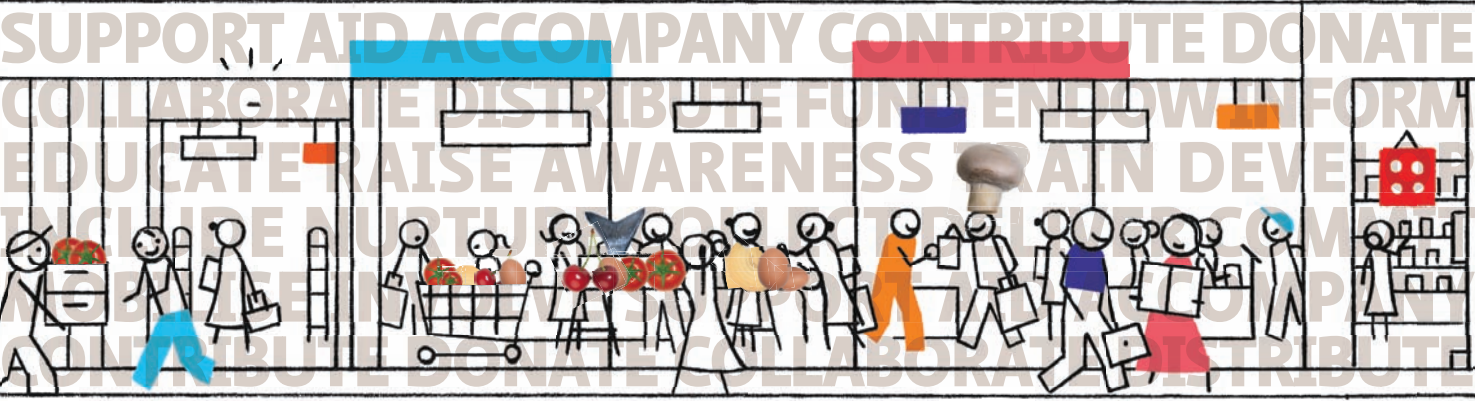


FOOD AT THE SERVICE OF SOLIDARITY

2014 annual report



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Food is essential for life.
For Carrefour and its staff,
it is a way to combat exclusion
and poverty. **Education,**
inclusion, employment,
economic development,
public health or **emergency aid,**
the Carrefour Foundation proves
its commitment to use food
as a response to the major
challenges facing society.



“The Food Banks have a role to play in establishing a virtuous cycle for those in greatest need.”

“Giving those in difficulty access to quality food is a response to a basic need.”



Interview with Grace Cheng
Vice-President of the Chinese Christian Relief Association

“Food waste is a reality in Taiwan and reducing it has become a major challenge. In 2014, 1.5% of the population were living below the poverty line, while 275 million tonnes of food are thrown away every year⁽¹⁾. Given this situation, Food Banks must be able to identify those who are vulnerable and make sure that they regularly receive sufficient food, of good quality, while maintaining health and safety norms. Key issues here are conservation of the products and respect of the cold chain.

Taiwan certainly has some catching up to do. We had to wait until 2010 to see the first structures appear to recuperate unsold food from bakeries. Until then, the aid offered to the very poor was essentially financial. But public opinion in Taiwan has also evolved since then, realising just how much food could serve as a positive springboard to get out of exclusion. Since 2010, 325 distribution centres for “1919” Food Banks have opened, spread over 22 towns and cities in Taiwan.

The aid primarily targets marginalised families who get no assistance from the government. Today they make up

70% of our beneficiaries. Since 2011, nearly 70,000 food parcels have been distributed.

We are well aware that there is still a long way to go. Legislation to facilitate and regulate food aid is currently being drafted. The government, private businesses and the general public now need to get involved to optimise the outreach of our actions.”

(1) Source: TEPA (Taiwan Environmental Protection Administration).



TAIWAN FOOD BANKS

■ In 2014, the Carrefour Foundation coordinated the second international Food Bank collection, which mobilised over 2,300 Carrefour stores in 10 countries.

The first time that Carrefour Taiwan participated, nearly 30 tonnes of merchandise were collected in 69 stores across the country, or the equivalent of 60,000 meals.

"TODAY, FOOD EXCLUSION ALSO CONCERNS TODDLERS."



3 questions
for **Geneviève Willot**
Manager of a local branch
of *Restos Bébés du Cœur*

In what situations does *Restos Bébés du Cœur* get involved?

Restos Bébés du Cœur was set up in 1993 after we noticed an increasing number of families and young people turning up at the *Restos du Cœur* canteens. According to a UNICEF report, the incidence of child poverty in France increased by 3 points between 2008 and 2012, going from 15.6% to 18.6% of the population.

Nearly one out of every five children is affected by poverty and suffers serious dietary deficiencies. Today more than ever, our action is essential. Over 40,000 babies and their parents visit our 86 *Restos Bébés du Cœur* and 1,500 baby centres in cities every year.

How do you operate?

The *Bébés du Cœur* centres are open all year round for single mothers, unemployed young couples and those in major difficulty. We try to make our facilities welcoming, with a coffee corner, a play space and a childcare area. We provide facilities and food specially suitable for babies under 18 months old – such as baby milk, diapers, jars of baby food, and so on.

So you do more than distribute food?

More than anything, we are a place where people can share their problems and learn to prevent difficulties from arising in the first place. Our experienced volunteers offer personal assistance with both moral and psychological support, using workshops to help beneficiaries regain their self-confidence, steering them towards other organisations, arranging consultations with professionals, etc. Every centre also develops educational and play activities, and a special link is often formed with the families.

COMBATting EXCLUSION

Social exclusion, which means living in great poverty and often in extreme isolation, is becoming increasingly common. There are many different causes, including financial crises, job insecurity, fluctuations in food prices, natural disasters, etc. Food aid therefore has to adapt to these new circumstances. It's not just a matter of one-off emergency interventions, but it also involves long-term actions aimed at preventing and reducing the exclusion of those who are most at risk.

1/3

OF PEOPLE IN THE WORLD LIVE IN POVERTY.

Source: United Nations Development Programme (UNDP) multidimensional poverty index, 2014.



"By regaining her self-confidence, a mother can gradually get out of her isolation and, in turn, encourage others to do the same."



RESTOS BÉBÉS DU CŒUR

■ In 2014, the Carrefour Foundation made a contribution of €140,000 to the association, to which a further €23,000 were added in the form of donations from clients in Carrefour stores in light of the approaching winter and Christmas festivities.



“We offer families food vouchers in exchange for sending their children to school.”



“EARLY EDUCATION IS ONE OF THE KEYS TO SOCIAL INCLUSION.”



3 questions for Leslie Hawke
President of the OvidiuRO association

What is the situation regarding early education in Romania?

According to the Romanian National Institute of Statistics (INS), before the national education programme “*Fiecare Copil in Gradinita*” (Every Child in Preschool & Kindergarten) was launched, 77% of Romanian children were

in pre-school, compared to just 37% of Roma children. By the time they should be starting primary school, these children have fallen behind, and children who start school late often quickly drop out altogether. This situation is further aggravated by the extreme poverty of these communities and the absence of schools in some rural areas. Transport, school expenses and parents’ fear of their children leaving the village are also obstacles to school attendance.

How is OvidiuRO tackling this trend?

We support vulnerable families by giving them food vouchers worth €12 every month. In exchange, they

have to make sure their children aged 3 to 5 years go to pre-school every day. One day a month, one of the parents attends classes with their child. We also fund training sessions and learning materials.

What results have you had so far?

The programme has really boosted school attendance, by 40% to 80%. The great majority of parents react very positively and are grateful. Our vouchers are obviously part of the reason for the success, but the result would not be so convincing without the support of the local authorities, who play a key role in implementing the

programme. Gradually, more and more children from the Roma community are setting off to school as soon as they are old enough.

2,200
CHILDREN AGED 3 TO 5 YEARS ARE NOW INVOLVED IN THE PROGRAMME

OVIDIURO

■ Since 2013, funding from the Carrefour Foundation has helped provide vouchers for 1,600 children every year as part of the “Every Child in Preschool” programme.

“Information, education and prevention in order to change bad eating habits.”



Interview with Krystyna Gułkowska
Professor – SGGW
(Warsaw University of Life Sciences)

“For several years the people of Poland have suffered from a number of food-related disorders that have as much to do with what they eat (too much salt, ‘bad’ fats, sugar, etc.) as with poor eating habits (skipping meals, snacking, and so on). At the same time, eating disorders, such as anorexia and bulimia, are on the increase among adolescents. This is having significant effects on public health. Since 2003, the incidence of cardiovascular disease, high blood pressure and Type 2 diabetes has risen sharply.

According to the World Health Organisation (WHO), the number of people suffering from diabetes in Poland could reach 2.5 millions by 2030.

To tackle this trend, our university runs a number of initiatives targeted at those most at risk, including children, adolescents, and the elderly. Our seminars, thematic workshops and awareness campaigns aim to help people appreciate the benefits of a more balanced diet, to warn them of the risks of developing serious eating disorders and to encourage better prevention. Private businesses can play a role too, by passing the message on to the general public and extending its outreach and effectiveness. Meanwhile, targeted scientific research programmes can help us understand the eating habits of consumers and their effects on the body. This issue is essential for the health of the entire country.”



“Private enterprises have a role to play in spreading the benefits of the project.”

SUPPORTING EDUCATION

School, along with the family, is a powerful motor for socialisation from earliest childhood. By helping the child to acquire shared values, it helps to integrate the individual within society as well as in professional life. Those with a good level of education are also more aware of health, hygiene and dietary issues. Supporting education means choosing to be proactive in preventing risky behaviours, while giving the younger generations the best possible chances in life.

58 million

CHILDREN OF PRIMARY SCHOOL AGE WERE NOT IN SCHOOL IN 2012 ACROSS THE WORLD.

Source : World Bank.

WARSAW UNIVERSITY OF LIFE SCIENCES

■ The partnership with the Carrefour Foundation makes it possible to run workshops for children and adolescents aged 7 to 14, as well as those over 65, in eight towns in Poland. They focus on five different themes: nutrition, eating, cooking, food hygiene, and awareness. These workshops are run using food donations from local Carrefour stores. Almost 800 beneficiaries will take part in this educational programme. Carrefour Poland is also going to be contributing equipment.

“In Brazil, learning a trade in food and catering offers real possibilities for a good career.”

Interview with Daniela Santana

Project manager – Rede Cidadã⁽¹⁾

“Today, 10.5 million Brazilians live in extreme poverty⁽²⁾ Helping vulnerable young people to find work and get back into society is therefore a pressing issue today. Rede Cidadã has been running the ‘Conexão Varejo’ programme (in Manaus, Belo Horizonte, Brasília, São Paulo) since 2013. Its aim is to serve as a springboard to employment by offering poor or unemployed teenagers and adults high-quality vocational training and help to join the job market.

We are working towards a profound transformation of society, thanks to a collaborative network of partners who are continually finding new opportunities for young unemployed people to generate an income. The association has decided to focus its efforts on the food and catering sector. So, at Carrefour, young people receive training in the food and catering trades. Students follow several complementary modules, such as customer relations, health and safety, the cold chain, etc. The programme is well underway now, offering a whole range of openings in various trades. Rede Cidadã collaborates with institutions in the community to identify those who could benefit from the programme, as well as a large number of local business partners. The association is particularly involved in the recruitment process, thus making sure that the training offered matches real requirements as closely as possible.”

(1) Citizen's network.

(2) Source: IPEA (Institute of Applied Economic Research).



REDE CIDADÃ

■ The partnership with the Carrefour Foundation aims to increase the employability of young people who are economically and socially vulnerable, by putting the emphasis on getting their first job. Carrefour has developed specific training for several different trades in food and catering, with good employment prospects. Training is also given by Carrefour staff.

1,948
PEOPLE
TRAINED IN 2014

484
TRAINEES RECRUITED
BY CARREFOUR





ENCOURAGING EMPLOYMENT

Work plays a fundamental role in bringing people together and is seen as a pillar of modern society. It helps to forge our personal identity and enables us to have a decent home, food on the table and independence. For those who are unemployed or socially excluded, a job can serve as a powerful motor for regaining a stable social life, bringing a sense of dignity, financial independence and self-confidence. Helping young people through apprenticeships and training, etc., helps them to avoid exclusion and provides them with the tools they need to succeed professionally.



5

1. José Márcio Bonina, Commercial Bakery Manager, explains to students what each machine does.

2-3-4. Practical course in making panettones, which Brazilians are crazy about.

5. Elizani Branco was trained by the Brazilian Supermarkets Association to become an instructor at *Conexão Varejo*.

6. It's so satisfying to see your own work on display in the store!



6

"SOCIAL GROCERY STORES HELP STUDENTS TO SUCCEED."



3 questions
for Victor Bygodt
Vice-President of FAGE

How did the AGORAé initiative start?

According to the French National Observatory of Student Life, more than one French student in two runs into financial problems; a quarter suffer from loneliness and isolation and over one third skip at least one meal a week because they lack the time, cooking skills or money.



In 2011, the FAGE⁽¹⁾, whose mission is to improve students' living conditions, launched the "AGORAé" programme in response to this growing impoverishment. The AGORAé are places where students can meet and socialise, with a common area open to all and a social grocery store for those who meet certain socio-economic criteria. The centres are run and managed by students, for students.

What is the principle behind them?

Our 10 AGORAé are spread throughout France and offer fruit and vegetables, fresh products, frozen foods, toiletries, cleaning products and stationery at 20% of their usual

price. Our support is available for a five-month period, which can be renewed. Students can shop completely independently. They do not receive aid, but, rather, become "consum'actors". They can also attend cooking courses, learn about

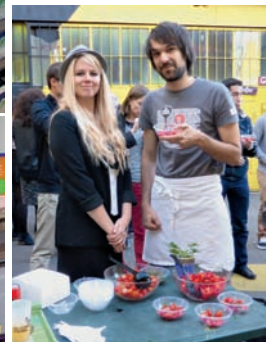
"Even if the first step is sometimes hard, students appreciate these living areas and come back of their own accord."



prevention, get help to go on holiday and, soon, get legal advice.

Who are the beneficiaries?

They are students who have between €1.20 and €7.40 per day left over to live on⁽²⁾. Students, with or without a grant, from their first year to master's degree, young men and women, usually living in a hall of residence. Over 1,500 students have already been assisted and more than €1 million worth of food donations have been distributed since 2011. We already have plans to open five new AGORAé. And we hope they will share our best practices.



FAGE

The Carrefour Foundation has been a partner since 2011, providing funding worth €50,000 in 2014 to support the development of AGORAé social grocery stores in Strasbourg, Saint-Étienne and Caen.



(1) Federation of General Student Associations, an umbrella organisation for over 2,000 associations in France, with nearly 300,000 students.
(2) This is the money a person has left after paying their fixed bills (rent, transport, electricity, etc.).



Interview of Juan Lapetini
Executive Director of Huerta Niño

HUERTA NIÑO

■ Even though Argentina's agricultural production can feed 350 million people, 6 million children still suffer from malnutrition in the country⁽¹⁾. So, in order to offer children a better diet and to raise their awareness about the importance of healthy eating, the *Huerta Niño* Foundation has set up 260 vegetable gardens in remote

rural primary schools since 1999. Carrefour Argentina, along with about 160 Carrefour employees, volunteered to dig and develop vegetable plots in different parts of the country. In 2014, eight new educational gardens were dug and 20,000 children have already benefited from the programme.

(1) Source: UNICEF.



"It is unthinkable that a child can still suffer from hunger in places where food can be grown. The school vegetable gardens that we set up enable children to learn that simple seeds can be synonymous with a better diet."



Interview of Dominique Lecomte
President of PACTE 59



PACTE

■ The 11 *PACTE* (*Pour Agir Contre Toute Exclusion* – To act against all exclusion) social grocery stores have been opened in regions with high unemployment and enable consumer goods to be sold at reduced prices (20% of their usual retail price), while helping those who are victims of exclusion to find work and get back on their feet. Today 90% of *PACTE* staff are former beneficiaries.

Since 1995, the Foundation has been supporting the development of grocery stores, a network initially set up by Carrefour employees. In addition, 60% of the products sold in the groceries are provided by the Group's stores and warehouses. 1,400 families benefitted in 2014 from the aid of the four social groceries in the Nord department.



"Our ambition for the social grocery stores is to help beneficiaries become independent."



FOSTERING SOCIAL INCLUSION

There are many opportunities to create social links through food. Shopping, cooking, gardening on one's own little plot of land, or sharing a meal – these are all real opportunities for contact with others. Social grocery stores, cooking courses to learn simple, inexpensive recipes, educational gardens in poor or isolated communities... these initiatives have two major objectives: to enable those living in poverty to have a better and more balanced diet and to offer time to chat in a convivial atmosphere. A powerful motor for social integration.

5 million

PEOPLE SUFFER FROM LONELINESS AND HAVE NO SOCIAL RELATIONSHIPS WHATSOEVER IN FRANCE⁽¹⁾.

(1) Source: *Fondation de France* – 2014 Report on Solitude.



**Interview with
Véronique Blanchot**
Director of the *UNITERRES*
programme (A.N.D.E.S.⁽¹⁾)

FOSTERING CLOSER LINKS WITHIN THE NETWORK OF SOCIAL GROCERIES.

“The ‘*UNITERRES*’ programme arose as a result of a dual observation: our social groceries⁽²⁾ seldom had enough fresh produce, while, at the same time, many farmers were suffering from financial hardships. The project involved setting up a system of co-operation between food aid structures and local farmers, using short supply chains to deliver high quality seasonal produce to our beneficiaries.

To optimise these flows, the stores pre-order the fruit and vegetables that they need. These orders are then shared out between the various farmers.

Our partnership acts as a springboard: it enables the producers to publicise

their activity and to extend the range of outlets for their products. This programme also helps create social links, as the social grocery store staff go directly to the farms to collect the produce. Meanwhile, the beneficiaries get to rediscover just how good the fresh eggs, fruit and vegetables sold in our grocery stores can taste. And we also arrange visits to the farms! The beneficiaries feel good about themselves, as they realise the positive impact of this project on local producers. They realise that people who are receiving aid can also give aid themselves. 103 farmers are already involved in the programme, which is currently running in three regions of France (Poitou-Charentes, Aquitaine, and Midi-Pyrénées), and soon to start in a fourth, Brittany.”

(1) *Association Nationale de Développement des Épiceries Solidaires* (National association for the development of social groceries). Uniting 280 social grocery stores under a common umbrella, this association promotes food aid, helps combat exclusion and facilitates the return to work.

(2) Where products are sold 10%-30% of their usual price to beneficiaries recommended by the social services.



“Our aim is to improve the diet of vulnerable families and to offer farmers experiencing hardships the means and the time to make their farms sustainable.”

UNITERRES
■ The Carrefour Foundation has been a partner of A.N.D.E.S. since 2006. In 2014, its support for the “*UNITERRES*” programme enabled actions to continue to foster local, sustainable farming, while facilitating the regular supply of fresh produce to the social groceries, directly from the producer, as well as helping local farmers to identify new markets. It also enabled the programme to be extended to Brittany and the Pays de la Loire region.

“A working farm acts as a driving force for developing the local economy.”



Interview with Michael Hermann
China Country Representative – Humana People to People

“Fengdu is a mountainous province in central China, often affected by drought and mudslides. Its terrain is not well suited to mechanised farming or raising livestock. Furthermore, disease and unsustainable farming techniques are largely responsible for extensive soil erosion. As a result, productivity is very low in this region,

where around 95,000 people live below the poverty line. About 70% to 80% of farmers have no idea how to keep accounts, which further undermines the health and sustainability of their farms. Finally, massive migration out of rural areas is another factor behind the impoverishment of the countryside. Since 2011, Humana People to People has been running a development project to combat poverty by supporting professional training for rural communities. We help farmers to improve their production and to adapt as best as they can to current market conditions, so that they can increase their income, in order to lead better and more stable lives. This programme sets up cooperatives and larger family farms, and also provides better access to information and new technologies.”



70%

OF FARMERS HAVE SEEN THEIR INCOME INCREASE BY 20% SINCE 2011, SUPPORTED BY HUMANA PEOPLE TO PEOPLE



“We help farmers to lead better and more stable lives, by increasing their income.”



HELPING DEVELOPMENT

Economic problems, massive rural exodus, complicated access to education and healthcare... rural areas often experience high levels of unemployment, with communities often left vulnerable and isolated. Developing family farms, encouraging professional training, helping to improve producers' understanding and mastery of market constraints – these are all effective tools to kick-start a virtuous economic cycle that benefits as many people as possible and assists the development of sustainable small farms. As a result, the links between producers and consumers are reinforced.

HUMANA PEOPLE TO PEOPLE

■ The Carrefour Foundation helps farming cooperatives become more professional. In three years, 3,129 people have already been trained (in sustainable farming, conservation, quality, reduction of pesticide use and waste) in 25 cooperatives. In 2014, three wells were dug to improve irrigation in the mountains for over 150 families. Four refuse collection sites have also been set aside for more efficient waste management.



“The complimentary nature of our emergency actions means that we can go further in assisting those who are socially excluded and helping them get back into society.”

“Helping the socially excluded to get back on their feet is a major concern in a country with 15,000 homeless people.”

Interview with
Sabina Nicolae
Director of
Samusocial din Romania



“In Romania, exclusion is a major concern. As well as those living in the streets, there are many families with children who squat abandoned houses or live in makeshift shelters without water or electricity. These people have no social security protection and many of the homeless also suffer from severe mental illness, which further complicates their access to hostels. Meanwhile, children from socially-excluded families have few opportunities to find work.

In light of this observation, the *Samusocial* day centre offers assistance with food as well as medical and psychological care, dispensed by a team of specialists (including doctors, psychiatrists and social workers), and also offers health services. Through workshops, we guide and advise beneficiaries in their search for jobs and in negotiating their employment contracts. To date, we have helped 1,500 beneficiaries return to work.

We also help them to obtain any necessary papers, to get their retirement pensions or disability benefits, as well as emergency hospitalisation. Our teams work 24/7: from 5 pm a mobile unit starts its rounds visiting homeless people in the area, working through the night.”

8,000

HOMELESS PEOPLE HAVE BENEFITTED SINCE 2004 FROM THE ASSISTANCE OFFERED BY **SAMUSOCIAL DIN ROMANIA**

SAMUSOCIAL

■ In 2014, grants from the Carrefour Foundation (partner of *Samusocial din Romania* since 2007) and the involvement of Carrefour Romania have helped to

increase the number of beneficiaries and meals distributed. The threshold of 15,000 meals and food parcels was surpassed in 2014.

RESPONDING TO PUBLIC HEALTH ISSUES

Access to medical care and a proper diet has become a public health issue. There are still significant inequalities, including in developed countries, and even though the general state of health of the population is steadily improving (with increased life expectancy, falling infant mortality rates, etc.). On the other hand, health emergencies need the mobilisation of exceptional resources. Today, for our actions to succeed, we need to strengthen the capacities and resources of main actors in the sphere of social emergency issues in the short, medium and long term. Logistics and psychological support, donations of equipment, health education – all these actions share a common goal: sustainable improvement in the health and general well-being of communities that have been hit or disrupted by a disaster.

“Providing high quality emergency aid in the first few hours requires considerable human, financial and material resources.”



Interview with
Domenico d'Alessandri
Co-ordinator for
Red Cross Carrara

“The Italian province of Massa Carrara and nearby areas of Tuscany are regularly hit by flooding and earthquakes. In November 2014, Piedmont and Liguria were inundated following violent storms and torrential rain, with over 8,000 people from Massa Carrara province having to be evacuated. Many houses remained uninhabitable for several months. The Red Cross worked with fire fighters for two weeks to evacuate the population, transport the injured, set up temporary facilities (shelters, mobile logistics centres, healthcare and social welfare systems) so that the victims could be cared for properly. These emergency interventions require specific and expensive equipment in order to respect regulations regarding hygiene and the cold chain, while providing first aid and emergency supplies... Our volunteers are the driving force behind our interventions, and they also need special training to give them the key skills they require.”



“The first few hours are critical. The responsiveness of our partners is essential.”



RED CROSS

■ Given the scale of the damage, the Carrefour Foundation, in collaboration with teams from Carrefour Italy, released emergency aid of over €70,000. These funds were used for the distribution of essential supplies to the victims (e.g. pasta, sugar, flour, oil, baby food and cleaning kits) and enabled houses to be cleaned and repaired, so that families could return to their homes.

Food as a means for development

The Carrefour Foundation is in touch with the major issues facing today's society, while remaining close to local needs. It fulfils its public-interest mission by using food as the basis for solidarity actions aimed at reducing poverty and exclusion.

The Carrefour Foundation is an agent for social progress, working to maximise employment and social integration. Drawing on its close links with local communities and in keeping with its core business as a retailer within the Group, it collaborates with Carrefour's philanthropic structures (local country management teams and foundations) to support, encourage, develop and co-ordinate solidarity initiatives with local associations. By mobilising the resources, energy and motivation of Carrefour teams, it is the figurehead for the Group's solidarity missions in the various countries where the company is present, tailored to the needs of the populations concerned.

A response of solidarity to the major challenges facing society

The Foundation's actions revolve around two major lines of intervention: food solidarity and emergency aid. In this way, the Carrefour Foundation fosters the creation of innovative projects to bring concrete and promising solutions to society's problems. Once the impacts of these projects have been studied, they are implemented with a view to the long term, in order to promote wide scale, sustainable social inclusion.

Food solidarity

Drawing on Carrefour's expertise as a retailer, the Foundation acts to reduce exclusion through food programmes and by supporting solidarity projects in the public interest.



FOOD FOR THOSE IN GREATEST NEED

Offering a more balanced and varied diet, in sufficient quantity, to those who are vulnerable, through donations and collections, support for social grocery stores, nutrition programmes, etc.



60
PROGRAMMES
CARRIED OUT
IN 2014

OVER 400
PROGRAMMES
IMPLEMENTED SINCE
THE CREATION OF
THE FOUNDATION



OUR MISSIONS



INNOVATION IN SUPPORT OF FOOD SOLIDARITY

Assisting project leaders and offering new responses to social issues.

FOOD IN SUPPORT OF SOCIAL INTEGRATION

Using food as a springboard to help those who are vulnerable to find stable employment and regain their place in society through training in the food and catering trades, mentoring, skills sharing, etc.



Emergency aid

With the involvement of the Group's employees and logistics capabilities, the Carrefour Foundation assists victims of natural or industrial disasters and helps those who are extremely vulnerable.



USER GUIDE TO A PROJECT

Implemented by local associations, selected projects are initiated and must correspond to the missions of the Carrefour Foundation, centred on food programme and emergency humanitarian aid.

SELECTION

Applications for funding are assessed by the Carrefour team in the country concerned, using a set of objective criteria, before then being transferred to the Carrefour Foundation for consideration.

FUNDING

The Foundation, in collaboration with the local team, defines the financial, technical and material support needed for the project to be implemented successfully. The project is then submitted to the Board for approval. An agreement is then signed with the local association to finalise the objectives, and the provisional budget allocated.

ASSISTANCE

Each country management team is responsible for implementing the project correctly. It sets up procedures for regular monitoring and evaluation, free of any commercial interest.

EVALUATION

The Foundation makes sure that the resources allocated are being well used and that the expected outcomes are being achieved. A final assessment measures the impact of the programme and determines whether it should be followed up or re-oriented in the medium or long term.

■ THE FOUNDATION'S COMMITMENT

Jérôme Bédier

Chairman of the Foundation
General Secretary of the Carrefour group

"Food is an essential need and is also our core business as a retailer. It is impossible not to be affected by the problems of exclusion linked to food today. By operating freely throughout the Group, the Foundation highlights and energises Carrefour's commitment to quality food that is accessible to as many people as possible. Through its decentralised mode of operation, it plays a leading role, reinforcing the solidarity actions that are implemented and made reality every day by Carrefour teams the world over, in the field, alongside local communities and in close touch with their needs."



Kerry Chen

Solidarity project manager at Carrefour
Taiwan Foundation (Taiwan)

"My job enables me to take stock of the inequalities and suffering all around us and testify to the progress made by the associations we support and their impact on the communities they assist."



Dan Anghel

Director of the Carrefour Constanta
hypermarket in Bucharest (Romania)

"I feel really proud to have been able to mobilise a team of 60 checkout staff in the UNICEF 'Hai la scoala!' project⁽¹⁾. This was a collaborative, tangible and very meaningful success story, strengthening our determination to support the solidarity actions carried out by the Group."

Sophie Chaumont

Human resources manager
at the Combs-la-Ville warehouse (France)

"Our warehouse is working alongside Emmaüs Défi to help those in great difficulty. This commitment is facilitated and encouraged by the company, through skills-sharing and the recruitment of a person via a job-creation scheme."



José Carlos Jordão Neto

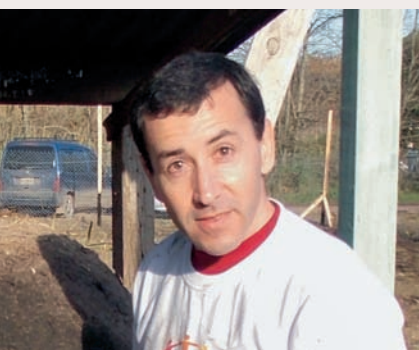
Social ambassador for the Carrefour
hypermarket in Penha (Brazil)

"Small gestures can lead to big changes. Guiding young apprentices and co-ordinating the skills-sharing programme in our store makes me feel really proud."

Fabian Veron

Administrative manager of the Carrefour Resistencia hypermarket in Chaco and ambassador for the *Sumando Voluntades* programme (Argentina)

“Making a commitment to solidarity come alive can only help to enrich the society we live in. Each of us, at our own level, can become an agent for change and inspire those around us.”



Christophe Zhang Zhen

Public relations manager for the Western region (China)

“The diversity of solidarity actions implemented by Carrefour is a sign of how well it has integrated with the fabric of local life. Helping the most underprivileged in the West of the country is, for me, a real honour, over and above the question of responsibility.”

Alessandra Moretti

Human resources and client relations manager, Carrefour Moncalieri Rossi (Italy)

“Every week, I work as a volunteer at the *ABIO* Foundation⁽²⁾. The three hours I spend at the hospital strengthen my commitment to solidarity. Bringing joy and a smile to children in hospital is a real accomplishment for me.”



Andrzej Bednarz

Regional director (Poland)

“The ‘Healthy food at my school and on my table’ programme has made it possible to set up 26 teaching gardens in schools and to carry out various activities to encourage young Polish children to develop healthy eating habits. This is a project that all the participants can be proud of!”



Martine Saint-Cricq

Employee at the Carrefour hypermarket in Labège and staff representative on the Board of the Carrefour Foundation (France)

“Employees and consumers alike are now aware that inequalities are growing, both in France and throughout the world, and that no-one is immune. Today more than ever, more and more people are working together to combat exclusion. Solidarity has become a reality, and the appreciation of the commitment and the actions of the Foundation make staff want to get involved too. There are many possibilities for action and everyone can find their own way to be involved and can adapt and choose the extent of their investment in the stores, warehouses and at headquarters, to make their commitment become reality.”

(1) Come to school!

(2) *Associazione per il Bambino in Ospedale* (Association for hospitalised children).



SOLAAL
FACILITATING DONATIONS FROM PRODUCERS

Catalyst, go-between, facilitator... these are all terms that could be used to describe the work and ambitions of SOLAAL⁽¹⁾, whose aim is to build a bridge between donors in the food sector and organisations responsible for delivering food aid. "It acts as the missing link, nationally as well as locally," explains Angélique Delahaye, president of the association, "helping to optimise collections from farmers, waste less food and help beneficiaries to have a more balanced diet." This kind of food solidarity programme is important for the Carrefour Foundation. As a benefactor, the Foundation has been supporting SOLAAL every step of the way since its creation in 2013. This support was readily continued in 2014 to enable the association to optimise its logistics flows and to raise the standards of its local relay

facilities. One of the main challenges for SOLAAL is to simplify the logistics chain underlying the donation of food produce. The creation of regional committees and the increased awareness of partners should make it possible to optimise and speed up local donations and improve dietary diversity, with fresh and varied produce. In other words, the outcome depends as much on the quality as the quantity of donations. And this is of great concern, when one knows that the number of people in France living below the poverty line is constantly rising. The association has already contributed to the donation of 1,200 tonnes of food, or the equivalent of almost 2.4 million meals.

(1) SOLidarité des producteurs Agricoles et des filières ALimentaires.



Fundación Exit
EN ROUTE TO GETTING A JOB!

Over one out of two people under 25 years of age is unemployed in Spain⁽¹⁾. This is why *Fundación Exit* is working to provide targeted vocational training for young people from disadvantaged backgrounds and help boost their employability. One initiative is the *Conecta* project, conceived by Carrefour and *Fundación Exit*, which encourages employees from Carrefour Spain to guide and mentor students on training courses, in-store internships and during their search for a job. Carrefour has already welcomed 137 interns since 2008 in 24 participating stores, and 50% of them were recruited by the company following their training. This is a long-term commitment, thanks to support from the Carrefour Foundation for the 7th year running.

(1) Source: National Institute for Statistics (INE).

270
YOUNG PEOPLE HAVE
ALREADY BEEN TRAINED
SINCE THE PROGRAMME
WAS LAUNCHED



Farinez'vous
A VISION OF SOLIDARITY
FOR THE BAKING TRADE

Domitille Flichy, founder and director of *Farinez'vous*, is convinced: "Training in the bakery trades opens the door to a varied career with a number of possibilities to get ahead. It's a real chance to find stable employment and is very rewarding for those in difficulty." Her solidarity bakery project has been assisted, funded and monitored by *France Active*, a network which supports job creation and solidarity initiatives. With funding from the Carrefour Foundation, *Farinez'vous* was able to benefit from the *France Active* Fund, which supports solidarity start-up enterprises. "Without this helping hand, our project would never have seen the light of day. This human and economic challenge has been crowned with success because, this year, we were able to open a second establishment," explains the director. In five years, 15 people have already been trained in the bakery trades and the majority have found a permanent job.

52
ENTREPRENEURIAL
VENTURES FUNDED BY THE
CARREFOUR FOUNDATION
THANKS TO FUNDING
TO FRANCE ACTIVE AND
THE CAP'JEUNES YOUTH
SCHEME



CHINA

Xinjiang Uygur Youth Development Foundation SUPPORT FOR SMALL FARMERS IN THE ALTAI

Xinjiang Uygur Youth Development Foundation has been working since 1992 with the poorest rural communities, at the very heart of the Xinjiang Uygur region. In 2007, the Carrefour Foundation helped to build and equip a "Hope School", so that young children from disadvantaged families could have an education. Since then, the association has worked to assist 100 small farmers from the Altai living below the Chinese poverty line (RMB 2,300, or about €325 per month), developing their skills and increasing their income. This aid comes in various forms. Professional training in good farming practices and technical advice provided by Carrefour employees play a key role, in terms of education. In addition, a microcredit system makes it possible to purchase seed and equipment, which are essential for the survival and development of farmers living in these rural areas.

100
SMALL FARMERS
HAVE SEEN THEIR
INCOME RISE OVER
A TWO-YEAR PERIOD



FRANCE

The Apprentis d'Auteuil Foundation REVIVING THE TASTE FOR LEARNING

Every year in France, 140,000 young people leave the school system without any qualifications and bear the full brunt of unemployment. This alarming observation is behind the work of the *Apprentis d'Auteuil* Foundation. In 2014, the Carrefour Foundation and staff from the Group became involved with the association by offering training and internships to discover the various trades and employment opportunities within the Group's various stores. This provided these young people with a rich learning experience and was a decisive step towards finding a job. To help improve the quality of the training, a grant of €20,000 made it possible to renovate classrooms on the site of the Saint-Jean vocational college in Sannois in the Val-d'Oise department. As a result, since September 2014, students studying for the CAP professional certificate have benefitted from a modern and innovative teaching

environment with new technical facilities, a teaching store with commercial fittings and two classrooms equipped with computers. "It has given a new boost to our sales training. Students and teachers both need to be closer to the jobs market," says Anne-Laure Fournieret, Charity and Philanthropy manager for the association in the Greater Paris area. Students greatly appreciate the new environment, which encourages them to want to make the effort to succeed. A whole virtuous cycle gets under way. Spurred on by this first step, *Apprentis d'Auteuil* is now targeting other regions and hopes jointly to create specific training for the various food and catering trades.

27,000
STUDENTS AND FAMILIES
BENEFITTED FROM THE
WORK OF THE APPRENTIS
D'AUTEUIL FOUNDATION
IN FRANCE IN 2014



ARGENTINA

Manos Abiertas INVESTING IN TRAINING: A STEP TOWARDS EMPLOYMENT

In Argentina, *Manos Abiertas* works with the long-term unemployed to help them regain a sense of self-confidence and pride. Getting better training is an essential step towards finding a job, and this is where the Carrefour Foundation gets involved. In 2014, 196 students were trained in the food and catering trades. The focus of this year's project was renovating the bakery school. The bakery, which was built in 2006, has been completely renovated and extended so that more vocational courses can be offered and more students trained at one time. Nearly 400 students will be able to be trained when the bakery reopens, scheduled for June 2015. And this solidarity extends beyond the doors of the bakery, because the dishes that the students prepare are then distributed to beneficiaries of the association. In addition, employees of Carrefour Argentina help the unemployed return to work, through the "Sumando Voluntades" programme (see page 24).

833
YOUNG PEOPLE FROM
DISADVANTAGED
NEIGHBOURHOODS HAVE
BEEN TRAINED SINCE THE
BAKERY SCHOOL WAS
OPENED IN 2006



FRANCE

Lulu dans ma rue A KIOSK FOR JOB-SEEKERS

"Lulu dans ma rue" is a citizen project started in 2014 by the founding members of *Emmaüs Défi*. The principle behind it is simple and innovative: helping the long-term unemployed to find work by starting micro-enterprises and offering local urban services. A collaborative internet platform and a kiosk right in the centre of Paris, provided by the municipal authorities, puts self-employed entrepreneurs in contact with local residents looking for services, such as odd jobs, cleaning and repairs. Training and personalised assistance are also offered to help these new micro-entrepreneurs make their activity more professional and sustainable. Some of them may have previously been on benefits, or in a long period of unemployment, for example. A good chance to return to work!

100
INDIVIDUALS BACK TO
WORK: THE OBJECTIVE
FOR 2015



BELGIUM

Food Banks CLICK FOR SOLIDARITY!

In all the countries where the Group is present, Carrefour forges close relationships with food aid organisations so that unsold products from the stores can be given to those in greatest need. The "Clic Solidaire" (Click for Solidarity) project, led by Carrefour supermarkets in Belgium, was devised to provide supplementary support to the Food Banks, with a clear objective, namely to enable them to find the equipment they need to improve the management of food donations, such as cold rooms and vehicles. Each supermarket therefore selected one project proposed by a local food aid organisation. Then, from December 17th to 31st 2014, clients and staff were asked to choose from 44 project proposals from across the entire country. With over 55,000 votes, the winner was the "Foyer De Okkernoot", receiving an award of €30,000 from the Carrefour Foundation,

enabling them to furnish and equip their centre, which offers accommodation, entertainment and a welcome reception to those with autism. Nine runners-up received €10,000 each and all the other projects, €2,000. In total, €188,000 were awarded to solidarity initiatives across the country. "The success of 'Clic Solidaire' has shown that each of our supermarkets is an essential part of the fabric of local life," says Valérie de Smet, in charge of the project for Carrefour Belgium.



44
PROJECTS FUNDED



FRANCE

Debout INFORMATION TO FOSTER INDEPENDENCE

For 87% of French men and women, easy access to a personalised, clear and useful tool kit of information is an essential step towards escaping from exclusion⁽¹⁾. This is why the *Debout* association launched its eponymous magazine in September 2014. Practical, free and informative, *Debout* aims to give those in difficulty the means and the desire to stand on their own feet, by becoming more independent, more responsible and, as a result, less vulnerable. The 60-page magazine is distributed four times a year in town halls, community centres, social grocery stores, and social service organisations, with practical and tangible information on accommodation, training courses, health and diet, as well as well-being, culture, DIY, etc. It offers a real breath of fresh air, filled with ideas and solutions for its readers. In 2014, the Carrefour Foundation gave a grant of €25,000 to support the internet presence of the association via a dedicated website providing information and collecting donations.

(1) Opinion survey carried out by Iligo for *Debout* in 2014.

130,000
COPIES, DISTRIBUTED IN
NINE CITIES IN FRANCE



Parada Foundation FIRST STEPS FOR STREET CHILDREN

According to the Council of Europe, there were about 2,000 “street children” in Bucharest at the end of 2014. This major issue is at the heart of the actions of the Parada Foundation. Created in 1996, it now aids almost one third of these children, with a day centre, psychosocial assistance, alongside projects offering vocational guidance, training, help with job-seeking and arts activities. The project has twin objectives. The first is immediate – to help these children survive. The second is more long term and aims to help them find jobs, and, as a knock-on effect, to reduce begging and illegal working, while strengthening the family unit. As a starting point for more in-depth work, offering a better diet helps to establish a virtuous circle.

50
FOOD PARCELS WERE
DISTRIBUTED TO TWENTY
FAMILIES IN 2014
THROUGH A PILOT PROJECT



PI4y International BE ACTIVE AND EAT WELL

In France, one child in six is overweight and suffers from obesity. This is a major issue when one knows the effects this has in terms of chronic illnesses and poor health. Eating a balanced diet and doing some sport, for example, are habits learned at a very early age. So, to help 6-11 year-olds adopt these healthy habits, PI4y International, with support from the Carrefour Foundation, has devised the “Playdagogy Nutrition” programme – a fun learning tool to raise awareness, designed for use in primary schools, pre-schools and similar contexts. The Playdagogy kit was designed by teachers and nutritionists and is used in schools and leisure centres in disadvantaged neighbourhoods. In two years, 450 teachers, nursery carers and playschool leaders have been involved. In 2014, PI4y International shifted up a gear with a wider distribution of the kits and the creation of a digital platform for distance training for the various stakeholders.

12,000
CHILDREN HAVE
BENEFITTED FROM THE
PROGRAMME SINCE
ITS LAUNCH IN MARCH 2013



China Children and Teenagers' Foundation “HAPPY HOMES” FOR ABANDONED CHILDREN

For the past twenty-five years, the China Children and Teenagers' Foundation (CCTF) has been committed to fostering the development and well-being of young children abandoned by their parents. This is a particularly sensitive issue, given that 60 million Chinese children – two in every ten, 40% of them aged under 5 years – are forced to live away from their parents. “With China’s rapid urbanisation, abandoning children has become a sad reality,” says Xu Ben, deputy director of the international department of CCTF. “Our mission is to protect these children and to help them grow up in conditions that are as peaceful and healthy as possible.” With support from the Carrefour Foundation, CCTF will be able to set up 10 Happy Homes. “The aim is for each home to accommodate 1,000 children aged from 6 to 15 years and to offer them a more balanced diet, as well as educational and play-oriented sports activities, in a friendly and stimulating

environment. This helps bring a smile back to their faces! Alongside the financial aid, 40 Carrefour staff volunteers spend time doing stimulating activities with the children, such as reading, music, drawing and games. Last but not least, the technical equipment provided in these centres helps to re-establish and maintain links within the families, who often only get together once a year.

150
“HAPPY HOMES”
SHOULD BE OPENED
BY 2017 IN AREAS
MOST AFFECTED
BY THE RURAL EXODUS
OF WORKERS
(SICHUAN, HENAN,
ANHUI AND HUNAN)

Carrefour, a committed enterprise

Beyond the actions carried out by the Carrefour Foundation, solidarity is at the heart of the commitments of the Group as a whole, in its daily work in the community. A commitment that is all the more powerful because it is shared by all.



Through its daily partnership with over 100 million clients, as a committed economic player and a leading employer, Carrefour reaffirms its responsibilities in terms of solidarity and uses its core business as a retailer to combat all forms of exclusion. With its 10,860 stores and its local knowledge of the territory, the Group is working every day, through a range of approaches tailored to real needs, mobilising the skills and know-how of its staff, to make an effective and lasting contribution to the well-being of the surrounding communities.

The sum of solidarity actions

Carrefour supports a large number of local, national and international programmes, managed by the Carrefour Foundation, implemented by teams of staff volunteers from the various countries, alongside local foundations and the Group's stores and warehouses. Organising collections, donations of food and other products, providing logistics support, assistance to non-profit organisations and skill-sharing – these are all ways in which the Group invests in local, tangible actions, alongside NGOs, aiming to strengthen the links between people, while assisting and aiding those in difficulty.

Together, fostering social inclusion

To do this, Carrefour encourages the lasting involvement of its men and women, through both one-off and long-term actions. Drawing on their rich professional and personal experience, they work every day from one end of the chain of solidarity to the other, with a common spirit and enthusiasm. Together, they ensure the coherence, performance and success of the actions they undertake. In this way, both staff and clients are at the very heart of the local actions carried out by Carrefour. Each commitment represents one more step towards solidarity.

ALMOST

88

MILLION MEALS DONATED
BY CARREFOUR STORES TO
FOOD AID ORGANISATIONS
ACROSS THE WORLD



For more information, please see:
www.fondation-carrefour.org

EQUIPPING FAMILIES REHOUSED BY LOCAL AUTHORITIES AT REDUCED COST (France)



Since 2012, Carrefour has been a partner of *Emmaüs Défi* to run its Solidarity Equipment Bank, devised to help vulnerable Parisian families to equip their social housing with new products at low cost (linen, small and large domestic appliances, furniture, bedding, crockery, etc.). Vulnerable families who are recommended by the social services meet *Emmaüs Défi* in a model apartment, where they can choose and purchase, at reduced cost, new products donated by Carrefour. As a result of this initiative, over 30,000 products have already been donated by the company. In addition, the association's 130 employees in job creation schemes and the 40 permanent staff organise the collection and reconditioning of all kinds of objects collected from the public.

940
FAMILIES HAVE ALREADY
BEEN ABLE TO EQUIP THEIR FIRST
HOMES WITH EQUIPMENT SUPPLIED
BY CARREFOUR'S LOGISTICS TEAMS

MICRO-DONATIONS FOR EDUCATION (Argentina)



Since 2007, Carrefour has lent its support to a programme in Argentina called "*Tu cambio puede cambiar vidas*" (Your change can change lives) for the benefit of UNICEF. The idea is simple: suggesting that hypermarket customers round up the cost of their purchases to the next whole figure at the cashier. These micro-donations mean that everyone can give something. The money that is collected helps to fund educational projects for vulnerable children and adolescents, such as creating schoolrooms for particularly remote rural communities, purchasing teaching materials and equipment, and setting up "virtual learning" courses run by tutors. Some of these courses have already started in Chaco, Jujuy, Salta, Misiones and Tucuman.

6.7
MILLION PESOS (ABOUT €700,000)
HAVE BEEN COLLECTED FOR UNICEF
SINCE THE INITIATIVE STARTED

OVER
€165,000
WERE COLLECTED IN 2014 ALONE

SUPPORTING CHILDREN "DEPRIVED OF HOLIDAYS" (France)



In France, one child in three does not go on holiday. To help make up for this, Carrefour employees have joined forces to support the campaign for children deprived of holidays. For the tenth consecutive year, Carrefour hypermarkets, supermarkets and Drive online shopping service will host the "Canned Food Fair" with additional support from partner brands⁽¹⁾. The Fair helps to pay for outings for children from disadvantaged families who cannot afford to go away. The stores appeal to the generosity of clients as they shop and donate 5% of their profits from the sale of canned foods to *Secours populaire français*. The "Buy canned foods, offer children a holiday!" campaign, of which Carrefour has been a partner since 2006, has already enabled €2.3 million to be raised (€372,000 in 2014 alone).

(1) Bonduelle, Cassegrain, Géant Vert, Hénaff, Petit Navire, Raynal et Roquelaure, William Saurin, Zapetti, Saupiquet, D'Aucy, Connétable, Garbit, St Mamet.

OVER
30,000
CHILDREN HAVE BEEN ABLE
TO HAVE UNFORGETTABLE
HOLIDAYS SINCE THE FIRST
CAMPAIGN WAS HELD

EXCEPTIONAL EFFORTS FOR CHILDREN (France)



For the fourth year running, Carrefour stores have joined forces to support the “*Les Boucles du Cœur*” campaign for children. There were tombolas, flea markets, sports contests throughout France in the Spring to raise clients’ awareness and to appeal to their generosity, through donations made upon check-out or online. A total of nearly €1.5 million was raised by 1,153 stores for 240 associations in 2014. This was an unprecedented effort, explains Nathalie Mayodon, check-out manager at the Carrefour hypermarket in Athis-Mons: “The involvement of all 400 employees in our store enabled us to reach new heights of generosity. €46,000 were given to the Louis Carlesimo association. Thanks to this donation, 31 hospitalised children were able to spend a day at the seaside and 15 others discovered the land of Santa Claus! An accomplishment we can all be proud of. We’re already getting ready for the next event!”

SOLIDARITY TEAMS IN ACTION EVERY DAY (Argentina)



Sumando Voluntades⁽¹⁾ is a social responsibility programme developed by Carrefour Argentina. Its aim is to raise awareness among the country’s 19,500 Carrefour employees in over 550 stores and at headquarters, and get them to join forces. The success of this venture has not waned over the years. To date, *Sumando Voluntades* has 250 ambassadors and about 4,000 volunteers who give their time every day to 1,500 projects dealing with nutrition, social integration and finding employment, as well as protection of the environment. Examples of solidarity actions include education about healthy eating practices, purchase of equipment to establish educational vegetable gardens, creation of a horticultural micro-enterprise, renovation of a bakery school to help unemployed young people find work. These initiatives have all been started thanks to the mobilisation of each and every one of the employees who has given some of their time!

(1) Working together.

SMILES ON THE VUELTA FOR HOSPITALISED CHILDREN (Spain)



As the main sponsor of the *Vuelta*, Spain’s cycling race, Carrefour Spain has introduced the “Happiness Jersey” in collaboration with *Fundación Theodora*. In practice “smile doctors” tour hospitals in the 21 towns marking the stages of the race, accompanied by volunteers to brighten the day for 500 children. This was a unique experience for the Carrefour volunteers involved. “Every smile a hospitalised child gives or receives is priceless and helps strengthen their will to carry on. With determination and enthusiasm, we can change things, together,” says Altagracia Nova Sequeiros, cashier at the Ourense hypermarket. With help from the volunteers, the sick children were also able to create a “Happiness Jersey”, which was offered to one of the cyclists in the race.

20,000
HOURS: THE AMOUNT
OF TIME DEDICATED
TO SOLIDARITY ACTIONS
BY CARREFOUR EMPLOYEES



SOLIDARITY DURING THE WORLD CUP (Brazil)



Every month, volunteer employees from Carrefour Brazil devote four hours of their time to a philanthropic action to share their knowledge and experience as part of the “*Voluntario*” programme. In 2014, building on the enthusiasm generated by the football World Cup, Carrefour Brazil held a solidarity competition between the various stores, with the aim of rallying staff to get involved, with a reward in each region for the store that mobilised the most volunteers. It was an immediate success. The number of stores involved in volunteer actions rocketed to 60%! Luiz Ricardo da Silva, a volunteer from headquarters was proud of this show of enthusiasm. “I firmly believe in the infectiousness of volunteering. As a social ambassador, I always try to encourage colleagues to join us and become part of the movement.”

1,286
CARREFOUR VOLUNTEERS
MOBILISED THEIR EFFORTS
FOR 113 NGOS IN 2014

HELPING TO SPREAD THE ARTS (Taiwan)



In its nineteen years of existence, the Carrefour Arts Festival, which was created and supported by the Carrefour Taiwan Cultural and Educational Foundation, has helped and promoted over 50 local arts groups, by organising concerts, dance performances, circuses and theatre productions that are open to all. This imaginative event serves as a platform for promoting talent. Organised in partnership with the local authorities, the festival brings clients and Carrefour employees together, in a spirit of infectious enthusiasm! The 2014 festival enabled 10 performances, featuring 5 local groups, to be staged in several towns in Taiwan, with the profits from ticket sales going towards training for disadvantaged young people.

250
CARREFOUR EMPLOYEES WERE
INVOLVED IN THE 2014 FESTIVAL

OVER
15,000
PARTICIPANTS, INCLUDING OVER
3,500 FROM DEPRIVED AREAS

MEDICAL SERVICES FOR THOSE LIVING IN POVERTY (Romania)



Carrefour Romania is supporting the “Together for Rural Health” programme, by the *OvidiuRo* association, which aims to equip medical caravans to improve access to healthcare for those living in poverty. These caravans regularly visit isolated communities where the children who are examined had sometimes never seen a doctor before the programme started. In 2014, schools in the remote villages of Rosia (in Sibiu county) and Budila (Braşov county) were converted into doctors’ offices, where specialists and medical students offered free consultations in paediatrics, cardiology, radiology and ophthalmology. Carrefour donated over 600 kg of food products to the programme.

438
CHILDREN AND THEIR PARENTS
BENEFITED FROM FREE MEDICAL
CONSULTATIONS IN 2014

Board of Directors

The Carrefour Foundation is administered by a nine-member Board of Directors made up of five qualified public figures, three members representing the founders, and a staff representative. The Board of Directors meets three times a year. It determines the strategic orientations of the Foundation's activities, validates its budget and verifies its execution.

Mr Jérôme Bédier

Chairman of the Foundation,
General Secretary of the Carrefour group

Mr Boutros Boutros-Ghali

President of the Egyptian National Council
for Human Rights and former General
Secretary of the United Nations

Dr Xavier Emmanuelli

Founder of *Samusocial* International and
Samusocial Paris, former Minister of Social
Affairs

Mr Xavier Fontanet*

Founder of "*Fondation Fontanet*",
former CEO of Essilor

Mr Wu Jianmin

Honorary President of the International
Exhibitions Bureau, former Chinese
Ambassador to France

Mr Guy Paillotin

Honorary President of INRA,
Perpetual Secretary of the French Academy
of Agriculture

Mrs Marie-Noëlle Brouaux

Executive Communications Director
of the Carrefour group

Mr Noël Prioux

Executive Director France
of the Carrefour group

Mrs Martine Saint-Cricq

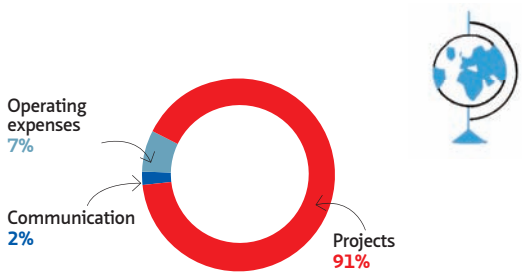
Staff representative

* Appointed on 10 February 2015.

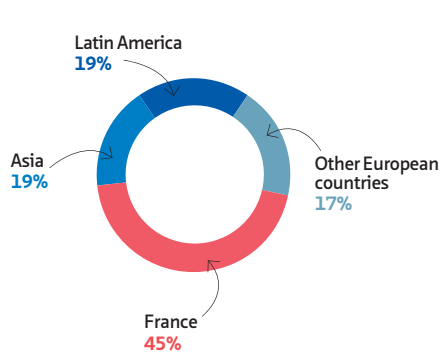
2014 key figures

The Foundation provided manpower, technical and financial support to 60 projects in 2014. This choice corresponds to the criteria set out by the Board of Directors with a concern to focus the Foundation's aid on tangible initiatives, while drawing on the skills and know-how of the Group's employees. Every project supported was subject to an assessment. The accounts of the Carrefour Foundation are audited annually by statutory auditors.

Breakdown of the Foundation's funding



Geographical breakdown of projects



60
PROJECTS FUNDED

€5.8 M
BUDGET USED



Table of actions

COUNTRY	ORGANISATION	PROGRAMME DETAILS	GRANT
ARGENTINA	EMERGENCY AID	Emergency aid given to several local non-profit organisations following floods in Buenos Aires in November 2014	€6,038
	BANCO DE ALIMENTOS	Funding for refrigerated vehicles and equipment to optimise the delivery and storage of food destined for those in need	€59,148
	FUNDACIÓN CONIN	Programme to raise children's awareness of the need for a healthy and balanced diet	€249,820
	HUERTA NIÑO	Creation of eight teaching gardens in schools to educate children about the basics of healthy eating	€35,670
	MANOS ABIERTAS	Training in the food and catering trades for young people from disadvantaged backgrounds	€54,000
BANGLADESH	HELEN KELLER INTERNATIONAL EUROPE	Creation and development of gardens and small farms for rural women	€40,000
	UN WORLD FOOD PROGRAMME	Programme to encourage families to send their children to school, in exchange for food aid	€100,000
BELGIUM	CALL FOR PROPOSALS	Support for 44 programmes following a call for projects named "Click for solidarity" to benefit food aid organisations	€188,000
	GOODS TO GIVE	Development of logistics and IT platforms to promote non-food donations	€30,000
	LES CAPUCINES	Development of a social grocery and preparation for employment through training in commerce	€35,576
BRAZIL	CALL FOR PROPOSALS	Call for proposals for food solidarity projects for the launch of the <i>Instituto Carrefour</i> , whose mission is to fund projects encouraging diversity	€100,000
	REDE CIDADÃ	Professional training in commerce for young people from disadvantaged backgrounds	€500,000
CHINA	EMERGENCY AID	Emergency aid following typhoon Rammasun in July 2014 with Hainan Charity Federation	€57,700
	EMERGENCY AID	Emergency aid following the earthquake in Zhaotong in August 2014 with Yunnan Charity Federation	€120,000
	CHINA CHILDREN AND TEENAGERS' FOUNDATION	Creation of centres for abandoned children in rural areas	€47,000
	HUMANA PEOPLE TO PEOPLE	Development of agricultural production and improvement of the quality of life of small farmers in Fengdu	€100,000
	WWF	Aid and assistance for small farmers to develop sustainable farming practices	€61,425
	WWF	Development of disadvantaged communities through responsible aquaculture and protection of wetlands	€64,125
	XINJIANG UYGUR AUTONOMOUS REGION YOUTH DEVELOPMENT FOUNDATION	Professional training for small farmers in the Altai	€230,800
SPAIN	FUNDACIÓN EXIT	Improving employment prospects for young people in search of work through training in commerce and the food and catering trades	€43,724
FRANCE	100 JOURS POUR ENTREPRENDRE	Programme to encourage young entrepreneurs	€20,000
	AGENCE DU DON EN NATURE	Development of a platform for non-food donations in six regions	€50,000
	EMERGENCY AID	Donations of essential products for <i>Secours populaire</i> , following flooding in the Gard and Hérault regions in October 2014	€20,000
	ASSOCIATION NATIONALE DE DÉVELOPPEMENT DES ÉPICERIES SOLIDAIRES (A.N.D.E.S.)	Assistance with four employability schemes and development of the "UNITERRES" programme	€450,000
	COMPTOIR DES SERVICES	Feasibility study for a micro-entrepreneurship project for the long-term unemployed	€25,000
	COMPTOIR DES SERVICES	Pilot project for a neighbourhood service for odd jobs in Paris	€150,000
	DEBOUT	Creation of the website for the magazine <i>Debout</i> , which offers information to vulnerable people, particularly regarding food and healthy eating	€25,000
	DE MON ASSIETTE À NOTRE PLANÈTE	Study on the eating habits of students, especially those receiving food aid	€16,150
	DÉPART	Diploma course for women from deprived neighbourhoods to train as cooks, in partnership with <i>Marseille Solutions</i>	€20,000



■ GOVERNANCE AND KEY FIGURES

COUNTRY	ORGANISATION	PROGRAMME DETAILS	GRANT
FRANCE	EMMAÛS DÉFI	Impact study for the organisation's activity, development of the Solidarity Equipment Bank and installation of a "teaching store"	€102,400
	EMMAÛS DÉFI	Help for the long-term unemployed to return to work (rolling contract signed in 2011)	€50,000
	FÉDÉRATION DES ASSOCIATIONS GÉNÉRALES ÉTUDIANTES (FAGE)	Development of the student social grocery stores network with new sites in Strasbourg, Saint-Étienne and Caen	€50,000
	FÉDÉRATION FRANÇAISE DES BANQUES ALIMENTAIRES (FFBA)	Co-funding for 12 refrigerated vehicles to optimise food aid	€192,000
	FÉDÉRATION FRANÇAISE DES BANQUES ALIMENTAIRES (FFBA)	Renovation and extension of the Rennes branch as part of the 30 th anniversary of the French Food Banks	€40,000
	FÉDÉRATION NATIONALE DES PANIERS DE LA MER	Creation of a job creation structure producing spirulina for those receiving food aid	€50,000
	FONDATION DE LA DEUXIÈME CHANCE	Funding for 15 "helping hand" projects in the food and catering trades, with training for job creation / return to work	€45,000
	FONDATION DES APPRENTIS D'AUTEUIL	Renovation of technical facilities in a vocational college, comprising a teaching store for practical work and two lecture rooms	€20,000
	FRANCE ACTIVE	Support for social entrepreneurship via 30 "Cap Jeunes" projects for entrepreneurs aged under 26 and five trust funds for social enterprises	€150,000
	MAUD FONTENOY FONDATION	Awareness campaign in colleges on responsible consumption of seafood	€100,000
	MUCEM	Support for the "Food" exhibition and the programme "Mix Food: between art and culture" with the organisation of solidarity banquets in Marseille	€30,000
	PACTE 59	Opening of a social grocery store in Armentières	€32,904
	PACTE 62	Renovation of the social grocery store in Lens	€130,000
	RÉSEAU COCAGNE	Development of 20 organic job creation gardens and the creation of the Cocagne du Limon centre in Vauhallan	€200,000
	RESTAURANTS DU CŒUR / BÉBÉS DU CŒUR	Support for the purchase of food and hygiene products for children and babies	€40,000
	RESTAURANTS DU CŒUR / BÉBÉS DU CŒUR	Grant to supplement clients' donations to purchase food products for babies as part of the "Noël pour tous" (Christmas for everyone) project	€100,000
	RESTAURANTS DU CŒUR (45)	Co-funding for a refrigerated vehicle to optimise food aid	€10,000
	SECOURS POPULAIRE FRANÇAIS	Emergency aid following flooding in the south-east of France in January 2014	€50,000
	SECOURS POPULAIRE FRANÇAIS (91)	Co-funding of a refrigerated vehicle to optimise food aid	€20,000
	SECOURS POPULAIRE FRANÇAIS (60)	Co-funding for a refrigerated vehicle to optimise food aid	€15,000
SOLIDARITÉ DES PRODUCTEURS AGRICOLES ET DES FILIÈRES ALIMENTAIRES (SOLAAL)	Support for a programme for food aid and to prevent food wastage	€50,000	
SOLIDPACTE	Aid for the development of logistics for social grocery stores	€70,000	
SPORT SANS FRONTIÈRES/ PL4Y INTERNATIONAL	Development of the "Playdagogy" kit, the digital platform, running the network and training support staff in use of the kit	€80,000	
IRAQ	FONDATION SAINT-IRÉNÉE	Emergency aid for refugees in Erbil	€150,000
ITALY	EMERGENCY AID	Emergency aid to equip victims of flooding in Carrara in November 2014, with the Red Cross	€70,539
POLAND	WARSAW UNIVERSITY OF LIFE SCIENCES	Programme to raise children's awareness of the need for a healthy and balanced diet	€135,874
ROMANIA	WORKSHOPS WITHOUT BORDERS	Development of an organic market garden for job training and social inclusion	€80,000
	OVIDIURO	Development of the "Every child in pre-school" project that aims to encourage families to send their children to school in exchange for food vouchers	€208,000
	PARADA FOUNDATION	Medical and social assistance and combating malnutrition for street children in Bucharest	€23,400
	SAMUSOCIAL DIN ROMANIA	Assistance for the social and professional integration of homeless people, distribution of meals and medical aid	€55,000
TAIWAN	CHINESE CHRISTIAN RELIEF ASSOCIATION	Funding for a refrigerated vehicle and a cold room to optimise the provision of food aid	€44,327
TOTAL			€5,293,620

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