

*We are  
committed to*  
**SOCIALLY  
CONSCIOUS FOOD  
TRANSITION**

**Annual Report 2019**

Over  
20 YEARS  
of  
commitment

## THE CARREFOUR FOUNDATION TEAM



**Laurent Vallée**  
General Delegate  
of the Carrefour  
Foundation



**Astrid Michel**  
Senior Project  
Manager France



**Etienne de Gernay**  
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**Marie-Astrid Raoult**  
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**Angélique Diarra**  
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**Isabelle Rademakers**  
Secretary to the Board  
of Directors

## THE BOARD OF DIRECTORS

### Alexandre Bompard

Chairman of the Carrefour Foundation  
CEO and Chairman of the Carrefour group

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Carrefour board member, Managing Partner  
of Singularity Capital and advisor to the Startup  
Lisboa incubator

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Executive Director of Communications  
of the Carrefour group

### Christine Graffard

Director of Projects at Voyageurs du monde & Treasurer  
and Vice President of Refettorio Paris

### Caroline Robert

Head of the Dermatology Unit at Gustave Roussy,  
Member of the Carrefour group Food Advisory  
Committee

### Martine Saint-Cricq

Director Representing Employees

### Jean-Michel Severino

CEO of Investisseurs & Partenaires,  
former CEO of Agence Française de Développement

### Benoît Soury

Organic Market Director for Carrefour group

### Charles-Édouard Vincent

Founder of Lulu dans ma rue



## EDITORIAL

### ALEXANDRE BOMPARD,

PRESIDENT OF THE CARREFOUR FOUNDATION,  
PRESIDENT AND CEO  
OF THE CARREFOUR GROUP



**70**

million hectares  
of organic farming around  
the world in 2017, or  
1.4% of agricultural land  
(Agence Bio).



**14%**

of global food production  
goes to waste between  
harvest and retail  
(FAO 2019).



**70%**

of companies realise they  
must make social  
responsibility commitments,  
(Human Capital Trends 2018,  
Deloitte study).

Every day, the Carrefour Foundation brings to life the Group's ambition: ensuring food transition for all. It supports project leaders committed to providing high-quality, healthy, accessible and environmentally friendly food. During the Covid-19 crisis, the principles that underpin our actions have been confirmed and our social initiatives have been stepped up to support our partners and help the most vulnerable members of society.

## COUNTRIES COMMIT TO ACTION

In Europe (Belgium, France, Italy, Poland, Romania, Spain), South America (Argentina, Brazil) and Asia (Taiwan), Carrefour teams are taking action to support the socially conscious food transition through numerous sponsorship programmes. These include initiatives to protect the environment; combat food waste; promote workforce integration, equality and inclusion; and raise awareness around balanced nutrition.

# 1 MISSION, 3 PROGRAMMES, 73 PROJECTS

By supporting more than 70 projects in 2019 in Europe and South America, as well as South-East Asia, the Carrefour Foundation solidifies its ambition to enable the socially conscious food transition. The programme is structured around three main actions.

## 1 MISSION

→ Created in 2000, the Carrefour Foundation is driven by a public interest mission to promote socially conscious food transition, both in France and around the world. The Foundation pursues this mission through three main actions: the promotion of sustainable and socially conscious agriculture, the solidarity-based anti-waste and through citizen commitment.

## 3 PROGRAMMES

### Sustainable and socially conscious agriculture

→ We support agricultural sectors in their transition to more sustainable models based on organic farming and agro-ecology, both of which contribute to improved natural resource preservation. In order to help farmers meet the challenge of helping to create a food transition that is accessible

to everyone, we support their investment and training efforts. To encourage workforce integration, reconnect city dwellers to the land and develop biodiversity within cities, we are also committed to urban agriculture. This is a major challenge for the world's increasingly dense cities, which are already home to 50% of the world's population. For residents of urban areas, preserving natural spaces within the city is essential.

### Solidarity-based anti-waste

→ Around 1.3 billion tons of food are discarded every year according to the FAO, which makes reusing unsold food an urgent priority. By supporting networks that process these foods we also fulfil the need for solidarity initiatives and enable disadvantaged populations to eat better.

### Citizen engagement

→ We support initiatives that highlight the connection between a balanced diet and its health benefits. In addition, we seek to facilitate the commitment of all actors – citizens, non-profits and businesses – in favour of a common cause: the socially conscious food transition. —

01. The Carrefour Foundation encourages initiatives in organic farming and agro-ecology.

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**2000**

The year Fondation Carrefour was founded.



**€6.75M**

The Carrefour Foundation's endowment for 2019.



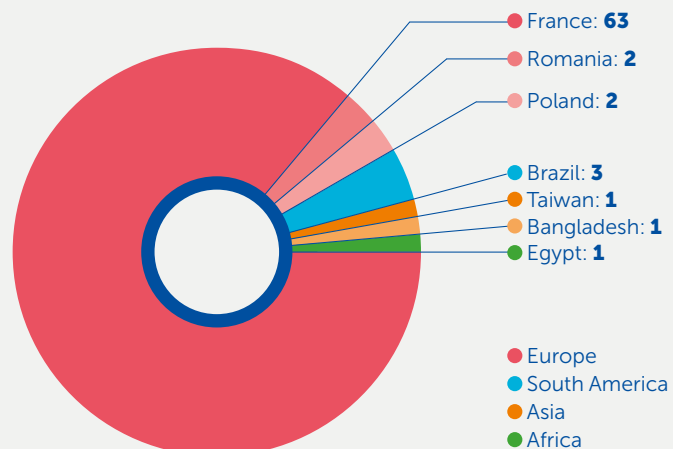
**10**

million tonnes of edible food are thrown away every year in France (Too Good To Go, 2019).



## 73 PROJECTS FINANCED

→ The Carrefour Foundation promotes sustainable and socially conscious food transition in all countries where the Group is located, notably across Europe, South America and Asia. The 73 projects it championed in 2019 help the agricultural sector transition towards more sustainable models, combat food waste and, more broadly, pursue a commitment to everyone. Finally, the Carrefour Foundation can take action in the event of environmental disasters or social crises.



## SUPPORT AT EVERY STEP



### 1. Identification

In order to gain the support of the Carrefour Foundation, projects must not only share the Foundation's mission but also be carried out by organizations.

### 2. Selection

From the nature of the mission and its budget to social innovation and its impact on beneficiaries, a set of criteria allows the Foundation, in conjunction with sponsorship teams in each country, to select the most relevant and promising projects.

### 3. Support

Not only is it resolutely collaborative, the Foundation also offers both financial and technical support, as outlined by its teams in each country.

### 4. Follow-up and reporting

Throughout the project, until its completion, the Foundation, its Sponsorship and CSR teams in each country carry out regular evaluations of the use of the allocated budget.





# SUSTAINABLE AND SOCIALLY CONSCIOUS AGRICULTURE

The Carrefour Foundation is committed to helping farmers convert to organic farming in order to enhance the value of their produce and better meet consumer expectations. The Foundation also supports urban agriculture through an inclusive and environmentally conscious approach.



**71%**  
of people in France say they eat organic food at least once a month (Agence Bio).



**38%**  
of the 73 projects supported in 2019 pertain to sustainable and socially conscious agriculture.

## FRANCE FIGHTING AGAINST LONG-TERM UNEMPLOYMENT

→ Long-term unemployment affected 1.5 million people in France in 2019, according to Pôle emploi. This factor of precariousness and social exclusion is exactly what the association Territoires zéro chômeur de longue durée (TZCLD) is fighting against. "We have created 10 state-supported employment enterprises (EBE)," says Lésia Zahnd, head of partnerships and events at the non-profit. "Rather than paying benefits to the beneficiaries – with the cost of long-term unemployment estimated at €18,000 per person per year – the government transfers monthly funds to these pilot enterprises. We are working for the social inclusion of people excluded from the workforce, by demonstrating that no one is unemployable and that the economy can serve people and the planet through collective mobilisation." With 768 people hired on permanent contracts across the 10 territories in February 2020, TZCLD promotes economic development and inclusion through four main sectors of activity, including ecological transition (eco-mobility, sustainable



01.

agriculture, circular economy, combating energy poverty, etc.). "Thirty to 50% of the activities we have implemented are related to ecological transition, particularly market gardening and urban agriculture," says L. Zahnd. "These jobs are part of the socially conscious food transition, aiming to democratise better eating for the masses." Moreover, the programme achieves this while ensuring that these permanent jobs do not replace existing local jobs. —

01. The TZCLD association supports market farming and urban agriculture projects that create long-term jobs.



02.

## Our partners in sustainable and socially conscious agriculture

- France**
  - ADIE • AMELI Provence • AgroParisTech
  - Ecole des Semeurs • Emmaüs • Fermes d'Avenir
  - Ferme de Baudonne • France Active • La Cagnotte des Champs • Les Cols Verts • Les Cuistots Migrateurs
  - Les Petites Cantines • MiiMOSA • Ordre de Malte
  - Parti Poétique • Paysan Urbain • Planète Mer
  - Réseau Cocagne • Territoire zéro chômeur de longue durée • Ticket for Change • Vit'Actif • WWF France
- Brazil**
  - Getulio Vargas Foundation • WWF Brazil
- Taiwan**
  - Call for Solidarity Clic project proposals
- Romania**
  - Workshops without borders
- Poland**
  - Strug Valley

02. In France, the TZCLD association creates jobs for the long-term unemployed, while promoting the ecological transition.

## POLAND SUSTAINING FAMILY FARMS THROUGH ORGANIC FARMING

→ In southern Poland, the overwhelming majority of cattle farmers hail from small family farms struggling to keep their prices in line with competition from larger, more industrial farms. Supported by the Carrefour Foundation, the Strug Valley association's Granary of Health project aims to supply these farms with the tools they need to stay dynamic. In particular, the project helps farms transition to the organic sector in order to safeguard their business by positioning themselves in a more promising market. Launched in 2019, the project began by supporting 15 small farms in their conversion to organic farming. Each farm was provided with a herd of beef (nine cows and a bull) and a six-month training course on organic farming. In addition, the project made it possible to analyse the performance of each farm. A dedicated team of economists studied the location and soil quality of participating farms in order to optimise each business plan. The resulting insights are helping farmers to better manage their activity (production quantity, production period, animal welfare, etc.). For Strug Valley, the project is designed as a launch pad to encourage 1,000 other Polish farmers to convert to organic farming through targeted outreach. —





## SOLIDARITY-BASED ANTI-WASTE

The Carrefour Foundation supports solidarity projects that aim to reuse unsold food. Through this programme, its ambition is not only to encourage food aid, but also to create jobs for people in need.

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### BRAZIL SOCIAL GASTRONOMY ACCORDING TO GASTROMOTIVA

→ Combining the fight against waste with social action is the ambition of David Hertz, chef, social entrepreneur and the founder of Gastromotiva. The association, founded in Brazil in 2006, aligns perfectly with the Carrefour Foundation's anti-waste solidarity programme, which now supports Gastromotiva.

"In 2019, our restaurant in Rio de Janeiro served more than 55,000 meals to nearly 18,400 vulnerable people," explains David Hertz. "More than 18 tons of unsold food were saved from spoilage."

In addition, Gastromotiva offers free training in the most promising professions within the restaurant industry and is making educational tools available online for all those who want to join in making gastronomy and waste reduction a vehicle for social change. "In 2019, we partnered with Carrefour to release our first series of tutorials, presented by two

of our former students," says Hertz. "Each episode addressed a different theme, such as social gastronomy, cooking and feminism, vegetarianism, entrepreneurship and food diplomacy." 20 episodes are available on Gastromotiva's YouTube channel. —

### FRANCE CIRCULAR ECONOMY: BAKERIES LEADING THE WAY

→ Farinez'Vous was created in 2009 with the aim of offering Parisians an alternative way to consume one of France's favourite foods: bread.

"We wanted to demonstrate that a bakery, one of the most popular local shops par excellence, can also be an important site of sustainable development and workforce integration, by training of adults who are transitioning to a new career," says Domitille Flichy, its founder.

With the support of the Carrefour Foundation, Farinez'Vous launched a circular economy project in 2019 to recycle its unsold items. "As a bakery, we manage to keep our waste to a strict minimum when making bread, but we



**34%**  
of the projects  
supported in 2019 combat  
food waste.



**10%**  
of food waste in Europe  
is due to expiration dates  
(Too Good To Go, 2019).



01.

**01.** In Paris, the bakery Farinez'Vous reuses unsold bread while providing employment for adults in career transition.

**03.** In 2019, the association Re-Belle turned 34 tonnes of unsold fruit and vegetables into 80,500 jars of jam and chutney.



ANGELO DAL BO

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### Our partners in the solidarity-based anti-waste around the world

- France**
- Agence du Don en Nature
  - Aurore
  - Bar RADIS
  - Chênelet
  - Emmaüs Défi
  - Explicat
  - FAGE
  - Farinez'Vous
  - Handicap Travail Solidarité
  - Happy Drêche
  - HEKO Permaculture
  - Hop Hop Food
  - J'aime Boc'oh
  - La Cloche
  - Les Restos du Cœur
  - Le Trajet
  - Pain et Partage
  - Re-Belle
  - Réseau Échange et Restauration
  - Réseau Ecole 2<sup>e</sup> Chance
  - RESOLIS
  - SOLAAL
  - Valorise
- Brazil**
- Gastromotiva

**02.** In 2019 in Rio de Janeiro, Gastromotiva served more than 55,000 meals to nearly 18,400 socially vulnerable people.

inevitably end up with unsold items at the end of the day," says D. Flichy.

In the fall of 2019, the first phase of the project began with an inventory of unsold stock. A second phase of testing is scheduled to begin in the second half of 2020 in order to enhance the value of these items.

"The most promising avenue seems to be brewing beer, where we can replace the usual grains with breadcrumbs," says Flichy. Further, with the support of the Carrefour Foundation, Farinez'Vous intends to set up a working group to fight against food waste by bringing together other partners (shopkeepers, caterers, millers, bakers and other partners of the Carrefour Foundation). —

### FRANCE RE-BELLE, ANTI-WASTE JAM MADE IN SEINE-SAINT-DENIS

→ Created in 2015 in Seine-Saint-Denis, on the outskirts of Paris, Re-Belle is a non-profit association dedicated to the circular economy. Every week the team, located in Aubervilliers, goes out to collect unsold fruit and vegetables from its retail partners.

"In 2019, we saved 34 tonnes to make 80,500 jars of jams and chutneys," says Charlotte Porez, director of Re-Belle. These jams are then sold in the stores which donated the fruits and vegetables, as well as in a Carrefour Group supermarket, since 2019.

In order to make its jams, Re-Belle employs, trains and supports people undergoing workforce integration in a department of France where the unemployment rate is as high as 11%. Thanks to the guidance and financial support of the Carrefour Foundation, the organisation has managed to sustain its activity over the long term.

"Carrefour has long positioned itself in the fight against food waste, so it was only natural that we turned to the Group as our partner," says C. Porez. —

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# CITIZEN ENGAGEMENT

The Carrefour Foundation supports national and local initiatives in favour of better food for all. Because we consider it our responsibility, we support scientific research to better understand the effects of food on the human body. We also support civic projects that address major social and environmental challenges.



PATRICK DELAPIERRE

01.

01. The FRC works to improve our understanding of how environment and nutrition impact the brain.

## FRANCE

### CIVIC ENGAGEMENT, A PARTNERSHIP THAT MAKES SENSE

→ Enabling citizens to unite and tackle today's social and environmental challenges while maximising the impact of their actions: this is the ambition of makesense, a non-profit association created in 2010. "We started from the observation that many French people want to volunteer, but don't know where to start or which social entrepreneurs to turn to," explains Basile Michardière, co-director of the makesense incubator. "On the other end of the chain, social entrepreneurs need well-trained volunteers to bring their projects to fruition." Ten years after its launch, makesense is proud "to have engaged more than 130,000 citizens around the world to create a more inclusive and sustainable society", says B. Michardière. "These citizens have taken action at their own level to solve the challenges that are close to their hearts in more than 100 cities and 45 countries, supporting more than 5,000 projects."

In 2019, the Carrefour Foundation backed the non-profit association by assisting its development throughout France, after demonstrating its value in Paris and abroad. This development is primarily envisaged in Marseille, Lyon, Toulouse and Lille, requiring a strong investment in training entrepreneurs who need extra support at the start of their project. The Carrefour Foundation also helped makesense develop the technological tools needed to create a French network (training app for volunteers, project monitoring, etc.). —

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## FRANCE

### UNDERSTANDING THE BRAIN TO NOURISH IT BETTER

→ What if everything that is good for our bodies is also good for our brains? The Federation for Brain Research (FRC Neurodon) is mobilising researchers to understand brain health better. "We know that a healthy, balanced diet is good for our health," explains Anne-Marie Sacco, Deputy Executive Director of the FRC Neurodon. "However, in France we are not always aware of the role of food in the development and proper functioning of the brain."

To understand the impact of environment on brain health, the FRC launched a call for projects on this theme in 2018. "Recent discoveries suggest that it would be possible to limit the occurrence of certain brain diseases, in particular through adapted behaviours," Sacco points out. In 2019, the Carrefour Foundation supported two research projects selected by the FRC, both conducted at the Institut Nutri Neuro



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de Bordeaux. The first, led by Dr Sophie Layé, aims to better understand how omega-3 fatty acids influence brain development to ensure optimal cognitive development. The second project, led by Dr Guillaume Ferreira, studies the effects of obesity on memory disorders. For Anne-Marie Sacco: "This partnership with the Carrefour Foundation makes perfect sense, insofar as well-being and health lie at the heart of the Carrefour Group's Act for Food programme, which proposes concrete actions to help everyone eat better." —

02. In 10 years, makesense has motivated 130,000 people worldwide to create a more sustainable and inclusive society.



28%

of the projects supported in 2019 were focussed on Citizen engagement.



17%

of French people over the age of 18 are overweight (FRC).

### Our citizen engagement projects around the world

- France**
  - 100 Jours pour Entreprendre
  - Association de Gestion de la Ferme Expérimentale d'Etoile
  - Chambre d'agriculture Drôme, Ardèche, Isère (aide d'urgence)
  - Fondation 2<sup>e</sup> Chance
  - Fondation de la Recherche pour le Cerveau
  - Lulu dans ma Rue
  - Makesense
  - Notre-Dame de Paris (aide d'urgence)
  - Play International
  - Secours Populaire (aide d'urgence)
  - Sport dans la Ville
  - Ticket for change
  - Tout le Monde Contre le Cancer
  - Vendredi
- Poland**
  - Warsaw University for Life Sciences
- Romania**
  - Save the Children
- Egypt**
  - Samusocial International
- Bangladesh**
  - SNV

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**Sustainable  
and socially conscious  
agriculture**



**Solidarity-based  
anti-waste**



**Citizen  
engagement**



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