

ANNUAL REPORT 2021-2022



OUR MISSION SINCE 2004

To bring about sustainable change in eating habits that is both good for people and the planet, and to accelerate the food transition.

THE FOUNDATION IN FIGURES IN 2021-2022



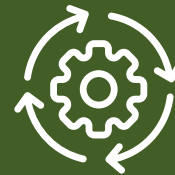
Over **30**
scientific
monographs



4 white
papers



230 projects
supported in nearly
20 countries



Daily activities
in **6** countries for
the past **18** years



17 scientific
research **projects**



1,3 million
visits to our website
in 2021

MESSAGE FROM THE CHAIRMAN

At Bonduelle, we are committed to a great cause that is at the heart of the Group's DNA:

DRIVING THE FOOD TRANSITION TO A PLANT-BASED DIET FOR OUR COLLECTIVE WELLBEING AND THE PRESERVATION OF THE PLANET.



Our current **dietary habits** are very poor: too much sugar, too much salt, too much saturated fat... These bad eating habits are at the root of a pandemic of obesity and malnutrition. According to the UN, nearly 50% of the population is poorly nourished. Furthermore, in the face of **climate change**, the environmental impact of food weighs heavily in the balance. There are many reasons behind this: over-consumption of natural resources, water waste, deforestation and pollution of all kinds complete an already dark picture.

As an **agri-food actor**, it is our responsibility to contribute to this necessary transition. Because tomorrow there will be 9 billion women and men to feed, and because nature is the best possible resource for meeting this need, plant-based foods have become a key focus for the wellbeing of future generations.

The Louis Bonduelle Foundation was created in October 2004 with the aim of encouraging **sustainable change** in eating habits. The organisation seeks to influence people's diets in order to improve everyone's consumer habits and wellbeing.

Throughout **2021**, the foundation continued the strategic reorientation it began in 2020: to maximise the impact of its support for those involved in the food transition. **OUR CURRENT OBJECTIVE IS TO FINE-TUNE OUR ACTION AND TO SUPPORT THE LOCAL IMPACT OF SOLIDARITY PROJECTS FOR A MORE PLANT-BASED DIET.**

More than ever, the foundation stands alongside men and women to help create a more sustainable, inclusive and prosperous world for all. This requires the development of food systems that are culturally acceptable, with a positive impact on the environment, and that contribute to the food security and health of current and future generations. **GREAT ACTIONS ARE THE RESULT OF LITTLE ACTIONS WITH A POSITIVE IMPACT.**

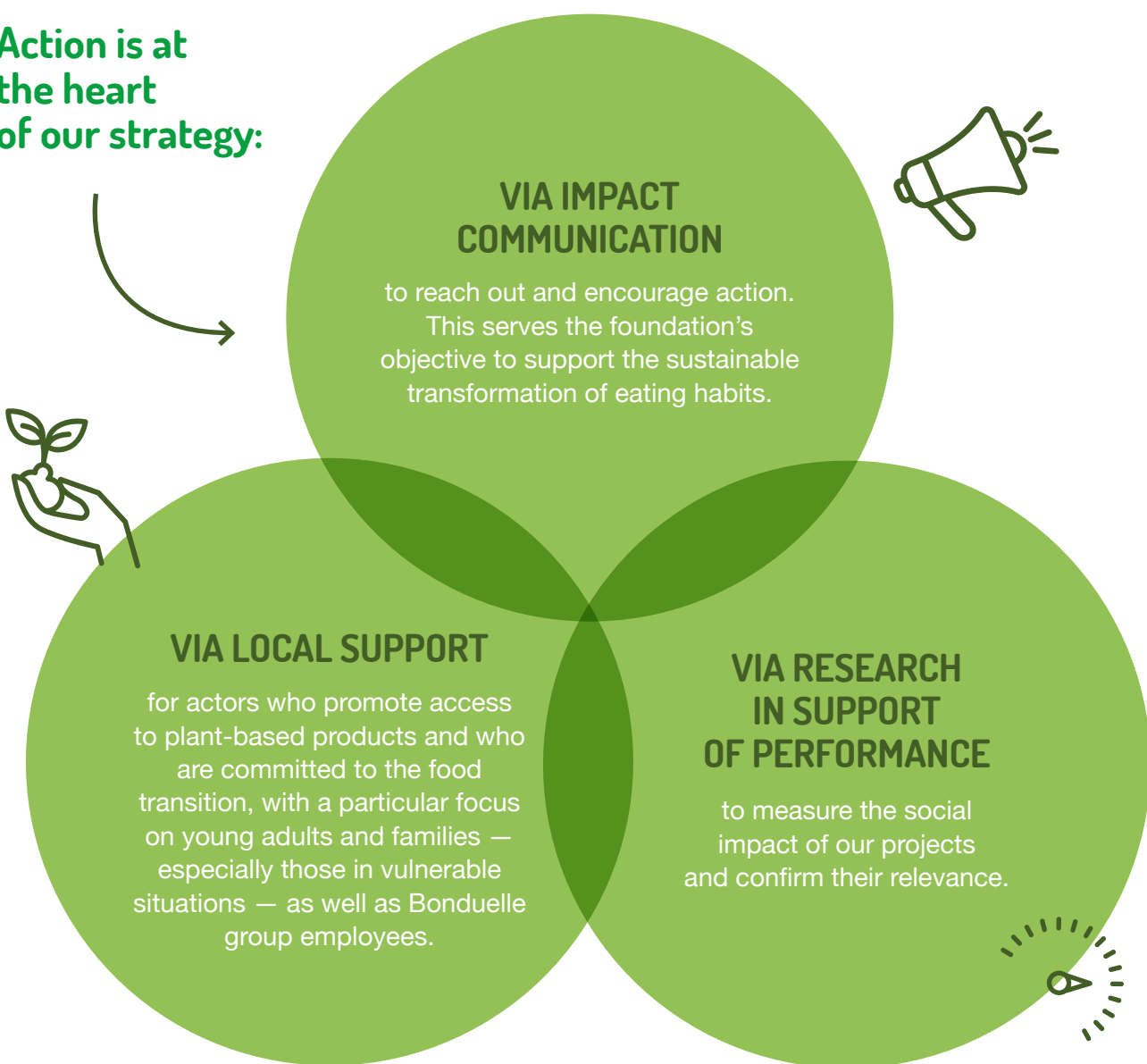
Christophe Bonduelle,
Chairman of the louis bonduelle foundation

THE FOUNDATION'S STRATEGY

ACCELERATING THE TRANSITION TO PLANT-BASED FOOD THROUGH STRONG PARTNERSHIPS WITH COMMITTED ACTORS.



Action is at the heart of our strategy:



VIA IMPACT COMMUNICATION

to reach out and encourage action. This serves the foundation's objective to support the sustainable transformation of eating habits.



VIA LOCAL SUPPORT

for actors who promote access to plant-based products and who are committed to the food transition, with a particular focus on young adults and families — especially those in vulnerable situations — as well as Bonduelle group employees.



VIA RESEARCH IN SUPPORT OF PERFORMANCE

to measure the social impact of our projects and confirm their relevance.



«This project is an achievement that I am particularly proud of: it brings meaning, is resolutely useful and transparent, providing support to the most economically and socially fragile individuals and families. Our desire is to generate a positive social impact in the long term.»



DAVIDE DEVENUTO
Winner of the Louis Bonduelle
Foundation 2022 Prize

AND THE FOUNDATION ELSEWHERE IN THE WORLD

USA



- Louis Bonduelle Foundation Award with the participation of Kimberly
- LetsVeggUp

Russia



- The Foundation and the Russian Association «League of Dreams» are collaborating to raise awareness among children about the importance of a plant-based and balanced diet. In February 2021, the two associations developed a culinary festival around plant-based nutrition: a didactic and fun idea to help children develop new eating habits while earning free sports lessons (skiing, rollerblading and climbing).

Spain



- Translation of the Foundation's ebook on Food Transition and publication in June 2022.

Italy



- **Riciblog:** A blog that raises awareness about food waste and suggests clever ways to limit it.
- **InOrto's Game:** Gardening game for kids and families to share healthy food and learn about sustainable food together.
- **Louis Bonduelle Foundation Award:** #SPESASOSPESA, an Italian project won the award.
- **Ulule Let's Vegg Up:** 2 winning projects.
- **World Food Day:** A food collection week organized in partnership with Banco Alimentare (Oct. 16).
- **#Zerosprechitour Collegi:** a tour across Italy in partnership with «Collegi Universitari di merito». A chef prepares a plant-based menu using seasonal ingredients and food waste. The event ends with an aperitif organized by the Foundation.

Romania



- Updating the website with 12 new articles over the year 2021- 2022 in collaboration with 3 local nutrition experts: [Florina Badea](#), *Health & Nutrition Coach*, [Dr. Serban Damian](#), *Nutritionist*, [Laura Frunza](#), *Founder Dietalia nutrition clinic*



OUR 2021-22 COMMITMENTS TO THE FOOD TRANSITION

#LETSVEGGUP: ENCOURAGING THE DEVELOPMENT OF NEW ACTIONS

Let's vegg'up is an incubator working in partnership with ulule since 2020. It promotes and supports actors working for greater **access to plant-based food** and who are committed to the **food transition**.

HOW IT WORKS

Separate calls for participatory projects in **four countries** on two continents (Europe and North America) include four main steps:

- **Step 1**
Launch of **call for applications** in the concerned country, and identification of interesting projects;
- **Etape 2**
Selection of the best applications, and submission of the 10 best applications to a selection committee in the country. The committee will select a winner, and five finalists who will give a live pitch to win the audience prize;
- **Etape 3**
A **Facebook Live** session to announce the winner and the audience prize;
- **Etape 4**
Financial contribution and communication support through the creation of a campaign video for the winner, and additional financial contribution for the audience prize.



Results in one year :

- 24 applications per call for projects,
- 100 Live participants,
- 600 interactions during the Lives



2021/22 WINNERS AND THEIR PROJECTS



OUI CHANGE

Oui Change is a **non-profit organisation** that has developed an **educational training programme** geared to the **childhood ecosystem** (teachers, pupils and parents). Focused on the major challenges of the ecological transition, it entails initially becoming aware of one's carbon footprint, experimenting with the challenges of sustainable development, taking action and, finally, sharing one's successes. To date, the project has supported **4,577 pupils**, and aims to reach one million pupils by 2030.

EN VERT ET AVEC TOUS

The En Vert Et Avec Tous (EVEAT) collective **brings together residents** of Sucé sur Erdre, in the Loire Atlantique region, who want to **work together for the ecological transition**. It aims to make people think about environmental issues, to help everyone take a step closer to a sustainable way of life, and to promote, support and encourage local initiatives with an ecological and inclusive focus.

L'ORTO DI CASA

This initiative is based on an **urban vegetable garden** in Rome, which facilitates local purchase of fresh fruit and vegetables through a partner network of farmers and distributors. The project facilitates short supply chains, and seasonal produce that is grown using natural techniques (no pesticides or herbicides), and collected once a week.

PLANT RAISED R-EVOLUTION

An association committed to the **fight against climate change** by neutralising the environmental impact of agriculture and fishing, promoting reforestation and the phasing out of fossil fuels, and promoting plant-based food.



The next call for projects will take place in Spain from September 2022.

To stay informed about our calls for projects, go to the [Ulule website](#).

Find out more about
Let's veggup



FOUNDATION AWARD: PROMOTING THE ACTORS OF THE FOOD TRANSITION



Prominent figures committed to the food transition work every day to provide new solutions and to change people's attitudes towards sustainable food. The foundation created the Louis Bonduelle Foundation Award to promote these figures and their actions.

This award pays tribute to a **prominent figure** for their **commitment** and their actions towards the food transition. As an issue that affects everyone, the Bonduelle Group employees voted to select the two award finalists.

2022 AWARD WINNERS

On 20 May, during the international **ChangeNOW 2022** event, the 2022 Louis Bonduelle Foundation Award went to the **SPESASOSPESA** project, the brainchild of **Davide Devenuto**, a famous Italian actor known for his commitment to the transition to plant-based food!

For this first edition, seven solidarity projects were initially selected by Bonduelle Group employees. The two finalists were then evaluated by the foundation's panel of experts:

- **Chantal Monvois**, Executive Officer of the AgroParis Tech Foundation
- **Loïc Yviquel**, Co-founder of So Good, Member of the Ulule Advisory Board
- **Johanna Le Pape**, Pastry and wellness chef and World Champion of Sweet Arts



KYMBERLY RENEE - UNITED STATES

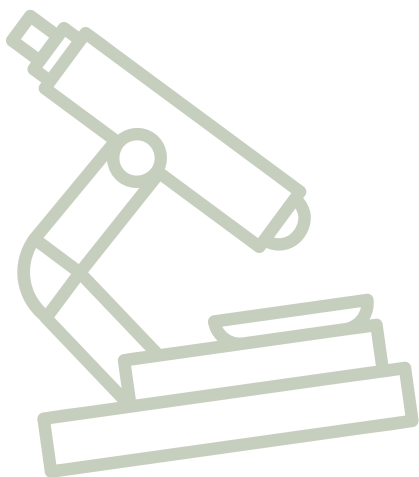
Kimberly Renee is the founder of a **communications agency** and a self-taught chef. She created the **Food Love** project, which connects families in need with vegan brands that commit to delivering free food baskets.



DAVIDE DEVENUTO - ITALY

Italian actor and passionate cook Davide Devenuto has joined the fray by launching the **Spesasospesa** project. He promotes the recovery of waste and surplus goods, and redistributes them to individuals in financial difficulty through a blockchain platform (Regusto) using an innovative circular model.

RESEARCH AS A DRIVER OF PERFORMANCE: THE ANCA CHAIR



This approach includes a long-term **partnership** with **Anca Chair**, a **partnership chair at AgroParisTech** that aims to provide access to healthy and sustainable food for all. Through this scheme, we aim to improve our knowledge of eating habits and of the impact of actions on the ground.

The goal of the 2021-2025 programme is to understand and support changes in eating habits among 18-35-year-olds through the creation of a **Think-and-Do Tank**. This initiative will focus on encouraging the adoption of a sustainable diet for all, and will form a bridge between the world of academic research, the agrobusiness sector, and civil society.

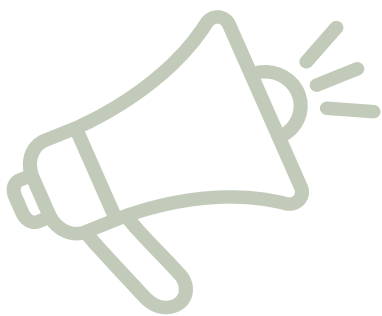
In 2021, this partnership contributed to the launch of an innovative **new immersive programme** ([@jemangepourlefutur](#)), aimed at 18-35-year-olds and disseminated entirely on Instagram from 1 March to 23 May 2021. This project was designed to raise awareness among the target group about the need to adopt a **sustainable diet**, following an investigation led by a fictional heroine, Sasha, over 12 weeks.



This programme, with **12,500 followers**, drew on the latest scientific literature to address the complex issue of sustainable food and behaviour change. It was jointly developed with a committee of experts, including researchers in nutrition, food behaviour, agronomy and sociology (...) working at INRAE, AgroParisTech.



COMMUNICATION IN SUPPORT OF ACTIONS IN THE FIELD



Our aim is to turn every statement into a catalyst for changing eating habits. This educational approach took shape on Instagram, with the **DANS MON ASSIETTE** (in my plate) project, and on our website, whose content and organisation have been redesigned to concretely inspire and drive our visitors towards a more **plant-based diet**. The foundation has also been expanding its communication channels over the past two years, with its podcast **LE GOÛT DES NÔTRES** (The taste of our times), in partnership with the **SOGOOD** agency.



Visit our website



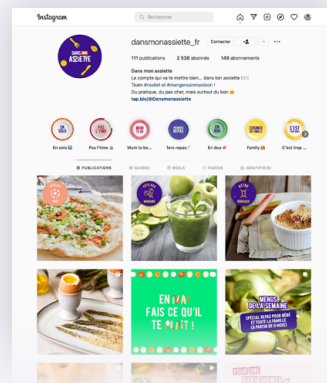
THE FOUNDATION WEBSITE

In 2021, the site had over 1,130,000 visitors, more than a quarter of whom are aged 18-34, which is the foundation's main target audience. This year saw a major update of the site's flagship section, the [Vegetable Gallery](#), and the publication of numerous articles on sustainable food and the food transition, as well as an [e-book on the food transition](#) and numerous infographics.

In 2022, our editorial team is working on an original and exclusive white paper on vegetarian food and flexitarianism with the help of international experts.

DANS MON ASSIETTE: THE DIGITAL MEDIA ON THE FOOD AND PLANT BASED TRANSITION

This **collaborative magazine** on INSTAGRAM aims to help active young people and young parents to transform their eating habits one step at a time. The aim is to create a **community** based on good will, mutual support, sharing and the exchange of good practices, particularly relying on the influence of people who are recognised as reliable on the social media platform.



Follow the Instagram account

[@dansmonassiette_fr](https://www.instagram.com/dansmonassiette_fr)



LE GOÛT DES NÔTRES

Through various family sagas, the Goût des Nôtres (The taste of our times) podcast gives a voice to **farmers**, **producers** and **restaurateurs** who are determined to pass on their work and beliefs to the next generation.

All over France, these women and men plough, pick, cook and reflect on how to offer healthy, natural and always tasty products. In the backdrop, a **modern agricultural France** emerges, committed to the food and agro-ecological transition.

Eight episodes are already available, and two more will be released from September 2022.

LISTEN TO THE LATEST EPISODE ON YOUR FAVOURITE PLATFORM

 **deezer**

 **Spotify**

 **Apple Podcasts**

ORGANISATION OF THE FOUNDATION



THE BOARD OF DIRECTORS

The Board of Directors has **six members**: two are independent experts selected for their knowledge in the areas in which the foundation works, and four are Bonduelle company **representatives**, including members of the Bonduelle family. Its role is to set the foundation's overall direction, evaluate the initiatives undertaken, approve the budget and vote on projects.



BONDUELLE DIRECTORS

- **CHRISTOPHE BONDUELLE**
Président et Président du Groupe
- **CÉLINE BARRAL**
Chief Sustainability Officer and Corporate Communication
- **GUILLAUME DEBROSSE**
CEO
- **GIANFRANCO D'AMICO**
Head of Bonduelle Fresh Europe

EXTERNAL DIRECTORS

- **LOIC YVIQUEL**
Co-founder of So Good, Member of the Ulule Advisory Board
- **CHANTAL MONVOIS**
Executive Officer of the AgroParitech Foundation

THE LIFE OF THE FOUNDATION IN 2021-22

The foundation's permanent team is made up of:

MARJORIE GALLÉE

(FRANCE)

Coordinator of the foundation's international activities and of civic engagement of the Bonduelle Group

SHARON VALLE

(UNITED STATES)

Head of Corporate Communications, Bonduelle Fresh Americas

ELODIE LEVRIER

(FRANCE)

Coordination of the Louis Bonduelle Foundation Award

GALINA LAURENT

(RUSSIA)

CSR Manager, Bonduelle Russia

ALEXANDRU ION

(ROMANIA)

Social Media Manager, Bonduelle Romania

MARIA CHIARA

APPIGNANI (ITALY)

Innovation Manager, Bonduelle Italia

SILVIA FERREIRA

(SPAIN)

Brand & Digital Marketing, Retail Bonduelle Espana

The team's role is to design and manage programmes, develop partnerships and prepare strategic orientations that the foundation's bureau will present to the board of directors. It examines applications, monitors and implements selected actions, and manages budgets.

MAIN PARTNERS IN 2021-22



AGROPARITECH – ANCA CHAIR

A Think-and-Do Tank to understand and accompany the eating behaviours of 18-35-year-olds towards more sustainable diets. Coordinates impact measurement of the foundation's projects.



ULULE

Participatory incubator of the foundation's call for projects.

AGENCE CRU

Communications agency and creative studio specialised in the culinary world and sustainable food. Editorial manager of the DansMonAssiette project and the Louis Bonduelle Foundation Award.



AGENCE KAROTT'

Communication agency specialised in the field of health and nutrition. Editorial manager of the foundation's website.



AGENCE INOUI

Web and UX agency specialising in user experience design. Responsible for the development of the foundation's website.



KOREIS

Consulting and research firm specialized in social impact assessment and social innovation. Assists in defining impact measurement and writing an impact report for the Foundation.

FINANCIAL NOTE



EIGHTEEN YEARS IN BUSINESS FOR THE FOUNDATION

The foundation has refocused on flagship actions.

The Board approved an extension to the multi-annual action plan on 29 June 2022 and has signed the necessary addendum.

A Prefectoral Decree on 7 January 2020 authorised the change to the constitution of the Louis Bonduelle Foundation, ratifying its fourth multi-annual programme for 2019- 2024, and for a total amount of €1,250,000, backed by bank guarantees.

OPERATION

The Louis Bonduelle Foundation is a corporate foundation created in October 2004 and financed by the Bonduelle Group.

Its mission is to bring about lasting changes in eating habits in a context of deteriorating public health context.

The extension of the foundation was approved by the Board of Directors on December 2, 2009 for a period of 99 years.

ACCOUNTING PRINCIPLES, RULES AND METHODS

The general accounting policies have been applied in accordance with the general principles for the preparation and presentation of the annual financial statements, in particular CRC regulation n°2009-01 of December 3, 2009.

The annual financial statements have been prepared and presented in accordance with accounting rules in compliance with the principle of prudence and independence of financial years and assuming the principle of continuity of operations.

The items recorded in the accounts have been valued by reference to the cost method.



DEDICATED FUNDS AND OFF-BALANCE SHEET COMMITMENTS

Ongoing actions pertaining to 'commitments to be fulfilled from designated resources' are recorded on the liabilities side of the balance sheet as designated funds.

On 14 November 2019, the founding companies decided to run another multi-annual programme for a total budget of €1,250,000 for 2020 to 2024.

Contributions from the founders will be spread over five years as follows:

- Bonduelle SA: €15,000 per annum, for a total of €75,000
- Bonduelle Europe Long Life: €235,000 per annum, for a total of €1,175,000.

These contributions are backed by a bank guarantee from CRCA NDF.

BALANCE SHEET

All debts and receivables in less than 1 year.





CONTACT

Coordination of the Louis Bonduelle Foundation

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Follow us on:



www.fondation-louisbonduelle.org



[@dansmonassiette_fr](https://www.instagram.com/dansmonassiette_fr)

