

# 2013 PROGRESS REPORT





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## PRESIDENT'S MESSAGE



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

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These charity projects go hand in glove with Bel's mission to bring smiles to families all over the world.

**O**ur Foundation had a banner year in 2013. We surpassed the threshold of 100 supported projects since the Foundation was established in 2008. This milestone represents over one million euros in donations made to charitable organizations that act on behalf of children. We are proud of our support for concrete and sustainable initiatives that help communities where the Bel Group is present. These charity projects go hand in glove with Bel's mission to bring smiles to families all over the world, and they reflect our commitment to share with the greatest number of people possible.

To ensure the longevity of our commitment to these communities, in 2013, we officially extended the activities of our Foundation for another five years. We will thus be able to strengthen our efforts by building strong and durable partnerships with charities that work with children everywhere in the world.

The Bel Foundation's mission remains unchanged: to support initiatives on behalf of children and teens, with a particular emphasis on food and dietary issues.

Specifically, we focus on four broad areas of action:

- Combatting child malnutrition,
- Supporting subsistence farming and market garden programs,
- Building infrastructures related directly to feeding children and teens,
- Educating and raising awareness about the components of a healthy and balanced diet.

We will continue to develop this momentum in the coming years to ensure that our Foundation resembles the image of our company, a human adventure with a mission our employees can be proud of. To that end, our employees are free to get involved in good citizenship initiatives on behalf of children and may solicit financial support from the Bel Foundation. Since 2010, the Foundation has awarded grants to 44 employee teams to help fund the local charitable initiatives in which they are directly involved. This is a way to extend the Group's mission beyond the company's doorstep and to remain close to our local communities.

*Antoine Fiévet*

# WORLD MAP OF INITIATIVES SUPPORTED IN 2013



## ① Germany

Ghetto Kids

## ② Burkina Faso

Enfants et Développement  
Partage avec l'Afrique

## ③ Ivory Coast

Helen Keller International

## ④ France

Les Petits Débrouillards  
Sol en Si  
Le jardin voyageur  
AJS  
L'atelier des saveurs  
Société des Amis de Pasteur  
Le Rocher Oasis des Cités  
Les Virades de l'Espoir  
Sport dans la ville

## ⑤ United Kingdom

SE1 United

## ⑥ Haiti

Solidarité Sorbonne

## ⑦ Lebanon

arcenciel

## ⑧ Madagascar

L'Appel  
ONG HAMAP  
L'île aux Enfants  
Graines de Bitume

## ⑨ Mali

Un Enfant par la Main

## ⑩ Morocco

Citoyens des rues  
Afoulki  
Association Belladi pour l'Education et  
le Développement  
Association Al Irfane

## ⑪ Poland

Nidzicki Fundusz Lokalny

## ⑫ Czech Republic

National Association of phenylketonuria  
& similar metabolic disorders  
Live healthy & enjoy it!

## ⑬ Senegal

Aide Médicale et Développement  
Vision du Monde

## ⑭ Slovakia

Maly Princ, n.o  
Parents Association of IX.Nursery School

■ Charities backed  
in 2013

■ Employee grants  
awarded in 2013



PROJECTS SPONSORED IN 2013





# ACCOMPANYING

Combating  
child malnutrition

## &gt; BURKINA FASO

## A nutritional education program in Ouagadougou

Charity: Enfants & Développement  
Beneficiaries: 12,000 children

Founded in 1984, Enfants & Développement is an international NGO that seeks to improve the living conditions, health and education of the poorest children in developing countries.

For the second year in a row, the Foundation in 2013 supported the «Leader Mothers» initiative undertaken in the non-parceled areas of Ouagadougou and in two villages north of Burkina Faso. Its aim is to reduce malnutrition, particularly among children under five years of age.

The effort involves establishing a local network of over 230 Leader Mothers to pass on knowledge to other mothers about breastfeeding and nutrition for young infants, as well as to make better porridge available. Sent out in pairs, the Leader Mothers practice their activities

in their neighborhoods and home villages, where they are known and able to build trusted relationships. Thanks to its strong roots among local populations and its relationship with existing health structures, this project is improving the eating habits of children in the targeted areas and is helping to identify and provide care for malnourished children.



## &gt; MADAGASCAR

## Educating mothers to fight malnutrition

Charity: L'APPEL  
Beneficiaries: 3,000 children and 300 pregnant women annually

L'APPEL is an international NGO active for more than 40 years in Africa, Asia and Latin America. It focuses on children and their communities in the areas of health, education, sponsorship and improving living conditions.

Since 2006, L'APPEL has been involved in a nutritional rehabilitation program that serves more than 3,000 children and 300 pregnant women annually in Madagascar. Its nutrition-enhancing protocol is based on locally produced enriched flour and is tied directly to an effort to educate mothers about nutrition.

The goal is to teach best dietary practices to ensure that children in the mothers' care are treated sustainably. To that end, L'APPEL has developed an innovative card game, called «Nutricards», to assist in the learning process. Through these educational and interactive sessions, which encourage one-to-one sharing,

mothers are able to learn about best dietary practices.



### Brigitte Audras, Presidente de L'APPEL

Our nutritional rehabilitation initiative for young, severely malnourished infants in neighborhoods on the outskirts of Antananarivo is linked to a program to educate mothers via an educational card game developed by L'APPEL. Called Nutricards, the game is an interactive way of learning that enables mothers to correctly assimilate best dietary practices, notably by changing their rice-heavy cooking habits. In two years, the sustainable healing rate has surpassed 90%. Thanks to the Bel Foundation, we nutritionally rehabilitated 3,000 children in 2013.

## &gt; SENEGAL

## Nutrition and food centers established

Charity: Vision du Monde  
Beneficiaries: 1,970 children

For over 60 years, World Vision, an international humanitarian organization, has led sponsorship programs for children aged 10 to 15 through initiatives in the vital areas of food, drinking water, health and education. Upon completion of these programs, which build on local potential and skills transfers, communities know how to manage and develop the infrastructures set up by World Vision.

World Vision has been developing a sponsorship program in the Diokoul region of Senegal since 2006. With 1,970 sponsored children, this program is focused on education and health. The Foundation's support is used more specifically for work aimed at reducing infant malnutrition. This work consists of increasing nutritional awareness and knowledge about nutritional best practices among pregnant women and young mothers through training sessions. The program is

also aimed at improving the community's role in fighting malnutrition through the establishment of three nutritional centers within the region and a food bank for infants.



### Sagane Thiaw, Operations Director for World Vision in Senegal

By supporting our Diokoul program's food banks for children, the Bel Foundation is supporting an innovative and sustainable response to fighting infant malnutrition. The women who run the nutrition centers prepare improved meals made from the supplies at the children's food bank and distribute it to the mothers of children with moderate to severe cases of malnutrition. As a result, the mothers don't need to get their supplies from weekly markets, where they are exposed to price volatility. The project provides the poorest mothers and infants with access to foodstuffs all year long.

## &gt; MADAGASCAR

## Support for the street children of Antananarivo

Charity: Graines de Bitume  
Beneficiaries: 260 children



Graines de Bitume is a humanitarian organization that intervenes on behalf of children from economically and socially vulnerable families who live on the streets in Antananarivo, Madagascar. The NGO promotes social reintegration and provides education assistance to help build a future and improve the situation of these children.

In 2012, the Foundation backed Graines de Bitume with funding to help pay for operating its two day centers,

which host more than 260 children and teens. In 2013, the Foundation decided to renew its support for the NGO and its Madagascan team of social workers, educators, teachers, and leaders. The financing will notably cover part of children's basic food needs with a daily meal and snack.





# CULTIVATING

Supporting subsistence farming  
and market garden programs

## &gt; HAITI



## Construction of a canteen in Haiti

Charity: Solidarité Sorbonne  
Beneficiaries: 200 children

Solidarité Sorbonne was established in 2010 at the initiative of Haitian and French students and teachers at the Pantheon Sorbonne University in Paris. While it develops welfare projects both in France and internationally, the NGO has focused most of its activities in Haiti, where it is assisting Colline-Deslandes, a rural community of some 2,350 inhabitants. Solidarité Sorbonne is active in the areas of education, health and the development of revenue generating activities in handcrafts and farming.

The project involves establishing the infrastructures needed to ensure that the Colline-Deslandes village

school operates smoothly. Such infrastructure includes connecting the school to a drinking water supply, building and equipping the school canteen, creating a school garden and developing a market garden activity.

The Foundation is co-financing the canteen and the water tower that will be used to water the school garden. Two hundred school kids will benefit from this development project.

## &gt; BURKINA FASO

## Creating school gardens in Burkina Faso

Charity: Partage avec l'Afrique  
Beneficiaries: 400 students



The Partage avec l'Afrique NGO has helped the Godin Oualogtenga village in Burkina Faso develop its infrastructures for the past 20 years. Classrooms, a school canteen and a youth center have all been built thanks to the consistent support of this charity.

The project supported by the Foundation consists of developing an educational market garden on the village's school premises. Enclosures, irrigation equipment and tools as well as training for mothers and teachers have been made available to the village's communities.

The garden will enable teachers to raise awareness and train some 80 students each year in market garden techniques.

It will also improve and supplement the meals prepared by mothers in the school canteen. Vegetables may now be added to the rice ration during the dry season, and the surplus vegetable production will be sold to ensure the project's financial independence.

## &gt; BURKINA FASO

## Improving the diets of children in two Ivory Coast villages

Charity: Helen Keller International  
Beneficiaries: 600 children

Founded in 1915, Helen Keller International (HKI) is a humanitarian organization whose mission is to prevent blindness and reduce malnutrition. The NGO's programs, active in 22 countries, reached 195 million vulnerable and disadvantaged people in 2012.

In 2012, the Bel Foundation supported an HKI pilot project in the Ivory Coast to provide women with start-up supplies and technical assistance for creating and maintaining small livestock farms and gardens. The fruits, vegetables, chickens and eggs produced on the farms help enhance and diversify the diets of 600 children living in the two target villages. Further, orange-fleshed sweet potatoes have been grown in the gardens as an experiment since their nutritional properties are particularly well suited to combating vitamin-A deficiency in young children.



In 2013, the Foundation renewed its support to consolidate and ensure the sustainability of the initial actions undertaken. This second phase is focused particularly on increasing the yields and quality of the food and promoting nutrition in local communities to improve the eating habits of children over the long term.





# BUILDING

Building infrastructures  
related directly to feeding  
children and teens

## &gt; MALI

## Building a local kindergarten in Mali

**Charity:** Un Enfant par la Main  
**Beneficiaries:** 568 children 5 years of age and under

Un Enfant Par La Main is an international charity whose mission is to support the poorest children and families through child sponsorship. It also finances micro-development projects based on community participation.

The Foundation is co-financing the construction of a kindergarten in a Malian village. The kindergarten will help improve the living conditions of the village families. Mothers will be taught how to cook nutritious meals, informational sessions and training courses will be offered, and children will benefit from educational initiatives and an enriched meal every day. They will also have access to medical checkups and nutritional monitoring by a local health team.



### Pauline Roy, Project Coordinator

Kindergarten classes play a vital role in the lives of children and their families. This is a very heartfelt project. We want to build a kindergarten in each of the communities we support in Mali. The Bel Foundation shares our commitment. After funding this project for the first time in 2010 in the village of Gouana, the Foundation has now enabled a new community, Zantiguila, to benefit from kindergarten activities. The lasting collaboration between Un Enfant par la Main and the Foundation is built on a trusted relationship and the sustainability of our initiative.



## &gt; SENEGAL

## Building an artisanal facility to produce fortified flour

**Charity:** Aide Médicale et Développement  
**Beneficiaries:** Children over six months of age

Partnering with local organizations, international NGO Aide Médicale et Développement (AMD) helps build and renovate healthcare facilities, supplies medical equipment, trains medical personnel, and provides healthcare education.



The Foundation is backing a program to combat infant malnutrition in the Tambacounda region of Senegal.

It involves building and equipping an artisanal production unit to make Bamisa-enriched flour next to the Nutritional Education and Recuperation Center, which became operational in 2011. The production facility will provide fortified meal for infants six months or older. Such meal is medically very effective in fighting slight to moderate malnutrition. Groups of women are trained in making, packaging and distributing the flour. The AMD teams have also set up courses to raise awareness about nutrition and preventing malnutrition.

The project also helps support local farming, as the flour produced at the facility is made from locally grown cereals.

## &gt; MADAGASCAR

## A canteen for the L'île aux Enfants school

Charity: L'île aux Enfants

Beneficiaries: 100 children five to seven years of age



Founded in 2012, the charitable L'île aux Enfants school hosts some 100 children aged five to seven from one of Antananarivo's poorest neighborhoods.

In 2012, the Foundation enabled the school to set up a mess hall to welcome the children. The mess hall is the keystone to a child's attendance and academic success at the school. In 2013, the Foundation lent its support to renovate the school kitchen to meet the growing number of meals served and the practical needs for preparing the meals. Once the new space has been renovated and equipped, cooking workshops will be offered to students once a week.



## &gt; MOROCCO

## Outfitting a canteen for a shelter in Fes

Charity: Citoyens des rues

Beneficiaries: 40 children aged seven to 17

Citoyens des Rues is an international nonprofit organization that helps and provides emergency assistance to street children. The NGO progressively places the children it takes under wing, offers instructional, educational and psychological checkups and helps them reach their life goals. Prevention, raising awareness and executing micro-projects form the basis of its action.

The Al Karama shelter in Fes, which is jointly managed by Citoyens des rues Maroc and Citoyens des Rues International, takes in

youths, helps reintegrate them back into society and helps them establish life plans through literacy courses, school enrollment or vocational training in a field of their choice.

Funding from the Foundation will be used to convert a room in the shelter into a canteen and to equip the kitchen. The goal is to offer meals five days a week to 40 youths aged seven to 17 who come regularly to the shelter.



## &gt; MADAGASCAR

## Rebuilding a school canteen and renovating a well

Charity: ONG HAMAP

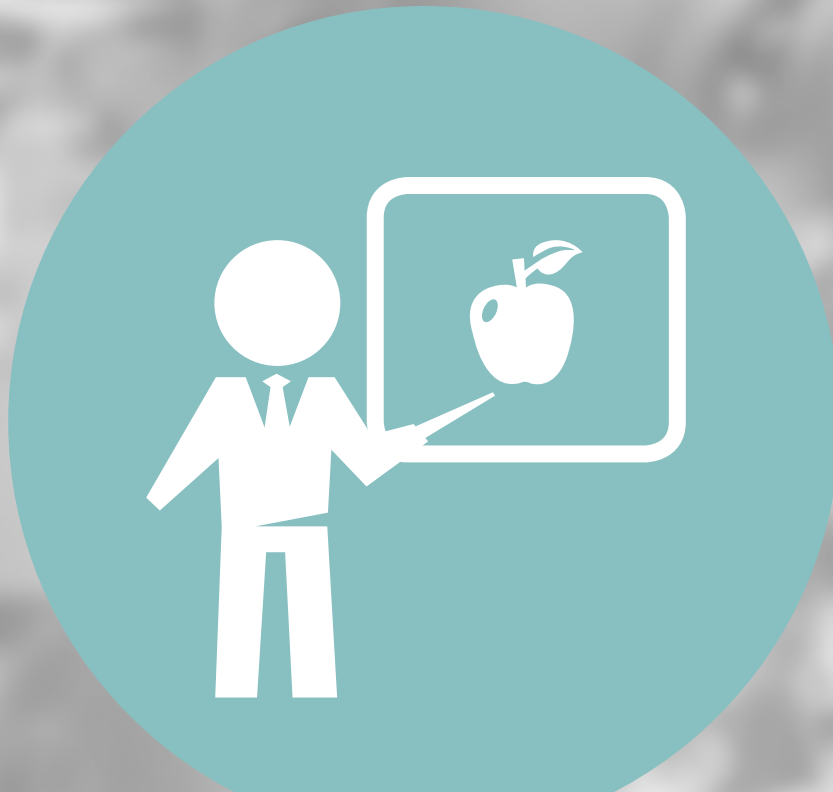
Beneficiaries: 700 children aged four to 15

Founded in 1999, the HAMAP NGO provides development assistance. Its initiatives are geared to helping people over the long term through skills transfers and logistical support. HAMAP works closely with locally based organizations.

Its anti-mine, engineering, educational and health initiatives constitute the four cornerstones of HAMAP's activity, to overcome as best as possible precarious situations in which people find themselves, particularly children. Although most of its actions are focused on Africa and Southeast Asia, the NGO also works in the Middle East and Haiti.

In the Tulear region of Madagascar, the Foundation is funding the reconstruction of the Motombe public school canteen, which was destroyed by a cyclone. The donation will also be used to renovate the school's well to deliver drinking water. The project is led by HAMAP and its local partner, Lumière Etoile du Sud. It will benefit over 700 students aged four to 15.





# LEARNING

Educating and raising awareness  
about the components of a healthy  
and balanced diet



## &gt; MOROCCO

## Raising awareness about good nutritional practices

Charity: Afoulki  
Beneficiaries: 2,400 children



Afoulki, which means “the good” in the Berber language, has been fighting illiteracy and helping to improve the conditions of girls and women in rural Morocco since 2003.

In 2013, the charity conducted its first initiative in raising awareness about nutrition and preventive dental care in the Essaouria region.

Given the encouraging results from that endeavor, the Foundation is supporting the deployment of the prevention and awareness-raising program in 16 rural schools renovated by Afoulki.

Several missions to introduce the awareness and training process to schoolmasters and teachers were held along with the students' parents. More important than the qualitative goal, Afoulki is seeking to sustain this process in a country hard hit by disease from poor nutritional practices. In the longer term, this program will benefit nearly 2,400 middle school and high school students.

## &gt; LEBANON

## Creating a vegetable garden in a community center

Charity: arcenciel  
Beneficiaries: 200 children aged three to 16

Founded in 1985 and a recognized public-interest organization since 1995, arcenciel is an NGO that works on behalf of Lebanon's most vulnerable citizens.

Its Damour shelter near Beirut offers activities for community youths, who meet at the center several times a week. These educational and instructional activities help recreate social ties among different populations.

The Foundation is co-financing the creation of a vegetable garden on the roof of the center. The project's goal is to familiarize youths with nature and the seasons, based on the idea of raising awareness about the bonds that exist between the environment, farming, food, and health. Planting, picking and tasting workshops will be offered throughout the seasons to some 200 children aged three to 16 who visit the shelter on a regular basis.



## &gt; FRANCE

## An educational exhibit to raise awareness about nutrition among kids

**Charity:** Les Petits Débrouillards  
**Beneficiaries:** Children and teens

The mission of Les Petits Débrouillards, a nonprofit founded in 1984, is to encourage interest in the sciences and to promote scientific culture, particularly among children and teens. The NGO often takes a participatory, experimental and educational approach to its initiatives. The Petits Débrouillards movement is a nationwide network that encompasses some 20 regional nonprofits active across France.

Its interactive and travelling exhibit, “Cooking up your health”, raises awareness about nutrition and health among children.

Designed around fun activities, such as games, manipulations and experiments, the exhibit tackles various food and diet-related questions. It helps children discover the role of nutrients and food, how food is processed,

the composition of a balanced diet, and good eating and health habits.

The Foundation is helping Les Petits Débrouillards provide five weeks of exhibits and entertainment in five communities in the Ile-de-France region.



### Cécile Langlois, Assistant Director

The exhibit's name alone “Cooking up your health” is an invitation to take your health into your own hands by inquiring about the relationship between food and the body. The interactive materials and human interaction that accompany the exhibit are a good way to deconstruct the fixed ideas everyone has and to create conditions favorable to a fruitful dialogue with participants. That's how we get to the heart of lively discussions between parents and children and the intercultural sharing of culinary traditions as well as discussions about the social role of meals.



## &gt; FRANCE

## Cooking workshops in Dunkirk

**Charity:** AJS  
**Beneficiaries:** 40 children



Since 1985, the mission of AJS Dunkerque has been to fight all forms of exclusion and discrimination by offering food assistance and help in social and professional reintegration.

As part of its food assistance initiative, AJS is fighting against junk food consumption and sedentary lifestyles. Support from the Foundation has enabled the creation of cooking workshops for children who receive food assistance from the organization. The idea is to encourage them to change their eating habits and to get some physical exercise.

By involving parents and children, the workshops provide an opportunity to explain how cooking can be done with inexpensive products, offered by food assistance programs, for example. They are also an opportunity to prepare balance meals in a fun way with professional cooks and to inform and guide participants toward health professionals in case of any health issues.

## &gt; FRANCE

## Raising children's awareness about vegetable gardens to encourage healthy eating

Charity: Le jardin Voyageur  
Beneficiaries: 4,000 children

The Jardin Voyageur NGO has pursued its mission to bring the pleasure of gardening and nutritional education to schools and leisure centers in France's Nord Pas de Calais region since 1996.

Throughout the year, the organization offers events at the end of which children participate in creating a vegetable garden, maintain it, watch it, experiment with it, harvest it and, lastly, taste the fruit of their efforts.

The goal is to leave educators with a tool — the vegetable garden — that allows them to take their approach to the next level, and to offer children a well-rounded program that is fun and reproducible at home to encourage healthy eating habits and a balanced diet.

The donation from the Foundation enables Jardin Voyageur to continue its pedagogical initiatives throughout 2014. The NGO hopes to raise awareness among some 4,000 children in 2014 through 170 half-day events.



## &gt; FRANCE

## Gardening as a teaching tool

Charity: Sol En Si  
Beneficiaries: 35 children



In Marseille, Sol en Si has set up a reception and day-care center for families affected by HIV. The various services offered by the NGO enable families often in vary precarious situations to deal with the difficulties they face.

Sol en Si seeks to create a user-friendly vegetable garden to raise awareness among parents and children about the importance of eating a balanced diet. Children's activities will be organized around the vegetable garden all year long, and cooking workshops will be offered to parents to contribute to changing their eating habits. The new vegetable garden will benefit 35 children and their families.



## &gt; FRANCE

## Equipment for cooking workshops

**Charity:** L'Atelier des Saveurs  
**Beneficiaries:** 2,400 children



The NGO has also developed an innovative workshop program for disadvantaged people aimed at socializing, sharing information and integrating them socially and professionally.

L'Atelier des Saveurs partnered with NGOs specialized in social assistance to put together these workshops on behalf of handicapped children and young adults in precarious situations.

Since its founding in 2006, the Atelier des Saveurs has been offering cooking classes and workshops to a variety of participants. While the enjoyment derived from cooking remains the core element, each program is designed to raise awareness about the importance of a balanced diet for good health.

The donation from the Foundation has enabled the NGO to acquire the professional cooking equipment needed to operate the cooking workshops smoothly and durably. In 2014, some 200 workshops involving a dozen participants each will be held by L'Atelier des Saveurs.



## &gt; FRANCE

## Creating a teaching module to fight obesity

**Charity:** Société des Amis de Pasteur  
**Beneficiaries:** 450 children



Founded in 1927 and recognized as a public-interest organization in 1931, Société des Amis de Pasteur (The Friends of Pasteur Society) perpetuates the memory of Louis Pasteur. Under the wing of Société des Amis de Pasteur is the Atelier Pasteur, a teaching organization that offers programs to schools aimed at introducing scientific and experimental processes to young students. The workshops are designed with teachers around a specific theme, such as water, earth, energy, biodiversity, etc.

A new teaching course called «Health on the tip of your tongue» aimed at combatting obesity will be designed

and rolled out in 2014, thanks to financial backing from the Foundation. This experimental project will be launched in 15 classes in the city of Dole and its surrounding area and will involve nearly 450 children. The course will be broken down into four sessions for each class, and will be offered on top of the sessions provided autonomously by the teacher. The themes to be developed include discovering the food groups, learning about taste and flavors from experience, the importance of a balanced diet, and the importance of regular physical activity.



EMPLOYEE GRANTS IN 2013



# TAKING ACTION on behalf of a healthy childhood

## > CZECH REPUBLIC

### A recipe book adapted to the needs of sick children

**Charity:** National Association of phenylketonuria & similar metabolic disorders

**Beneficiaries:** 600 children under 16



**Project sponsored by  
Monika Kuchtikova and  
Daniela Platilova**

“ How will this project benefit children?

Publishing a recipe book based on products with low-protein content and that includes useful information like nutritional values is a real plus for sick children. It enables them to vary their diet and, as a consequence, improve their quality of life.

The role of the National Association of Phenylketonuria & Similar Metabolic Disorders is to assist people suffering from hereditary metabolic diseases like phenylketonuria (PKU). This is accomplished by offering quality medical

care and moral support through educational and social activities. Thanks to the support of the Bel Foundation, the NGO was able to produce and publish a recipe book specially adapted for children suffering from these types of diseases.



## &gt; SLOVAKIA

## Preventing and treating flatfeet in children

Charity: Maly Princ, n.o.

Beneficiaries: 1,000 children from 3 to 6 years of age

The activities of NGO Maly Princ, n.o. are aimed at encouraging education, culture and physical activity among children and their parents. The program "Healthy footprints = healthy kids" seeks to raise awareness among parents about flatfeet or fallen arches in young children. The problem can often be corrected if diagnosed at a very early age through appropriate diet, specific exercise and specially adapted shoes.



### Project sponsored by Eva Pollakova and Eva Chrenovska

Why did you decide to sponsor this project?

As mothers, we like to participate in meaningful activities that enable children to have fun yet also help their development. This project will enable parents to help their children on their own through awareness raising and learning the specific exercises.



## &gt; CZECH REPUBLIC

## Encouraging healthy lifestyles in schools

Charity: Live Healthy and enjoy it

Beneficiaries: 500 children aged six to 14

The main mission of "Live Healthy & Enjoy It" is to prevent obesity and overweight problems at schools through nutritional education and a varied physical exercise program. For the third year in a row, in 2013, the Bel Foundation supported the "Live Healthy, Have Fun and Dance!" project,

which seeks to show children that healthy living habits can be both fun and beneficial over the long term. To that end, several activities were organized, in particular interactive dance shows that were much appreciated by the children.

### Project sponsored by Petra Švrčková and Alena Zaklasnikova

Why did you decide to sponsor this nonprofit organization? We selected this nonprofit because we've been able to see the work it has accomplished for several years through the "Live Healthy, Have Fun and Dance!" project. We were enchanted with the idea of being able to show kids that good eating habits and a healthy lifestyle are fully compatible with having fun.



## &gt; FRANCE

## Running to beat cystic fibrosis

**Charity:** Les Virades de l'Espoir

**Beneficiaries:** Children with cystic fibrosis

The purpose of Les Virades de l'Espoir is to organize specific events to raise money for the «Vaincre la Mucoviscidose» (Vanquish Cystic Fibrosis) nonprofit organization.

The project, backed by a dozen employees at Bel's plant in Sablé-sur-Sarthe, involved helping organize a relay footrace and preparing a concert to fight cystic fibrosis.

**Project sponsored by Lohic Lucas, Tony Levèque, Ludovic Chapon, Philippe Perche, Bertrand Lejeune, and Ibrahima Tourré**



“ Why did you decide to sponsor this project?

The Bel Sablé team is invested in fighting cystic fibrosis because people close to us suffer from this disease. None of us hesitated to volunteer time to organize the “Relais de l'Espoir” (Relay for Hope) footrace to raise money for research and improve the conditions and stays of hospitalized children. We are proud of participating in the fight against this disease with the collaboration of the Bel Foundation.

## &gt; POLAND

## An active lifestyle for staying healthy

**Charity:** Nidzicki Fundusz Lokalny

**Beneficiaries:** 80 children aged five to 16

Improving the quality of life of inhabitants in Poland's Nidzica region is the primary goal of the Nidzica Local Fund. This nonprofit leads initiatives aimed at developing education and culture, and provides financial support for projects undertaken by local NGOs. This particular project involved promoting a healthy and active lifestyle among children and teens by encouraging physical activities and balanced eating habits. Respect for the environment and the preservation of natural resources were also advocated.



**Project sponsored by Dorota Hauptmann-Milewska, Anna Grabowska, Justyna Rajczyk, Maria Badkowska, and Maria Kowalska**



“ Why did you decide to sponsor this nonprofit organization?

We went with Nidzica Local Fund because the people involved in this nonprofit are very enthusiastic and they have real expertise in working with children. Through interesting and diversified activities, they know how to raise awareness about the importance of leading a healthy lifestyle while having fun. It's a particularly important mission for children in rural areas, where the economic situation of many families is not as good as in the big cities, and where there are fewer opportunities for interesting extracurricular activities.





# HELPING children from disadvantaged backgrounds

> FRANCE

## A vehicle for organizing discovery outings

**Charity:** Le Rocher Oasis des Cités  
**Beneficiaries:** 75 children aged six to 16



**Project sponsored by  
Clarisse Du Tailleul and  
Marie Tisseron**

The mission of the nonprofit Le Rocher Oasis des Cités is to fight the social crisis in disadvantaged neighborhoods. To that end, employees and volunteers relocate to live in city housing projects and low-income areas to lead educational and social initiatives on behalf of youths and families. Thanks to the support of the Bel Foundation, this nonprofit will be able to buy a seven-seat vehicle to take children from a public housing project in Lyon on discovery outings.



“ Why did you decide to sponsor this project?

This initiative offers the youths and families who benefit from it the opportunity to spend some relaxing time outside their usual surroundings, generally in the countryside. The project we sponsored allows youths to visit farms and discover healthy and balanced food through local product tastings. Being able to help these youths and families enjoy some good times is something very heartfelt.

## &gt; UNITED KINGDOM

## Raising awareness about the importance of a balanced diet

Charity: SE1 United  
Beneficiaries: 30 children aged 10 to 16



SE1 United is a NGO whose mission is to improve the health and welfare of ethnic minority youths and young people at risk of being left behind by society by helping them to realize their true potential. As part of its "Health is Wealth" project, several presentations and discussions, focused on nutrition and its effects on physical and mental

health, will be held with support from the Bel UK teams. A food bank will also be made available to youths and their families to help them adopt a balanced diet.

**Elizabeth Carr, Jean-Noël Darniche, Alessandra Laraud, and Aude Romelly**



“ How will this project benefit young people? The Health is Wealth project has had great success in helping youths from Waterloo understand that what they eat can have a real impact on their bodies, their ability to concentrate, their performance and their overall health. They realized that this is important for their studies, particularly during end-of-the-year exams, and that eating well could help them be the best they can be.

## &gt; FRANCE

## A charity race to encourage integration through sports

Charity: Sport dans la Ville  
Beneficiaries: 30 children

Sport dans la Ville is France's leading nonprofit organization for integration through sports. Its initiatives help encourage the social and professional integration of its 3,500 member youths. Through the "Running for a Bel Cause" program, five Bel employees based in Paris will organize a charity foot race in 2014, to fly the colors of the Bel Foundation on behalf of the Sport dans la Ville charity.



**Project sponsored by Caroline Bridoux, Gwennaël Bessard du Parc, Marie-Elise Doucet, Guillaume Chivrac, and Christine Mourougapa**

“ What are the various steps of this project? The Bel Foundation grant is the first step, which will allow for financing some of the equipment from a sports center in the Ile-de-France region. The second step is planned for the back-to-school period in September, with the collection of donations from Bel employees. And to complete the adventure in a sporting spirit, a charity race will be held, with numerous participants from Bel's Paris and Vincennes offices.

## &gt; GERMANY

## Support for disadvantaged children in Munich

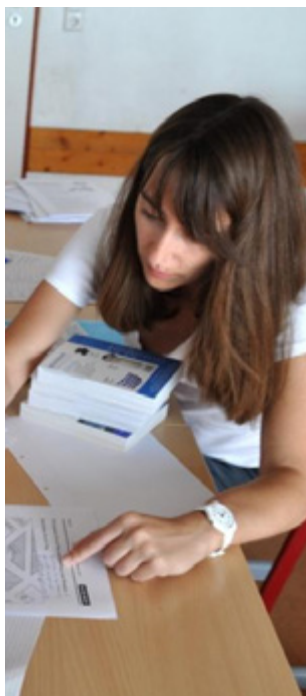
Charity: Ghettokids  
Beneficiaries: 250 children

The role of the Ghettokids nonprofit organization is to support disadvantaged children in North Munich neighborhoods. Based at a primary school, the project, which is sponsored by Bel Germany employees, is aimed at helping immigrant children from Greece integrate more easily into their newly adopted country. The grant from the Bel Foundation will be used to finance part of the school kids' breakfasts and snacks, as well as cooking classes for children.



**Project sponsored by Iris Brand, Verena Hörnig, Susanne Schreiber, Marina Angerer, Eva Stannoswki, and Irene Klump**

“What was your reaction when you learned that your grant application had been accepted? We were very happy about the financial support from the Bel Foundation. But our project has really come to life thanks to the dedication of Bel employees. In fact, several Bel Germany employees are tutoring the school kids once a week. We believe in the usefulness of this project and we are convinced that our involvement with these children is making a real difference in their lives.”



# IMPROVING children's daily lives

> SLOVAKIA

## A teaching playground for the children of Michalovce

Charity: Parents Association of IX Nursery School  
Beneficiaries: 200 children aged two to 12



Project sponsored by Olga Hadzegova and Viktoria Ivanova



The mission of the parents association is to support child education and encourage sports and cultural activities after school and during school break periods. Bel employees in Michalovce decided to sponsor a project to build an outdoor school playground that included teaching equipment and raising awareness about protecting the environment.

“What are you going to achieve through this project?

Thanks to the Bel Foundation, we are going to contribute to raising children's awareness about behaviors that are respectful of the environment, to help them become responsible members of society. We think it is vital for kids to understand early on the importance of these issues. It's a real pleasure for us to be members of the project team and to cooperate in planning activities with the children, the teachers and the other members of our community.



## &gt; MOROCCO

## An IT charity bus

Charity: Association Al Irfane  
Beneficiaries: 200 students

The Al Irfane nonprofit organization seeks to develop a spirit of good citizenship and drive among youths by getting them involved in their country's development.

Thanks the support of the Bel Foundation and two Bel Morocco employees, Al Irfane will put an IT charity bus on the road to tour several villages in the Tangier-Tetouan region. The purpose of this project, which includes a vehicle equipped with computers, tablets and audio-visual devices, is to raise awareness and to teach students in the region how to use computer technology, particularly in schools that are not equipped with computers.



### Project sponsored by Samir Et-Temlali and Houssain El Dehbi

“What was your reaction when you learned that your grant application had been accepted? We were very happy, particularly after all the preparation work for this project conducted with the nonprofit. It's given us confidence and a lot of motivation to make sure the project is successful.



## &gt; MOROCCO

## Equipping a computer room in Morocco

Charity: Association Belladi pour l'Education et le Développement (ABED)  
Beneficiaries: 100 students aged eight to 14

ABED is an NGO that seeks to contribute to improving Moroccan society, notably through training and educating youths. Thanks to the “Bon Click” project, a multimedia room for youths will be fully equipped.

The aim is to teach students basic computer principles, raise awareness about properly using the internet and helping them conduct research for their studies.



### Project sponsored by Rachid Maazouz, Saadia Essalek, Nabil Khezani, Said El Aatifi, and Aziz Hind

“Why did you decide to sponsor this project? We noticed that many students had problems using the internet. They would spend hours in front of the computer and would surf sites that were not appropriate for their ages or customs. That's why we felt it was important to help the students by providing them with basic computer training and, above all, teaching them the proper way to use the internet.



# HOW THE FOUNDATION OPERATES

## Board of Directors

The Board of Directors includes 9 members who sit on one of three key committees. Chaired by Antoine Fiévet, the Foundation's Board of Directors meets at least twice a year to issue final decisions on what projects to support and to ensure that the projects are carried out according to plan.

### ONE THREE-MEMBER COMMITTEE IS COMPRISED OF REPRESENTATIVES OF THE FOUNDERS (BEL AND UNIBEL)

- Antoine Fiévet, Foundation President and Chairman and Chief Executive Officer of the Bel Group
- Valentine Fiévet, Vice-President of the Unibel Supervisory Board
- Florian Sauvin, Foundation Treasurer and member of the Bel Group Board of Directors

### ONE THREE-MEMBER COMMITTEE IS COMPRISED OF REPRESENTATIVES FROM THE FOUNDERS' WORKFORCE

- Pedro Fernandes, Asia-Pacific General Manager, Bel Group
- Guillaume Jouët, Foundation Secretary and Vice-President of Human Resources, Communications and Sustainable Development, Bel Group
- Gaëlle Launay, Head of Sub-Saharan Africa, Bel Greater Africa

### ONE THREE-MEMBER COMMITTEE IS COMPRISED OF EX-OFFICIO REPRESENTATIVES

- Dr. Thomas Borel, Head of Public Affairs & Communication, Boehringer Ingelheim
- Béatrice Darcy-Vrillon, Head of Research, Co-Head of the Human Nutrition Division at INRA, French Fund Administrator for Nutrition and Health
- Claude Tharreau, Co-founder of the CSA research institute

## Selection Committee

The Project Selection and Tracking Committee (PSTC) meets once a month on average. The committee is headed by Isabelle Fiévet, the Foundation's Managing Director, and includes volunteer members chosen from among:

### BEL EMPLOYEES

Selection committee members contribute their skills to help analyze project submissions and ensure that the Foundation operates smoothly.

- Laurie Amathieu, Senior Brand Manager for Boursin France, Bel Group
- Stéphanie Berbessou, Consumer Connection and CSR, Bel France
- Corinne Denis, Marketing Director for Bel Food Service Europe, Bel Group
- Camille Genet, Kiri Product Manager, Bel France
- Katia Prassoloff, CSR Coordination and Communications Manager, Bel Group
- Marie-France Maugard, CSR Coordinator, Bel Group
- Jean-Marc Guesné, Inclusive Business Manager, Bel Group
- Marine Falque, Nutrition Manager, Bel Group

### OUTSIDE CONSULTANTS BROUGHT IN BY PROPOSAL OF THE BOARD OF DIRECTORS

- Isabelle Fiévet, Foundation Managing Director
- Claude Tharreau, Foundation Administrator



# SUBMITTING A PROPOSAL

The purpose of our Foundation is to support initiatives on behalf of children and their well-being in France and internationally, with a particular focus on food issues.

Nonprofit and non-governmental organizations may send us their requests for support by completing the specifically designated application forms available at the Foundation's website.

Bel employees are also encouraged to get involved with the Foundation by applying for special grants awarded once a year. Up to 10 grants valued at €5,000 each are awarded for projects submitted by Bel employees.

## DEVELOPING CORPORATE PHILANTHROPY

In July 2011, Bel became a signatory of the Charter of Corporate Philanthropy established by Admical, a nonprofit organization aimed at developing corporate philanthropy in France. The charter was designed to allow companies and beneficiaries alike to take stock of what can be achieved by integrating ethically conducted philanthropy into their overall strategies, with each party playing a respective role in the relationship.



A copy of the charter can be found at [www.admical.org](http://www.admical.org)



## The six key steps to submitting a proposal

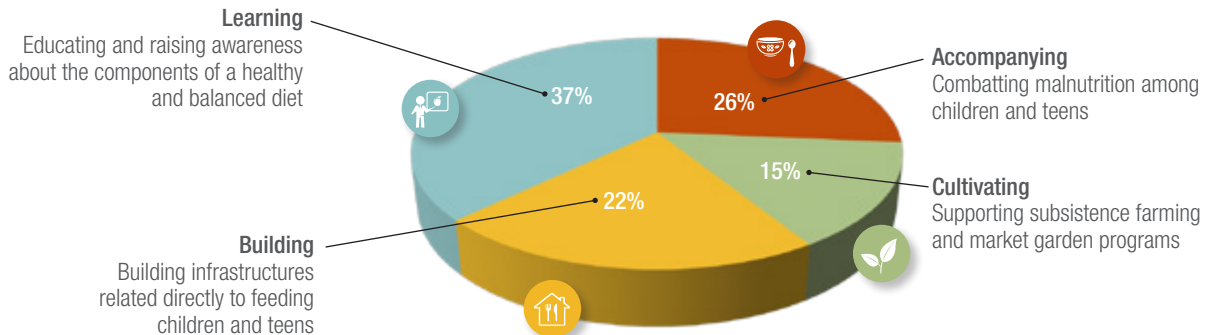
- 1 Complete the support request form available on [www.fondation-bel.org](http://www.fondation-bel.org)
- 2 If the proposal meets the eligibility criteria, it is passed on to the Project Selection and Tracking Committee (PSTC).
 

**Selected**
- 3 If selected, the proposal is assessed by two PSTC members, who contact the nonprofit to confirm whether its activities are compatible with the Foundation's missions.
 

**Selected**
- 4 After contact is made with the nonprofit, and if the proposal has been definitively validated, it is then presented to the Board of Directors for review.
- 5 If the proposal is accepted, an agreement is signed and the donation is awarded.
- 6 The Foundation monitors the initiative's implementation with regular progress reports from the nonprofit.

# KEY FIGURES IN 2013

## Areas of intervention of sponsored nonprofits



## Summary table of projects supported in 2013 (excluding employee grants)

Area	Nonprofit organization	Country	Donation amount
Accompanying	ENFANTS ET DÉVELOPPEMENT	BURKINA FASO	€15,000
	L'APPEL	MADAGASCAR	€20,000
	VISION DU MONDE	SENEGAL	€5,000
	GRAINES DE BITUME	MADAGASCAR	€5,000
Cultivating	SOLIDARITÉ SORBONNE	HAITI	€5,000
	PARTAGE AVEC L'AFRIQUE	BURKINA FASO	€10,000
	HELEN KELLER INTERNATIONAL	IVORY COAST	€10,000
Building	UN ENFANT PAR LA MAIN	MALI	€5,000
	AMD	SENEGAL	€13,000
	L'ÎLE AUX ENFANTS	MADAGASCAR	€6,083
	CITOYENS DES RUES	MOROCCO	€5,400
	ONG HAMAP	MADAGASCAR	€7,700
Learning	AFOULKI	MOROCCO	€4,000
	ARCENCIEL	LEBANON	€10,000
	LES PETITS DÉBROUILLARDS	FRANCE	€10,000
	AJS	FRANCE	€4,000
	LE JARDIN VOYAGEUR	FRANCE	€10,000
	SOL EN SI	FRANCE	€5,200
	ATELIER DES SAVEURS	FRANCE	€10,000
	SOCIÉTÉ DES AMIS DE PASTEUR	FRANCE	€10,000



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Website: [www.fondation-bel.org](http://www.fondation-bel.org)

The Bel Foundation, established in accordance with the French law of 4 July 1990 - authorized by the order published in the Journal Officiel of 3 May 2008

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L'Appel - Hervé Vincent (p7), Vision du monde (p8), Graines de Bitume - Demain nos enfants (p8), Helen Keller International (p11), ONG HAMAP (p15)

The 2013 Bel Foundation Progress Report was prepared by the members of the Foundation's Project Selection and Tracking Committee.  
Many thanks to Bel employee Aurélien Binant for his active participation.

