)

- Oiseau Lire (France)
- Pour un Sourire d'Enfant (Cambodia)





FRANCE

## → COMPAS AUSTRAL

Children's show on environmental theme

- Beneficiaries: children aged 6 to 12
- Donation: € 4,600
- Location: France Greater Paris area
   Web site: www.compasaustral.org

Established in 2006, Compas Austral offers scientific and pedagogical shows on the environment to schools and after school programs in Paris and the surrounding area. These shows make young children (aged 6 to 12) aware of actions which protect the environment in a fun and interactive way.

This original approach to science allows children to play an active role in their own education. They also receive a educational booklet after the show so that they can relive what they have learnt with their parents or at school.

The first show staged by the association was about water: "Les amis de la débrouille chez cousin Crad'eau". In 2009 the association's second show about the greenhouse effect was funded by the Bel Foundation, which was won over by the inventiveness of these initiatives to help children better understand and protect the environment.

"Les amis de la débrouille chez cousine Dépensi'air" brought children up on to the stage to carry out experiments on air pressure, hot air balloons, gas and light, etc. by looking at the life of "Cousine Dépensi'air" who has managed to recreate a Caribbean climate in her home!





"Creating an educational performance for children is very complex and demands relentless commitment from all participants. But the efforts paid off with a wonderful 50-minute show! Thousands of children have left the performance dazzled and better informed about the environment and the greenhouse effect." Richard MALEGUE Manager, Compas Austral theatre Company

## SOS VILLAGES D'ENFANTS

Building of a nursery

- Beneficiaries: children aged 6 months to 3 years
- Location: Mali Sanankoroba

- Donation: € 42,000
  Web site: www.sosve.org
- Web site. www.sosve.org

For more than 50 years, "SOS Villages d'enfants" has taken care of, in France and worldwide, orphans and abandoned children and children who have been separated from their parents because of serious family reasons. In the villages, the children grow up with their brothers and sisters and rebuild their lives thanks to the commitment of an SOS mother who raises them in a family home until they become independent.

The association has been in Mali since 1985 where a project to build a nursery arose in 2006 in the rural community of Sanankoroba, 20 miles from Bamako, in close association with the children's village and the SOS school which already exist here.

As part of a family strengthening program, it means that the poorest mothers can leave their children in a safe place until they reach the age of three so that they can carry on working or looking for work. Taken care of for free the entire day, these children benefit from any medical care necessary as well as a balanced and full diet (three meals a day), and from all activities specific to the sensory development of infants. Around 50 families can also follow courses on nutrition, preventing illnesses and accidents, family planning and the management of micro projects.

The Bel Group was approached at the project's kickoff and had been keen to take part in it. It was therefore quite natural that the Foundation took over this partnership.



MALI

"We created an original program to enable parents to pursue income-earning opportunities by providing care for their children from the earliest age. This fosters autonomy and limits the risk of abandonment."

**Gilles PAILLARD** Chief Executive of SOS Villages d'Enfants France





MADAGASCAR

## SOS VILLAGES D'ENFANTS

Nutritional and educational program

- Beneficiaries: children and young mothers Donation: € 18,600
- · Location: Madagascar

- Web site: www.sosve.org

Bel's Foundation continues to support the association SOS Villages d'Enfants in 2009 by helping to finance a nutritional and educational program for children and young mothers in Madagascar.

Present in Madagascar for the past 20 years, SOS Villages d'Enfants also strives, in addition to building host villages, to introduce prevention and protection actions for children in surrounding neighborhoods. Particularly in the field of nutrition: 45% of children under age three suffer from chronic malnutrition, maternal mortality remains high and the health of young mothers is worrisome.

That is why SOS Villages d'Enfants decided to set up a nutritional and educational program that more particularly aims to prevent the onset of malnutrition among children under five and to keep pregnant women, young mothers and infants in good health.

"Malnutrition in children from impoverished families – and the resulting risks of stunted growth – are a real concern in Madagascar. This nutritional program makes it possible to educate mothers during their pregnancies and monitor children's health through the first years of their lives. Providing pre- and post-natal care means ensuring the fundamentals of normal development in children." Gilles PAILLARD

Chief Executive of SOS Villages d'Enfants France



 $\rightarrow$  Sponsored projects

4 projects funded in **2008-2009** 

#### UN REGARD, UN ENFANT

Creation of a farm and vegetable garden at a housing centre for people with disabilities

- Beneficiaries: children aged 6 to 16
- Location: Morocco Agadir
- Donation: € 31,400
- Web site: www.unregardunenfant.org

Since 2006, the French association Un Regard, un Enfant (One look, one child) has been managing a home to house 40 street children in Agadir, Morocco.

The program aims to reintegrate these 6 to 16-year-olds who have lost their bearings by living on the street back into society. All their basic needs are covered: accommodation, meals, access to health care and education via schooling as well as professional training for the oldest ones.

Through this long-term support, the children re-learn to live in a community and regain confidence in themselves thanks to the social connection that is created.

Bel's Foundation became involved in this project by financing the creation of an educational farm and vegetable garden for the home. Under the supervision of a leader, the children will learn the notion of responsibility, by taking care of and feeding the farm's animals and by growing fruits and vegetables.

"A farm is synonymous with the smiles that come naturally to children's faces when they interact with plants and animals. A farm means teaching them about responsibility in a fun way. For us this farm will be an essential educational tool that will change the lives of our children and our way of teaching them." Cyril MARTIN

MOROCCO

President of Un Regard, un Enfant in Morocco







MALI

### AGRONOMES ET VETERINAIRES SANS FRONTIERES

Program to fight child malnutrition and food insecurity

- Beneficiaries: children and pregnant or breastfeeding women Donation: € 15,000
- Location: Mali Timbuktu

- Web site: www.avsf.org

In more than 18 countries and across more than 70 field programs, Agronomes et Vétérinaires Sans Frontières support the most vulnerable farming families to help them improve their crop and livestock farming. Using sustainable solutions, their projects always aim to make farming communities self-sufficient, never to provide handouts.

In Mali, in the Northern Timbuktu region, AVSF is combating child malnutrition amongst nomad communities through action which involves both training of women and increasing local food resources. More than 1,500 young children and 1,000 pregnant or breastfeeding women will benefit from this.

#### Main actions of this program:

- Training mothers how to make fortified flour using local basic ingredients, and in the use of sweetened-salted water for malnourished children;
- Delivery of training and equipment to 30 traditional midwives: prevention, spotting and early treatment of child malnutrition;
- Creating plots for growing sorghum, a staple food for these populations in the dry season.

"Funding for this program is important because it helps us deepen our knowledge of food practices and nutrition among nomadic women and children. Not only will this help us to reduce child malnutrition among the nomadic populations in Northern Mali, but also to improve similar actions we are carrying out in the Sahel regions of Western Africa."

Jean-Jacques BOUTROU Chief Officer of Agronomes et Vétérinaires Sans Frontières

→ Sponsored projects 6 projects funded so far in 2010

#### ANTENNA TECHNOLOGIES

Program to fight malnutrition through the production and distribution of spirulina

• Beneficiaries: children and pregnant or breastfeeding women • Donation: € 25,000

· Location: Madagascar - Rangaina

- Web site: www.antenna-france.org

Antenna Technologies implements local solutions by simplifying technologies and making them more accessible to the poorest of the world's populations. The approach of Antenna Technologies focuses on development: The goal is to create economically viable activities that eventually will lead to the autonomy of the recipients.

The fight against malnutrition by developing local Spirulina cultivation (a meal supplement with high nutritional value) is one of our main areas of focus.

In Madagascar, in Rangaina, a village 10 km north of Antananarivo, Antenna Technologies will launch the development of a production and agricultural diversification center, as well as a Spirulina smallscale production operation. The center will provide various dietary supplements that are easily accessible and available locally.

The project will begin with the construction of 3,757 sq ft of baths that will produce 970 lbs of Spirulina, of which 30% will be distributed free of charge to 1,300 children. There will also be a Moringa farm (a tree with leaves containing significant nutritional value), as well as small-scale production operations and honey-producing hives.

Rangaina will be used as a Spirulina production center as well as an education center teaching local people about the cultivation of other basic products. Those who are trained here will learn these techniques to eventually be able to implement them for their own profit.



MADAGASCAR

"The mission of Antenna Technologies consists of transferring knowledge about basic cultivation and finding local solutions to fight against malnutrition, especially in Madagascar where 1 out of 8 children die before the age of 5."

Diane de JOUVENCEL General Commissioner of Antenna Technologies France



### → LA VOIE DE LA LUNE

Promoting awareness about a balanced diet

- Beneficiaries: children aged 8 to 14 and their parents
- Location: France Paris

Donation: € 5,000
Web site: www.lavoiedelalune.org

La Voie de la Lune, the general interest Paris-based association that aims to bring education to all, helps families in difficulty by offering, in particular, teaching support and a reading workshop for the children it supports. It offers adults parenting and employment workshops.

In 2010, the association will look to make these less fortunate groups more aware about nutrition.

#### The "Tell me what you eat" project is based on two principals:

- For children aged 8 to 14: Saturday afternoon cooking classes;
- For parents: a monthly meeting on how to achieve a balanced diet.

The Foundation will support this project by financing kitchen facilities, for the practical workshops and the rental of a fully equipped facility.

"Tell me what you eat" is a project which targets the general population to enable a broad audience to experiment with and explore all aspects of education. Learning cooking techniques while talking about food habits allows children to put their knowhow into action and improve their well-being."

Sedick BELGHERBI Kitchen workshop/Nutrition officer





### → LES AMIS DE LA HAUTE-EGYPTE

Program against malnutrition

- Beneficiaries: young children
- Location: Egypt Upper-Egypt region
- Donation: € 25,000
- Web site: www.amishaute-egypte.fr

Created in 1988, this French association seeks to help local communities in Upper Egypt by offering financial support exclusively to the Egyptian association AUEED (The Association of Upper Egypt for Education and Development). Education and Health are at the heart of the Association's programs.

Teaming up with the Friends of Upper Egypt, the Bel Foundation wanted to support a program to fight malnutrition in twelve of the poorest schools in Upper Egypt.

It will involve providing over 800 young children, who have all been diagnosed with malnutrition, with a balanced meal supplemented by vitamins. The meals will be distributed five days a week at their schools, throughout the school year.

Information to increase awareness regarding nutrition and hygiene will also be given to parents and teachers.

"Ever since we visited schools in Upper Egypt, we have wanted to launch this project to promote nutrition and educate children and parents about good hygiene and a balanced diet. We sincerely hope that this will help improve the health and education opportunities of these children who live in poverty, thus offering them a better future."

EGYPT

**Colette FAIVRE** Member of the Les Amis de la Haute-Egypte association's Board of Directors





## → OISEAU LIRE

#### Educational workshops

- Beneficiaries: children aged 3 to 10
- Donation: € 800
- Location: France Boulieu les Annonay

The Oiseau Lire is located in Boulieu les Annonay in the Ardèche region in France. It is a cultural association run by volunteers from the village which has offered since 2009 a nutrition themed activity program consisting of an exhibition, a gourmet market and conferences throughout the year.

In keeping with the theme, educational workshops aimed at making 3 to 10 year-olds aware of the importance of a good diet will be held once a month throughout the school year. Food groups, seasonal fruit and vegetables, careers in food, taste - a variety of themes to help children discover the secrets of a good diet while having fun.

"Helping to better understand food needs and the essential rules for eating well is the mission of our team. Each encounter enables children and their families to (re) discover that eating well can be a pleasure, and indeed a real journey through flavors that will continue well beyond the event. That is our biggest wish."

Marie Claude VIVIER President of the association Oiseau Lire







### → POUR UN SOURIRE D'ENFANT

Mother and child protection program

- Beneficiaries: babies and their mothers
  Location: Cambodia Phnom-Penh
- Donation: € 10,000
- Web site: www.pse.asso.fr

The French association, "Pour un Sourire d'Enfant" (For a child's smile), helps the poorest children in Cambodia, in particular, the child waste pickers who live at the Phnom-Penh rubbish dump. In 2009, 6,500 children benefited from the association's program, through schooling and professional training.

A mother and child welfare program was put in place 7 years ago. The Bel Foundation will contribute to its funding in 2010. Around sixty mothers and babies living in Stung Mean Chey (Phnom-Penh) will benefit from the following services for a year: medical supervision, vaccinations, education about hygiene and nutrition, supplies of food supplements, day care for babies...

A big thank you to Olivier Remillon, SAP project manager at Bel, who presented this project to the Foundation as an active volunteer in the "Pour un Sourire d'Enfant" association.





CAMBODIA

"Since the programme was implemented, we have obtained encouraging health and hygiene results for mothers and children in scavenger families: decrease in infant mortality in the affected communities and drops in disease, nutritional deficiencies and poor treatment of children."

Jean-Michel BOUCHARD President of Pour un Sourire d'Enfant



Olivier Remillon, SAP project manager at Bel, introduced the Bel Foundation to the Pour un Sourire d'Enfant charity.

#### Tell us about the Pour un Sourire d'Enfant charity and your involvement

The association was created in 1993 by a French couple who were shocked by the sight of children picking rags in the municipal dump of Cham Mie Chei in Phnom Penh (Cambodia) and wanted to help them. Since then the charity has grown and been extended to school programs, professional training and programm for pre-schoolers.

I am a French volunteer for the Lorraine region. We organise evening events in order to present the initiatives organized during the year to the association's members and to find new sponsors, essentially by word of mouth.

#### Why did you decide to get involved in this association?

For the values it represents and, above all, because of the situation in Cambodia. It is important to know that it is still one of the poorest countries in the world today. When you see the dump site of Cham Mei Chei, you can only be shocked by the children's living conditions. They work twelve hours a day, picking through garbage in the hot sun without enough to eat. When you see what the charity has achieved you can only be amazed, even if it is only a drop in the ocean compared to all the problems facing the country.































# How the Foundation works

## → THE BOARD OF DIRECTORS

Bel's Foundation Board of Directors includes 12 members who are split into 3 committees:

#### 1 four member committee acts on behalf of the founders (Bel and Unibel)

- Antoine Fiévet Chairman and Chief Executive Officer, Bel Group -President of the Foundation
- Gérard Boivin President of the supervisory board at Unibel
- Valentine Fiévet Vice-President of the supervisory board at Unibel
- Florian Sauvin Member of the board at Unibel Treasurer of the Foundation

1 four member committee acts on behalf of the founders' colleagues

- Eric Cothenet\* Vice-President Marketing Bel Group
- Guillaume Jouët Vice-President Corporate Communications and Corporate Social Responsibility, Bel Group - General Deputy of the Foundation
- · Gaëlle Launay Head of Sub-Saharan Africa Bel International
- Patrick Longuechaud Vice-President, Human Resources and Organization - Bel Group

\* Eric Cothenet, who resigned as administrator from the Board of Directors on May 3, 2010, was replaced on the same day by Pedro Fernandes, Vice-president Marketing – Bel Group

#### 1 four member committee acts on behalf of 4 external representatives

- Dr Thomas Borel Director of Medical-economic evaluation and Public Health at Sanofi Aventis
- Cyril Juge Director of the company, SMIP SA Honorary Consul of Monaco to Madagascar
- Jean-Paul Laplace Former President of the French Institute for Nutrition
- Claude Tharreau Co-founder of the Research Institute, CSA

Chaired by Antoine Fiévet, Bel's Foundation Board of Directors meets at least twice a year to give its final decision on which cases should be sponsored and to follow up on them.

## Roles & responsabilities of the Board of Directors

- Guide and define the Foundation's strategy; ensure its smooth functioning
- Review applications for project funding
- Choose which projects to sponsor and the budgets allocated to them
- Approve the Foundation's accounting and ensure that those associations which received funding honour their commitments





#### → THE SELECTION AND PROJECT FOLLOW-UP COMMITTEE

The Selection and Project Follow-up Committee meets as many times as is necessary and at least before each Board of Directors meeting.



The Foundation's chief representative - Guillaume Jouët chairs this Committee, comprised of volunteer members.

These members are selected among:

#### Roles & responsabilities of the Selection and Project Follow-up Committee

- Receive and review applications in conjunction with the associations
- Present a selection of projects to the Board of Directors
- Follow up, monitor and implement projects

Bel and Unibel collaborators on the basis of their skillful contribution to analyzing the projects submitted and their contribution to the smooth running of the Foundation:

- Stéphanie Berbessou, Consumer Relations Manager Bel Group
- · Corinne Denis, Marketing Director Bel Food Service Europe Bel Group
- Nathalie Prieur, Corporate Internal Communications Manager Bel Group
- Florian Sauvin, Member of Board at Unibel
- Julie Screpel, Corporate External Communications Manager Bel Group
- Patricia de Tinguy, Training & Competencies Manager Bel Group
- Marion Vallet, Senior Product Manager Food Service Bel Group

External individuals on the suggestion of the Board of Directors:

- Isabelle Fiévet, in charge of the Foundation partnerships
- Claude Tharreau, Co-founder of the Research Institute, CSA

#### → THE FINANCIAL MANAGEMENT OF THE BEL FOUNDATION

The Foundation's financial management are audited by the Deloitte firm.

# Submit a project proposal

#### → SELECTION CRITERIA

The Bel Foundation was created to support initiatives, both in France and overseas, **which promote children and their well-being**, primarily in two areas:

- Balanced diet
- Environmental preservation

Rather than highly ambitious major projects, we wish to give a chance to plethora of initiatives that bring hope to the people who benefit from them. Therefore the average grant is worth € 15,000, but this does not rule out occasionally smaller or larger sums of aid. Non profit associations and organizations may apply for sponsorship from the Foundation by completing an application with full supporting documents.

Bel employees can also get involved in the Foundation by applying for grants which are awarded once a year. At the October 2010 meeting of the Board of Directors, up to 10 grants worth  $\in$  5,000 each will be allocated to projects submitted by employee teams.

#### → HOW TO SUBMIT A REQUEST





## → SIX KEY PROJECT STAGES





#### **Bel Foundation**

16, Boulevard Malesherbes 75008 - Paris e-mail: contact@fondation-bel.org Web site: www.fondation-bel.org

The Bel Foundation, created under the French law of 4 July 1990 - authorized by order published in the Official Gazette of 3 May 2008



This progress report was printed by an Imprim'vert printer using paper that meets PEFC environmental standards.



The PEFC (Programme for the Endorsement of Forest Certification) label certifies that forests are managed PEFC according to sustainable management requirements.

This progress report was printed with vegetable inks.

The 2008-2009 Progress Report of Bel Foundation was realized by the members of its Selection and Project Follow-up Commitee. Many thanks to two Bel employees, Aurélien Binant and Charlotte Tharreau, for their precious involvement.