

2022-2023 ACTIVITY AND IMPACT REPORT

OUR MISSION

“To sustainably change eating behaviours while safeguarding people and the planet, and to accelerate food transition.”

To reach our goals, we take action at national and international levels in order to make plant-based food increasingly accessible to everyone.

THE FOCUS OF THIS REPORT IS TWOFOLD: ACTION AND MEASUREMENT

In 2021, the Louis Bonduelle Foundation initiated an impact assessment that gave rise to evaluative measures and the publication of the first impact report at the end of 2022.

In line with this approach, the 2023 report provides an overview of the foundation’s various activities and specifically evaluates the impact of two types of actions: external communication, and two projects it supports among local communities.



THE FOUNDATION IN NUMBERS

(2022-23 – CUMULATED DATA)

A WEALTH OF PUBLICATIONS
BETWEEN 2004 AND 2022



30
SCIENTIFIC
MONOGRAPHS

4
WHITE
PAPERS

17
SCIENTIFIC
PUBLICATIONS



232
PROJECTS
SUPPORTED IN NEARLY
20 COUNTRIES

ACTIVITIES IN
6
COUNTRIES
IN 18 YEARS

482,000
VISITS
TO OUR WEBSITE
IN 2022



8,700
NEWSLETTER
SUBSCRIBERS

3,150
INSTAGRAM
FOLLOWERS
at @DansMonAssiette



MESSAGE FROM THE PRESIDENT

Our ambition is to promote healthy and sustainable eating habits, particularly among populations less familiar with the basics of food culture, such as children, students or families in need.



Our ambition floats among communities like a butterfly wherever Bonduelle employees are present. We are conscious of the difference nutrition can make, both to people's health and to the preservation of our planet.

Today, and in the years to come, we strive to be catalysts for change, and to further transition towards dietary habits centred around plant-based food.

We firmly believe that the only way forward is to work hand-in-hand with our partners, local communities and teams. Together, through awareness-raising initiatives and education, and by offering environmentally friendly dietary solutions that are accessible to all, we can have a significant impact.

IN SHORT

Our commitment towards increasingly responsible dietary choices is a means to create a better future for everyone. It is an opportunity to promote health and to preserve our planet for generations to come. By working hand-in-hand, we can make a genuine difference and build a future in which sustainability and well-being are central to our lives. At the Bonduelle Group, this belief has been deeply rooted in our daily actions for over 170 years.

■ Christophe Bonduelle

THE FOUNDATION'S STRATEGY IN 2023 AND ONWARD



“Be the spark”.

We want to play a role as a catalyst, encouraging individuals and communities to adopt positive behaviours and take significant action towards the food transition.

This is built on three inextricably linked pillars:

RAISING AWARENESS:

- By reviewing our communication tools with advances in scientific and research methodologies in order to understand the real needs of our target audiences, levers of change, and realities on the ground. We will work on this from 2023 to 2025 in partnership with the Anca-Agroparitech Chair.
- By providing a Green Plate Score, which would measure the impact of plate content and of eating habits.

COMMITMENT

- By promoting and supporting the civic engagement of Bonduelle Group employees, in close collaboration with local communities.
- By educating Group employees about levers to change eating behaviours and about the transition to plant-based food.

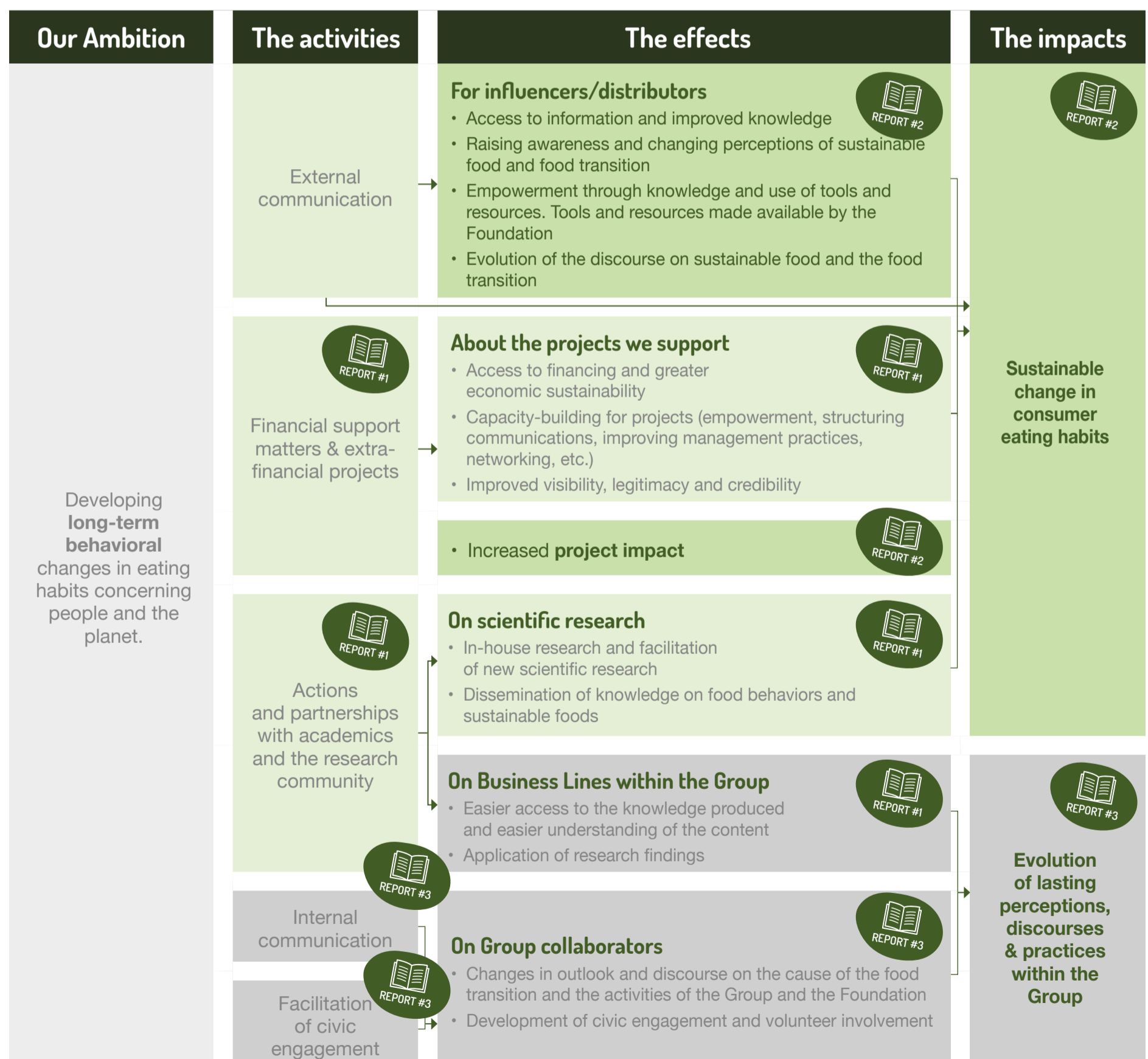
SUPPORT TO ASSOCIATIONS ON THE GROUND:

- By focusing on particularly sensitive populations with a low level of nutritional education, such as low-income households, children and students.
- By providing long-term support for associations on the ground and local communities through concrete actions, crowdfunding and visibility.

THE APPROACH TO STUDYING THE IMPACT OF THE FOUNDATION

This second report by the Fondation Louis Bonduelle is part of the ongoing implementation of the above-mentioned evaluation system. The Foundation's aim is to: (1) build a practice of continuous evaluations, (2) to continuously shed light over time on different subjects of study.

We present the Foundation's theory of change below. Based on the conceptual basis for the FBL's evaluation system, which proposes a model that links its activities to effects, and impacts.



Another component of the FLB’s evaluation system, the **evaluation roadmap**, presented below, formalizes the **editorial line** and **thematic focus** envisaged over 3 years for the Foundation’s impact reports.

2022 THEMATIC FOCUS #1	2023 THEMATIC FOCUS #2	2024 THEMATIC FOCUS #3
<ul style="list-style-type: none"> • Implementation of the evaluation of social impacts within the Foundation • Effects on projects supported • Historical perspective: the collaboration between the Foundation and the Group with the scientific world. 	<ul style="list-style-type: none"> • The effects of external communications of the Foundation. • Project impacts supported on their beneficiaries (General Public). 	<ul style="list-style-type: none"> • The effects of the Foundation’s actions on the engagement of employees of the Bonduelle Group.

The results presented in the following pages come from **a study carried out with:**

- readers of the **Newsletter** and **subscribers** of the “**Dans mon Assiette**” Instagram account,
- the **2023 winners of the Let’s Vegg’up call for projects.**

THE METHODOLOGY IMPLEMENTED FOR THIS SECOND IMPACT REPORT

TO UNDERSTAND THE ACTIONS OF EXTERNAL COMMUNICATION OF THE FOUNDATION	TO UNDERSTAND THE IMPACTS OF PROJECTS SUPPORTED ON THEIR BENEFICIARIES
<p>For the newsletter</p> <ul style="list-style-type: none"> • A questionnaire sent, in French and in English, to subscribers of the Newsletter of the Foundation with 47 responses obtained <p>For the account “Dans Mon Assiette”</p> <ul style="list-style-type: none"> • A survey of 11 stories carried out during a month, on the account, with 74 responses in total • An analysis of related statistical data with the behaviors of the account’s subscribers (e.g. engagement rate, number of “likes” on posts, number of story views, etc.) 	<ul style="list-style-type: none"> • 2 case studies with project leader representatives of the supported associations: <ul style="list-style-type: none"> - The “8000 Solidarity Baskets” project of the Terra Ferma association - The “Schools” program of the «Oui Change» association • Analysis of shared documents and data by associations (data raw data, activity reports, impact reports, etc.).

SCOPE AND LIMITATIONS OF THE REPORT

Koreis’ opinion is that the impact assessment’s approach presented in this report is based on **a robust theoretical construction** and transparent data collection and analysis. This report thus allows the Louis Bonduelle Foundation to share **a solid framework** for its work impact assessment, reflecting its logic of action.

The volume of responses collected for the study of the external communication actions of the Louis Bonduelle Foundation remains **intrinsically reduced**. Therefore, these small sample statistics lead to a primarily **indicative and illustrative restitution** of the data collected. Data mobilizing around impacts of projects supported by the Louis Bonduelle Foundation relate to the specific approaches of the associations.

The entire document thus provides **initial indications** concerning the effects of the Foundation on its stakeholders, which need to be **consolidated and further distinguished** in future reports.

OUR ACTIONS FOR LOCAL COMMUNITIES

#Letsveggup: two projects winners in the spotlight

Every year, in conjunction with the Let's Vegg'Up participative call for proposals, and in partnership with Ulule, the Louis Bonduelle Foundation aims to value and support players who promote access to plant-based food and are committed to the food transition.

4 CALLS FOR PROJECTS LAUNCHED

739

qualified projects identified by Ulule and contacted

103

applications

34

projects presented to a committee

8

laureate projects

2

closed crowdfunding campaigns and 6 others launched in S2 2023



THE 2023 LAUREATES



France, Castillon-Savès, Gers

Louis Bonduelle Foundation laureate:

A back-to-work scheme that offers packaged fresh produce boxes at reduced prices as well as plant-based cooking workshops

[more info](#)



France, La Vallée au Blé, Aisne

Audience Award:

Eco-advice for children; a 30-session program that focuses on challenges regarding agroecology and nutrition

[more info](#)



Italy, Milan, Lombardy

Louis Bonduelle Foundation laureate:

Vegan nutrition and the fight against food waste as a means towards a circular economy

[more info](#)



Italy, Mantova, Lombardy

Audience Award:

A productive vegetable garden which also includes learning stations

[more info](#)



United States, Los Angeles, California

Louis Bonduelle Foundation laureate:

Cooking and nutrition workshops for food insecure families

[more info](#)



United States, Las Vegas, Nevada

Audience Award:

Help in preventing food insecurity by providing free vegan produce boxes

[more info](#)



Spain, national

Louis Bonduelle Foundation laureate:

Fruit and vegetable cartoon characters to promote plant-based diets among 3 to 7 year old children

[more info](#)

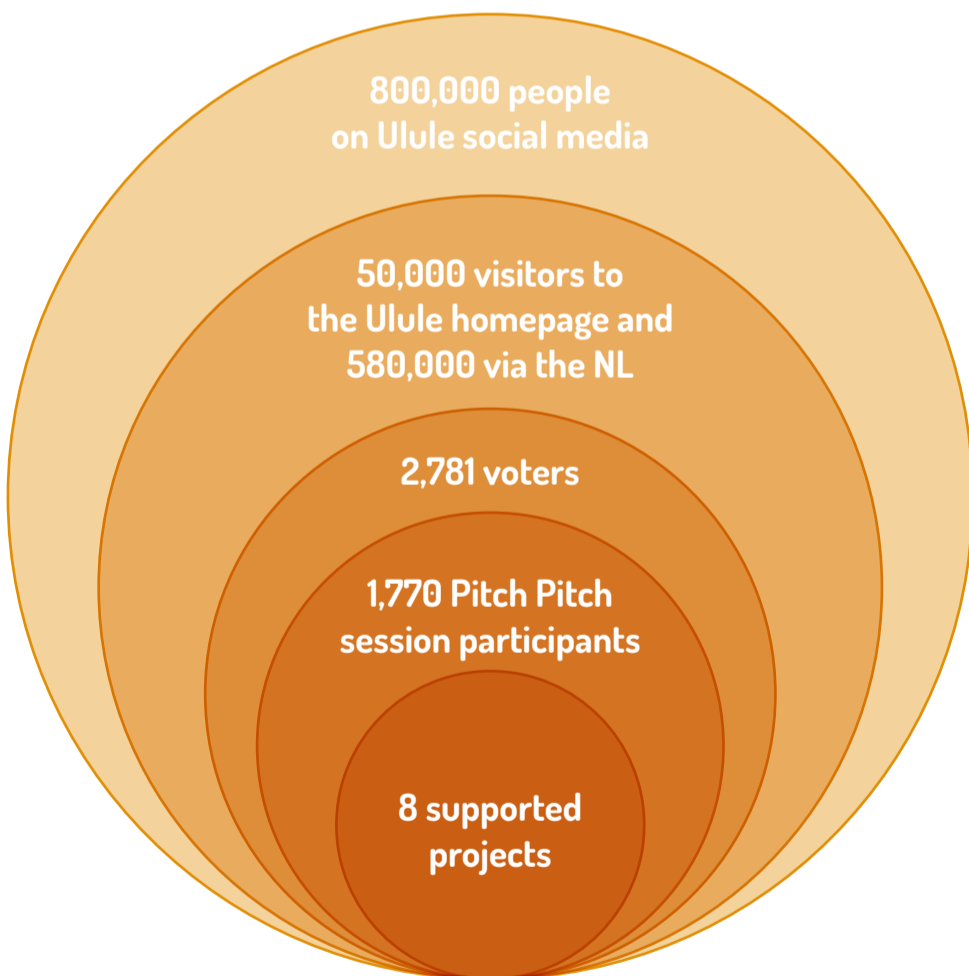


Spain, national

Audience Award:

#YoNoDesperdicio (#Idontwaste); a national awareness and citizen mobilisation campaign against food waste

[more info](#)



A MULTIPLIER EFFECT

As a result of the Louis Bonduelle Foundation's commitment to projects on Ulule, which focus on the accessibility of plant-based food, more than **1,4M people*** were reached throughout the year.

*This figure does not account for statistics pertaining to the Louis Bonduelle Foundation's communication, or to project owners.

THE LAUREATES AND THE FOUNDATION'S IMPACT

In 2022, the foundation proposed a study on the effects of its laureate projects. This second impact report documents the effect that the associations they supported have had on their beneficiaries. Two case studies are shown below.

THE IMPACT OF PROJECTS SUPPORTED BY THE FOUNDATION ON THEIR BENEFICIARIES

Every year, with the call for projects participating in the **Let's Vegg'Up** and partnership with Ulule, the Louis Bonduelle Foundation seeks to promote and support actors who promote access to vegetables and who are committed to the food transition.

In 2022, the Foundation proposed a study on the **effects of the winning projects**. This second impact report was an opportunity to **document the impact of the associations supported and their beneficiaries**. We share two case studies below.

REMINDER

In the work we have carried out, we make a two distinctions:

- The Foundation's **impacts** on projects
- The **impacts** of projects on beneficiaries.



THE PROJECT «8000 BASKETS OF SOLIDARITY» BY THE TERRA FERMA ASSOCIATION

The association: Jardin de Cocagne Terra Ferma is an integration project through biological gardening. Its aim is to offer people in difficult situations a way to return to employment. With the accompaniment of a professional integration advisor, employees of the garden are supported in their professional transition towards sustainable employment.

The project supported by the Foundation Louis Bonduelle: the project «8000 Paniers Solidaires» or «8000 Solidarity Baskets», aims to give people in difficult situations access to weekly baskets of fresh local organic vegetables, as well as support them towards food self-sufficiency.



The pillars of the project

1

Provide access to **fresh organic and diversified vegetables** to everyone

2

Offer **food aid in a dignified setting** (paid basket, to be collected in the same way as any other member)

3

Promote **food autonomy through exchange actions** (cooking, conservation, gardening)

4

Encourage engagement and a support structure for **working locally** in food while facilitating social integration



To guarantee its success, the project relies on different **levers of action**:

- **Weekly** baskets
- A **contract of a minimum of 6 months** for members
- A **financial contribution** from the member (maximum 30% of the basket price)
- **Regular food support** (exchanges with employees, volunteers, partners on operations and/or points of distribution)
- **Social diversity** at distribution points with all members
- **The organization of a variety of entertainment programs** with partners (farm visits, gardening workshops and cooking).

THE SUPPORT PROVIDED BY THE FOUNDATION

In 2023, the association that won the prize of the Foundation receives:

- a **contribution** of 3000 euros via the Ulule fundraising campaign,
- support for the **implementation** of a campaign, including support around communications.

Beyond direct financial support, the association can **leverage** its connection to the Louis Bonduelle Foundation. The proposed contribution constitutes an **encouraging argument** for donations from the general public.

For the association, the support offered for preparing the campaign (practical advice on counterparties or communication, exchanges daily) allowing us to understand the latter **with more understanding**. The filming of promotional videos facilitates a structured presentation of the project and the current campaign. However, the short format and the large number of questions to be covered in the video require **preparation and prior notice** from the association.

At the end of the support, the association should be **better equipped** to carry out future campaigns independently.

Individual monitoring and **responsiveness** of the Foundation Louis Bonduelle and Ulule will benefit the association.

Key figures

- **±30** people supported in **2023** on the integration project
- **20-30 Solidarity Baskets** distributed per week



«You get the feeling that they care about what they're doing and want to bring it to life, rather than just making a call for projects»

Terra Ferma Project Manager

THE IMPACTS FROM THE ASSOCIATIONS

In 2022, the Cocagne network carried out an impact study on Solidarity Baskets projecting future impacts for ten years. This study makes it possible to highlight the expected impacts in coming years.

Today, the association is part of a desire to ensure significant development **within the framework of the Food Project Territorial (PAT)** of the department.

IMPACT #1

An improvement in food consumption

73% of respondents say they eat more vegetables since receiving a basket*

IMPACT #2

Preserve the dignity of people

For **84%** of respondents say paying to obtain the basket is considered important*

IMPACT #3

What are the activities around baskets that create links?

86% of participants in several workshops say they have created new social relationships*



THE ASSOCIATION «OUI CHANGE»

The Oui Change association was created in April 2021, with the **desire to support as many people as possible in their ecological transition** and to promote, a **joyful and united transition** towards more sustainable lifestyles.

The mission of Oui Change is to **support schools, communities, associations, businesses and their beneficiaries** (students, families, residents, citizens, employees) in their ecological transition through fun, innovative programs that create links with local stakeholders.

Key figures

- 31 schools supported
- 8835 students
- 4450 member families
- 380 teachers
- 180 pieces of educational content



The values of the project

- 1** **Respect for Man and Nature:** need to reconnect people and especially children to nature
- 2** **Cooperation:** the need of each initiative to meet the particular needs of each
- 3** **Innovation:** using innovative means to train adults on the challenges of the ecological transition in order to help the largest number of people
- 4** **Action:** creating a space to test ideas to see if they evolve or should be discontinued
- 5** **Collective enthusiasm:** foster excitement for the ecological transition

The association offers different activities:



School programs

Coordination, animation and transmission in the educational establishments of an educational program dealing with all the challenges of the ecological transition over a cycle of three years in a fun and age appropriate way.

3 workshops are offered:

- the “**Consumption**” **workshop** focuses on sustainable consumption without waste
- the “**Climate**” **workshop** focuses on the impacts of human actions on the planet and solutions to limit negative effects
- the “**Food**” **workshop** which focuses on sustainable food and fostering better health for humans and the planet



Collective restoration

Supporting communities and catering companies for the implementation and acceptance of a weekly vegetarian menu in their canteens.



Building awareness in the general public

Animation of consciousness moments (frescoes, cooking workshops , quiz games, etc.)

THE LINKS WITH THE FOUNDATION

As winner of the 2023 call for projects, the association received a **contribution** of 3000 euros via the Ulule financing campaign and **support** for the implementation.

In addition to financial support and the production of a campaign video, the association also got to participate in a **skill share** with employees of the Louis Bonduelle Group.

“The Foundation called us back to tell us that Bonduelle wanted to launch civic engagement. [...] That they were interested in their employees participating in workshops. So, there were employees who have helped us animate various workshops. [...] Overall there were 20 employees who helped to animate workshops in schools. »

Co-Founder of the association



RESEARCH AND RAISING AWARENESS: ANCA CHAIR

This approach is manifest in our long-term partnership with ANCA Chair, a collaboration with AgroParisTech that aims to further universal access to healthy and sustainable nutrition. Our goal with this initiative is to enhance knowledge about eating behaviours and on the impact of actions on the ground.

In 2021, the partnership gave rise to the launch of a brand-new immersive and novel programme, which brought together 12,500 followers from ages 18 to 35. It was shown exclusively on Instagram ([@jemangepourlefutur](https://www.instagram.com/jemangepourlefutur)) from March 1 to May 23 2021.



FROM 2023 TO 2025, THIS COLLABORATION WILL BE STRENGTHENED BY:

- a programme for research and action on sustainable nutrition, and the practices and culinary knowledge of flexitarians
- raising awareness about meat-free meals among student populations.

The main goal of both projects is to build an editorial strategy and adapt it to an awareness-raising media for millennials and to the foundation's external communication channels.

Sustainable nutrition & culinary practices/knowledge

Test and measure levers for behavioural change

Target: flexitarian populations and culinary practices? How?

How?

- Getting the most out of measurements of content impact JMPLF1&2 (testing tools, engagement) + literature review
- Programme for research and action

2023

2024

2025

Sustainable nutrition & social and health inequalities

ANR "SUBMEAT" project

- Impact of meat substitutes on eating behaviours and nutritional profiles according to socio-economic status
- Experiences and interventions to guide consumers in university restaurants and in homes towards meatless meals with higher nutritional value

→ Target scholarship/non-scholarship students – awareness raising initiatives

Source : Chaire Anca

EXTERNAL COMMUNICATION FOR THE MISSION

Our goal is to drive changes in eating behaviour with every communication initiative. This educational approach is manifest by our presence on Instagram, our newsletter, and our website. The content and structure of the website are continually updated in order to inspire visitors to take concrete measures towards a more plant-based diet and to become actively involved in citizen project initiatives.



THE FOUNDATION'S WEBSITE

In 2022, the website registered over 1,130,000 visitors. More than a quarter of them were 18- to 34-year-olds, the foundation's target audience. This year, one of the website's core sections, the Vegetables and Nutrients Gallery, underwent an important makeover: 11 articles were published, and four educational videos on sustainable nutrition and food transition, as well as an e-book on food transition were added.

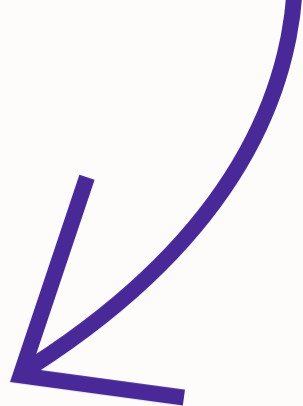
[visit the website](#)



DANS MON ASSIETTE: DIGITAL MEDIA ON FOOD TRANSITION AND GREENER PLATES

The goal of the collaborative Instagram magazine is to progressively guide young professionals and young parents as they transform their eating habits. The initiative aims to create a community based on empathy, solidarity and sharing of best practices. It relies greatly on the influence of renowned experts on the social media platform.

It has been able to test a wide array of formats among its 3,150 followers. The magazine's cheerful, light and positive tone is meant to create a greater and lasting impact. Research by the ANCA Chair is in line with this approach.



THE ACCOUNT «DANS MON ASSIETTE»

In 2021, the Bonduelle Foundation launches the Instagram account “Dans Mon Assiette” in order to reach the general public. The account aims to **give advice and propose recipes** for subscribers linked to the food transition and plant-based foods.

ACCOUNT OBJECTIVES

Inform and raise awareness among subscribers sustainable food...

The Instagram account offers content to the «**general public**.» The audience is mostly **women**, but in general the users **are younger than that** of the Newsletter.

The account’s publications are intended to inform account subscribers **to participate in order to improve their knowledge of sustainable plant-based food**.

Since following the account,

- 9 respondents (out of 11) say **they know seasonal fruits and vegetables better**.
- 4 respondents (out of 10) say they have received **valuable tips for cooking**.

Users: Often women, but younger in age than Newsletter subscribers



93% are **women**

81% are between **25** and **44 years old**

Key numbers

- **3120** subscribers
- **52 140** interactions
- **83** publications
- **2 million** accounts affected

... to participate in changing their eating habits.

Account followers **are interested in plant-based foods**.

Despite being able to provide limited advice, the account indicate a desire by consumers **to change their food and eating habits**:

- 11 respondents (out of 14) **eat vegetarian dishes “sometimes” or “often.”**
- 5 respondents (out of 5) say they **want to try legumes**, after reading a post on the subject.
- 3 respondents (out of 7) **have been cooking more** since they followed the account.
- 1 respondent (out of 8) **has already tested** one of the recipes posted by the account.





THE NEWSLETTER: INFORM, INSPIRE AND HIGHLIGHT THE ACTIONS OF THE ASSOCIATIONS

20 years of exchanges, sharing and transmission. Since 2004, each month, the newsletter of the Foundation informs its 8,700 subscribers about the latest news on the food transition, the Foundation's calls for projects and the latest scientific research. During these two decades, it has also evolved. Initially focused on expert profiles, today it provides a voice for actions on the ground, with the desire to improve knowledge for all on the food transition. Its impact has also been subjected to in-depth evaluations.

THE NEWSLETTER OF THE FOUNDATION

OBJECTIVES

Expert profiles

The questionnaire concerning the Newsletter was answered by readers with an "expert" profile. These include external professionals, working in connection with the themes covered by the Newsletter:

- 64% are academics or professionals in the sectors of health and nutrition.
- Among the latter, 10% of respondents say they are employed by the group.

Key figures

- Began in **2018**
- **8700** interactions
- **2** languages
- sent **1** time a month



The active readers are mostly women



- **70%** are woman
- **87%** Are older than 40 years old

How did readers discover the Newsletter?

- More than half discovered the Newsletter on their own during research on transition topics such as plant-based foods.
- Readers employed by Bonduelle discovered the Foundation thanks to their interactions with the Bonduelle Group.

... with a strong awareness of the issues surrounding the food transition.

Respondents demonstrate a strong awareness of the issues surrounding the food transition, as well as their power to act in favor of the latter:

- 53% of respondents say there is **urgency around the food transition** and 51% believe that **they have a role to play in the transition**, for example through their **consumption habits**.
- More than 38% **wish to take action** to foster the food transition and 36% believe they **have the abilities and knowledge** for this.
- 36% say they are **already taking action** towards the food transition.

94%

of respondents declare their commitment to the food transition

EXAMPLES OF NEWSLETTER CONTENT

It's the season!
Discover more about each vegetable

Infographics

The infographic displays ten types of vegetables arranged in a grid. Each vegetable is accompanied by a small image and a label in a colored box. The vegetables shown are: Broccoli, Spinach, Fennel, Radishes, Bell Peppers, Cucumber, Lettuce, Carrots, Artichoke, and Eggplant. The word 'Infographics' is written in the top right corner with an arrow pointing to the grid.

The awareness of the issues surrounding the food transition also translates into a desire by readers to get information so they can change their consumption habits.

In this sense, the contents most searched for by the readers of the Newsletter are:

- Thematic content on plant-based foods (32% of respondents).
- Content from scientific research of the Louis Bonduelle Foundation (27%)
- Thematic content on the food transition (23%)

Recipes



Articles

One health: for the planet and for people

2023 : Let's Vegg'up, 4 calls for projects

« The sauce makes the dish » : an interview with Chloé Charles, a chef specializing in vegetable sauces



THE EFFECTS OF THE NEWSLETTER

Improving readers' knowledge of topics concerning the food transition

Shared content raises awareness and equips readers:

- 63% say that **the Newsletter has enabled them to improve their knowledge of plant-based foods and the food transition.**
- 66% feel they have **access to useful resources** (e.g. recipes, articles, infographics).

What's more, the Newsletter aims to encourage readers' curiosity. Thanks to the Newsletter :

- More than half of respondents **have read an article** on the Foundation's website.
- 43% went **further into the subjects they had read** in the Newsletter, through further research.

The impact on habits and attitudes of reader



For some of our respondents, **this awareness has led to a change in their attitude and practices:**

- 55% feel that the Newsletter has led to a change in their outlook on food issues.
- 42% of respondents report an **evolution in their practices and discourse in their personal and professional lives.**

Different examples are shared by readers. Thanks to the Newsletter:

- A quarter of respondents **have tested one of the proposed recipes and/or applied advice** given in the Newsletter.
- 30% have already **shared information with those they are close with.**
- 13% have already **participated in a volunteer action** around the themes covered.

Direct consequences of the Newsletter

The content of the Newsletter sometimes **have a direct on individuals professional lives:**

- 17% have already shared information or an article of the Newsletter with their professional circle.





The content of the Newsletter has been used in courses and trainings

A large part of the Newsletter's readers work in education linked to the themes covered:

45% of readers are in teaching positions and among them:

- 35% teach in higher education.
- 27% in health, medical or paramedical studies and 18% in agri-food.

As part of their teaching professions, **elements of the Newsletter have been utilized:**

- 45% of respondents say **they have used an article from the Newsletter as part of one of their courses.**

Increased awareness of the Foundation's actions

89% of respondents say **they are aware of the Louis Bonduelle Foundation and its actions.**

In addition, the Newsletter is a vector of visibility. Thanks to the Newsletter:

- 21% of respondents say **they voted for a project** during a Foundation call for projects.
- 13% **have already watched a live and/or participated in an online event as part** of the Foundation's actions.



THE FUTURE OF THE NEWSLETTER

Readers were also asked about their **expectations** for future newsletters.

Readers expressed their wishes to have access to:

- **Content to increase skills on the food transition:** 66% would like to read more articles on the food transition and plant-based foods and 49% would like to have access to tools and infographics on food.
- **Practical advice for their diet:** 60% would like more "tips and tricks" type content and 43% would like new recipes.



7,8/10

This is the average score awarded by readers of the Newsletter

«Nothing to say. Keep up the good work!»

A Newsletter reader

ORGANISATION OF THE FOUNDATION

THE BOARD OF DIRECTORS

The board of directors is made up of five independent members who are qualified in the foundation's areas of intervention, as well as four Bonduelle representatives. Its task is to determine the foundation's overarching direction, evaluate implemented initiatives, approve the budget and vote on projects. All members have been newly appointed in July 2023; they will serve a two-year term.

INTERNAL BONDUELLE ADMINISTRATORS



Christophe Bonduelle
President



Xavier Unkovic
CEO



Céline Barral
CSR Director



Eloïse Castagna
Research and
development expert
on eating behaviours

OUTSIDE ADMINISTRATORS



Loic Yviquel
Co-founder
of So Good,
Social Entrepreneur



Chantal Monvois
Patronage
consultancy
and CSR



Gaspard Bricout
Project manager
for CSR ecological
and environmental
transition at
Kingfisher Real
Estate



Marie Dewavrin
Partnership
Manager -
Hectar



Heather Noreen
Co-founder
of OuiChange
association

LIFE AT THE FOUNDATION IN 2022-23

The foundation's permanent team:

- **Elodie Levrier** (France)
Coordination of the foundation's international activities
- **Maria Chiara Appignani** (Italy)
Innovation Manager at Bonduelle Italy
- **Silvia Ferreira** (Spain)
Brand & Digital Marketing Retail Bonduelle Spain
- **David Schraeder** (United States)
Senior Communications Leader Bonduelle Fresh Americas
- **Alexandru ION** (Romania)
Social Media Manager Bonduelle Romania

The foundation is in charge of creating and managing programmes, establishing partnerships, and elaborating strategic orientations, which are submitted to the board of directors through the foundation's office. It analyses cases, supervises implementation of selected initiatives and manages the budget.

MAIN PARTNERS IN 2022-23



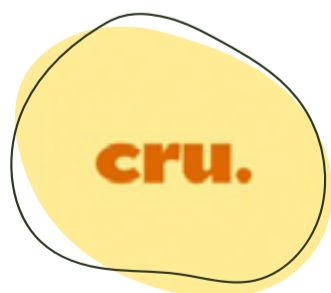
AGROPARITECH - CHAIRE ANCA

A think-and-do tank that aims to understand and guide the eating behaviour of 18- to 35-year-olds towards more sustainable diets. Coordinates the impact measurements of the foundation's projects.



ULULE

Participative incubator for the foundation's call for projects.



AGENCE CRU

Communication agency and creation studio specialised in the culinary arts and sustainable nutrition. In charge of the foundation's editorial project DansMonAssiette and of its awards.



AGENCE KAROTT'

Communication agency specialised in health and nutrition. In charge of editorial content for the foundation's website.



AGENCE INOUIT

A web and UX design agency in charge of the development of the Foundation's website.



AGENCE KOREIS

A consultancy and research firm specialised in social impact assessment and social innovation support. It provides assistance in determining an impact measure and in drafting 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 FOR THE
LOUIS BONDUELLE FOUNDATION

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