

2022 IMPACT REPORT

LOUIS BONDUELLE FOUNDATION



THE FOUNDATION
CHOSE TO
FOCUS ON THE
FOLLOWING AREAS
FOR ITS FIRST
REPORT:

- Development of the impact assessment process
- Activities of funded projects & and how the Foundation has supported them
- Historical review of the relationship between the Foundation and the research community

KEY DATA FROM THE 2021/2022 IMPACT REPORT

The Foundation and its support
for 'Let's Vegg'Up' call for projects

On average*

24
applications
per call for projects

100
participants
in Live session

600
interactions
during Live sessions

11 project
partners
reported acquiring new
skills in general public
fundraising

+2 additional
partners
integrate a project
on average after taking
part in Let's Vegg'Up

10 projects
reported that their
participation had helped
them to increase their
visibility among the
general public

The Foundation and scientific research

11
Foundation
meetings
organised in France
and around the world
between 2008 and 2019

16 Research
prizes awarded

+30
Scientific
monographs
published on the
Foundation's website

* On 4 calls for projects from 2021 to 2022*

PRESENTATION OF THE LOUIS BONDUELLE FOUNDATION

THE LOUIS BONDUELLE FOUNDATION WAS ESTABLISHED IN 2004 BY CHRISTOPHE BONDUELLE, CHAIRMAN OF THE BONDUELLE GROUP. ITS RAISON D'ÊTRE HAS ALWAYS BEEN SUSTAINABLE FOOD.

From the very beginning, the Foundation has favoured action, informing people, developing scientific knowledge, and encouraging its application in the field.

The Louis Bonduelle Foundation is active internationally (in France, the United States, Spain, Italy, Romania and Russia), and aims to **give everyone the keys to sustainably transform their eating habits, through plant-based food that is accessible in all its forms, available and culturally acceptable.**

OUR MISSION

'To bring about sustainable changes in eating habits that respect both people and the planet, and to accelerate the food transition'

THE FOUNDATION'S STRATEGY

The Foundation aims to:

- **Contribute** to accelerating the food transition,
- **Value and support** those who promote access to plant-based food and who are committed to the food transition,
- **Involve young adults and families in this process**, particularly those living in precarious conditions, **as well Bonduelle Group employees.**

ACTION IS AT THE HEART OF OUR STRATEGY...

Research

Findings contribute to the effectiveness of the Foundation's actions

Communication

It drives action

Partnerships and calls for projects

Provides support of concrete grassroots actions driven by local partners in order to help consumers adopt sustainable eating habits



For further information on the Louis Bonduelle Foundation's activities in 2021/2022, please consult the activity [report](#).



SUMMARY

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The Foundation's impact assessment process

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The impact of the Foundation on projects supported by the 'Let's Vegg'Up' call for projects

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Review of the relationship between the Foundation and scientific research

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Appendices

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THE FOUNDATION'S IMPACT ASSESSMENT PROCESS

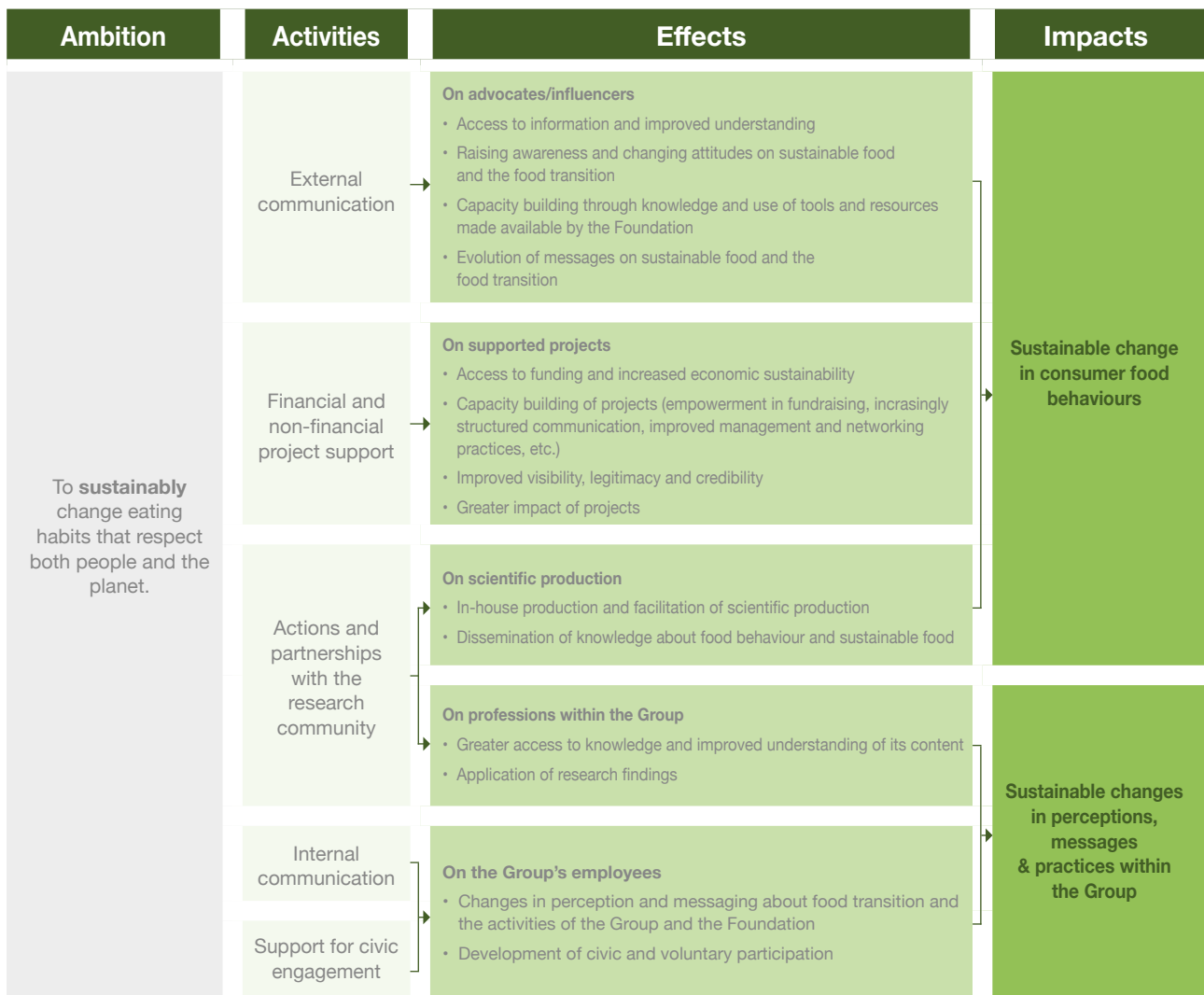
IN 2022, THE LOUIS BONDUELLE FOUNDATION LAUNCHED A PROCESS TO EVALUATE ITS IMPACTS.

The aim of this approach is twofold: (1) **to develop a framework and tools** to monitor the Foundation's actions and their effects, and (2) **to use the findings** to **continuously improve** the Foundation's actions and to **stimulate discussion** with its main partners.

To this end, first steps have been taken to:

- **Translate the Foundation's vision** into tangible impacts that can be assessed and monitored,
- **Describe the Foundation's impact** on the projects it supports, the general public, the world of research and Group employees,
- **Develop a roadmap** for impact study work for the coming years.

The impact assessment approach we have undertaken is based on the Foundation's **theory of change** outlined below:



An impact assessment roadmap has been established with an **editorial line** and **theme-based focuses** for the coming years.

2022 Theme #1	2023 Theme #2	2024 Theme #3
<ul style="list-style-type: none"> • Establishment of the social impact assessment process within the Foundation • Effects on supported projects • Historical vision: the Foundation and the Group's collaboration with the scientific community 	<ul style="list-style-type: none"> • Effects of the Foundation's action on influencers & advocates in order to reach the general public • Impact of supported projects on their beneficiaries (general public) 	<ul style="list-style-type: none"> • Effects of the Foundation's action on the commitment of Bonduelle Group employees



The results outlined in the following pages are based on an **initial study conducted among:**

- **participating projects and 2021 end 2022 winners** of the Let's Vegg'Up call for projects
- **stakeholders inside and outside** the Foundation who have participated in or observed its relationship with the research community.

To understand the Foundation's effects on the projects it supports	To understand the Foundation's effects on the research community
<ul style="list-style-type: none"> • A retrospective questionnaire was sent to participating and winning projects in 2021 and 2022 • 18 responses to the questionnaire were received: 11 winners and 7 participants • A study examined activities implemented by the winning projects • A meeting with 2 winning associations (1 in France an 1 in Italy) 	<ul style="list-style-type: none"> • A documentary study was carried out of the Foundation's activities for and in partnership with the research community • 6 people were met: 3 stakeholders within the Group and the Bonduelle Foundation, and 3 external stakeholders

Glossary

In the studies carried out, we distinguish between:

- The **effects** of the Foundation on its projects, and
- The **impacts** of the projects on their beneficiaries



EFFECTS OF THE FOUNDATION ON PROJECTS SUPPORTED UNDER THE 'LET'S VEGG'UP' CALL FOR PROJECTS

OUT OF 18 RESPONDING PROJECTS

11 Say they have acquired **new skills** in fundraising from the general public

15 Additional partners on average after participating in Let's Vegg'Up

10 Say their participation helped them to **improve their visibility** with the general public

The Let's Vegg Up call for participatory projects is conducted in partnership with the participatory funding platform **Ulule**, across 2 continents and 4 countries. It aims to promote and support partners who promote access to plant-based food and are committed to the food transition.

1

Application

The project submits its application, which is then examined by a selection committee made up of employees of the Louis Bonduelle Foundation and Ulule.

2

Pitch pitch live

The project is selected and given the chance to pitch its initiative, after being coached by Ulule's teams. Pitch Pitch Live sessions are posted on Ulule's social media pages.

3

The winning projects

Following a Pitch Pitch Live session, a project may receive the Audience Award and/or the Bonduelle Foundation Award. It is then contacted to prepare its future campaign.

4

Fundraising launch

The winning project launches its online fundraising campaign. The money raised will be doubled thanks to the Award.

LOOKING BACK ON THE 2021 AND 2022 EDITIONS

In English-speaking Canada

- Growing Chefs 🏆
- Summerlunch+ 🏆
- Feed it Forward
- London Community Centre
- Sharing Farms

In French-speaking Canada

- Les Urbainculteurs 🏆
- Ô Jardin des Ancêtres 🏆
- C'est moi le chef
- Marchés Ahuntsic-Cartierville
- Vegetarian Association of Montréal

In the USA

- Food Literacy Center 🏆
- Produce Good
- Food Rescue US
- Fridges & Family
- Garden Farms Foundation
- Food Moxie 🏆
- More than apples 🏆
- Plantlanta
- Plant Powered Metro New York

In France

- Oui Change 🏆
- La Tablée des Chefs 🏆
- Assiettes Végétales
- Food Index for Good
- La Sauge
- Singa
- En Vert et avec Tous 🏆
- Les Jeunes Pousses 🏆
- Les Compagnons du Végétal
- Les Cuisiniers Solidaires

In Italy

- ELIC Recup Foundation 🏆
- Dynamoscopio
- Natura Giovane
- Le Vergarette
- Phenix
- L'Orto di casa 🏆
- Plant Raised R-Evolution
- Cuocade
- Foodbusters

24 finalist projects

7 responded to the questionnaire

16 winning projects

11 responded to the questionnaire

WINNING ASSOCIATIONS

The winning associations that responded to the questionnaire reflect a range of different situations.

For example, in October 2022, four of them described their economic sustainability as ‘average’; 6 described it as ‘strong’ or ‘very strong’.

Similarly, three associations described their visibility as ‘not very, or moderately developed’, compared with seven others who said it was ‘developed, or very developed’.

Depending on projects

Support of between
200 and **90,000**
beneficiaries

Between **2** and **9 FTE**
a year

Between **3** and **850**
volunteers

IMPROVED CAPACITIES AMONG ASSOCIATIONS

The call for projects is conducted in partnership with Ulule teams who are specialised in participatory financing, and focus on raising awareness about this type of fundraising, and on training associations in relevant tools and best practices.

The aim is for participating associations to fully grasp skills and be able to reuse them on their own.

Out of 18 associations questioned,

- 9 reported that the support enabled them **to acquire new useful skills**
- 11 said they had acquired new skills on how **to raise funds among the general public,**
- 5 stated that they had also acquired new skills on how **to raise funds among other donors.**

Ten associations also reported that the support they received has helped them **to structure their communication and to organise their activities.**

”

‘It allowed us to structure and better prepare for a participatory financing campaign and how it works: to have an understanding of the steps, on how to mobilise the community in the first few days [...]. I think it’s interesting for an association, especially when you don’t have a lot of members [...] It forced us to have a better thought-out communication.’ **La Tablee des Chefs, winner 2021**



IMPROVED VISIBILITY FOR ASSOCIATIONS

For winning projects and finalists, taking part in live pitch sessions is an opportunity to promote their projects on Ulule and the Foundation's social media pages. Surveyed associations remarked on the visibility provided by this event, particularly among the general public.

PITCH PITCH LIVE SESSIONS

100 participants 600 interactions



Out of 18 associations questioned,

- 10 reported that their participation has enabled them to **improve their visibility among the general public**,
- 4 associations underlined that participation has allowed them to **improve their visibility among players in their field** (operators, donors, public authorities, etc.)

In their responses, projects also said the support of the Louis Bonduelle Foundation offered a **guarantee of credibility**, particularly with other financial partners.



'The visibility we got from Ulule was really great, allowing people who didn't know us at all to discover us and other areas of our activity [...] We need to understand how to reach the general public.'

La Tablée des Chefs, winner 2021

'When a company like Bonduelle supports us, it gives us a real grounding [...] It also gives us credibility with other potential funders.'

La Tablée des Chefs, winner 2021, France

'[Being a winner] was very satisfying. Let's just say that taking part in this event gave me credibility with everyone.'

Orto Di Casa, winner 2022, Italy

IMPROVED ECONOMIC SUSTAINABILITY FOR THE WINNING ASSOCIATIONS

Two prizes during Pitch Pitch Live sessions:

The Louis Bonduelle Foundation Award includes financial contribution and communication support, with the creation of a campaign video.

The Public Prize provides an additional financial contribution

We surveyed six winners of the Louis Bonduelle Foundation Award and four winners of the Public Prize.

Most of the ten associations that replied reported that the funding arrangements offered under the call for projects were adapted to their needs:

- 6 of them **in terms of the amount,**
- 10 of them **in terms of freedom to use the funds,**
- 7 of them **in terms of funding agreement duration.**

The winning associations report having mobilised an average of **2.25 extra new financial partners** since taking part. These figures indicate the potential leverage effect of this call for projects, i.e. the project's ability to draw other donors based on the Foundation's support.

In addition to financial support, associations reported that **search for funding has become easier:**

- With the General Public, for 6 associations,
- With other donors, for 3 associations.

”

« [Grâce au prix] nous avons pu améliorer la sécurité des champs [...]. On a pu faire des puits pour avoir une meilleure irrigation. »

Orto Di Casa, lauréat 2022, Italie

EFFECTS THAT STRENGTHEN ACTION OF ASSOCIATIONS

All of the areas covered seem to highlight **the Foundation's ability to strengthen the action of associations:**

- 5 winning associations out of 10 said that their participation in the call for projects has helped them **to support new beneficiaries.**
- 4 winning or finalist associations out of 18 reported that what they learned during the support process has led them to **change their practices and the way support their beneficiaries.**



NEXT STEPS

Examining the effects of the Louis Bonduelle Foundation on the projects it supports aims to provide the Foundation with input on how it manages the Let's Vegg'Up call for projects and its support.

For example, data collected for this first report does not seem to have the following effects on surveyed projects:

- recruitment of new staff and mobilisation of new volunteers
- development of connections with partners implementing other projects

These effects could be studied further in future reports.

Another interesting lead for future evaluations would be to study other forms of support from the Louis Bonduelle Foundation to projects driving the food transition. These could include future upskilling and communication support for associations.



For more details on the 2021/2022 winners and their projects, go to the dedicated section in the [activity report](#) on page 7.



LOOKING BACK AT THE RELATIONSHIP BETWEEN THE FOUNDATION AND **SCIENTIFIC RESEARCH**

From 2006 to 2019

11

Meetings of the Foundation organised

16

Research awards given

+30

Scientific monographs published

The Foundation's first impact report is a means to look back at past and current links between the Louis Bonduelle Foundation and the research community: actions undertaken, their effects and strategies to date.

THE FOUNDATION'S PURPOSE WHEN IT WAS CREATED

Support for scientific research has been one of the pillars of the Louis Bonduelle Foundation ever since its creation. This focus is in line with the vision of its founder C. Bonduelle: **strong complementarity between the Group's actions and those of the Foundation in changing people's eating habits.**

TRANSFORMING GOALS INTO ACTION

Some examples of co-funded theses

- Development and validation of methodological tools for measuring adherence to nutritional recommendations
- Study of the factors influencing children's eating behaviour and food preferences
- Nutrition socialisation of children, at home, in school and in the media

Financing research

This objective was immediately evident in the first years with the co-creation of the Fondation Cœur et Artères in 2005. This state-approved charity is involved in the fight against heart and artery disease through research, prevention and awareness-raising.

Between 2006 and 2018, the Foundation has provided support to 15 young researchers in the field of nutrition and eating behaviour across various disciplines (medicine, physiology, sociology, etc.), with **the Louis Bonduelle Research Award**. The purpose of this funding is to support research (purchase of equipment, material, funding of researchers' time, etc.).

At the same time, the Foundation continues to provide funding for research projects as well as for educational and outreach programmes to disseminate scientific knowledge (see next page).



Some partners who have received support over the years...

L'ECOG (European Childhood Obesity Groupe) : This group brings together practitioners and researchers from various fields (paediatricians, psychologists, nutritionists, geneticists, economists, etc.) around the issue of obesity and overweight in children. In particular, the Foundation has contributed to the development of a reference document summarising the state of scientific knowledge on childhood obesity.

..... [Discover the e-book](#) 

Institut des pratiques culinaires Paul Bocuse : In 2013, in partnership with the Foundation, the Paul Bocuse Institute organised 'Veggi'Week', a week dedicated exclusively to vegetables. Students worked on establishing strategic and practical recommendations for restaurants on the theme of *'How to battle food waste by promoting greater vegetable use in state-run dining halls?'*

Encouraging contact between researchers and professionals

Between 2008 and 2019, 11 **theme-based Foundation Meetings** were organised every year in order to:

- **Bring together scientists and professionals from different backgrounds and disciplines,**
- **Present a specific action on the ground** by the Foundation,
- Review the **state of play on a specific theme**, through presentations and round tables,
- **Assess actions** carried out by the Foundation during the year, in particular with the presentation of the winner of the Bonduelle Award.

..... Examples of meetings:

'The City & Agriculture:
Reconciliation
or Dissociation?'

'Plants in Food Systems
and Sustainability:
A Balancing Act'

'Hungry for pulses:
perspectives on plant-based
food'

Producing and sharing scientific knowledge

In addition to its support for research, the Louis Bonduelle Foundation carries out direct actions to **produce, simplify and disseminate knowledge.**

Some research has been carried out within the Foundation itself, in particular by doctoral students in partnership with their university, aimed in particular at measuring the effectiveness of actions on the ground and to understand the determinants of plant-based food consumption.

The Foundation has used various information channels (newsletters and social media) to share **scientific content** and in particular **learning kits** for adults (*'Vitamin E: what is it?'*, *'Nutrition basics'*, etc.) and children (*'Eat well to grow up strong'*, *'Vegetable alphabet game'*, etc.), in French and English.

The EPICALIM project

In partnership with Epicurium and the Institut du Tourisme et d'Hôtellerie du Québec, the project aimed to **identify the most effective and fun strategies** for familiarising children with vegetables. Analysis of 17 scientific experiments has shown that actions that combine culinary activities and nutritional education lead to a significant increase in children's consumption of vegetables.

THE POSITIVE IMPACT OF THESE ACTIONS

Building long-term expertise and credibility

The wide range of the areas it supports and actions it carries out in the strict and demanding research field has enabled the Foundation to **gain in credibility and expertise**. These two notions are recognised and cited by both internal and external partners. Awareness studies among the general public and health professionals in 2009, 2011 and 2014 have also confirmed this.



After 10 years of activities by the Foundation,

86%

of the professionals surveyed were **interested** in the Foundation's actions and news regarding their field.

57%

of health professionals feel the Foundation carries **legitimacy** on the issues it addresses.

66%

of health journalists consider the Foundation to be an **expert** in its domain.

Source : OpinionWay study conducted in 2014 among 53 health journalists, 110 health professionals and 27 researchers/scientists.

NB: This study is not in a position to confirm or infirm the above data for 2022.

Support for scientific output

Beyond the Foundation's financial support, various stakeholders who were interviewed highlight its role as a facilitator of scientific output through **networking of research partners**, notably through the Foundation's Meetings.



‘The main activity on the website was downloading of teaching kits. For us, this was a great achievement, because it meant it was credible enough for teachers to use it.’

B. de Reynal

Dissemination of knowledge

The produced and shared content has also helped to disseminate scientific knowledge, within different realms, including:

- **Academics** (teachers & researchers)
- **Health professionals** (doctors, nutritionists, etc.), who have been able to access useful resources and tools
- The **general public** has been able to benefit from popularized and therefore accessible content. The foundation’s website has approximately 545,400 users over the past year.

Links with Group sectors and activities

The Foundation’s actions and objectives have been distinct from those of the Louis Bonduelle Group. However, as the Foundation’s focus is similar to the work of the Group, employees have also been able to benefit,

- from **awareness-raising** activities, with in-house presentations by external speakers: these meetings enabled head office employees to acquire new skills for their day-to-day jobs and business practices;
- from a **network of experts**: a number of partnerships have been established between the Group and researchers thanks to the Foundation’s network.



« Il y a une continuité et une ambition plus large. [...] Les changements ne signifient pas que les liens se perdent [entre la Fondation et la Recherche]. Bonduelle est une œuvre de longue haleine qui nécessite que les actions foisonnent. »

C. Bonduelle

AND TODAY?

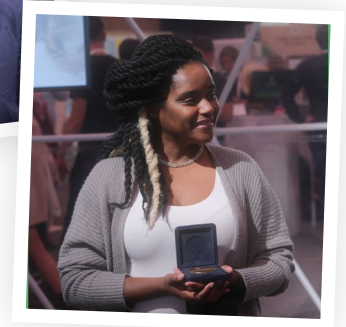
In 2019, the Louis Bonduelle Foundation made the following observation: if we are to understand the impact of food on health, we need to look at culture, natural behaviour, accessibility and the environment in which people live.

Therefore, in order to **identify the right levers for action**, the Foundation felt it was essential to go beyond the dissemination of information or interdisciplinarity, and to **measure the impact of initiatives on the ground**. As a result, it chose to **redirect** its scientific research activities towards action on the ground, and applied research. The close relation to research therefore continues and remains a **major pillar** of the Foundation's action.

In 2022, the **Foundation's Award** was **redesigned** to reward personalities dedicated to the food transition and working to provide new solutions and to change behaviours. Currently, Bonduelle Group employees vote to select the two award finalists.

For more details on the 2021/2022 laureates and their projects, see the dedicated section in the [activity report](#) in page 9.

Finally, in 2021, the Foundation **renewed its partnership with the ANCA Chair**, a partnership chair hosted by AgroParisTech, whose ambition is to enable access for all to healthy and sustainable food. The aim of this partnership is to understand and support the transformation of the eating habits of 18-35-year-olds through the creation of a Think and Do tank.



Chaire ANCA

APPENDICES

REPORT SCOPE AND LIMITATIONS

The opinion of Koreis is that the impact evaluation approach presented in this report is based on a **robust theoretical construction** (cf. theory of change presented on page 5), and on transparent data collection and analysis processes.

This report thus enables the Louis Bonduelle Foundation to share a **solid frame of reference** for its impact evaluation work, reflecting its logic of intervention.

While satisfactory in relation to the number of projects concerned, the number of responses to the survey collected from the projects remains **intrinsically small**. In particular, the results of the study on the effects of the Foundation's support on the projects that it backs (*18 out of 40 projects responded*) do not meet the representativeness threshold and are therefore used in absolute terms and not as a percentage. Koreis underlines that this limitation leads to a primarily descriptive — and less analytical — restitution of the data collected. The document as a whole provides **initial indications** of the Foundation's effects on its stakeholders, which **need to be consolidated and qualified** in future reports.

Finally, Koreis points out that the **definition of impact** used in the report is that of an indirect effect occurring as a consequence of the results (a definition adopted in particular by the G8 Social Impact Investment Taskforce). As this report does not provide an **attribution analysis**, it does not answer another definition that may be used by some readers, namely that of an effect causally attributable to the action studied (a definition proposed by EVPA, 2014, for example). Depending on the definition adopted by the reader, this report can therefore be understood as a study of the Results or Effects of the Louis Bonduelle Foundation and not of its Impacts in the most rigorous sense of the term. Similarly, the data presented in the final part of the report (on the links between the Foundation and scientific research) are either Testimonies or Perception data and not Impact data in the strict sense.



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