

# 2016 Progress Report



A foundation for supporting children and child nutrition

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## President's message

**Antoine Fiévet**

Bel Corporate Foundation President  
/ Chairman and Chief Executive Officer of The Bel Group

Since its founding in 2008, the Bel Foundation has placed children at the heart of its efforts. And this year, once again, I am delighted with our initiative, which shines a bright light on Bel's values. These are the values of sharing and generosity, deployed to assist on-the-ground projects that genuinely improve the lives of children.

In line with our mission, we continue to encourage project diversity and to seek concrete and sustainable solutions adapted to local situations. Further, we continue to welcome numerous partnerships, so that children the world over can benefit from our support.

Our foundation doesn't act alone. The Bel Foundation acts as the relay for the initiatives of organizations that build projects in tune with the territories where they operate. In 2016, we supported

20 projects proposed by both small and better-known NGOs, both in France and internationally.

The Bel Foundation also acts as the relay for the individual initiatives of Bel employees around the world. To my mind, it's vital for the foundation to assist and encourage their civic engagement. It's a way to extend Bel's mission beyond the company's doorstep and to remain close to our local communities. Their actions are a source of pride for the company.

Thanks to the work of the NGOs and all the Bel employees involved, hundreds of children from 15 countries benefitted from our support in 2016.

I applaud their enthusiasm and commitment to achieving every one of the projects, thereby comforting the Bel Foundation's readiness to engage.

SINCE 2008,  
**THE BEL FOUNDATION HAS:**



Donated nearly **€2** Million



Supported over **230** initiatives in **30** countries



Partnered with **120** charities



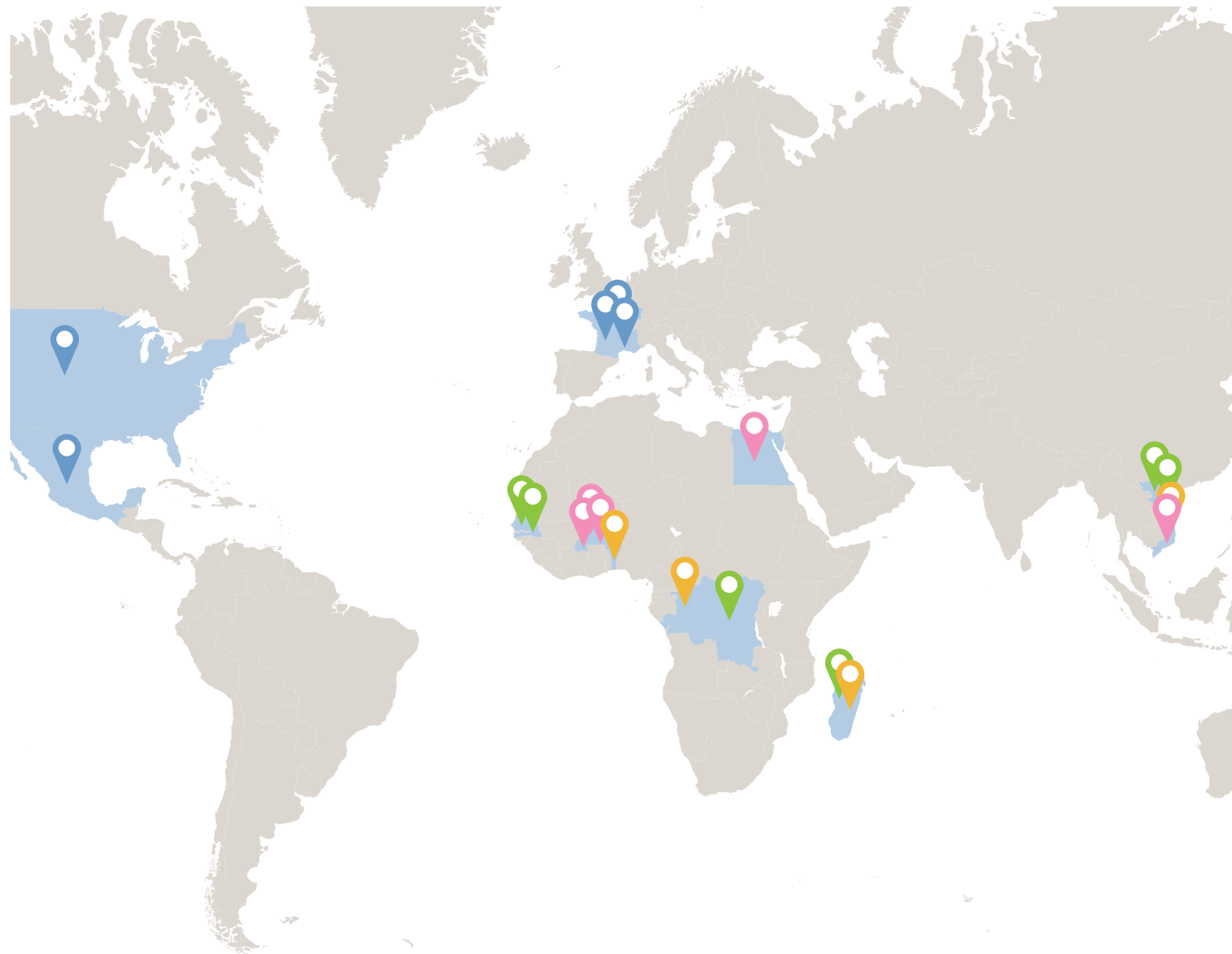
Backed **76** employee grants

# Key figures in 2016

Areas of intervention of sponsored nonprofits

## Initiatives sponsored in 2016

-  Combatting child malnutrition
-  Building infrastructures for feeding children
-  Supporting subsistence farming
-  Accompanying educational initiatives to promote a healthy and balanced diet



**29%**

Accompanying educational initiatives to promote a healthy and balanced diet

**34%**

Combatting child malnutrition

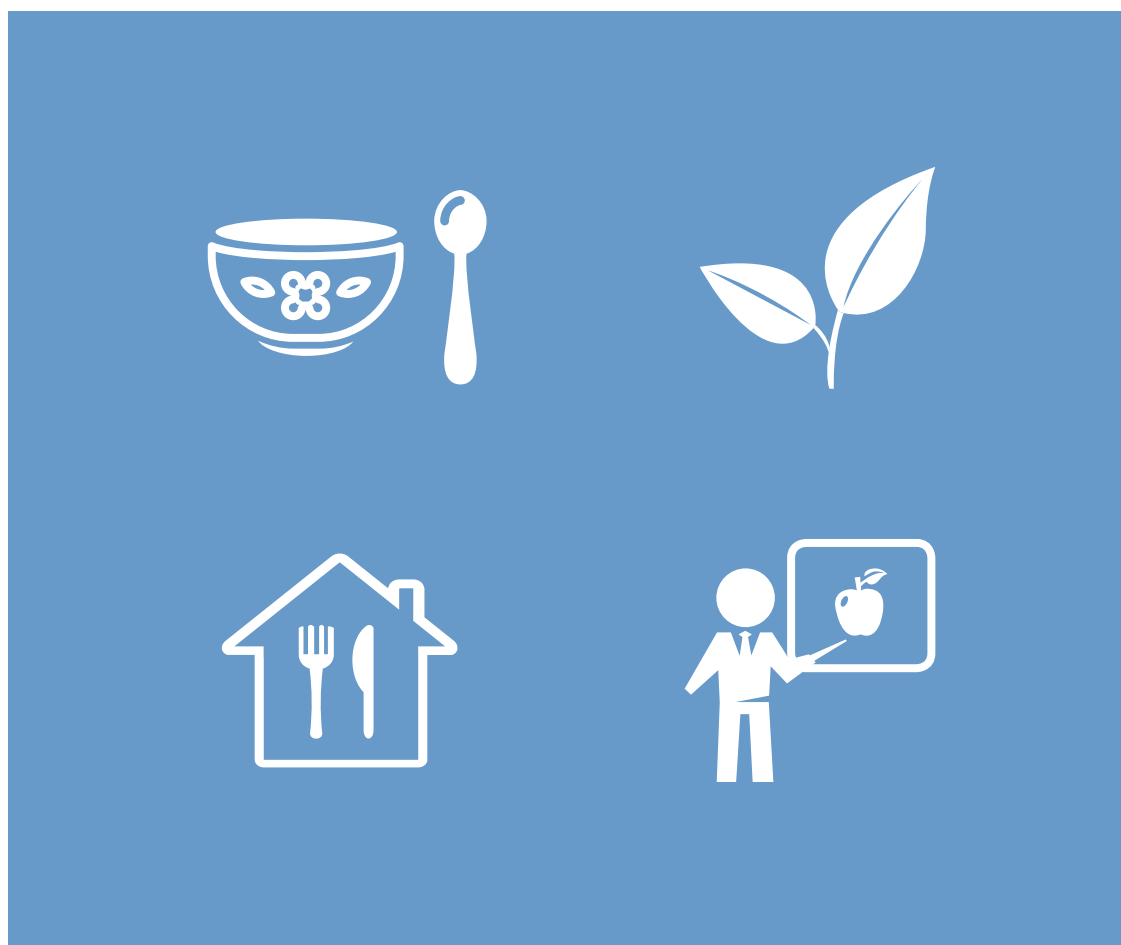
**23%**

Supporting subsistence farming

**14%**

Building infrastructures for feeding children

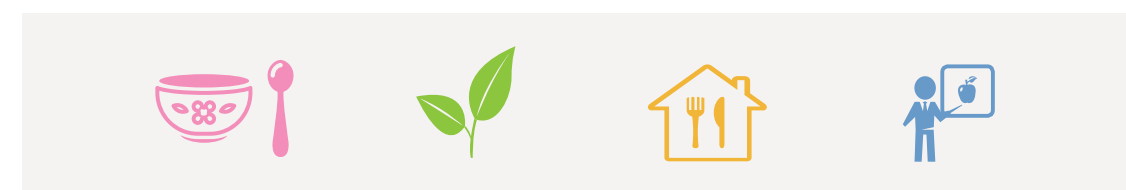




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## Non-profit initiatives sponsored in 2016

### Summary table of charitable initiatives supported in 2016

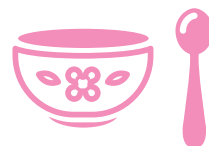


Area of intervention	Nonprofit organization	Country	Donation
<b>COMBATTING CHILD MALNUTRITION</b>	Djantoli	BURKINA FASO	€20 000
	SOS SAHEL	BURKINA FASO	€15 000
	Planète Enfants & Développement	VIETNAM	€15 000
	GRET	BURKINA FASO	€15 000
	Les Amis de la Haute-Égypte	EGYPT	€15 000
<b>SUPPORTING SUBSISTENCE FARMING</b>	Agronomes et Vétérinaires Sans Frontière	SENEGAL	€19 889
	Helen Keller International	VIETNAM	€19 000
	Œuvres de Don Bosco	DR Congo	€6 301
	Solidarite France Sahel	SENEGAL	€4 000
	Secours Populaire	MADAGASCAR	€3 000
	Enfance Partenariat Vietnam	VIETNAM	€3 000
<b>BUILDING INFRASTRUCTURES FOR FEEDING CHILDREN</b>	Initiative & développement	CONGO	€15 000
	Christina Noble Foundation	VIETNAM	€8 000
	Bien être Santé Nutrition	MADAGASCAR	€5 000€
	Uncle	BENIN	€5 000
<b>ACCOMPANYING EDUCATIONAL INITIATIVES TO PROMOTE A HEALTHY AND BALANCED DIET</b>	Institut Pasteur de Lille - Fondation Pileje	FRANCE	€25 000
	PLAY International	FRANCE	€15 000
	Unis-Cité	FRANCE	€15 000
	Ednica	MEXICO	€10 000
	GENYOUth	USA	€5 000

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## Combatting child malnutrition



## From prevention to healing, a program to fight malnutrition

Djantoli

### NONPROFIT ORGANIZATION

Djantoli provides healthcare services for young children, including prevention, detection and early treatment of childhood diseases, for a small financial contribution from the low-income community it serves. This simple and innovative service is based on regularly monitoring key health data collected from families by field agents who transmit the data to a doctor via mobile phone app. This service is notably capable of detecting malnutrition cases. Djantoli has been active in Mali since 2008 and Burkina Faso since 2013.

### SUPPORTED INITIATIVE

**In the second phase of this initiative, Djantoli teams focused on improving knowledge about child nutrition among more than 1,500 families.**

**The aim was to monitor an additional 500 children, bringing the total number of children checked to 1,000 since the program started. As a result, malnutrition cases were detected and rapidly treated.**

**Because the involvement of local healthcare services is key to the program's success, Djantoli also works to train health professionals and to improve the care they provide.**

### Burkina Faso

#### BENEFICIARIES

1,500 families  
and 1,000 children



## Combating malnutrition among children and pregnant women

SOS SAHEL



### Burkina Faso

#### BENEFICIARIES

Nearly 20,000 women and 25,000 children

#### NONPROFIT ORGANIZATION

SOS Sahel is an international NGO whose mission is to improve the food safety and living conditions of people living in the heart of Africa.

#### SUPPORTED INITIATIVE

Following a two-year partnership with encouraging results, the Foundation renewed its commitment to SOS Sahel as part of a broad program to fight malnutrition in Burkina Faso.

Among the operations set up to fight malnutrition in this region, where food shortages over the past 30 years have become almost structural, mothers were made aware of good nutrition practices, in particular by preparing fortified flour, screening children for illness and training local leaders.

In all, over 20,000 women and 25,000 children benefited from the program.



## Improving the nutrition of young children

Planète Enfants & Développement

#### NONPROFIT ORGANIZATION

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

#### SUPPORTED INITIATIVE

The family assistance program led by Planète Enfants & Développement in Ho-Chi-Minh City encompasses a component dedicated to nutrition for young children that has been supported by the Bel Foundation since 2014.

It seeks to improve the nutritional health of 700 children in district eight, one of Ho-Chi-Minh City's poorest neighborhoods.

In 2016, the Foundation renewed its support of this initiative for the third year in a row. The funding notably enabled the NGO to transfer skills to social workers to ensure the durability of its activities.

The core of the project, based on educating families about good nutrition practices and checking the health of their children, continues apace.

### Vietnam

#### BENEFICIARIES

500 children up to age five



## Raising awareness about good nutrition practices via mobile phone

GRET



**Burkina Faso**

**BENEFICIARIES**

4,000 families

### NONPROFIT ORGANIZATION

An international development NGO, Gret is involved in host of health, farming, water and other initiatives to deliver sustainable solutions for fair development.

### SUPPORTED INITIATIVE

Allolafia is the child nutrition-specific component of the Mobisan program in Burkina Faso. It uses mobile phones to assist with maternal and infant care.

Allolafia provides new parents with useful health and nutritional information adapted to their needs via mobile phone during the key period for the healthy growth of a child, i.e. from birth to age two. SMS and voice mail messages are sent each week to mothers and/or fathers to make the information available remotely.

The Foundation decided to fund the cost of sending the messages to encourage this innovative program.



## Improving the health and nutrition of students from 10 schools

Les Amis de la Haute-Égypte

### NONPROFIT ORGANIZATION

The exclusive aim of Les Amis de la Haute-Egypte (Friends of Upper Egypt) is to contribute to Upper Egypt's development via financial support for AHEED (Association de la Haute-Egypte pour l'Education et le Développement), an Egyptian NGO that focuses on education and health programs.

### SUPPORTED INITIATIVE

Aheed develops alternative schools for children from the poorest families in the region.

Thanks to the Foundation's support, nearly 800 students, mainly girls, benefitted from medical checkups during the 2016 school year. Three meals a week were offered to those diagnosed with malnutrition.

This program was complemented by a campaign to provide information and raise awareness among parents and teachers about eating a better balanced diet and practicing healthier hygiene.



**Égypte**

**BENEFICIARIES**

Nearly 800 students





## Supporting subsistence farming



## Consolidating a network of smallholder dairies

Agronomes et Vétérinaires Sans Frontière

### NONPROFIT ORGANIZATION

For over 35 years, AVSF has been supporting the most vulnerable smallholder farming and livestock-raising families by developing sustainable solutions to fight food shortages.

### SUPPORTED INITIATIVE

In 2016, the Foundation decided to support a program to strengthen a dairy initiative that AVSF has headed for several years in Casamance, one of Senegal's poorest regions.

The program was aimed at consolidated five smallholder dairy cooperatives to contribute to improving the incomes of 224 dairy breeders. Ninety-five women actively participated in the program.

AVSF teams worked to improve animal health and nutrition to boost the herd's milk production, notably during the dry season. Strong commitments by on-the-ground teams helped optimize milk collection and improve milk packaging as well as its processing into fresh cheese, butter and butter oil.

Consolidating this activity helped further secure the food supply of families in the region. The milk and its derivative products were available all year long.



Senegal

BENEFICIARIES

224 families





## Teaching mothers about nutritional health

Helen Keller International



**Vietnam**

BENEFICIARIES  
1,000 families

16

### NONPROFIT ORGANIZATION

Helen Keller International (HKI) works to prevent blindness and reduce malnutrition in 22 countries in Africa, Asia and the Americas.

### SUPPORTED INITIATIVE

The program sought to train and equip women to cultivate a vegetable garden and orchard, as well as raise small animals close to their homes. The women grew micronutrient-rich fruit and vegetables all year long to help meet the nutritional needs of their children. In this way, their diets naturally became richer and more diversified. The women also participated in nutrition and child

healthcare training sessions, strengthening the vital link between farming and health.

With this support, the women, little by little, begin playing an active role in their communities and helped strengthen their family's nutritional health.

The Foundation decided to back this initiative, which had begun two years earlier in northern Vietnam.

Extended to include an additional 150 families as a result of the Foundation's support, the program now has nearly 1,000 beneficiaries. Assistance from the Foundation further led to adding a program to cultivate school gardens at three schools.



## A micro goat farm to provide milk to children

Solidarité France Sahel



**Senegal**

BENEFICIARIES  
300 students

17

### NONPROFIT ORGANIZATION

Solidarité France Sahel is a charitable organization in Senegal that deploys development programs aligned with local communities.

### SUPPORTED INITIATIVE

In 2016, support from the Foundation helped finance the startup of small goat farm, with the purchase of a dozen goats and the equipment need to raise the animals.

Led by a young volunteer agronomist, the initiative helped provide school children with fresh milk, created a job for a young man who has not completed his education and, more broadly, promoted animal husbandry.

Three hundred primary school children from Sorockh were involved in the program.



## Strengthening food autonomy at a school in Madagascar

Secours Populaire

### NONPROFIT ORGANIZATION

Secours Populaire, the French charity for assisting people in difficulty, also works internationally through development programs with local partners.

### SUPPORTED INITIATIVE

After building a school and a canteen in the highlands village of Beravina, NGO AINA Madagascar, in partnership with the Secours Populaire des

Bouches du Rhône, were looking for a way to make the facilities autonomous and durable. The entire community and all the students' parents joined forces to tackle the initiative.

Financial support from the Foundation helped the villagers set up small animal husbandry and subsistence farms. Each family committed to redistributing a share of their production to the canteen to ensure regular meals for the school's 90 students.

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**Madagascar**

BENEFICIARIES

90 students



## Providing more varied meals

Enfance Partenariat Vietnam



**Vietnam**

BENEFICIARIES

Nearly 50 children

19

### NONPROFIT ORGANIZATION

Enfance Partenariat Vietnam is an international charity that helps disadvantaged children and families in Vietnam.

### SUPPORTED INITIATIVE

To ensure that meals are varied and to counter the nutritional deficiencies of 50 young children and teens, the Bac Giang orphanage in Vietnam was looking to set up small subsistence farms.

In 2016, a chicken coop and vegetable garden were created with assistance from the Foundation, thereby providing the orphanage with greater food independence.



## Supporting an experimental project — aquaponics

Œuvres de Don Bosco



R.D.C.

BENEFICIARIES

Nearly 60 children

20

### NONPROFIT ORGANIZATION

The Salesians of Don Bosco work in Democratic Republic of the Congo to educate youths, especially children who are poor, excluded and exploited. They provide housing, training and reintegration services for street children, and manage schools and professional training centers.

### SUPPORTED INITIATIVE

Aquaponics is a system that combines aquaculture, i.e. raising aquatic animals such as fish and snails, with hydroponics, the cultivating of plants in water. Excretions from the fish serve as fertilizer for the plants cultivated.

The initiative involved setting up an aquaponics system at a shelter for children from broken homes in Lubumbashi, Democratic Republic of Congo, as well as a professional training center.

The Foundation's donation was used to buy aquaponics equipment and raw materials needed to begin production and to pay for the installation of the ponds.

In 2016, seeking to highlight local solutions, the Foundation decided to support this experimental program for vegetable production. The experiment is expected enhance the shelter's financial independence.

\*L'aquaponie est une forme d'aquaculture intégrée qui associe une culture de végétaux en « symbiose » avec l'élevage de poissons. Ce sont les déjections des poissons qui servent d'engrais pour le végétal cultivé.



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## Building infrastructures for feeding children



## Supporting an innovative initiative to develop economical cookers

Initiative & Développement

**Congo**

BENEFICIARIES

500 children



22

### NONPROFIT ORGANIZATION

International NGO Initiative & Développement designs and deploys concrete and sustainable water, healthcare, education, and farming activities to improve the living conditions of disadvantaged people. At the same time, it encourages the emergence of local partners by helping to structure and strengthen their capacities.

### SUPPORTED INITIATIVE

The project assisted by the Foundation in 2016 was part of a vast program to develop and support an entire industry of economical cookers in Brazzaville, Congo.

The cookers meet environmental and forest conservation challenges.

Their use reduces fuel costs by nearly 50%, and the savings are reinvested to provide children with more varied and better balanced meals.

Designed to be educational, the very closely monitored program has supplied more than 50 economical cookers to 27 shelters in Brazzaville.

Over 1,000 meals are served every day to some 500 children taken in by the shelters.



## Building a school kitchen in a rural area

Christina Noble Foundation

### NONPROFIT ORGANIZATION

The Christina Noble Foundation fights extreme poverty among children in Vietnam and Mongolia and manages numerous programs for children in the areas of health, nutritional support, protection and education.

### SUPPORTED INITIATIVE

Located in a very remote rural area, the Hoa Sen school hosts 274 students, aged three to five.

To provide them with complete and balanced meals under improved conditions, the Foundation in 2016 financed the construction of a better-suited mess hall and a functional kitchen.

In this Mekong Delta province, where children must travel long distances to reach school, a school canteen helps ensure greater school attendance.

The initiative was led in partnership with local authorities and school stakeholders.

23



**Vietnam**

BENEFICIARIES

274 students



## Offering better conditions for school meals

Bien Être Santé Nutrition

### NONPROFIT ORGANIZATION

B'SaN Asso takes on charitable initiatives primarily in Madagascar. The NGO raises awareness about the importance of nutrition as part of its program to fight hunger and develop access to drinkable water.

### SUPPORTED INITIATIVE

B'San's overall program structures and organizes coordination for school meals. It monitors improvements in sanitary conditions, meal quality and quantity and the surrounding environment.

The program indirectly seeks to get the entire community involved in supporting children through complementary initiatives with teachers, school administrators, parents, and local representatives. Nearly 150 students and some 50 adults are involved in the program.

The Bel Foundation financed the construction of the canteen and kitchen shelters, as well as the related equipment.

**Madagascar**  
BENEFICIARIES  
150 students



## Equipping an orphanage's kitchen

UNCLE

### NONPROFIT ORGANIZATION

Uncle is a French charity that provides logistical and financial support to on-the-ground charities and NGOs looking to help vulnerable children.

### SUPPORTED INITIATIVE

The Foundation's donation in 2016 contributed to improving the daily lives of 90 street children hosted by the Padre Pio Foundation in Benin.

More specifically, the support was used to purchase kitchen equipment and to cover a share of its operating costs for a year.

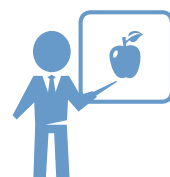
**Benin**  
BENEFICIARIES  
90 students





26

## Accompanying educational initiatives to promote a healthy and balanced diet



## Nutrissimo Junior, a nutrition educational program

Institut Pasteur de Lille - Fondation PiLeJe

France

BENEFICIARIES

Nearly 5,000 children



27

### NONPROFIT ORGANIZATION

The Institut Pasteur de Lille, a private foundation, is a recognized public-interest organization dedicated to medical research and public health initiatives. The PiLeJe Foundation promotes good nutrition and health among the general public.

### SUPPORTED INITIATIVE

Since 2014, the Institut Pasteur de Lille, the PiLeJe Corporate Foundation and the Bel Foundation have teamed up to deploy the Nutrissimo Junior program annually in some 20 schools in France.

This nutrition education program is targeted at all participants in France's education system, from

primary school kids, their parents and teachers, to school and after-school personnel and cooks. A variety of complementary approaches were taken during the year to raise awareness and reach all target audiences to have a greater impact on nutrition education. These included holding interactive workshops for children, making the Nutrissimo Junior game available so that teachers and/or after-school personnel could use it with children, distributing nutrition guides to parents, and training by a dietician of school and after-school personnel.

For the third year in a row in 2016, 20 new schools benefitted from the Nutrissimo Junior program thanks to the commitment of the three foundations.



## Educating through sports

Play International

France

BENEFICIARIES

1,500 families



28

### NONPROFIT ORGANIZATION

PLAY International has established educational programs in which sports are used to effect change and educate. The programs are targeted at youths and children in France and internationally.

Playdagogie Nutrition enables teachers and educators to use sports as a pedagogical support to teach children aged six to 11 about nutrition. It uses entertaining activities to teach students about which eating habits to adopt for a healthy life.

### SUPPORTED INITIATIVE

Convinced by the relevance of this approach, the Foundation once again supported the Playdagogie Nutrition program in 2016, as it rolled out a new growth and deployment phase in the Nord, Ile-de-France and Paca regions of France.

Thanks to the Foundation's assistance, an e-learning platform was set up to accelerate training for new participants in the program.

Over 100 new Playdagogie kits were also manufactured. The kits include the teaching material and sports equipment required for the sessions.



## Civic service volunteers fight inactivity

Unis-Cite

France

BENEFICIARIES

900 children



29

### NONPROFIT ORGANIZATION

Unis-Cité, France's pioneering civic service nonprofit, offers youths the chance to get involved in public interest missions in France.

### SUPPORTED INITIATIVE

Its Vitaminés program encourages children to adopt a healthy diet and to do regular physical activity to avoid becoming overweight.

With the Foundation's support in 2016, the program was extended to low-income neighborhoods in Dunkirk and Lens.

Twenty-two civic service volunteers joined forces to meet with the children and help them change their behavior.

The steps taken were concrete, fun and participatory, and always with a positive mindset. The program included after-school snacks, educational demonstrations at school canteens and neighborhood centers on Wednesday, and support for families who wanted it.

More than 900 children benefited from the Vitaminés program. Nearly 6,000 varied activities were offered during initiative's nine-month mission.



## Encouraging a healthy and balanced diet among youths on the street

Ednica



**Mexique**  
BENEFICIARIES  
150 children

30

### NONPROFIT ORGANIZATION

Ednica focuses on children, teens and youths who live and/or work on the streets of Mexico City, to help them build a new life. Ednica operates three centers in Mexico's capital city.

### SUPPORTED INITIATIVE

For several years, Ednica has operated a program called «The right to health starts with eating right» to help 150 children and teens who work on the streets. The charity provides educational

workshops, sports activities, and nutritional check-ups for children, support for mothers, and other activities to encourage the gradual acceptance of food generally rejected by street children.

Having already partnered with this program in 2011-12, the Foundation decided to renew its commitment with Ednica. The 2016-17 program added a Master Chef Competition, where the children prepared their own recipe book.



## Teaching good eating habits

GENYOUth



**USA**  
BENEFICIARIES  
545 students

31

### NONPROFIT ORGANIZATION

GENYOUth's mission is to identify solutions that contribute to healthier child nutrition and greater physical activity among youths. The NGO works with schools in the United States. Its flagship program, called «Fuel Up to Play 60», has become a national reference in youth nutrition and physical activity.

### SUPPORTED INITIATIVE

Seeking to help spread the word about good nutrition practices, the Foundation in 2016

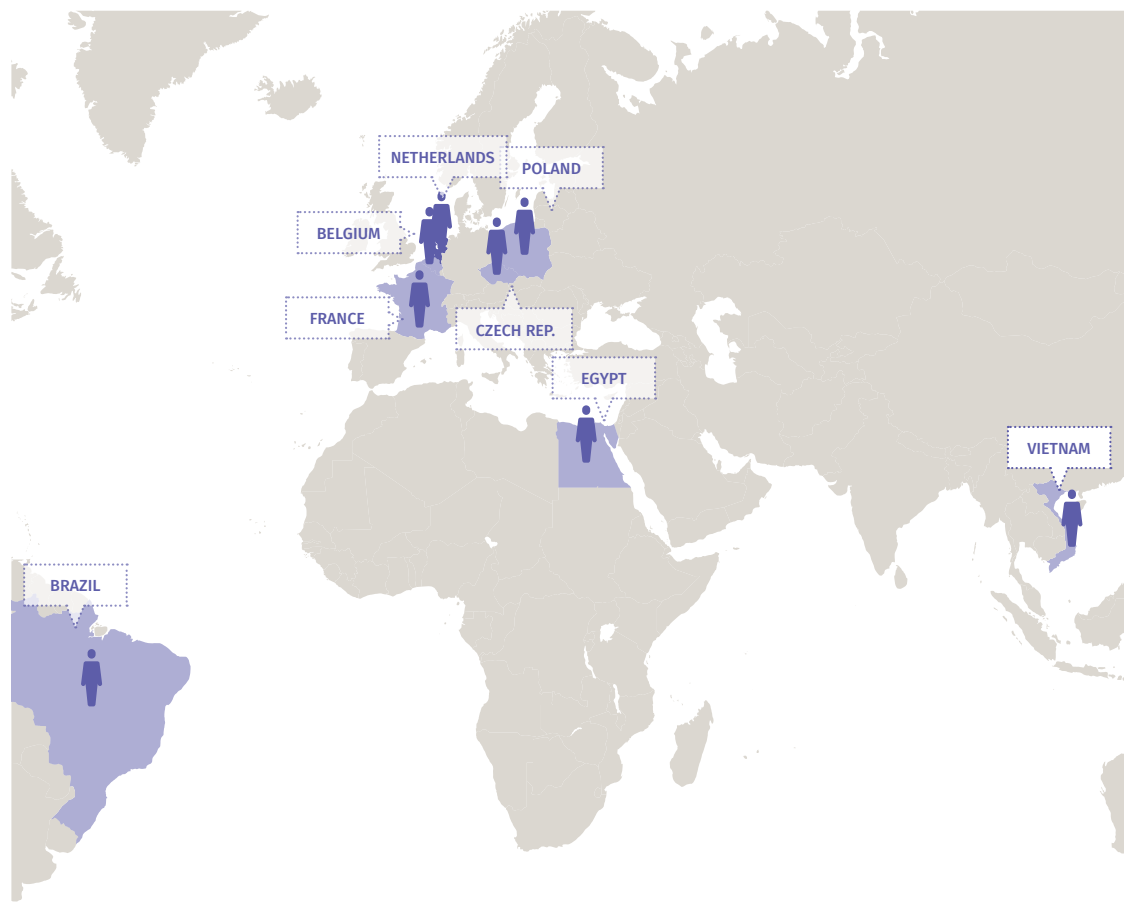
supported the establishment of a «Breakfast in the Classroom» pilot project at a school in Brookings, South Dakota.

With the support of volunteer teachers and parents, GENYOUth set up cooking workshops and nutrition sessions. Sports activities were also offered to students. The students were encouraged to adopt healthier eating habits.

Funding from the Foundation helped purchase the equipment needed for the program.







## Employee grants awarded in 2016

Bel Group employees may sponsor charitable projects on behalf of children by soliciting financial support from the Bel Foundation. Each year, some 10 grants worth up to a maximum €5,000 each are awarded for such initiatives.



## Renovating an orphanage

Hope Village Society - Egypt

### Initiative sponsored by

**Motaz AHMED**  
 Mohamed BEHAIRY  
 Zizette HABIB  
 Franck de COCKER  
 Mohamed TALAAT



### Motaz, why did you decide to sponsor this project?

When we visited the orphanage with Hope Village, we were struck by the lack of basic comfort, which is vital to the well being of children. It seemed inconceivable to be aware of the suffering of these youths and not act. Very quickly we decided to get organized and began thinking about a complete renovation of the shelter. Thanks to the Foundation, we are happy to say that our project has been realized.

### INITIATIVE

Supported by the Foundation for the second year in row, Bel Egypt employees in 2016 pursued their commitment to help orphans in Cairo. With the kitchen now newly renovated, it was time to fully restore, outfit and decorate the rest of the building. Thanks to more comfortable conditions at the shelter, the daily lives of 22 children have been improved.

### NONPROFIT ORGANIZATION

**Founded in 1988, Hope Village Society supports and accommodates homeless youths in Egypt so that they may live their childhood in a stable and caring environment. The charity provides social, educational, psychological, and economic assistance to help the youths prepare for a more serene future.**



## Encouraging good eating habits among Brazilian children

ChildFund Brasil - Brazil

### Initiative sponsored by

**Ingrid BOUNYA MBAPPE**

Ricardo EBEL  
Lydie LAPERAL  
Xavier HOUSSIN  
Matthieu COMMEN



### Ingrid, why did you choose this project?

34

I learned about ChildFund Brasil when I first moved to Brazil. Thousands of Brazilian families live in neighborhoods where extreme poverty reigns in such a way that a healthy diet doesn't figure into their priorities. I wanted to work on an initiative to fight the growing phenomenon of obesity.

### INITIATIVE

Thanks to funding from the Foundation and the commitment of a team of Bel employees, the charity set up a program to assist overweight children and teens in certain disadvantaged neighborhoods.

The goal was to teach them about better and more balanced eating habits for a healthier lifestyle and good health.

The children were checked by a nutritionist, a psychologist and a sports coach.

### NONPROFIT ORGANIZATION

Since 1966, ChildFund Brasil has worked on behalf of children and families who live in a difficult environment.

ChildFund Brasil implements effective actions based on age to ensure the welfare of newborns, the education of children, the social integration of teens, and the sanitary and dietary safety of their families.



## « Sharing Smile to the Moon »

Thuan An Education Center for Disabled Children - Vietnam

### Initiative sponsored by

**Trang NGUYEN**

Phan Thi Phuong  
Huynh Thanh Van  
Hoang Thi Luu Quynh  
Vu Tra My  
Nguyen Cao Tuong Dung  
Vo Thi Thanh Truc



### Trang, why is this program important to you?

Some children, because they have a handicap, are prevented from enjoying happy times. The entire team had the idea to organize a dedicated and adapted event that would allow them to also celebrate the «moon festival», a traditional and very important holiday in Asia.

### INITIATIVE

The goal was to bring joy and share smiles with deaf and hearing-impaired children at the Thuan An Education Center, by allowing them to celebrate the traditional «moon festival», from which they are generally excluded.

Motivated and enthusiastic, the Bel team organized a « Moon Festiva » adapted to the children's handicap. The festival was renamed « Sharing Smiles with the Moon! »

### NONPROFIT ORGANIZATION

Thuan An Education Center is an alternative school for 400 hearing-impaired boys and girls seven years of age or older.

The students are taught sign language, study and receive professional training to become independent.



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## A book for children visiting their sponsor family

Parrain-Ami - France

### Initiative sponsored by

**Violette Misson**  
Camille Moureaux



36

#### Violette, why did you sponsor this initiative?

I'm a godmother so this something very dear to me. I believe strongly in Parrain-Ami's mission. It enables children and their families who live in difficult situations to breath a little and find some balance.

#### INITIATIVE

«Tom and Zaïa» is a fun and educational book about sponsorship and its principles, published with support from the Foundation.

The book's dual aim is to reassure children and parents in difficulty about the care provided by the sponsor family and to develop home volunteers by finding new sponsor families.

#### NONPROFIT ORGANIZATION

**Since 1986, Parrain-Ami has brought together host families to sponsor children up to 12 years of age from families in serious difficulty.**

**The ad-hoc character of this type of sponsorship enables parents to maintain close contact with their children, while providing a stable place where the children can grow and develop.**



## Supporting the «Flavors and Culture» program to fight excessive weight gain

Goût et Terroirs Ile de la Réunion - France

### Initiative sponsored by

**Aurélie Billiez**  
Emmanuel Carmagnolle  
Julia Stratten  
Maude Roger



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#### Aurélie, what appealed to you about this program?

We sponsored this initiative because helping overweight and obese children is now a matter of urgency. Making the link between gastronomy and nutrition was easy because these are subjects that are very important to me.

#### INITIATIVE

«Flavors and Culture» teaches nutrition and good eating habits to fifth and sixth graders in the town of Saint Paul on Reunion Island. The program helps children transition from theory to practice by having them prepare meals themselves.

#### NONPROFIT ORGANIZATION

**Founded in 2014, Goût et Terroirs seeks to promote the taste and creativity of local recipes. It organizes numerous local events and is active in school canteens. It raises awareness about a healthy diet through educational and fun experiences.**



## Clowns for making sick children laugh

CliniClowns - Netherlands



### Initiative sponsored by

**Silvia Van**  
Nieuwenhuizen  
Anny Protosyngelou  
Martijn Sonneveldt



38

#### Silvia, what inspired you to support this project?

Suffering children have a tremendous need to laugh and forget about their illness for a while. We believe the more clowns there are from the CliniClowns Foundation, the more hospitalized children will smile and laugh. We are happy to be able to sponsor them.

#### INITIATIVE

The commitment of three Bel employees in the Netherlands and financial support from the Foundation helped train a new clown at the CliniClowns Foundation Academy. As a result, 624 more bedside visits per year will be made, eliciting even more smiles.

#### NONPROFIT ORGANIZATION

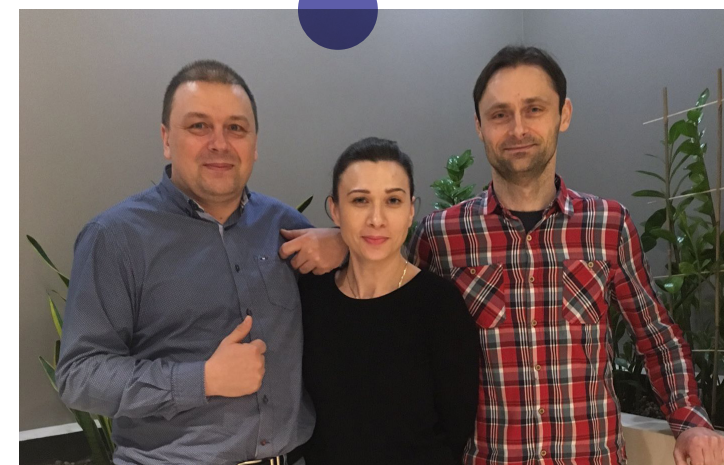
For over 25 years, the CliniClowns Foundation has helped ease the suffering of children struck by illness or a handicap through the entertainment, laughter and the joy of clownish theatrics. Specially trained clowns visit children in hospitals, daycare centers, specialized facilities, and even homes. Today, over 100 hospitals in the Netherlands welcome the clowns everyday to light up children's faces.

CliniClowns also helps promote the importance of playing and its effect on children during difficult times.



## Raising awareness of healthy eating among youths during chess tournaments

Mazovia Chess Federation - Poland



### Initiative sponsored by

**Piotr Chmieleński**  
Zbigniew Bukowski  
Magdalena Błaszczak



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#### Piotr, what appealed to you about this initiative?

We believe that youths who play chess develop a lot of different aptitudes and discipline. We wanted to take advantage of that to convey how important eating a healthy diet on a regular basis is for their intellectual and physical development.

#### INITIATIVE

With funding from the Foundation, the team of employees enthusiastically got involved in holding special chess tournaments, during which parents and children were informed about good eating habits. Workshops run by nutritionists and cooks were offered on the sidelines of the matches. Participants were also able to take advantage of free consultations.

#### NONPROFIT ORGANIZATION

The Mazovia Chess Federation, in coordination with chess clubs, develops and popularizes chess games for children by holding competitions, while emphasizing sporting feats, physical exercise and the rules of healthy living.



## Eliciting smiles from sick children

National Association of PKU – Czech Republic

### Initiative sponsored by

**Monika Kuchtikova**  
 Michaela Jakesova  
 Daniela Platilova



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### Monika, what makes this project special to you?

I discovered this NGO 13 years ago because my nephew suffers from phenylketonuria. Michaela, Daniela and I wanted to sponsor an organization that represents children with this illness so that as many children as possible could participate in the various events they organize.

### INITIATIVE

Support from the Foundation and the drive of the Bel team in the Czech Republic enabled a greater number of sick children to participate on weekends, holidays and at meet ups throughout the year in an adapted environment. Very strict eating rules had to be followed.

### NONPROFIT ORGANIZATION

**The National Association of Phenylketonuria & Similar Inherited Metabolic Disorders supports every aspect of the daily lives of people suffering from such serious hereditary metabolic diseases as phenylketonuria (PKU). It works to ensure that PKU sufferers do not feel isolated, offers advice and cooperates with healthcare providers specializing in screening and treating the disease.**



## « Kids on the move »

Nová Trojka – Czech Republic

### Initiative sponsored by

**Zuzana Manninen**  
 Tereza Mercelová



41

### Zuzana, why did you sponsor this project?

A healthy diet is vital for children's growth and well-being. But children who live in disadvantaged neighborhoods are not taught that and don't worry about it. We believe that we can get simple messages about their health to them through this program.

### INITIATIVE

The purpose of the Nová Trojka «Kids on the move initiative» is to promote healthy living and eating among some 250 children by working with them and teaching them about good nutritional habits and physical exercise. The program lasts 10 weeks.

### NONPROFIT ORGANIZATION

**For 15 years, Nová Trojka has been providing support to communities in a disadvantaged neighborhood of Prague. The charity organizes training and cultural and sporting events, and offers family activities that emphasize importance of a good diet.**



# How the foundation operates

## Board of Directors

The Board of Directors includes nine members grouped into three colleges. Chaired by Antoine Fiévet, the Bel Group's Chairman and Chief Executive Officer, the Foundation's Board of Directors meets at least twice a year to rule on what projects to support and to ensure that the projects are carried out according to plan.

### THE COLLEGE OF FOUNDERS

#### 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

### THE COLLEGE OF BEL EMPLOYEE REPRESENTATIVES

#### Chantal Cayuela

Head of Research and Innovation

#### Jean-Noël Darniche

Group Marketing Director

#### Guillaume Jouet

Foundation Secretary and General Manager of Human Resources, Communication and Sustainable Development

### THE COLLEGE OF EX-OFFICIO REPRESENTATIVES

#### Béatrice Darcy-Vrillon

Head of Research, Co-Head of the Human Nutrition Division at INRA, French Fund Administrator for Nutrition and Health

#### Jean-Marc Guesne

General Manager of Ashoka France

#### Claude Tharreau

Co-founder of the CSA research institute

### BY PROPOSAL OF THE BOARD OF DIRECTORS

#### Isabelle Fiévet

Bel Foundation Managing Director

## The Selection and Tracking Committee

Comprised of volunteers, the Project Selection and Tracking Committee meets once a month to study new funding requests and to validate their relevance to the Foundation's mission. Its members include:

#### Laurie Amathieu

HR Communication Manager

#### Christel Ara

Leerdammer Product Leader, Marketing France

#### Vanessa Azar

CSR Projects Specialist

#### Alexandra Berreby

Sharing Cities Director, Bel Access

#### Marine Falque

Nutrition and Marketing Manager

#### Aude Romelly

Boursin Product Leader, Marketing France

#### Hanan Zambib

Human Resources Manager, Middle East and Greater Africa Region

# Submitting a proposal

The purpose of the Foundation is to support initiatives on behalf of children and teens in France and internationally, with a particular focus on food issues. Nonprofit and non-governmental organizations may send their requests for support by completing the specifically designated application forms available at the Foundation's website.

1

Complete the request forms for Foundation support at [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).

3

If selected, a PSTC team member contacts the nonprofit to confirm whether its activities are compatible with the Foundation's missions.

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 selected by the Board of Directors, a philanthropy agreement is signed between the two parties, and the Foundation makes the donation.

6

The nonprofit issues regular tracking reports of the initiative to the Foundation.



## **BEL CORPORATE FOUNDATION**

**2, allée de Longchamp, 92150 Suresnes**

**E-mail :** [contact@fondation-bel.org](mailto:contact@fondation-bel.org)

**Site Internet :** [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 under number 2485 and prolonged by the order published in the Journal Officiel of 23 February 2013 under number 2209.

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