

LOOKING BACK AT 5 YEARS OF COMMITMENT TO THE DANONE ECOSYSTEM



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Jean-Christophe Laugée
Social Innovation and
Ecosystem Director

In 5 years, the Danone Ecosystem Fund has enabled, in co-creation with over 51 partners NGOs, the successful launch of 63 projects in 28 countries around the world. These projects adhere to the Fund's mission: contribute to the development of and the strengthening of the activity of the partners that make up the Danone Ecosystem. Through training programs, they support the creation, and consolidate, the jobs of people living in precarious conditions, or those suffering from social exclusion.

This strengthened ecosystem and the innovative business models created thanks to the Fund also benefit Danone's local subsidiaries by enhancing their competitive edge including: access to key raw materials sourcing for Danone (milk, fruits, rPET) from family farmers or thanks to the work of waste pickers; new distribution channels for our products through small distributors network and street vendors; and the development of additional services for baby or medical nutrition in collaboration with help-workers or midwife.

Social innovation promoted by the Fund is based on Danone's corporate culture in relation to our "Dual Economic and Social Project" and its on-the-field entrepreneurial approach operated by the company's General Managers and their teams.

Every day, in collaboration with our partners, we foster a more inclusive economy. We learn from our successes but also from our failures, with a core conviction: placing humans at the heart of our economic model, we contribute to the strengthening of Danone and its ecosystem.

Everyone on Danone's Ecosystem team joins me now to thank all our local subsidiaries and NGOs partner committed to this transformation.

Jean Christophe Laugée



A FUND AT THE CORE OF DANONE DNA & FUTURE TRANSFORMATION

Where we come from ...

AN HERITAGE: THE DUAL PROJECT

"The frontiers of the company do not stop at the factory gates..."

Antoine Riboud
(1972)



Why we are here ...

A **MISSION**: "Bringing health through food to as many as people as possible"

Franck Riboud
(2009)



Where we want to go and how ...

DANONE 2020 STRATEGY enables the Company to rise the challenges of the 21th century ?

A **MANIFESTO** to underpin the way the company intends to deliver its mission

Emmanuel Faber
(2014)



2009 : CREATION OF THE DANONE ECOSYSTEM FUND

"How can a company expect to thrive in an economic and social desert? It is in a company's best interests to take good care of its economic and social environment, in one word, its ecosystem "

Franck Riboud (2009)

5 years co-creating economic and social solutions to contribute to Danone transformation towards 2020

Faithful to its Dual Project and through the Ecosystem Fund approach, Danone fosters a shared economic and social value across its value chain, especially for small local economic actors. This approach based on co-creation also brings a competitive advantage to the Danone subsidiaries engaged in the development of new inclusive business models.

With the **Manifesto**, **Danone reinforces its dual commitment to business success and social progress** and, hereby, acknowledges that we cannot work for healthier choices and lifestyles without caring about the health and wellness of our communities. This Manifesto embodies the Group commitment to build an alimentation revolution for the health of Danone, the health of our planet and our whole ecosystem, the health of current and future generations... On many aspects, the Ecosystem innovative approach and solutions are yet an activation of this Manifesto and are feeding the Danone 2020 strategy.

"The success on the Ecosystem initiative shows us that it should be at the core of the Danone 2020 initiative that we are starting and that will continue to transform Danone's approach to the way we work with our supply cycles and the way Danone interacts on its mission about alimentation in the world. "

Emmanuel Faber (2015)

OUR WAY OF WORKING: THROUGH CO-CREATION

CO-CREATION IS A KEY TO INNOVATE AND CREATE EXTENDED VALUE as it pools complementary expertises to address social, economic and environmental challenges together

Each ecosystem project is co-created between several players:

1. Initiated by **Danone local subsidiaries** to answer business challenges
2. Co-built with **local NGOs** that will help us to build a solution with social impacts
3. Funded and supported by the **Danone Ecosystem Team**



The Project Manager in both Danone and NGO organizations is key for the success of the projects as he or she:

- Is fully accountable of the development and the robustness of the project for its sustainability and scale
- Works with a diversity of partners (academics, local authorities...), broadening the vision and enriching ways of taking action
- Develops new skills and new business models with social value serving the company's both common interest and competitive advantage
- Fosters business transformation towards a more inclusive economy



STEPHANIE SCHMIDT, DIRECTOR OF ASHOKA

« Co-creation between a corporation and a Civil Society Organization can generate innovation by mixing different approaches and can help maximize scale and impact, bringing the best of the two worlds. It is time to forget about the old ideological divisions and tear the walls down between forward-thinking companies and the non-profit sector to co-create this new space of for-profit business models with high social impact. »

51 NGO PARTNERS



To know more about co-creation, check the dedicated booklet on our website : <http://ecosysteme.danone.com/>

OUR MISSION AT THE HEART OF WORLDWIDE STAKES

600 M of job creations will be needed until 2030

INEQUALITIES

UNEMPLOYMENT

POVERTY

75 % of workers are in a precarious condition

Unemployment could reach **215 M** in 2018

SOCIAL EXCLUSION

INSECURITY

ECOSYSTEM ANSWER :
DEVELOP & STRENGTHEN THE ACTIVITY OF THE PARTNERS THAT MAKE UP THE DANONE ECOSYSTEM FUND

WOMEN EMPOWERMENT

CAPACITIES & CAPABILITIES DEVELOPMENT

FORMAL JOBS

RAISE OF INCOME

JOB CREATION

SOCIAL INCLUSION

ACCESS TO SOCIAL SECURITY

SUSTAINABLE SOLUTIONS

MICRO CREDIT



OUR CRITERIA FOR A PROJECT TO BE SUPPORTED

THERE ARE 5 MAIN ELIGIBILITY CRITERIA TO ENGAGE A PROJECT



5

Be managed by dedicated human resources
(project manager)



4

Be jointly created with a not-for-profit organisation
(NGO for example)



3

Be replicable and/or scalable



2

Create economic and social value



1

Be initiated by a Danone subsidiaries and integrated within the
business strategy

THE ECOSYSTEM FUND IN FIGURES



DEVELOP AND STRENGTHEN THE ACTIVITY OF THE PARTNERS THAT MAKE UP THE DANONE ECOSYSTEM

63 Projects
Including 3 stopped



51 NGO partners

28 Countries

45 CBU'S

129 M€ Funding | **58** ECOSYSTEM
71 CO FUNDING

24 CBU funding partners & others
47



SOURCING – SMALL FARMERS



TERRITORY – AGRICULTORS



MICRO DISTRIBUTION SMALL DISTRIBUTORS



CARING SERVICES – CARERS- CARE GIVERS



RECYCLING – WASTE PICKERS



THE FUND IMPACTS ALL ALONG DANONE'S VALUE CHAIN



TERRITORIES

WATERSHED PROTECTION

Social
Reinforce the local territories and support environmentally friendly activities

Business
Strengthen the local business units and factories reputation



DISTRIBUTION

SOCIAL INCLUSION

Social
Foster social inclusion through micro-business creation mainly for women micro-entrepreneurs

Business
Provide new distribution channels for the company Products with additional services



CARING SERVICES

MICRO-ENTREPRENEURSHIP

Social
Expand care givers' Professional skills and recognition
New services

Business
Raise consumers' awareness on appropriate nutrition for parents and dependent people



SOURCING

SUSTAINABLE AGRICULTURE

Social
Improve farmers revenue and living conditions and develop sustainable practices

Business
Reinforce sustainable sourcing for Danone creating new purchasing channels

RECYCLING

FROM INFORMAL TO FORMAL

Social
Improve waste pickers' working conditions and quality of life and support the professionalization of selective collection

Business
Increase Danone's access to recycled materials and protect its reputation



CONCRETE SOCIAL & ECONOMIC BENEFITS FOR LOCAL COMMUNITIES



3 Million beneficiaries, **32 200** people whose activity was created or reinforced




COMPETENCIES DEVELOPMENT
MICRO-CREDIT **JOB CREATION**
WORKING CONDITIONS
RAISE OF INCOME
WOMEN EMPOWERMENT



A SUSTAINABLE COMPETITIVE EDGE TO REINFORCE & TRANSFORM DANONE

A SUSTAINABLE ACCESS TO KEY RAW MATERIALS


 **MILK, FRUIT**
4% CBU needs of milk sourced

 **RECYCLED PLASTIC**
15% CBU needs of recycled plastic Volume

NEW DISTRIBUTION CHANNELS

 **BY & WITHIN THE LOCAL COMMUNITIES**
14,2 Millions € additional CANN / year

NEW SERVICES TO NUTRITION

 **DIFFERENTIATION & SENSIBILISATION AROUND THE CATEGORY**
4 795 carers and health professionals trained on adapted nutrition
294 000 consumers with a raised awareness on adapted nutrition

ALLIANCES FOR THE FUTURE

NGO'S, INSTITUTIONS, EXPERTS, PRIVATE
71 Millions € co-funding

TOWARD TRANSFORMATION

NEW COMPETENCIES & A REINFORCED ENGAGEMENT



OUR 63 PROJECTS* 28 MATURE AND DEVELOPING COUNTRIES PROJECTS

(*Including 3 stopped)

SOURCING

➤ <u>EUROPE</u>	
• Chance for All	18
• Cooperative Demo Farm	19
• Horizon 2015	20
• Milk Business Academy	21
• Milk Communities	22
• New Farmers Generation	23
• Reine Mathilde	24
• Strawberries Communities	25
• Vulcan Ecosupply Wexford	26
• Wings	27
➤ <u>ASIA</u>	
• Dairy Development in Ciater	28
• Merapi	29
• Minero Pilot Farm Project	30
• Punjab 2020	31
• Sustainable Farming	32
➤ <u>AMERICA</u>	
• CAPE	33
• Mandacarù	34
• Margarita	35
• Wolfe's Neck Farm	36
➤ <u>AFRICA MIDDLE EAST</u>	
• H' Lib Bladi	37
• H' Lib Dzair	38
• Kosam	39
• Milk Collection Communities	40
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• Sustainable Model Family Farming	42

TERRITORY

➤ <u>EUROPE</u>	
• Pousses d'Avenir	46
• Terragr'Eau Methanisation	47
• Volvic Micro-Entrepreneurship Center	48
➤ <u>ASIA</u>	
• Klaten	49
• Longmen	50
• Pasuruan	51

DISTRIBUTION

➤ <u>EUROPE</u>	
• De Medici	56
• Social School for Women Empowerment	57
➤ <u>ASIA</u>	
• Warung Anak Sehat	58
➤ <u>AMERICA</u>	
• Eyes Wide Opened	59
• Kiteiras	60
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➤ <u>AFRICA MIDDLE EAST</u>	
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CARING SERVICES

➤ <u>EUROPE</u>	
• ActiVIDA	68
• Ageing Well	69
• Best Onco Care for Me	71
• Bien Nourrir Nos Bébés	72
• Bien Vieillir	70
• Eating Healthy Growing Healthy	73
• EYN partnership	74
• Nutrition Center of Excellence	75
• Stand by Mums	76
➤ <u>ASIA</u>	
• Srikandi Academy	77
➤ <u>AMERICA</u>	
• Caring the Caregivers	78
• CMNUA	79
➤ <u>AFRICA MIDDLE EAST</u>	
• Anatolia	80
• KISSME	81
• Miracle Mum	82

RECYCLING

➤ <u>EUROPE</u>	
• LemonAide	86
➤ <u>ASIA</u>	
• Pemulung Tangerang Pilot	87
➤ <u>AMERICA</u>	
• Cartoneros	88
• Novo Ciclo	89
• Pepenadores	90

SOURCING



STRENGTHENED
MILK
SOURCING

EMPOWERED
DAIRY
FARMERS

Secure and develop milk and fruits sourcing through sustainable agriculture and farmers empowerment with value for local consumers and communities



3 SOURCING MODELS

FARMER'S ORGANISATION

GATHER FARMERS IN ORDER TO PROVIDE THEM WITH A SUSTAINABLE ACCESS TO AGRONOMIC SERVICES AND MARKET

Individual subsistence farmers (less than 5 cows) with low incomes are facing a lack of skills in the milk production. Through the set up of a farmers model organization (milk collecting center, milk collecting parlour, communal barn, transportable milk parlour), they benefit from logistic solutions (tanks, milk collection/transport), technical solutions (cooling of milk, washing technics...) and can obtain some services such as trainings, feeding, vets, reproductions etc.. This organization is created and ruled by a Business Unit with the collaboration of non for profits partnerships who bring their expertise.

Those facilities and services allow them to structure and develop the milk production and then improve the quality and the quantity of the milk. The whole area benefits from the expertise improvement and the employability generated by the farmers organization. Farmers progressively move from subsistence farming to family farming (more than 5 cows) and improve their income and their expertise while securing milk sourcing in their region through sustainable agriculture practices. This program is reinforcing Danone reputation and milk sourcing in the area it is operated.

DEMO FARM & REFERENT FARMER

INCREASE FRAMER'S EXPERTISE AND ENCOURAGE NETWORK

Individual subsistence farmers (less than 5 cows) with low incomes are facing a lack of skills in the milk production. Simultaneously with the implementation of a farmers' organization, they benefit from the creation of a demo farm which provides them practical and technical trainings about agricultural skills and show them an environment which is a kind of model to inspire them and foster their transition from subsistence farming to family farming. This organization is created and ruled by a Business Unit with the collaboration of non for profits partnerships who bring their expertise.

This structure has to achieve financial self-sufficiency thanks to the incomes generated from the milk production and through thin farmers' fees. This farmers' organization contributes to feed a network in which some referent farmers are identified. They have to encourage farmers federation through the implementation of common tools (cooling tanks, tractors...) and the spread of good practices. That creates a virtuous circle and consolidates the farmers' community while increasing the quality and the quantity of milk and then producers' incomes.

TECHNICAL INSTITUTE

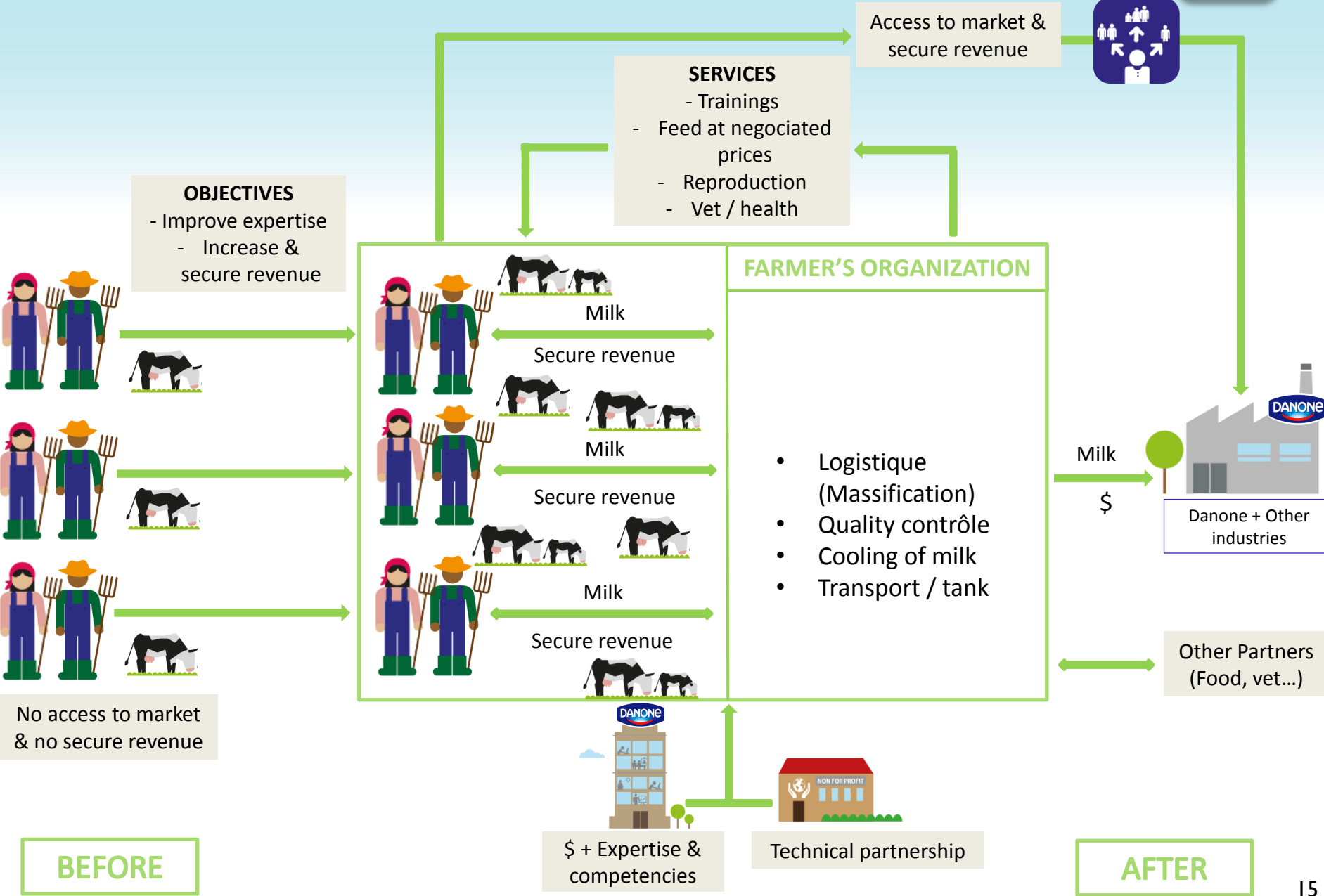
DEVELOP THE FARMERS AND MAKE THEIR ACTIVITY SUSTAINABLE THROUGH TECHNICAL INSTITUTE

Individual or/and family farmers (more than 5 cows) and technicians earn a living from their activity but they need to improve their production model and make it more sustainable (productivity, innovation, network, transmission...). They both suffer from the lack of technical competencies. They can join a technical institute, created from a legal entity such as an association, which provides them 3 initiatives : collective session trainings, technical farming support (audits, diagnostics, advices, development plans) and access to micro-credit. This organization is created and ruled by a Business Unit with the collaboration of non for profits partnerships who bring their expertise.

Those initiatives allow farmers to improve their productivity and their competencies and to increase their milk quality and quantity. To enter the structure they have to pay a fee. This structure fosters the growth and the development of agricultural settlements and guarantees producers' profitability in order to ensure farms sustainability.

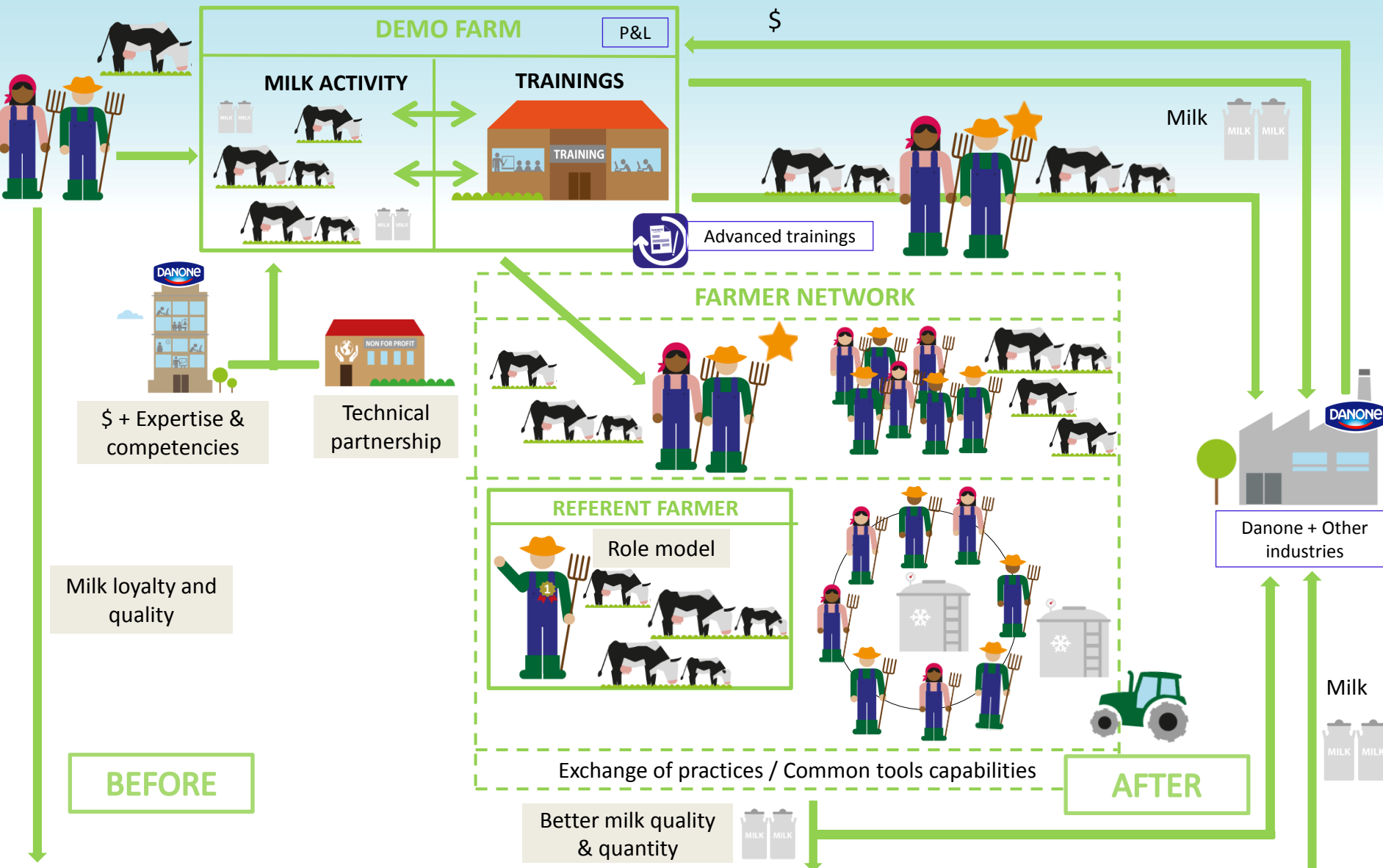


1) FARMERS' ORGANIZATION : gather farmers in order to provide them with a sustainable access to agronomic services and market





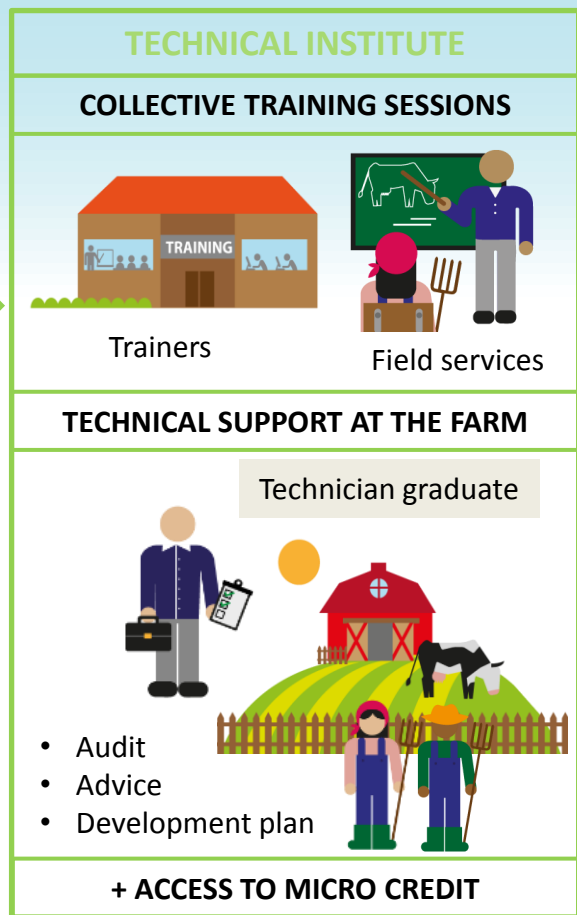
2) DEMO FARM AND REFERENT FARMERS : increase farmers' expertise and encourage network



FARMERS'S ORGANISATION (Milk Collection Communities, Cooperative...)



3) TECHNICAL INSTITUTE : develop the farmers and make their activity sustainable through technical institute



Low quality & quantity of milk

Fees \$

- Farmers growth
- Territory dynamic
- Sustainable activity
- Strengthen revenue

Support

Milk improved quality & quantity

Danone + Other industries

BEFORE

\$ + Expertise & competencies

Technical partnership

AFTER

FARMERS'S ORGANISATION (Milk Collection Communities, Cooperative...)

Chance for All



AMBITIONS

821

People Empowered

Secure sourcing

Business Benefit

To improve working conditions and income for Romanian small-scale dairy farmers, the "Chance for All" project provides training and supports investment in innovative Transportable Milk Parlors (TMP). It also facilitates access to new breeds so small milk producers can increase the size of their herds.

FUNDING: €4,294,802 **ECOSYSTEM: €1,574,000** **CBU: €384,000** **OTHER: €2,336,802**

Context

Social

The fall of the communist regime led to the collapse of the cooperative system in the dairy sector. Rural Romania returned to subsistence farming and traditional small farming practices. 85% of small farmers own less than 3 cows with low milk productivity and poor quality due to lack of expertise and infrastructure. As a result, most of the milk market falls below European standards.

Business

Local milk sourcing is a challenge. Danone wants to promote sustainable farming practices and raise milk quality to EU standards and volumes so it can source its milk supplies from small rural communities.

Solution

With the support of the Danone Ecosystem Fund, Danone Romania and Open Fields Foundation co-created the "Chance for All" capacity-building project among local dairy farmers. Small farmers are gathered into producers' groups and given training. Investment has gone into creating mobile milk parlors (TMP – Transportable Milk Parlor) and facilitating access to new breeds of cattle (with Artificial Insemination) to increase the size, quality and productivity of the herds. This investment has had a direct positive impact on milk quality and volumes.

Outcomes

Social

This project promotes and supports family farming by increasing farmers' revenues. It will also create expertise and jobs in small Romanian communities, turning subsistence farmers into professional farmers.

Business

Danone Romania develops alternative and complementary EU-standard compliant milk sourcing to specialized big farms. This project reinforces Danone's local credibility and helps position the company as a local player in the dairy industry, reinforcing milk production in Romania.

General interest

The project supports family farming businesses and local production by developing a sustainable milk shed and strengthening the milk farmers' community.

Cooperative Demo Farm



AMBITIONS

853

People Empowered

Secure sourcing

Business Benefit

To support the development of family farming in Ukraine the “Ukraine Cooperative Demo Farm” project is building a demonstration farm to provide training for small dairy farmers and promote good practice.

FUNDING: €2,303,300

ECOSYSTEM: €770,000

CBU: €124,000

OTHER: €1,409,300

Context

Social

Smallholders produce more than 80% of Ukrainian milk, but mainly for personal use. The sector is made up of subsistence farmers who lack expertise and training, but their low incomes mean they are unable to develop their businesses.

Business

Danone distributes a large range of products (yoghurts, milk, cream, etc.) in Ukraine and wishes to support the development of milk farming to diversify and secure its sourcing.

Solution

With the support of the Danone Ecosystem Fund, Danone Ukraine and its local partners ICF Community Wellbeing co-created the “Ukraine Cooperative Demo Farm” project to reinforce the existing “Ukraine Milk Communities” project. The new learning center provides training to promote milking best practice. The two schemes aim to transform subsistence farming into sustainable family dairy farming and guarantee farmers an increased income.

Outcomes

Social

The “Ukraine Cooperative Demo Farm” project empowers small farmers through training. Jobs have been created to manage the demo farm.

Business

Danone Ukraine diversifies and secures its long-term milk sourcing, and reinforces its reputation and credibility as a local dairy industry player.



SOURCING



France



Horizon 2015



AMBITIONS

762

People Empowered

Secure sourcing

Business Benefit

The common agricultural policy's quota come to an end in 2015. To help French milk producers strengthen and consolidate their businesses, the "Horizon 2015" project supports them in optimizing costs and also offers programs to encourage best practice among farmers.

FUNDING: €4,627,200

ECOSYSTEM: €1,680,400

CBU: €2,406,900

OTHER: €539,900

Context

Social

The Common Agricultural Policy's quotas end in 2015. Milk producers will be strongly impacted by this change and their business might be threatened.

Business

Danone Produits Frais France aims to provide capacity-building to French milk producers by anticipating major changes and fostering their transformation into entrepreneurs.

Solution

With the support of the Danone Ecosystem Fund, Danone Produits Frais France and its local partner, L'institut de l'Elevage, co-created the "Horizon 2015" project to strengthen farms' cost optimization through the implementation of an audit system. The project also creates a breeding institute, delivering entrepreneurship programs to encourage the sharing and implementation of best practice among farmers.

Outcomes

Social

The project empowers existing milk producers with sustainable practices.

Business

DPFF secures sustainable sourcing (quantity, cost etc) while contributing with other key stakeholders to improving farm conditions.

General interest

This project supports milk-producing businesses in France.



SOURCING

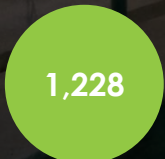


Russia

Milk Business Academy



AMBITIONS



People Empowered



Business Benefit

To support small Russian milk farmers, the “Milk Business Academy Russia” project has set up a learning farm providing on the ground training to increase dairy farmers’ long-term productivity and ensure a high quality milk supply.



FUNDING: €1,999,100

ECOSYSTEM: €991,500

CBU: €937,900

OTHER: €69,700

Context

Social

Russia is facing an overall herd decline. Milk production is falling and farmers lack management and organizational skills.

Business

Russia is a strategic dairy market for Danone. The company needs to ensure the availability of a high volume of milk for its Russian plants as well as maintaining milk quality.

Solution

With the support of the Danone Ecosystem Fund, Danone Russia and its local partners the Milk Business Academy (co-founded with the National Farmers’ Association Souzmoloko) and Dairy experts (Institut de l’Elevage and Agriculture Universities) co-created the “Milk Business Academy” project to increase Russian farmers’ long-term productivity and ensure a high quality milk supply. An educational center operates a 100 cows demo-farm and provides in situ agronomical training. Sustainable practices are promoted in areas such as animal welfare, feed systems, breeding, milk quality and good milking practices.

Outcomes

Social

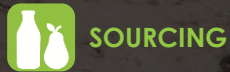
MBA Russia creates jobs in the demo farm and empowers farmers with new skills.

Business

Danone Russia improves the quality and the quantity of its milk and also secures contracts with modernised farms.

General interest

The project supports the development of sustainable agriculture in Russia.



Ukraine

Milk Communities



AMBITIONS



People Empowered



Business Benefit



To support the development of family farming and improve milk quality, the "Ukraine Milk Communities" project ensures the development of milk cooperatives by renovating and upgrading existing ones to turn them into professional family farms and creating an economic network around them to support their sustainable development.

FUNDING: €6,417,400

ECOSYSTEM: €2,325,000

CBU: €600,000

OTHER: €3,492,400

Context

Social

Smallholders produce more than 80% of Ukrainian milk, but mainly for personal use. This sector is made up of subsistence farmers lacking expertise. Incomes from milk are low and milk production is declining.

Business

Danone distributes a large range of products (yoghurts, milk, cream, etc.) in Ukraine and wants to support the development of family dairy farming to diversify and secure its milk supply.

Solution

With the support of the Danone Ecosystem Fund, Danone Ukraine and its local partner ICF Community Wellbeing have co-created the "Ukraine Milk Communities" project to support the development of family dairy farming in Ukraine. The project is building new farms and renovating and equipping existing ones. The new farms are established ensuring the development and the implementation of milk cooperatives. The project will also develop an economic network around the new farming structures to sustain their activities.

Outcomes

Social

The project secures and improves the revenues of small-scale farmers, supports the development of family farming and combats the rural migration from the Ukrainian countryside.

Business

By supporting the development of family dairy farming, Danone Ukraine reinforces its product quality, secures its long term sourcing and enhances its brand image.

General interest

This project contributes to increasing and/or safeguarding the revenue of local communities and contributes to local economic development, thereby combating rural migration.

New farmers Generation



AMBITIONS



40
People Empowered



Secure sourcing

Business Benefit

To empower dairy farmers to face milk market transformation, the « New farmers generation » project supports transmission and trainings on the farm with a specific focus on young people in order to make farming more attractive for future generation.

FUNDING: € 1,540,464

ECOSYSTEM: € 1,360,464

CBU: € 80,000

OTHER: € 100,000

Context

Social

In Poland farmers are not prepared to face milk market changes. They need entrepreneurship skills: knowledge on cost production, P&L, farm management skills. In parallel young people are reluctant to stay on the farm as they see no perspectives for development.

Business

Danone wishes to secure the volume and quality of the milk it sources.

Solution

With the support of the Danone Ecosystem Fund, Danone Poland and Fundacja Trop co-created the “New farmers Generation” project to empower chosen family farms to gain entrepreneurship skills and to share their knowledge and experience among their communities. This project creates a sustainable network and foster a sense of belonging to a community to participants, to engage farmers into sustainable agriculture practices.

Outcomes

Social

Hard skills will be provided by experts moderators from different authorities on the farm (universities, agri school, advisors). Experts will be trained to moderate farmers learning process in line with project principles: collaboration, co-creation, sharing experiences.

Business

By supporting the development of family dairy farming, Danone Poland ensures its product quality, and reinforces its long term sourcing.

General interest

This project contributes to local economic development, thereby combating rural migration.

Reine Mathilde



AMBITIONS

815

People Empowered

Secure sourcing

Business Benefit

To support farmers and promote a shift towards organic milk production, the "Reine Mathilde" project is developing and strengthening the production of organic milk around the Molay factory in France, encouraging best sustainable practice through the creation of a cooperative demonstration farm.



FUNDING: €2,152,400

ECOSYSTEM: €1,000,000

CBU: €744,200

OTHER: €408,200

Context

Social

French politicians have set an ambitious target of 20% organic milk production in 2020, while today only 1% of total milk production is organic.

Business

Danone Produits Frais France wants to support the development of organic farming in the French dairy market.

Solution

With the support of the Danone Ecosystem Fund, Danone France and Stonyfield together with Institut de l'Elevage co-created the "Reine Mathilde" project to develop a secure and sustainable source of organic milk in Basse-Normandie. The project involves creating a cooperative demo farm to promote sustainable practices through training for farmers and trialling of new farming techniques.

Outcomes

Social

The project and associated training will enable farmers to boost their organic production. Such action will increase their income and consolidate their jobs.

Business

By supporting the creation of a new source of organic milk in the region, Danone France & Stonyfield secure their organic milk sourcing.

General interest

The project contributes to the Basse-Normandie region's dynamism and reputation and promotes organic agriculture in France.



SOURCING



Ukraine

Strawberry Communities

DANONE DAIRY



AMBITIONS

1, 315

People Empowered

Secure sourcing

Business Benefit

To create alternative regional sustainable sourcing of strawberries in Ukraine, the “Ukraine Strawberry Communities” project is creating a cooperative based on collective strawberry production, investing in cooling equipment and training farmers to sell their crop through the cooperative.

FUNDING: €2,010, 300

ECOSYSTEM: €1,370,300

CBU: €76,200

OTHER: €563,800

Context

Social

Ukraine is facing significant rural migration to the big cities, leaving a lot of fertile land unused. Farmers have some experience of strawberry growing but lack equipment and agronomical expertise to scale up production.

Business

Strawberries are the main fruit used in Danone products. Dantrade wishes to diversify the origin of strawberries sourced for Danone by developing local production.

Solution

With the support of the Danone Ecosystem Fund, DanTrade and its local partner ICF Community Wellbeing co-created the “Ukraine Strawberry Communities” project to support the development of a new sustainable sourcing of strawberries. A cooperative organization was established, which rents available farmlands and invests in equipment. The cooperative employs and trains farmers in the sustainable production of strawberries.

Outcomes

Social

This project creates new jobs and revenues for farmers and trains them in new skills.

Business

DanTrade is securing its local strawberry supply and can guarantee that its dairy products sold in the Ukraine are made with 100% Ukrainian strawberries.

General interest

This project contributes to combating rural migration through job creation and supporting local economic development.

Vulcan Ecosupply Wexford



AMBITIONS



People Empowered



Business Benefit

To support income diversification among family farmers in South East Ireland, the “Vulcan Ecosupply Wexford” project encourages local production of biomass through setting up groups of biomass producers to supply the Nutricia ELN boiler at the Wexford plant.

FUNDING: €1,647,300

ECOSYSTEM: €549,400

CBU: €100,000

OTHER: €997,900

Context

Social

Some family farmers in South East Ireland are facing insufficient income levels as well as being dependent on one source of revenue. They could generate income from forestry and biomass production, but lack access to investment and do not have the expertise to develop this alternative source of income.

Business

Nutricia Ireland has invested in a biomass boiler to optimize energy use and reduce CO2 emissions at its plant. It now needs local, competitive biomass suppliers.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Ireland and Kilkenny Leader Partnership is promoting local biomass production through the creation of 5 biomass producer groups. A local network is also being set up to facilitate access to expertise, encourage sharing of best practice, and foster cooperation through shared investment to reach critical mass.

Outcomes

Social

The project creates full time jobs within the producers groups, empowers farmers and increases their revenues.

Business

Nutricia secures part of its biomass supply, reduces energy expenses and enhances its reputation locally as a socially and environmentally responsible company.

General interest

This alternative source of energy is reducing CO2 emissions to combat climate change.



WINGS



AMBITIONS

387

People Empowered

Secure sourcing

Business Benefit

To support the sustainability of dairy farms in Belgium, the “Wings” project creates an innovative resource-efficient manure management model in a context of competitive and environmental pressure.

FUNDING: €829,000

ECOSYSTEM: €469,000

CBU: €201,000

OTHER: €158,000

Context

Social

Strong regulations concerning protection of water quality and biodiversity have been taken by the European Union. In the meantime, due to concentration of farms, the farmers cannot valorize all the manure on their lands and need to export it at high costs.

Business

Danone Belgium wishes to secure its milk sourcing, maintaining farmers' licence to operate and promote a more sustainable agriculture.

Solution

With the support of the Danone Ecosystem Fund, Danone Belgium and its local partner, VCM, co-created the “Wings” project to promote sustainable dairy farms in Belgium. The project will work on the optimization of manure management for ammonia emission: advice and support farmers to select best optimum solutions and for Manure surplus valorization through both collective and individual models. It will also identify financing solution for farmers and facilitate the implementation of the models and roll out , foster knowledge transfer, build partnerships, financing solutions for farmers and stimulate dairy farming's chain transformation through the partners.

Outcomes

Social

This project secures licence to operate and removes growth constraints for farmers. It also enhances farmers' reputation.

Business

Danone Belgium is securing the sustainable milk supply for factory increasing needs, in the wake of the Danone 2020 sustainable agriculture plan. It will be also a pilot project to be driven in other European CBU's.

General interest

The project reduces the impact of agriculture on the environment, improves the understanding of manure management issues and therefore helps farmers to improve their manure management.



SOURCING

Indonesia



Dairy Development in Ciater Project



AMBITIONS

435

People Empowered

Secure sourcing

Business Benefit

To build capacity among small dairy farmers in Indonesia, the "Dairy Development in Ciater" project is setting up a self-sufficient "demonstration farm" network that provides technical training to farmers. It also aims to help smallholder producers improve milk quality and increase volumes by promoting simple, yet efficient, design changes to their in-house dairy farms.

FUNDING: €975,200

ECOSYSTEM: €931,000

CBU: €44,200

OTHER: €0

Context

Social

Consumption of dairy products is increasing in Indonesia but local production only supplies 25% of the country's milk needs. Local farmers lack sufficient technical knowledge to run their dairy farms efficiently.

Business

Danone Dairy Indonesia sources its milk from KPSBU, a dairy cooperative in Western Java which buys mainly from smallholding farmers. Danone wishes to secure the volume and quality of this milk by working with members of the cooperative in the Ciater region and supporting them in improving productivity and quality.

Solution

With the support of the Danone Ecosystem Fund, Danone Dairy Indonesia and its local partner Yayasan Sahabat Cipta co-created the "Dairy Development in Ciater" project to capacity-build among farmers in Indonesia. The project supports the construction of demo-farms all across the Ciater region. These demo farms then provide practical dairy farming training to all farmers in their area. Besides forming a network of skilled farmers, the project also supports smallholding farmers in Ciater with upgrading their in-house dairy farms with proper feeding (food and water) systems which directly impact the quality and quantity of milk.

Outcomes

Social

The project creates jobs in the demo farms and increases farmers' incomes and expertise. Milk yield per cow per day has increased significantly.

Business

Danone Dairy Indonesia strengthens links with farmers, local communities and cooperatives and secures its milk sourcing.

General interest

This project contributes to developing the dairy industry in Indonesia and promoting sustainable farming practices.



SOURCING

Indonesia

Merapi

DANONE DAIRY

SARI HUSADA
NUTRISI UNTUK BANGSA

LPTP



AMBITIONS

1,087

People Empowered

Secure sourcing

Business Benefit

To support milk producers and other farmers in the aftermath of Mount Merapi's eruption in Indonesia, the "Merapi" project creates a new communal model of dairy farming and also establishes a bottom-up approach to identify and support alternative livelihoods in rural Indonesia.

FUNDING: €2,398,700

ECOSYSTEM: €1,514,900

CBU: €613,900

OTHER: €269,900

Context

Social

Mount Merapi's eruption in 2010 had a devastating impact, with 2,000 cows dying and 2,526 farmers displaced and losing their livelihoods. Farmers no longer had animals or land to restart their dairy farming activities.

Business

Sari Husada lost 12 tons of milk per day (30% of supply) after the eruption and wanted to work with farmers in the region to return production to the earlier volumes and quality. Sari Husada had a reputation as a credible and responsible company and was asked by the Sultan of the region to support local farmers in rebuilding their dairy activities.

Solution

With the support of the Danone Ecosystem Fund, Danone Dairy Indonesia (Sari Husada) and its local partner Lembaga Pengembangan Teknologi Pedesaan co-created the "Merapi" project to support relocated farmers after the Mount Merapi eruption. The beneficiaries of the project are dairy and agricultural farmers organized into self help groups. The project aims to develop a new sustainable and integrated agricultural business model. It created pilot businesses in Farmer Groups and has set up a communal barn, which provides infrastructure and facilities for dairy farmers to house their cows and process their milk.

Outcomes

Social

The project helps farmers to restart their dairy activities and also to identify new sources of revenue.

Business

Danone Dairy Indonesia is rebuilding its milk sourcing in the region while improving milk quality, and the project has had a positive impact on Sari Husada's credibility and reputation.

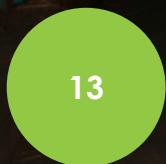
General interest

The project will support the rehabilitation of the area affected by Mount Merapi's eruption and also aims to introduce an alternative communal barn model for dairy farmers in Indonesia.

Minero Pilot Farm Project



AMBITIONS



People Empowered



Business Benefit

To support farmers in the Fukushima region after the 2001 tsunami and maintain levels of milk production in Japan, the “Minero Pilot Farm” project is creating a model farm and a training farm operating under a cooperative model.



FUNDING: €2,156,200

ECOSYSTEM: €1,706,200

CBU: €300,000

OTHER: €150,000

Context

Social

Japan is facing a fall in raw milk production due to an increase in abandoned farms and recurrent drought. The farming population is also ageing and farming is unattractive to younger people because it requires high investments, it takes a long time to build up a profitable farm, and farming offers a poor work/life balance.

Business

While demand for milk is growing in Japan, Danone Dairy Japan wishes to secure its milk supply in the long term by contributing to the revitalization of Fukushima's dairy industry after the disaster.

Solution

With the support of the Danone Ecosystem Fund, Danone Japan and its local partners FAR-Net set up the “Minero Pilot Farm” project. The aim of the project is to develop a cooperative model farm to demonstrate the profitability of a mid-sized farm in Japan and also to prove that co-operative farms can go a long way towards securing a balanced life for farmers. Training is provided to support farmers' professional skills and promote sustainable farming practices, improving milk quantity and quality.

Outcomes

Social

The project is developing a sustainable cooperative farm and creating job opportunities for displaced Fukushima dairy farmers. It also fosters a better quality of life for them (stable income and more holidays).

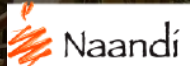
Business

Danone Japan secures its milk supply and builds goodwill-based relationships with farmers and key stakeholders in Japan's milk industry.

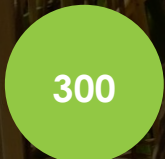
General interest

The project supports the region of Fukushima in the aftermath of the 2011 earthquake and tsunami by providing a model for sustainable, eco-friendly, energy saving farming practices.

Punjab 2020



AMBITIONS



People Empowered



Business Benefit

To promote dairy farming, sustainable agriculture and healthy maternal and child nutrition in the rural communities of Punjab, the “Punjab 2020” project supports dairy farmers and secures the quality and volume of milk supplies.

FUNDING: €568,600

ECOSYSTEM: €498,300

CBU: €70,300

OTHER: €0

Context

Social

Nutricia sources its entire milk supply in Punjab, the most prosperous state of India. However, Punjab built its wealth through massively developing unsustainable agriculture across the state over the past decades.

Business

Despite the state's prosperity, the nutritional status of women and children in Punjab is still worrying. Nutricia and Naandi aim to secure their milk production and improve milk quality and volumes by using their expertise in nutrition and community mobilization.

Solution

With the support of the Danone Ecosystem Fund, Danone Nutricia and its local partner Naandi have co-created the “Punjab 2020” project to support Punjab farmers in improving their milk production. This will help ensure a sustainable and increasing supply of good quality milk to Nutricia, while also encouraging farmers to adopt sustainable agriculture practices.

Outcomes

Social

The project enables dairy farmers to benefit from new services in dairy farming and some can expand their dairy farms. The project also supports the development of sustainable dairy practices.

Business

Danone Nutricia aims to ensure a sustainable and increasing supply of good quality milk and strengthen Danone Nutricia's image among local stakeholders as a responsible organization.

General interest

The project promotes healthy nutrition in the rural communities of Punjab.



SOURCING

China



Sustainable Farming

DANONE DAIRY



AMBITIONS

1,800

People Empowered

Secure sourcing

Business Benefit

To secure the small dairy farmers in northern China, the "Sustainable Farming" project developed a 'cow hotel' model of dairy farming. It also aims to create an ecosystem of sustainable livelihoods which secures and increases the income of small farmers while protecting the environment.

FUNDING: €1,614,100

ECOSYSTEM: €100,300

CBU: €184,700

OTHER: €429,100

Context

Social

China is facing a national concern about milk quality and is suffering a supply shortage, with smallholders no longer able to sell raw milk to factories directly due to quality and safety issues. Overgrazing and grassland desertification in northern China are leading to environmental degradation and poverty. Farmers need to diversify their income and protect their environment.

Business

Danone Baby Nutrition China and Danone Dairy are increasing their production capacity but face raw milk supply shortages at a time when new government regulations for baby food companies require local milk sourcing. They therefore wish to develop a model that supports small dairy farmers and secures their local milk sourcing.

Solution

With support of the Danone Ecosystem Fund, Danone Baby Nutrition China, Danone Dairy China and its local partner, Heifer, co-created the "Sustainable Farming China" project to support small dairy farmers in maintaining their income. A 'cow hotel' model was created and an ecosystem of sustainable livelihoods was developed, allowing the farmers to diversify their revenue streams and increase income through sustainable agriculture and beef farming. Access to markets and micro-credit is also supported.

Outcomes

Social

The project secures and increases farmers' incomes through diversifying farming to include beef production and agriculture.

Business

Danone BNC secures its milk sourcing and develops privileged relationships with farmers, diversifying the supply and increasing the general quality of milk.

General interest

The project improves general farming practices and mitigates the risk of desertification in the North of China by regulating wild grazing.



SOURCING

Costa Rica

CAPE



AMBITIONS

325

People Empowered

Secure sourcing

Business Benefit

To support the growth of organic banana production and improve conditions for workers, the "CAPE" project built a new aseptic banana puree plant and also provides management training and easier access to credit for farmers.

FUNDING: €761,500

ECOSYSTEM: €609,600

CBU: €74,100

OTHER: €77,800

Context

Social

Costa Rica has a large, intensive banana farming industry. Workers operate under very difficult conditions with high exposure to pesticides and consequently suffer serious health problems. There are very few organic producers.

Business

Stonyfield's aim is to support the growth of organic banana production.

Solution

With the support of the Danone Ecosystem Fund, Stonyfield and the Sustainable Food Lab co-created the "CAPE" project to improve working conditions for farm workers and support the development of organic banana production in Costa Rica. A factory producing aseptic banana puree for export to the United States was built. Farmers receive training in management and also have easier access to credit, enabling them to take over ownership of the plant.

Outcomes

Social

This project empowers workers to improve their working and living conditions and helps them to sell their banana products for a better price.

Business

Stonyfield is acting as a socially responsible company to secure its banana sourcing and improve its reputation.

General interest

This project improves the working and living conditions of farm workers in the Talamanca region of Costa Rica.

Mandacarù



AMBITIONS

115

People Empowered

Secure sourcing

Business Benefit

To help Brazilian families safeguard their livelihoods in the northern region, the “Mandacarù” project aims to professionalize agriculture by providing common capabilities and best practice training in dairy farming to empower Brazilian farming families.

FUNDING: €4,220,000

ECOSYSTEM: €740,000

CBU: €1,200,000

OTHER: €2,280,000

Context

Social

In 2004 many families in Ceará State, North East Brazil, were relocated to make way for the construction of a dam. They are faced with unemployment and the Government is investing in new infrastructure to help these families get work in milk production.

Business

Danone Brazil is expanding and needs to secure a milk supply in the North East of the country for its plant.

Solution

With the support of the Danone Ecosystem Fund, Danone Brazil and its local partners, Technoserve, co-created the “Mandacarù” project to help Brazilian families establish milk production businesses. The project invests in common milk parlors and provides training in basic farming techniques and sustainable dairy farming practices. It also fosters a sense of community and belonging by involving local young people and women in the project, giving them a stake in the future of the relocated community.

Outcomes

Social

The project creates better production conditions and facilitate access to the milk market. The families will also be able to increase their income thanks to the support and training provided.

Business

Danone Brazil secures the milk supply for one of its plants.

General interest

The project will provide a model for economic development in settlements like this in Brazil and support rural development in the region.



SOURCING



Mexico

Margarita



AMBITIONS

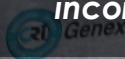


People Empowered



Business Benefit

To improve milk production in Mexico, the “Margarita” project is creating a small farmers’ network and consolidating a sustainable business model that incorporates cooperative value and helps farmers develop their operations.



FUNDING: €9,728,400

ECOSYSTEM: €2,781,000

CBU: €1,341,000

OTHER: €5,606,400

Context

Social

Mexico is suffering from a 35 % milk deficit while many small producers live in precarious conditions and are exploited by intermediaries, which distorts prices.

Business

Over the past years, the Mexico Dairy Business Unit has grown significantly. Danone wants to incorporate new sourcing models into its strategic plan to secure milk supply in this high growth market.

Solution

With the support of the Danone Ecosystem Fund, Danone Mexico and its local partner Technoserve joined forces with the Government of Mexico co-created the “Margarita” project aimed at improving milk production in Mexico. The project trains farmers at Mexico’s top University UNAM, creating a small network of farmers and consolidating an organizational model with cooperative values. By also providing access to credit, the project supports farmers in developing and growing their businesses.

Outcomes

Social

This project empowers small producers to sustainably improve their incomes and quality of life.

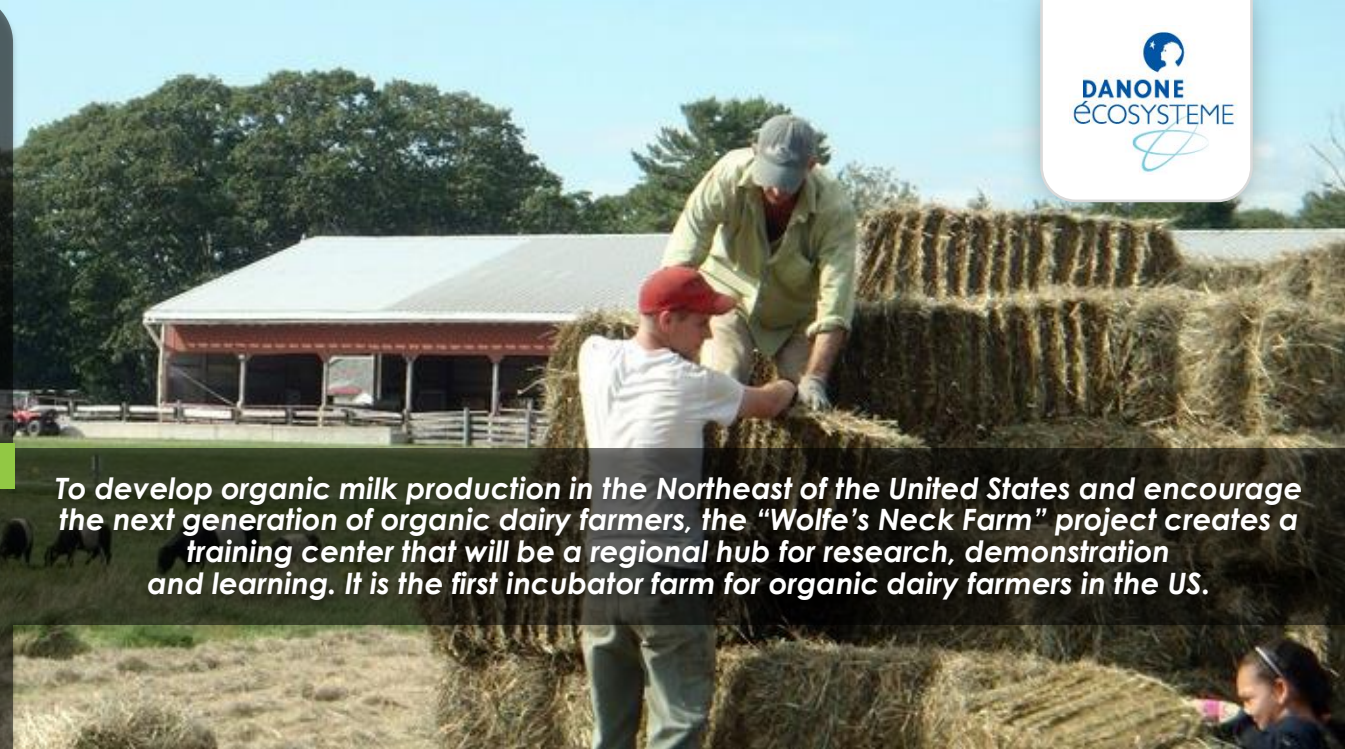
Business

Danone Mexico wants to support the development of milk production to secure and diversify its milk sourcing.

General interest

This project promotes rural development.

Wolfe's Neck



AMBITIONS



People Empowered



Business Benefit

To develop organic milk production in the Northeast of the United States and encourage the next generation of organic dairy farmers, the "Wolfe's Neck Farm" project creates a training center that will be a regional hub for research, demonstration and learning. It is the first incubator farm for organic dairy farmers in the US.

FUNDING: €1,587,900

ECOSYSTEM: €1,143,000

CBU: €111,100

OTHER: €333,800

Context

Social

Conventional milk production is declining in the Northeast while there are few organic farms. 1/3 of organic dairy farms in this region are not profitable and the future of this sector is uncertain.

Business

Danone wants to develop its organic products in a very competitive environment. Therefore it is looking to secure its organic sourcing.

Solution

With the support of the Danone Ecosystem Fund, Stonyfield and its local partner Wolfe Neck Farm have co-created the "Wolfe's Neck" project to increase the amount of organic milk produced in the Northeast of the United States. The project encourages young farmers to convert to organic farming. A training center will be created to become the regional hub for research, demonstration and training in sustainable organic dairy farming and pasture management. This training center is the first incubator farm for new organic dairy farmers in the US.

Outcomes

Social

The project empowers organic dairy farmers to improve their economic and environmental sustainability. It will also create jobs and improve the rural economy of the state of Maine.

Business

Stonyfield is securing its organic sourcing and reinforcing its brand reputation.

General interest

This project aims at ensuring long-term sustainability of organic milk production in the state of Maine.



SOURCING

Morocco

H'lib Bladi



AMBITIONS

1,649

People Empowered

Secure sourcing

Business Benefit

To build a sustainable milk production model in Morocco, the "H'lib Bladi" project improves the revenues of small farmers and Milk Collection Centers while securing the volume and quality of the milk supply.

FUNDING: €1,473,000

ECOSYSTEM: €996,000

CBU: €268,700

OTHER: €209,300

Context

Social

80% of Morocco's rural population depends on agriculture, i.e. 14 million people, including 400,000 people in the dairy supply chain. However, milk production and supply are uncertain.

Business

La Centrale Laitière in Morocco needs to secure its milk supply. Higher volumes are required and the company wants to improve quality through a sustainable supply chain.

Solution

With the support of Danone Ecosystem Fund, La Centrale Laitière and GIZ International co-created the "H'lib Bladi" project to improve both volumes and quality of milk production by increasing dairy farmers' incomes and professional expertise. The project aims to demonstrate sustainable milk production and set new standards at national level, encouraging other stakeholders to roll these practices out nationwide. It supports a long-term vision for durable supply security and multigenerational positive social impacts. To that end, it adds structure to the currently atomized supply chain by establishing durable and inclusive dairy hubs.

Outcomes

Social

The project creates jobs and empowers farmers. It also fosters sustainable agriculture practices.

Business

La Centrale Laitière secures the volume and quality of its milk supply while also safeguarding the company's milk sourcing within Morocco and reinforcing its reputation.

General interest

The project supports environmentally responsible farming practices.



H'Lib Dzair



To contribute to the sustainability of the small traditional dairy farming model in Algeria, the "H'Lib Dzair" project provides farmers with technical expertise as well as individual audits and advice, enabling them to become more competitive. Milk collectors are also supported to improve milk quality.

AMBITIONS



People Empowered



Business Benefit

FUNDING: €865,000

ECOSYSTEM: €555,000

CBU: €198,000

OTHER: €112,000

Context

Social

Algeria is facing a high rate of unemployment in rural areas. Small farmers have low technical and management expertise and their outdated equipment makes them vulnerable in a competitive market.

Business

Algeria as a whole and Danone Algeria in particular are dependent on milk importation because of the very low productivity and poor milk quality of Algerian farms. Danone Algeria wishes to support small traditional dairy farming.

Solution

With the support of the Danone Ecosystem Fund, Danone Algeria and GIZ International co-created the "H'Lib Dzair" project to support the small sustainable dairy farm model in Algeria. The project provides technical expertise as well as individual audits and advice to farmers to make them more competitive. Appropriate equipment that fulfils cold chain requirements, such as cooling tanks, are also provided to milk collectors to improve milk quality and reduce losses.

Outcomes

Social

The project supports milk smallholders in becoming more competitive and increasing their revenue.

Business

Danone Algeria is securing the volume and quality of its milk sourcing. Danone's credibility is enhanced as a pathfinder supporting the development of a new sustainable dairy model in Algeria.

General interest

The project supports rural development in Algeria.

KOSAM



AMBITIONS

1,200

People Empowered

Secure sourcing

Business Benefit

To increase the local production of sustainable milk and profitably for all, the "Kosam" project helps to provide to farmers a market access and increase their income by developing and disseminating sustainable and resilient farming models.

FUNDING: €823,000

ECOSYSTEM: €477,000

CBU: €91,000

OTHER: €256,000

Context

Social

In Senegal, agricultural market is made up with smallholders with low volumes of production. Thus, people in Senegal mostly consume milk imported powder.

Business

La Laiterie du Berger wants to increase the volumes of milk available from local farming communities by supporting small-scale farming in Senegal.

Solution

With the support of the Danone Ecosystem Fund, La Laiterie du Berger and its local partner, the SOS Sahel, co-created the Kosam project to provide market access to farmers, and strengthen their production by developing and disseminating sustainable and resilient farming models and services. The project will train farmers in an incubator farm and assist them to implement their farms. Circular economy will be promoted through usage of local cane sugar by product for animal feed.

Outcomes

Social

This project empowers small farmers by improving their revenue and expertise. It also creates jobs.

Business

La Laiterie du Berger is reinforcing its milk supply and is improving local milk competitiveness

General interest

The project supports sustainable agriculture and local development.



SOURCING

Egypt

Milk Collection Communities



AMBITIONS

5,120

People Empowered

Secure sourcing

Business Benefit

To help small-scale farmers in Egyptian local communities develop their businesses, the “Milk Collection Communities Egypt” project has set up collection centers offering logistical support and agricultural services. Training is also provided on key aspects of dairy farming, so farmers are empowered to earn a sustainable income from their cows.

FUNDING: €1,419,400

ECOSYSTEM: €1,168,500

CBU: €158,000

OTHER: €92,900

Context

Social

In Egypt, very small farmers produce 80% of the milk but they are in a very weak position and unable to defend their interests. Milk prices are low and the lack of price transparency in the country is encouraging fraud and causing mistrust.

Business

Danone Egypt wishes to diversify its milk sourcing and wants to increase the volumes available in future from local farming communities by supporting small-scale farming in Egypt. Milk quality improvement is also a challenge for Danone, as it needs to meet its quality criteria to ensure consumers get the best products.

Solution

With the support of the Danone Ecosystem Fund, Danone Egypt and its local partner CARE Egypt co-created the “MCC Egypt” project, setting up new collection centers and renovating existing ones to meet new quality standards. To implement the project, a team was trained to provide quality monitoring and to manage the centers' logistics as well as the associated services (such as feed, veterinary services, etc). Small farmers also have the opportunity to be trained in hygiene, milking, veterinary services, governance and organization.

Outcomes

Social

This project empowers small farmers by improving their revenue and expertise. It also creates jobs in the milk collection centers.

Business

Danone Egypt intends to secure the quantity and the quality of its milk sourcing and to strengthen its relationships with local producers.

General interest

The project supports the development of dairy farming in Egypt.



SOURCING



Milky Way



AMBITIONS



People Empowered



Business Benefit



To develop better farming practices around collection centers and drive regional rural development in Tunisia, the “Milky Way” project supports farmers with management and technical training as well as providing technical support. It also gives access to microcredit for farmers who want to expand their operations.

FUNDING: €3,377,900

ECOSYSTEM: €879,600

CBU: €224,000

OTHER: €2,274,300

Context

Social

The Tunisian agricultural market is made up of 80% smallholders (less than 20 cows). They have no access to credit and lack the technical and management skills needed to increase their agricultural operations to medium-scale farming.

Business

Délice-Danone wishes to reinforce its milk supply chain and improve milk quality.

Solution

With the support of the Danone Ecosystem Fund, Délice-Danone, ADIE International and l’Institut de l’Elevage have joined forces to co-create the “Milky Way” project aimed at professionalizing farmers through technical and management training. Farmers get support from young professionals trained by the project and gain access to microcredit to help them expand their operations. As well as developing better farming practices around collection centers, these initiatives foster regional rural development in Tunisia.

Outcomes

Social

The project will increase farmers’ revenues and create or consolidate jobs for technicians, as well as jobs in collection centers.

Business

Délice-Danone secures its milk sourcing in Tunisia.

General interest

The project supports rural development and promotes a new farming model in Tunisia.

Sustainable Model Family Farming



AMBITIONS

632
People Empowered

Secure sourcing
Business Benefit

To support small dairy farmers' communities in Turkey, the "Sustainable Model Family Farming Turkey" project creates new common milk parlors and reinforces the existing ones. It also promotes sustainable practices through training and initiatives.

FUNDING: €1,019,000

ECOSYSTEM: €815,000

CBU: €147,000

OTHER: €57,000

Context

Social

Agriculture is declining in Turkey. The dairy sector suffers from a bad reputation and farmers earn very low incomes.

Business

Danone Turkey wishes to secure its milk sourcing and improve milk quality and volumes in order to increase its sales.

Solution

With the support of the Danone Ecosystem Fund, Danone Turkey and its local partner, the Yada Foundation, co-created the "Sustainable Model Family Farming Turkey" project to promote a sustainable and replicable model for individual farmers grouped in empowered organizations. To achieve this, and to support producers in developing their activity, the project invests in central milking parlors (CMP) and provides training on sustainable farming practices and management.

Outcomes

Social

This project promotes family farming by increasing farmers' incomes. The training offered will also professionalize the sector and improve the image of dairy farmers.

Business

Danone Turkey is securing its milk supply in Turkey. This project strengthened its ties with local farmers and contributes to the development of Danone's reputation.

General interest

The project supports sustainable agriculture and local development (milk shed) and aims to encourage a new generation to take up dairy farming.

TERRITORY



COMPANY
REPUTATION

STRONGER
TERRITORY

Contribute to initiatives that bring economic, social and environmental value to territories where Danone operations have direct or indirect impact



WATERSHED

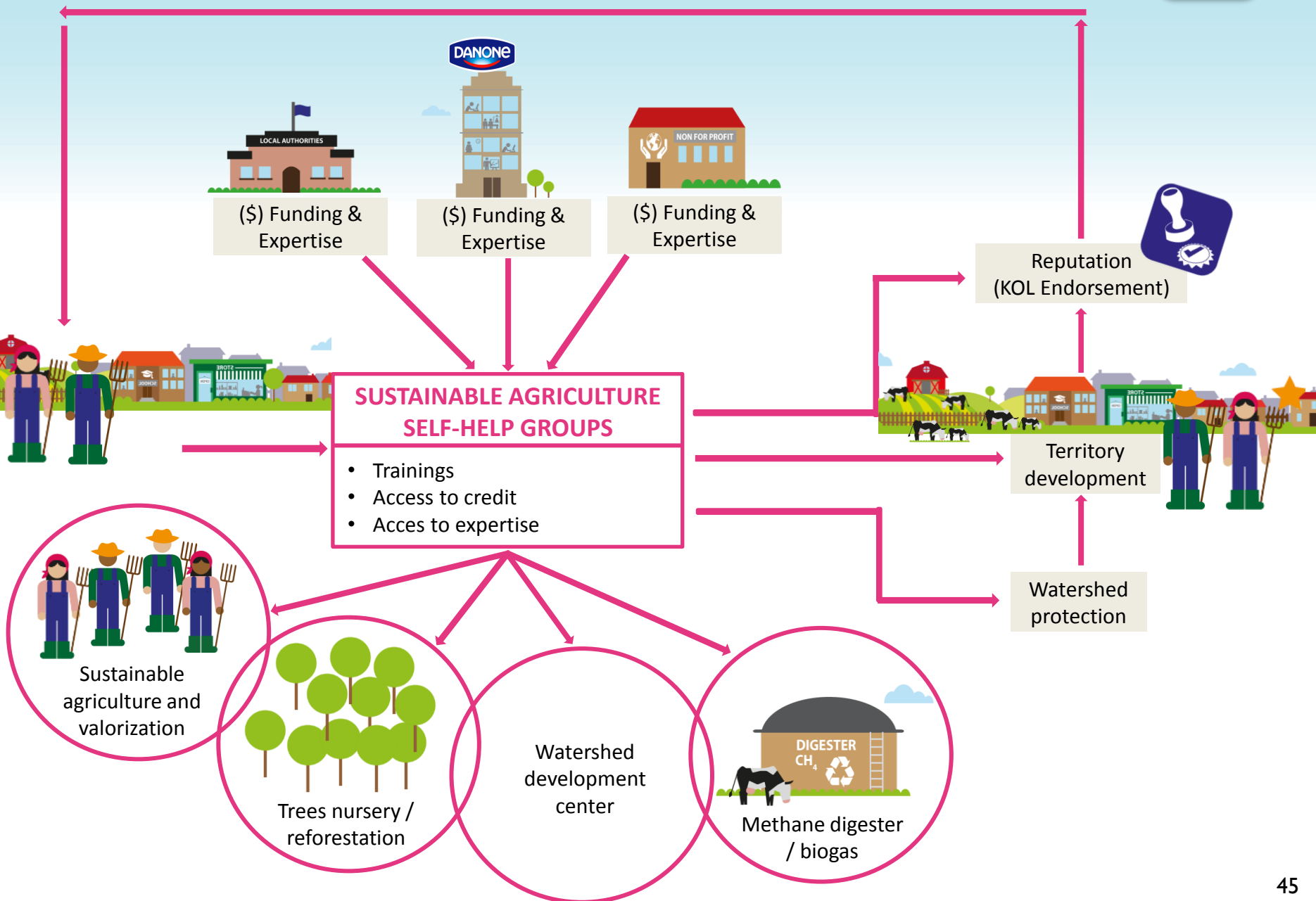
PROMOTE SUSTAINABLE AGRICULTURE FOR THE TERRITORY DEVELOPMENT AND THE WATERSHED PROTECTION

Farmers gathered around a watershed enter a comprehensive program for the development and the watershed protection through sustainable agriculture. This organization is created and ruled by a Business Unit with the collaboration of not for profit partnerships who bring their expertise. It promotes sustainable agriculture and therefore protects water quality and use. Farmers interests are either protected through costs optimization or/and income increase and the first transformation (valorization) of their products. The goal is to empower them, develop their competencies and encourage them to gather in self-help groups. This organization fosters a decrease of their costs of return, valorize their products, give them access to expertise, microcredit and trainings. This type of program is reinforcing Danone licence to operate as well as mineral water protection.

Some projects support the creation of capabilities (i.e. school for micro-entrepreneurs) that generates jobs opportunities on the territory including the watershed. It is a way to contribute to the economic development in the area where Danone operates.



WATERSHED : promote sustainable agriculture that contributes to watershed development and territory development





TERRITORY



France



Pousses d'Avenir



AMBITIONS

102

People Empowered

Protect Watershed

Business Benefit

To promote sustainable agriculture and help long-term unemployed people back into jobs in the Chablais region of France, the "Pousses d'Avenir" project create a center offers professional training programs in organic vegetable production and distribution.

FUNDING: €617,000

ECOSYSTEM: €250,000

CBU: €130,000

OTHER: €237,000

Context

Social

The Chablais region in France faces social inclusion problems as some parts of the region are very remote. The problem is exacerbated because unemployed people also have trouble accessing the services that could help them.

Business

Evian's watershed is located in Chablais and the Evian (SAEME) plant has a history of commitment to various economic and social development initiatives in the region.

Solution

With the support of the Danone Ecosystem Fund, Evian (SAEME), Le Réseau Cognac and local authorities co-created the "Pousse d'Avenir" project comprising an organic vegetable garden and training center offering 12 to 18-month rehabilitation contracts for long-term unemployed people.

Outcomes

Social

The project offers work training to people facing social and professional difficulties such as unemployment, drug addiction, or depression, to support them in re-entering the labour market.

Business

Evian (SAEME) is strengthening its relationships with local authorities and enhancing its general reputation while also reinforcing the commitment of its employees.

General interest

This project contributes to combating unemployment in the Chablais region and promotes organic agriculture.



TERRITORY



France



Terragr'Eau Methanisation



AMBITIONS

87

People Empowered

Protect watershed

Business Benefit

To protect the Evian watershed in the long term, the "Terragr'Eau Methanisation" project is building, in France, a biodigester and creating a farmers' cooperative to support sustainable family farming of AOC products.

FUNDING: €11,639,300

ECOSYSTEM: €1,500,000

CBU: €3,293,600

OTHER: €6,845,700

Context

Social

The development of industrial agriculture increases the risks of nitrate pollution. Adapting farming practices to respond to these risks requires major investment, which threatens the livelihoods of family farmers who can't afford such investments.

Business

Mineral water has to meet very strict quality standards for purity, composition, stability and nitrate levels. 60 % of surface land over the Evian spring's watershed is used for agriculture. Evian has a long-standing history of involvement in the region's development and wants to support farmers and local authorities in managing the challenge of nitrate pollution risk reduction.

Solution

With the support of the Danone Ecosystem Fund, Evian (SAEME), the Communauté de Communes du Pays d'Evian and SICA Terragr'Eau Methanisation company co-created the "Terragr'eau Methanisation" project. The project is building a biodigester to turn cattle manure into biogas for Evian city and compost for fertilizing local land. A dedicated cooperative of farmers will manage the compost spreading operation, which will reduce fertilizer costs and support sustainable agricultural development.

Outcomes

Social

This project fosters the sustainability of local family farming. By monitoring the quality of drinking water, it also avoids the use of water purification treatments for rural communities and promotes local development.

Business

Evian builds awareness of the importance of nitrate management and water quality and promote rural livelihoods in the Evian watershed.

General Interest

The project promotes sustainable farming practices in the region and contributes to reducing nitrates in agriculture, protecting the long-term quality of water.



TERRITORY



France



Volvic Micro-Entrepreneurship Center



AMBITIONS



People Empowered



Business Benefit

To support job creation in the Auvergne region of France, the "Volvic Micro-Entrepreneurship Center" project created the first micro-entrepreneurship center that provides training and helps in the creation of a microbusiness.

FUNDING: €843,000

ECOSYSTEM: €449,800

CBU: €1 60,000

OTHER: €233,200

Context

Social

The Auvergne region in France has a high proportion of unqualified young workers and is one of the least developed French regions in terms of job opportunities.

Business

Danone's aim is to stimulate the economy around the Volvic Plant.

Solution

With the support of the Danone Ecosystem Fund, Volvic Plant and its local partner l'Association pour le Droit à l'Initiative Économique (ADIE) co-created the "Volvic Micro-Entrepreneurship Center" project to support job creation in Auvergne, France. The project is the first micro-business incubator providing appropriate training and skills (e.g. accounting, customer relations management) to help micro-entrepreneurs refine their projects and create their own micro-business. ADIE can provide micro-credit to new entrepreneurs who are just starting out with their business.

Outcomes

Social

This project stimulates business creation in the Volvic region and creates additional employment opportunities.

Business

Volvic Plant is strengthening its relationships with local actors while bolstering its licence to operate.

General interest

This project contributes to the development of rural areas by making them less isolated economically.



TERRITORY

Indonesia



Klaten



AMBITIONS

1,845

People Empowered

Protect Watershed

Business Benefit

To protect the Klaten's watershed in Indonesia, the "Klaten" project empowers farmers around the Aqua factory by promoting sustainable agriculture – especially water and soil management – and helping them sell their produce through specific distribution networks.

FUNDING: €1,662,700

ECOSYSTEM: €1,563,100

CBU: €0

OTHER: €999,700

Context

Social

Rural livelihoods in the Pusur River watershed in Indonesia are endangered by poor water and environmental management and because young people' are rejecting farming life. Farming practices are becoming more and more unsustainable, making the rural ecosystem extremely fragile.

Business

Mineral water has to meet very strict quality standards for purity, composition, stability and nitrate levels. Protecting this watershed is critical to maintaining the volume and quality of water.

Solution

With the support of the Danone Ecosystem Fund, Danone Indonesia (Aqua) and its local partner LPTP co-created the "Klaten" project to empower farmers around the Aqua factory through the promotion of sustainable agriculture, especially water and soil management, and also through helping them sell their produce via specific distribution networks. The project also aims to improve the villagers' economic conditions with farming programs, animal husbandry programs and the establishment of home industries. These initiatives will allow them to upgrade infrastructure by rehabilitating irrigation systems, and maintaining roads and other public facilities.

Outcomes

Social

The project promotes sustainable agricultural practices which contribute to soil and water conservation while protecting the ecosystem.

Business

Danone Aqua is securing the quality of its water supply in the region and establishing a new kind of relationship with local and national authorities. The project is a key element contributing to Aqua's license to operate.

General interest

This project supports rural economic development and sustainable agriculture in Indonesia.



TERRITORY

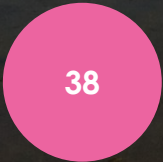


China

Longmen



AMBITIONS



People Empowered



Business Benefit

To restore the Jiaquan watershed in the Southern Chinese province of Guangdong, the "Longmen" project creates public-private partnerships providing sustainable livelihood opportunities for local people, maintaining a healthy ecosystem and promoting sustainable watershed management.

FUNDING: €820,100

ECOSYSTEM: €410,000

CBU: €310,100

OTHER: €100,000

Context

Social

The quality and volume of water in the Jiaquan Watershed in Guangdong Province, South China, is currently at risk. The water is seriously polluted with chemicals and general household waste. In addition, the environment and long-term livelihoods are under threat from large and expanding tree plantations which are insufficiently managed so there is little protection and restoration of the spring core area and secondary forests.

Business

Mineral water has to meet very strict quality standards for purity, composition, stability and nitrate levels. Danone needs to safeguard water quality at its Longmen plant.

Solution

With the support of the Danone Ecosystem Fund, Danone Waters China and the International Union for Conservation of Nature co-created the "Longmen" pilot project on a total of 10 hectares of green mandarin and alternate crops. The project aims to restore 43 hectares of secondary forest while setting up a water training school for waste water and drinking water management. All these initiatives can be delivered through farmers' self-help groups and community associations.

Outcomes

Social

The project improves farmers' incomes through alternative sustainable livelihood opportunities and creates an infrastructure for building capacity among farmers in the skills of sustainable agriculture techniques and water use for both agricultural and household use.

Business

Danone Waters China strengthens its credibility and reputation by contributing to watershed conservation and environmental protection.

General interest

Environmental protection and water safety are two important subjects in China and the project raises awareness about these issues.



TERRITORY

INDONESIA

PASURUAN



AMBITIONS

100,000

Indirect Beneficiaries

Protect Watershed

Business Benefit

To contribute to the protection and restoration of the endangered Rejoso watershed of Java Island in Indonesia, the "Pasuruan" project aims to develop a model of watershed management through an alliance (public-private partnership) and a water fund approach by implementing two pilots of "incentive-based conservation" and water efficiency.

FUNDING: €850, 000

ECOSYSTEM: €493, 000

CBU: €357,000

OTHER: €0

Context

Social

In Java Island, the Rejoso Sub-Watershed is currently facing serious threat such as erosion, illegal logging, changed of land use to cropland, unsustainable farming practices in recharge area and illegal drilling in discharge area. This situation triggered reduction of water quantity in the watershed. Besides that flooding, and high river pollutions also become a serious issue in the downstream area. Unfortunately there is a lack of environmental awareness among the populations and a lack of water resource regulation in the area.

Business

Rejoso watershed becomes the 2nd largest water source for Danone AQUA's business under Keboncandi Plant. Mineral water has to meet very strict quality standards for purity, composition, stability and nitrate levels. Protecting this watershed is highly critical to maintain the quantity and quality of Danone AQUA water which also ensure the business continuity and stability.

Solution

With the support of the Danone Ecosystem Fund, Danone Aqua, SII Foundation and ICRAF, co-created the "Pasuruan" project to protect and conserve Rejoso watershed through an integrated approach by establishing a multi stakeholders 'Water Alliances' (Public-Private Partnership). Thus, watershed planning and preservation are collaborative. By developing a water fund based approach (incentive-based conservation & water efficiency), it is expected to enhance people's livelihood and attract potential contributors-partners.

Outcomes

Social

This project protects & restores the watershed by reducing illegal drilling practices and supporting the implementation of a fair new local water resources regulation. It also develops water user alliance/board and the establishment of 2 sustainable models water fund.

Business

This project ensures a stable water level meter in Keboncandi plant while securing the quality of Danone AQUA water supply in the region and establishing a new kind of relationship with local and national authorities. The project is a key element in contributing to AQUA's license to operate in Indonesia.

General interest

This project addresses local social, economic and environmental issues in the watershed. It contributes water protection and efficiency by raising awareness on sustainable agriculture and eco-responsible practices.

MICRO DISTRIBUTION



NEW
DISTRIBUTION
CHANNELS

PROFESSIONAL
INCLUSION

Create proximity distribution models that foster social inclusion in order to increase accessibility to products and develop knowledge around health& nutrition



MICRO ENTREPRENEUR SALES SCHOOL

DEVELOP A LOYAL AND PERFORMING MICRO RETAILER AND MICRO ENTREPRENEUR SALES FORCE NETWORK WHICH CAN BENEFIT FROM SOCIAL IMPACTS

An existing micro-retailer or excluded worker is recruited and trained in an entrepreneur sales school which is created by a BU with the support of the partner who brings its expertise. He develops management, micro-entrepreneurship, sales & nutrition competencies. This school is financed by companies which then distribute their products through these trained and loyal micro-distributors. Once trained, the micro-distributor indeed manages a micro depot and delivers products to shops. The micro-distributor can also work with micro-entrepreneurs and sells the products directly to consumers (home/ street / offices). These micro-entrepreneurs are former street vendors or excluded people trained in the entrepreneur sales school. They benefit from a social package and became then loyal sales micro-entrepreneur. Both Micro-distributors & Micro-entrepreneur benefit from training refueling. In fine the companies financing the model and distributing their products through this new channel benefits from an increase of consumer loyalty toward the brand (thanks to the proximity and strong consumer interaction) and a sales increase.

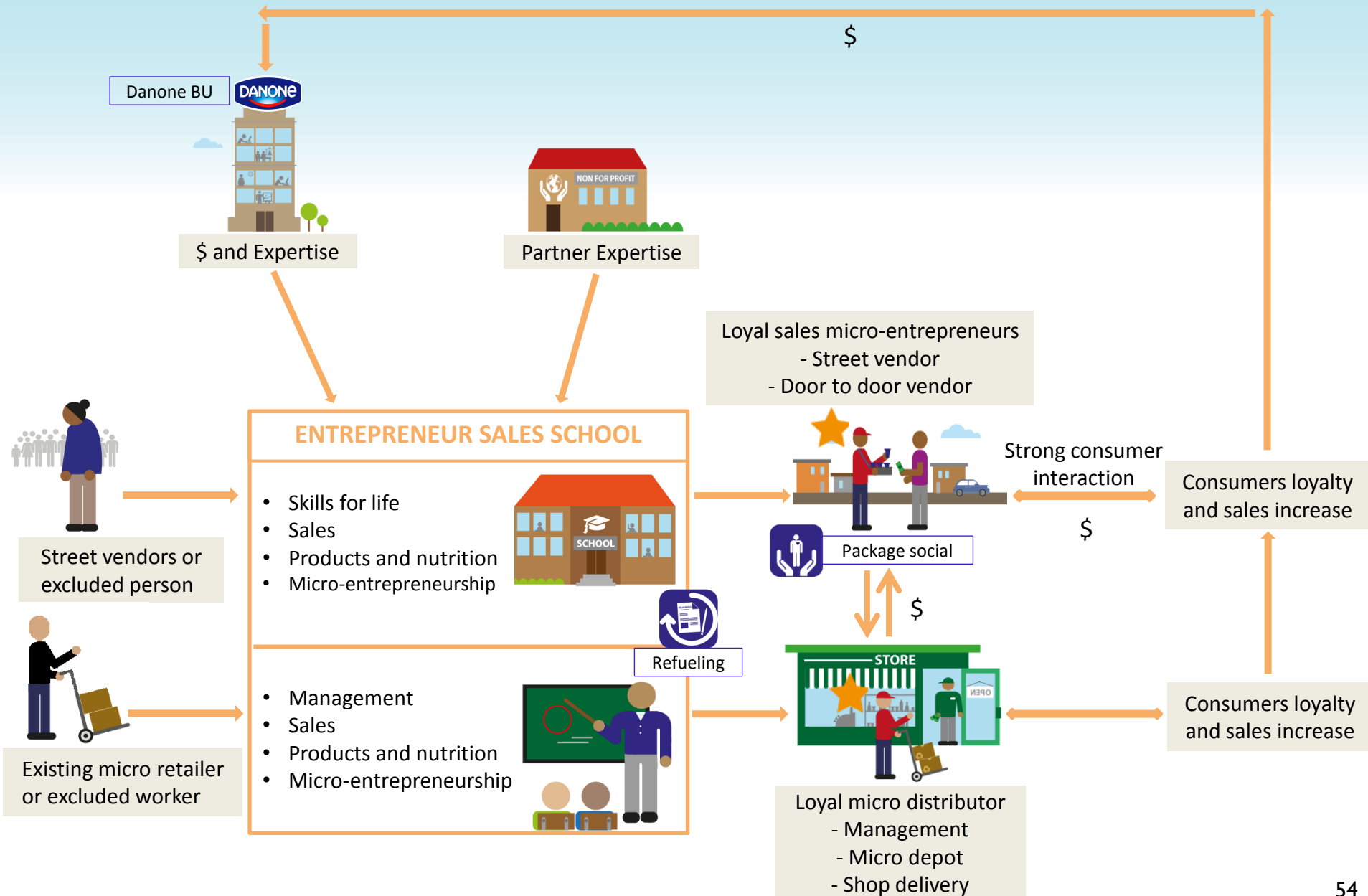
SALES FORCE INSTITUTE

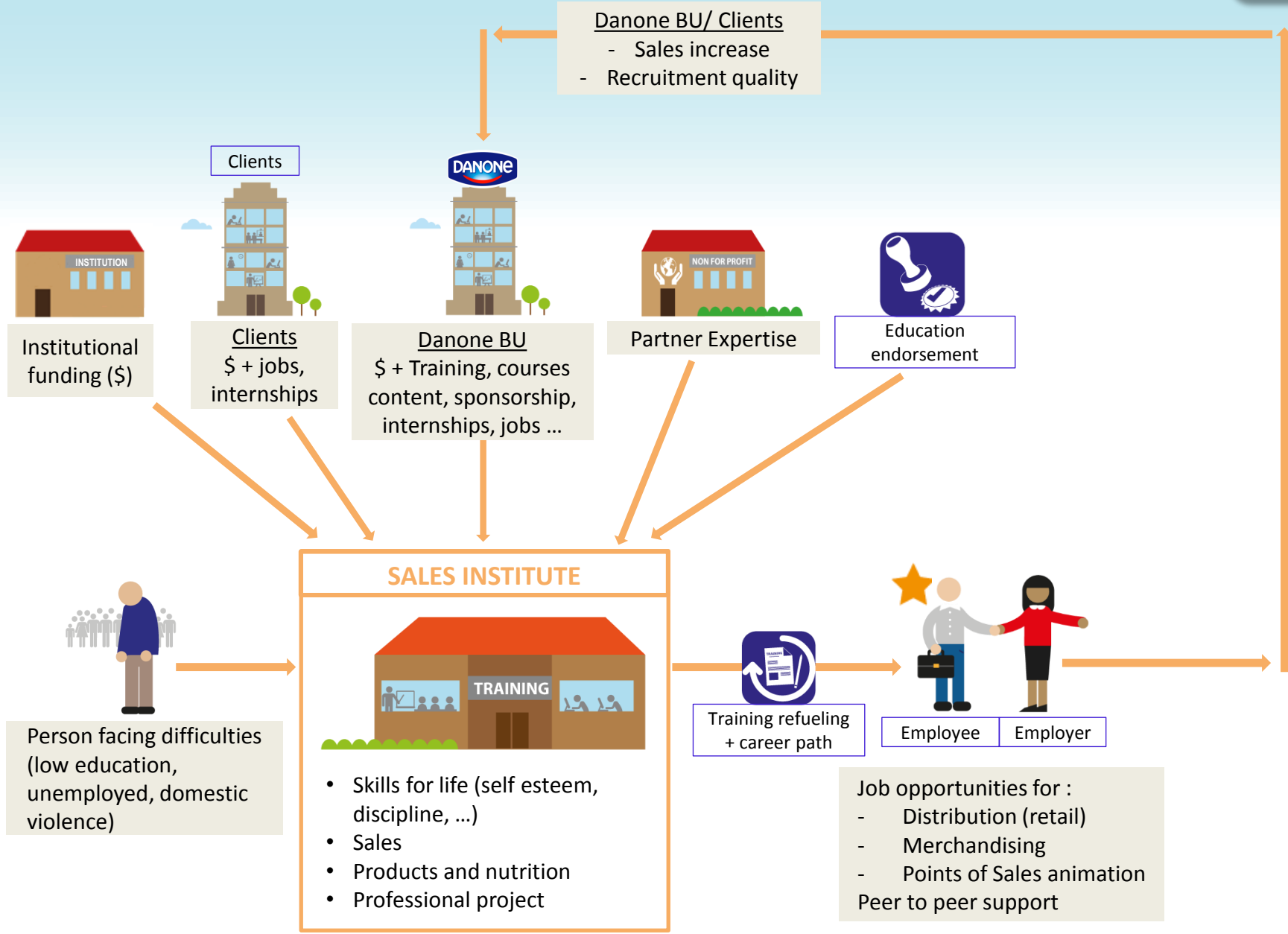
DEVELOP A PERFORMING AND LOYAL SALES FORCE BY TRAINING PEOPLE FACING DIFFICULTIES, PROVIDING A JOB OPPORTUNITY AND A PEER TO PEER SUPPORT

A person facing difficulties (unemployment, low education level, domestic violence...) is recruited and trained in a sales institute which is created by the BU with the collaboration of the partner expertise. He develops skills for life and sales competencies but he also develops knowledge around nutrition and products. One key point during the training period is to support him to build his individual professional project. The fund of the institute comes from institutional bodies or private companies who intend to employ the trainees and has to be endorsed by KOL in Education field / governments. Once successfully trained, jobs opportunities in retailing/merchandising or point of sales animation will be proposed to the trainees. To be efficient, the trainees must be supported closely during the first months of integration (peer to peer, training refueling, career path vision, mentoring...). This trained sales force increases in fine the CANN and the recruitment quality of the employers.



MICRO ENTREPRENEUR SALES SCHOOL: develop a loyal and performing micro retailer and micro entrepreneur sales force network which can benefit from social impacts







DISTRIBUTION



Italy



De Medici



AMBITIONS

5

People Empowered

Secure sales

Business Benefit

To improve sales execution in retail channels, the “De Medici” project empowers disadvantaged older people who struggle to find employment, by creating jobs and developing a social business.

FUNDING: €137,000

ECOSYSTEM: €137,000

CBU: €0

OTHER: €0

Context

Social

Italy is facing a critical unemployment rate among disadvantaged over-50s (69%) and these people are suffering from the lack of jobs.

Business

The Italian retail sector is very fragmented and inefficient. Mellin aims to improve point of sale expertise to maximize sales execution.

Solution

With the support of the Danone Ecosystem Fund, Mellin collaborated with local partner Spazio Aperto to co-created the “De Medici” project to support the creation and development of a social business based on an existing cooperative (Spazio Aperto). This new cooperative will create jobs for disadvantaged over-50s, providing added-value merchandising services to Fast Moving Consumer Good companies.

Outcomes

Social

This project creates jobs and increases employability through skills development among older disadvantaged people. It will also create earning opportunities by training disadvantaged over-50s impacted by the current crisis, enabling them to take up retail careers.

Business

Mellin strengthens its reputation among stakeholders and KOLs and fosters good sales execution in retail channels. It also creates earning opportunities for disadvantaged over-50s impacted by the current jobs crisis.



DISTRIBUTION



Spain

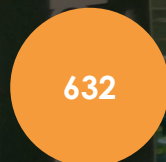


Social School for Women's Empowerment



FUNDACIÓN Ana Bella

AMBITIONS



People Empowered



Business Benefit

To help Spanish women who have been victims of domestic violence re-build their lives and enter the job market, the "Social School for Women's Empowerment" created a school that provides merchandising training and confidence-building, offering women two-year contracts with Danone Spain.

FUNDING: €320,100

ECOSYSTEM: €220,100

CBU: €100,000

OTHER: €0

Context

Social

Spain is facing a high rate of unemployment and the government is focusing on building awareness about domestic violence. The challenge is to help the victims take back their place in society.

Business

Danone aims to create a pool of trained ambassadors to connect with its shoppers at the points of sale.

Solution

With the support of the Danone Ecosystem Fund, Danone Spain and its partner Fundación Ana Bella co-created the "Social School for Women's Empowerment" to help female victims of domestic violence get back into the job market. A dedicated school provides courses in products and sales, building self-esteem and encouraging social empowerment. Danone and their client companies offer women the opportunity to gain work experience as point of sale ambassadors, with a two-year contract which helps them to rebuild themselves and get back into the labor force one step at a time.

Outcomes

Social

The School supports social and professional rehabilitation of abused women through work experience and empowerment.

Business

Danone Spain's new ambassadors efficiently promote health and nutrition at points of sale, and become loyal members of staff.

General interest

This project offers a new way of reintegrating women victims of domestic violence into the community and changes society's perceptions.



DISTRIBUTION



Indonesia

Warung Anak Sehat



AMBITIONS

750

People Empowered

Secure sales

Business Benefit

To improve child nutrition in Indonesia and educate mothers about adapted nutrition for children, the "Warung Anak Sehat" project creates female entrepreneurs' networks and gives them access to micro-credit so they can open healthy food kiosks for children inside schools in the urban zones of Indonesia.

FUNDING: €1,346,100

ECOSYSTEM: €932,000

CBU: €383,800

OTHER: €30,300

Context

Social

Indonesia has a problem with malnutrition among children. Availability of affordable healthy food is limited in cities and there is low awareness among mothers about children's nutritional needs and impacts on health.

Business

Danone Indonesia wants to trial an innovative proximity sales channel which combines education on nutrition with selling healthy food. It aims to leverage Sari Husada's reputation and credibility by building a program to spread nutritional awareness among children and mothers.

Solution

With the support of the Danone Ecosystem Fund, Danone Indonesia and its local partner CARE co-created the "Warung Anak Sehat" project. The scheme created a network of female entrepreneurs who manage healthy food kiosks inside schools, serving a pre-planned menu of nutritious street food. These women are supported with micro-credit and other services to set up and run these kiosks. They benefit from training programs in nutrition to create a synergistic environment for their operations.

Outcomes

Social

This project empowers women and creates jobs. Mothers gain nutrition knowledge and children have access to healthy and nutritious food outside schools.

Business

Danone Indonesia secures a new direct-to-consumer channel and leverages Sari Husada's reputation and credibility.

General interest

The project contributes to reducing child malnutrition by facilitating access to affordable healthy food, thereby improving the health and quality of life of children.



DISTRIBUTION

Mexico

Eyes Wide Open



To support social inclusion for blind people in Mexico and improve their working conditions in the subway, the "Eyes Wide Open" project provides entrepreneurship training and creates new opportunities to become a vendor in Mexico City.

AMBITIONS

520

People Empowered

Secure sales

Business Benefit

FUNDING: €811,300

ECOSYSTEM: €562,000

CBU: €249,300

OTHER: €0

Context

Social

People with disabilities and specifically blind people living in Mexico City are isolated from the labor market. Mexico City authorities want to support social inclusion by providing them with allocated spots where they can sell products in the subway.

Business

Danone Mexico aims to develop new distribution channels for its Bonafont water products.

Solution

With the support of the Danone Ecosystem Fund, Danone Mexico and its local partner Ojos Que Sienten co-created the "Eyes Wide Open" project to train and empower blind people in Mexico City currently selling water in the subway. The project provides entrepreneurship training to support blind people, restore their self-esteem and encourage them to create new sales opportunities in the city of Mexico.

Outcomes

Social

The project improves working conditions, revenues and self esteem for blind people currently vending in the subway.

Business

Danone Mexico is developing a new micro-distribution channel for its products and giving more visibility and accessibility to the Bonafont brand.

General interest

The project supports the recognition of blind people in Mexico and encourages their social inclusion.



DISTRIBUTION



Brazil

Kiteiras



To improve the living conditions for women in low income communities in the city of Salvador, the “Kiteiras” project promotes an inclusive business model by providing jobs as door-to-door vendors to some of these women.

AMBITIONS

2,000

People Empowered

Secure sales

Business Benefit

FUNDING: € 3,778,900

ECOSYSTEM: €1,285,800

CBU: €1,494,400

OTHER: €999,700

Context

Social

The North East of Brazil is a region of high wealth inequality and women in underprivileged communities suffer the most, especially single mothers. Most of them have no choice but to accept informal and underpaid jobs.

Business

Danone Brazil aims to establish a new distribution channel and raise awareness of balanced nutrition in low income neighbourhoods of Brazil.

Solution

With the support of the Danone Ecosystem Fund, Danone Brazil and its local partners, Visao Mundial and the IDB, co-created the “Kiteiras” project, a direct-to-consumer distribution program devoted to women from the poorest communities of Salvador de Bahia. The program creates a micro-distribution network of door-to-door vendors managed by “madrinhas” who are responsible for the equipment and stock management. It also contributes to empowering women through training in entrepreneurship, adapted nutrition at each stage of life and life skills.

Outcomes

Social

The project provides employment opportunities, empowers women and contributes to improving living conditions for women and their families.

Business

Danone Brazil secures a new direct-to-consumer distribution channel and develops consumers’ brand preference.

General interest

The project supports the development of formal economic activities in poor areas of Brazil, and also contributes to the empowerment of women.



DISTRIBUTION

Mexico

Semilla



AMBITIONS

2,588

People Empowered

Secure sales

Business Benefit

To support employment opportunities for underprivileged women from deprived areas of Mexico City, the "Semilla" project provides them with entrepreneurship opportunities, training and start-up kits so they can join the Semilla sales force.

FUNDING: €2,512,500

ECOSYSTEM: €1,752,700

CBU: €759,800

OTHER: €0

Context

Social

Mexico is a country of acute wealth inequality and women are particularly vulnerable, having difficulty accessing secure jobs in the formal economy and sometimes even being exposed to violence in the informal sector.

Business

Danone Mexico aims to raise awareness on balanced nutrition in poor urban areas and to support the creation of new distribution channels.

Solution

With the support of the Danone Ecosystem Fund, Danone Mexico and its local partner Ashoka co-created the "Semilla" project to create formal employment opportunities for underprivileged women in Mexico. "Semilla" provides life skills training, start-up equipment and employment/ entrepreneurship opportunities to underprivileged women, who can become Danone Mexico Semilla door-to-door yogurt sales force.

Outcomes

Social

The project aims to create jobs, support and empower women, restore their sense of self-esteem and offer them the benefits of education.

Business

Danone Mexico secures new distribution channels in Mexico, extends its reach incrementally and builds brand preference among consumers.

General interest

The project supports the development of formal economic activities in urban areas.



DISTRIBUTION

South Africa



Entrepreneurship in the Townships



HEARTLINES

AMBITIONS

1,837

People Empowered

Secure sales

Business Benefit

To create job opportunities for South African township inhabitants, the "Entrepreneurship in the Townships" project supports micro-entrepreneurs in setting up their businesses and trains micro-distributors and street vendors – organized and supervised by the micro-entrepreneurs – to distribute or sell products.

FUNDING: €2,627,100

ECOSYSTEM: €1,100,000

CBU: €650,100

OTHER: €877,000

Context

Social

South African townships face a high rate of unemployment and are located in remote areas distant from cities where most of the job opportunities are.

Business

Danone aims to develop an active distribution model for Mayo products in townships.

Solution

With the support of the Danone Ecosystem Fund, Danone South Africa and its local partner "Heart Lines" co-created the "Entrepreneurship in the Townships" project that is building a network of micro-entrepreneurs to distribute its Danone product Mayo, and other products, in small local outlets and to lead a team of trained street vendors in the townships.

It provides them with training to develop their entrepreneurial and leadership skills and also enhances self-confidence and life skills.

Outcomes

Social

This project is creating jobs by empowering and encouraging micro-entrepreneurs to set up their own businesses. It is also contributing to the development of the formal sector in the townships.

Business

Danone South Africa builds an efficient distribution model, driving sales and helping to manage product stocks, secure the sales and help in the management of the products' stocks.

General interest

The project contributes to creating job opportunities for inhabitants of remote townships in South Africa.



DISTRIBUTION

Egypt



OMDA Sahteen



AMBITIONS

445

People Empowered

Secure sales

Business Benefit

To improve quality of life in rural Egyptian communities through health and nutrition awareness, the "OMDA Sahteen" project is creating a micro-distribution network and "health & nutrition ambassadors" network, leading to new job opportunities in rural areas.

FUNDINGS: 2,681,200 €

ECOSYSTEM: 1,988,000 €

CBU: 455,800 €

OTHER: 237,400 €

Context

Social

In Egypt, 60% of the population lives in poor rural areas where unemployment reaches up to 60% of the labor force. Child malnutrition in rural areas is a national problem because families lack knowledge and education about nutrition, hygiene and health.

Business

Egypt has the lowest consumption of yogurt in the world. Setting up conventional distribution channels in the country is a challenge, so Danone Egypt wants to develop new distribution channels in rural areas.

Solution

With the support of the Danone Ecosystem Fund, Danone Egypt and Ashoka Arab World co-created the "OMDA Sahteen" project to support people in rural and peri-urban areas to set themselves up as micro-distributors and to educate communities on health and nutrition. Opportunities for entrepreneurship are available for local people to develop a micro-distribution network across rural Egypt. Micro-distributors have access to micro-credit to help them buy fridges and vehicles so they can maintain the cold chain. Jobs are also created for women as part of a network of health and nutrition ambassadors ("Sahteen"), who visit families to promote better understanding of nutrition and health issues.

Outcomes

Social

This project creates jobs in rural areas. Women are empowered as community agents working in the "Sahteen" network and through them, parents are receiving nutritional and health advice.

Business

Danone Egypt is establishing new local distribution channels through entrepreneurs' networks in rural areas and raising awareness on balanced nutrition.

General interest

The project contributes to improving nutrition in rural Egyptian areas.



DISTRIBUTION

Algeria

Sales School Miftah Ennajah



AMBITIONS

375

People
Empowered

Secure
sales

Business
Benefit

To make young, uneducated Algerians from vulnerable families more employable, the "Sales School" project created a dedicated centre offering diploma programs in the field of sales.

FUNDING: €1,053,300

ECOSYSTEM: €430,000

CBU: €130,500

OTHER: €492,800

Context

Social

Algeria is facing high youth unemployment which creates numerous social challenges.

Business

Algeria lacks trained professionals in the field of sales. Danone Djurdjura needs to develop a qualified sales force and address the challenge of its high staff turnover.

Solution

With the support of the Danone Ecosystem Fund, Danone Djurdjura and the CACI (Chambre Algérienne de Commerce et d'Industrie) co-created the "Sales School" project, which teaches sales skills to young men and women without formal qualifications, mostly from vulnerable families. This training enables them to access the formal job market within the area of sales, either at Danone or with other FMCG companies.

Outcomes

Social

This project will boost the employability of young Algerians and give them access to formal jobs in large companies.

Business

By supporting the development of sales professionals, Danone creates a pool of qualified employees for its company, combats high staff turnover and stabilizes its sales force. This project also strengthens its employer brand image.

General interest

This project contributes to helping disadvantaged young Algerians into jobs.

CARING SERVICES



CONNEXION
TO HEALTH CARE
PROFESSIONALS

SKILLED
CARERS

Contribute with caregivers community to growing, recovering and ageing well by increasing nutrition awareness, providing access to adapted services and products to parents and elderly



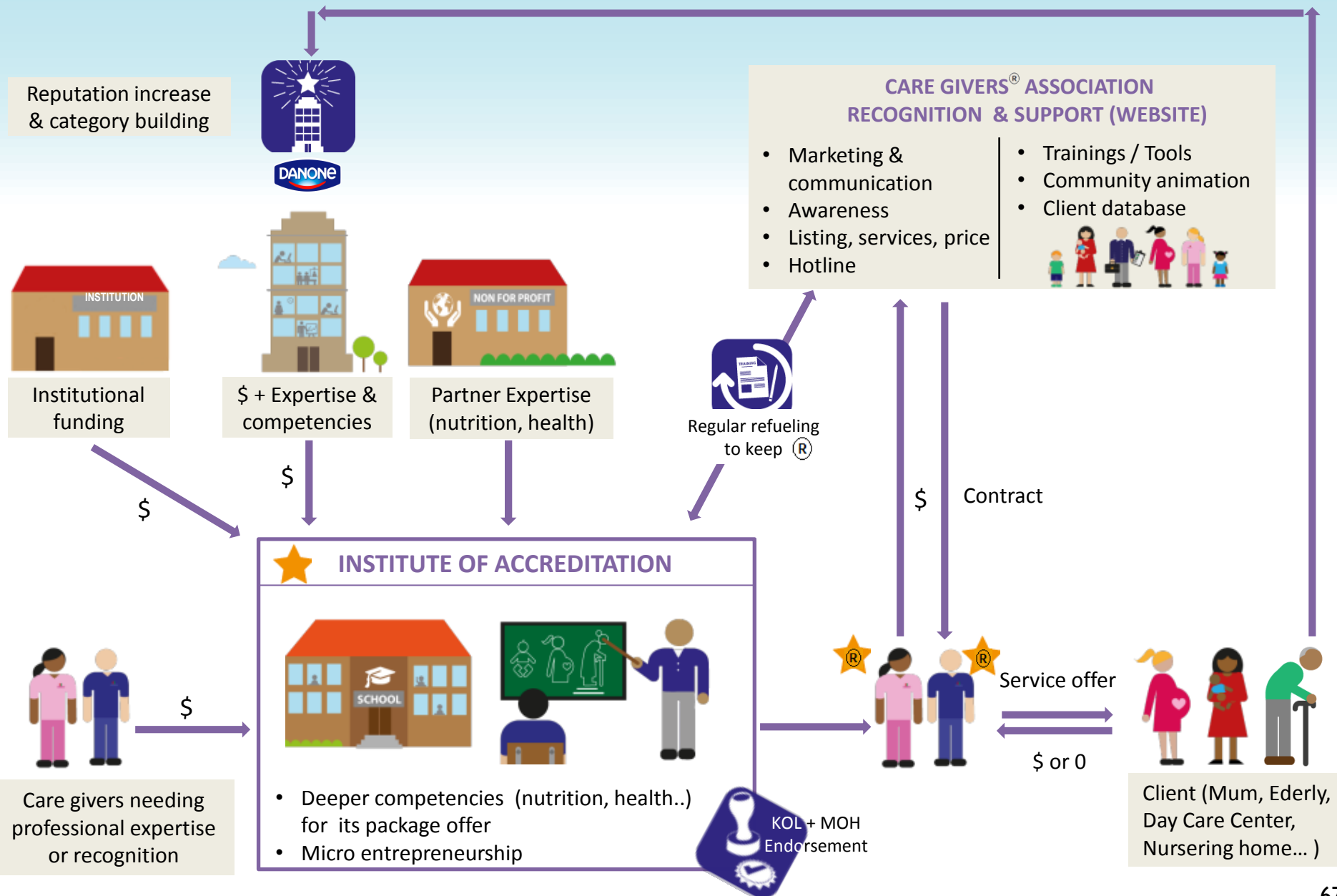
REGISTERED CARE GIVERS INSTITUTE

DEVELOP A « REGISTERED » ENTREPRENEUR CARE GIVERS NETWORK, WHOSE OFFER INCLUDES SPECIFIC NUTRITION SERVICES

A Care-giver needing professional expertise or recognition is recruited and trained in an institute. He learns new competencies (technical and on micro-entrepreneurship). This institute is financed by institutional funding and care-givers' fees, it is endorsed by KOL and the content is built by Danone BU (for the nutrition part) and expert partners. Once this training is successfully completed, the care-giver receives a formal accreditation that he is able to keep under the condition of regular training refueling. The trained/entrepreneur care-giver can then sell a new service offer to his clients, this service can also be offered for free in some cases (general interest). If the entrepreneur wishes it, he can join a professional association which provides continuous training, animate the community, help to recruit clients (date base, marketing, com, hotline) and control the operations (prices, services quality...). This program allows Danone to promote adapted nutrition to a targeted population while increasing its reputation in the region.



REGISTERED CARE GIVERS INSTITUTE: develop a « Registered » entrepreneur care givers network, whose offer includes specific nutrition services



ActiVIDA



AMBITIONS

140
People Empowered

Raise awareness
Business Benefit

To preserve elderly people 's autonomy in Spain, the "ActiVIDA" project offers appropriate physical training and individual nutritional advice and follow up through dedicated physical educators and nutritional advisors in retirement homes.

FUNDING: €949,000

ECOSYSTEM: €742,000

CBU: €72,000

OTHER: €135,000

Context

Social

The ageing Spanish population is creating new challenges (dependency, mental illness, physical disability) and costing a lot to society. Due to the global crisis, budgets have been cut in the Spanish health care services, but care professionals can play a key role in slowing down loss of autonomy among elderly people.

Business

Nutricia aims to raise awareness about the role of appropriate nutrition in maintaining autonomy and ageing well.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Spain and Siel Bleu have developed a branded combined offer called "ActiVIDA"® delivering adapted physical training as well as individual nutritional advice and follow up in nursing homes. This program is provided to retirement home residents at a very affordable price by physical educators recruited and trained by Siel Bleu.

Outcomes

Social

"ActiVIDA" contributes to slowing down mental illness and preventing malnutrition and accidents, helping elderly people to maintain their autonomy. It also creates jobs for physical educators dedicated to this well-ageing purpose.

Business

Nutricia offers a new product and service to its retirement home clients, creating differentiation and developing new relationships with health care professionals.

General interest

This project contributes to the health and quality of life of elderly people.



CARING SERVICES

Ireland

Ageing Well



AMBITIONS

68

People Empowered

Increase awareness

Business Benefit

To preserve elderly people 's autonomy in Ireland, the "Ageing Well" project offers appropriate physical training and individual nutritional advice through dedicated physical educators in retirement homes.

FUNDING: €397,400

ECOSYSTEM: €240,000

CBU: €30,000

OTHER: €127,400

Context

Social

23% of the Irish population will be over the age of 65 in 2036. This structural change is creating new health and societal challenges (dependency, mental illness and physical disability) and costing society a lot. Care professionals can play a key role in slowing down loss of autonomy among elderly people.

Business

Nutricia aims to raise awareness about the role of appropriate nutrition in maintaining autonomy and ageing well.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Ireland and the Siel Bleu co-created the "Ageing Well" project, a program combining individual nutritional advice and physical training to improve elderly people's health and wellbeing. This program is provided to retirement home residents at a very affordable price by physical educators recruited and trained by Siel Bleu. This project replicates the learnings of the French model "Bien Vieillir".

Outcomes

Social

"Ageing Well" contributes to preventing malnutrition and accidents, helping elderly people to maintain their autonomy. It also creates jobs for physical educators dedicated to this well-ageing purpose.

Business

Nutricia promotes the concept of appropriate nutrition for elderly people and reinforces its relationships with health care professionals by providing services related to its products.

General interest

This project contributes to the health and quality of life of elderly people.

Bien Vieillir



AMBITIONS

876

People Empowered

Increase awareness

Business Benefit

To preserve elderly people's autonomy in France, the "Bien Vieillir" project offers appropriate physical training and individual nutritional advice through dedicated physical educators in retirement homes.

FUNDING: €821,000

ECOSYSTEM: €690,000

CBU: €36,000

OTHER: €95,000

Context

Social

The ageing French population is creating new health challenges (dependency, mental illness and physical disability) and costing society a lot. Care professionals can play a key role in slowing down loss of autonomy among elderly people.

Business

Nutricia aims to raise awareness about the role of appropriate nutrition in maintaining autonomy and ageing well.

Solution

With the support of the Danone Ecosystem Fund, Nutricia France and Siel Bleu developed a program combining individual nutritional advice and physical training to improve elderly people's health and wellbeing. This program is provided to retirement home residents at a very affordable price by physical educators recruited and trained by Siel Bleu. The program model was designed to be easy to replicate so the concept can be rolled out on a large scale.

Outcomes

Social

"Bien vieillir" contributes to preventing malnutrition and accidents, helping elderly people to maintain their autonomy. It also creates jobs for physical educators to deliver this "ageing well" program.

Business

Nutricia promotes the concept of appropriate nutrition for elderly people and reinforces its relationships with health care professionals by providing services related to its products.

General interest

This project contributes to the health and quality of life of elderly people.



CARING SERVICES

Netherlands



Best Onco Care for Me



AMBITIONS

745

People Empowered

Increase awareness

Business Benefit

To improve wellbeing and recovery for cancer patients and reduce chronic disability following treatment, the "Best Onco Care For Me" project empowers them through individual online nutritional follow-up, physical exercises and monitoring, and develops an accredited educational program for oncology nurses and general practitioners.

FUNDING: €781,000

ECOSYSTEM: €315,000

CBU: €70,000

OTHER: €396,000

Context

Social

More than 100,000 new cancer patients every year, and an increasing number of cancer survivors suffering from chronic disabilities, require continuous attention. Holland's new public health policy focuses on patient empowerment and involving patients in treatment choices to make them actors in their journey and to reduce cancer-related costs.

Business

Nutricia aims to raise awareness of the importance of adapted nutrition for patient recovery.

Solution

With the support of the Danone Ecosystem Fund, Nutricia and NFK co-created the "Best Onco Care For Me" project to drive and facilitate the practical implementation of patient empowerment and self-management, and to facilitate the new role of oncology nurses and general practitioners. The project creates a Ministry of Health-accredited educational program for general practitioners and nurses as well as an online monitoring platform for patients, providing nutritional and physical guidance at all stages of the disease and recovery, thereby contributing to better recovery.

Outcomes

Social

The "Best Onco Care for Me" project empowers patients, contributes to their recovery and improves their quality of life to support their return to employment. It also boosts skills in the health professions.

Business

Nutricia is raising awareness of the importance of adapted nutrition and physical exercise for cancer patients and reinforcing relationships with health professionals.

General interest

This project promotes a new approach for a better recovery and helps reduce consumption of healthcare services, while empowering patients.



CARING SERVICES



France

Bien Nourrir Nos Bébés



AMBITIONS

403
People Empowered

Increase awareness
Business Benefit

To promote healthy infant nutrition in France, the “Bien Nourrir Nos Bébés” project offers parents’ cookery classes in a baby-cooking center, trains day care professionals in the nutritional needs of toddlers, and supports the development of day care centers that offer good nutritional services.

FUNDING: €2,866,600

ECOSYSTEM: €500,000

CBU: €650,000

OTHER: €1,716,600

Context

Social

Knowledge about toddlers’ (6 months to 3 years old) specific nutritional needs is poor in France and meals in day care centers are generally not adapted to suit their needs at different stages of development. There is also a shortage of day care places in France.

Business

Bledina aims to raise awareness about infants’ specific nutritional needs at each stage of their development.

Solution

With the support of the Danone Ecosystem Fund, Bledina France and its partners La Maison Kangourou and L’Annexe du Kangourou co-created the “Bien Nourrir Nos Bébés” project. New day care centers and a Baby Nutrition cooking center providing practical information to parents and early childhood professionals were created. Day care center professionals are also educated about children’s specific nutritional needs at each stage of their development.

Outcomes

Social

This project contributes to infant health through appropriate nutrition and creates jobs in Day Care Centers.

Business

Bledina aims to develop general awareness on the importance of adequate nutrition for toddlers and reinforces its standing in this field among professionals.

General interest

This project builds expertise in day care centers and contributes to infant health.

Eating Healthy, Growing Healthy



AMBITIONS

12,205
People Empowered

Increase awareness
Business Benefit

To improve infant nutrition in Poland, the “Eating Healthy, Growing Healthy” project is developing an accredited network of independent early childhood nutrition experts who offer adapted nutrition services to day care centers, care givers and parents.



FUNDING: €2,246,000

ECOSYSTEM: €817,000

CBU: €481,000

OTHER: €948,000

Context

Social

Inadequate infant nutrition can lead to obesity and iron deficiency. There is also limited knowledge about early childhood nutrition among Polish parents and day care centre professionals.

Business

Danone aims to raise awareness about the specific nutritional needs of young children at different stages of development and the importance of good nutrition.

Solution

With the support of the Danone Ecosystem Fund, Danone Nutricia and its partner the Comenius Foundation for Child Development co-created the “Eating Healthy, Growing Healthy” program, offering Ministry of Health-accredited training to young graduate nutritionists enabling them to work as educators specialized in the field of early childhood nutrition.

As independent professionals and members of a network, they support the development of age-appropriate menus in day care centers, train staff and raise awareness among parents about proper early childhood nutrition.

Outcomes

Social

This project contributes to improving children's nutrition. It also creates jobs and opens the way for the profession of ‘nutrition educator’ to be developed.

Business

Danone Nutricia is promoting understanding about infant nutrition and is creating stronger ties with nutrition professionals in Poland.

General interest

This project contributes to the wellbeing and health of toddlers and increases knowledge about nutrition among parents and day care professionals.



CARING SERVICES

UK

EYN PARTNERSHIP



AMBITIONS

300

People Empowered

Increase awareness

Business Benefit

To build professional competencies of registered nutritionists, the "EYN Partnership" project enables them to establish their own business and deliver a 'Quality Standard' for early life nutrition in nursery settings in order to empower and educate early years professionals and parents

FUNDING: €802,000

ECOSYSTEM: €397,000

CBU: €405,000

OTHER: €0

Context

Social

Childhood obesity is one of the biggest public health challenges. Described by the UK Secretary of State for Health as a "national emergency", 1 in 5 children are either overweight or obese when they start school. Early years settings have an essential role to play in helping to support parents to establish good eating habits at the earliest opportunity.

Business

Nutricia UK aims to raise awareness on early life nutrition in nursery settings.

Solution

With the support of the Danone Ecosystem Fund, Nutricia UK and its local partner Pre-school Learning Alliance co-created the "EYN Partnership" programme which provides 'hands-on' help by a network of nutrition professionals (Registered Nutritionists and Dietitians). It aims to further build the competencies of the nutrition professionals to enable them to establish their own networks with early years settings and parents in their local area. The professionals will empower settings to improve and enhance their whole setting approach to nutrition practice; enabling them to seek accreditation with the EYN Partnership Quality Mark and upskill their practitioners with a Level 3 CACHE award in nutrition and hydration in the early years.

Outcomes

Social

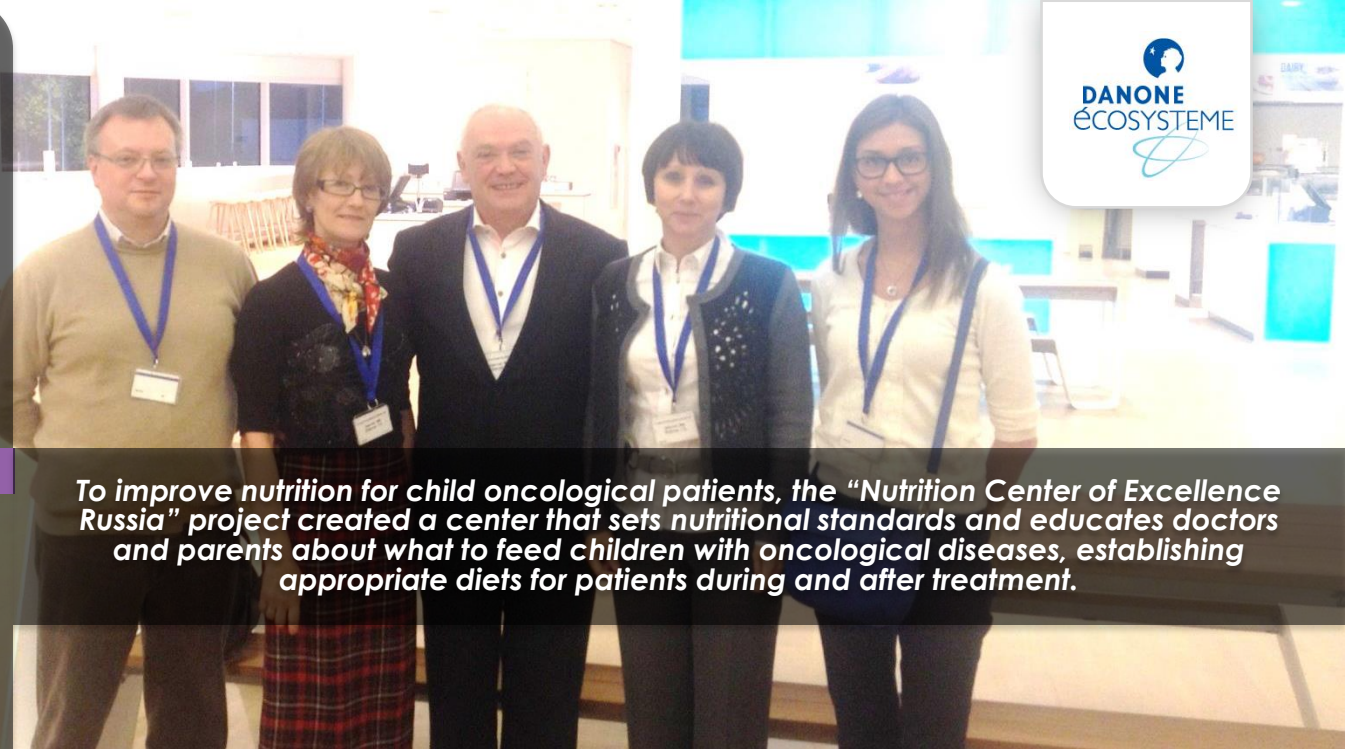
The EYN Partnership is working to improve the future health outcomes of young children by setting a standard for nutrition practice in early years settings. Integral to this model is a commitment to support settings with the highest social deprivation needs.

Business

Danone Nutricia raises awareness of the importance of good nutrition during the first 1,000 days of life, from conception to toddlerhood, to positively influence long-term health outcomes.

General interest

The ambition is that, in the future, every child in England aged under five will have access to expert nutrition support within their early years setting.



Nutrition Center of Excellence



AMBITIONS

259

People Empowered

Increase awareness

Business Benefit

To improve nutrition for child oncological patients, the “Nutrition Center of Excellence Russia” project created a center that sets nutritional standards and educates doctors and parents about what to feed children with oncological diseases, establishing appropriate diets for patients during and after treatment.

FUNDING: €1,491,800 ECOSYSTEM: €748,000 CBU: €471,300 OTHER: €278,300

Context

Social

Doctors and parents in Russia are not aware of children's special nutritional needs during aggressive oncological treatment. Oncological centers are facing nutrition and diet challenges, patients at home do not have access to enteral nutrition and this type of diet is not reimbursed.

Business

Danone aims to raise awareness about appropriate nutrition for children suffering from oncological diseases.

Solution

With the support of the Danone Ecosystem Fund, Danone Russia and its local partner, the Regional Charity Foundation for Children with serious blood diseases, co-created the “Nutrition Center of Excellence Russia” project to improve the diet of children suffering from oncological diseases. The center is based in an onco hospital and creates nutritional standards for child patients, establishing appropriate diets for them during and after treatment and educating both doctors and parents about appropriate nutritional habits.

Outcomes

Social

The “Nutrition Center of Excellence Russia” improves the quality of life of children suffering from oncological diseases through formalizing a set of appropriate nutritional standards, raising awareness among parents and doctors, and providing tools to support children in getting the right nutrition at home.

Business

This project enables Danone Russia to build a trusted recommendation network which advocates specific nutrition for child oncological patients and also develops new relationships with healthcare professionals.

General interest

This project contributes to changing health policy and helps increase quality of life for children undergoing oncological treatment.

Stand by Mums



AMBITIONS



People Empowered



Business Benefit



To support motherhood in Romania, the “Stand by Mums” project develops a network of Perinatal Educators in order to enable mothers to make educated choices about nutritional and perinatal care for her and her baby from conception to toddler age.

FUNDING: €1,152,700

ECOSYSTEM: €904,700

CBU: €99,700

OTHER: €148,300

Context

Social

Due to stringent budget cuts in health care, Romania is suffering from a lack of doctors per inhabitant and has poor healthcare indicators. Consequently there are no “birth assistants” and it is becoming difficult for women to obtain information about pregnancy, birth and baby nutrition.

Business

Nutricia aims to support mothers and build awareness among mothers and professionals of a baby’s specific needs during its first 1,000 days.

Project action mode

With the support of the Danone Ecosystem Fund, Early Life Nutrition Romania and Red Cross Romania co-created the “Stand by Mums” project, a network of Perinatal Educators trained to educate and support mothers’ choices in relation to nutrition and perinatal care for them and their babies. The project develops the perinatal educator profession through medical and entrepreneurship training and assists perinatal educators in building up their independent professional activity within an organized network.

Outcomes

Social

The project delivers new nutritional and perinatal care skills to accredited nurses and thus improves mothers’ and babies’ health.

Business

ELN Romania is raising awareness among mums and healthcare professionals around the specific needs of a baby during its first 1,000 days and developing a new kind of relationship with healthcare professionals.

General interest

These actions contribute to improved health and quality of life for pregnant women, mothers and their babies.

Srikandi Academy



AMBITIONS



People Empowered



Business Benefit

To reduce infant and child mortality and support mums in nurturing new lives in Indonesia, the “Srikandi Academy” project delivers a recognized certification program to enhance skills among midwives. This is achieved through partnership with key professional associations and the Healthcare Ministry.

FUNDING: €870,200

ECOSYSTEM: €664,000

CBU: €188,700

OTHER: €17,500

Context

Social

Indonesia still has major health and nutrition issues related to babies' first 1,000 days (e.g. MMR 359/100k, BMR 32/1k, stunting 37%), partly due to low awareness and knowledge. Midwives have a unique role in taking care of mum and baby in the first 1,000 days, and there is a need for them to upgrade their technical competency.

Business

Danone Baby Nutrition Indonesia aims to support mothers and develop awareness of the specific needs of babies and infants in their first 1,000 days among mums, midwives and healthcare professionals.

Solution

With the support of the Danone Ecosystem Fund, Danone Baby Nutrition Indonesia and its local partner, national humanitarian agency PKPU, co-created the “Srikandi Academy” project to help reduce infant and child mortality in Indonesia. The academy aims to co-design a Ministry of Health-endorsed 1,000 days curriculum and toolkits in collaboration with recognized professional associations to enhance skills among midwives and health workers (managers).

Outcomes

Social

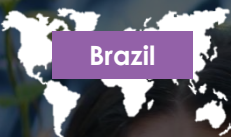
The project enhances the skills of midwives and health workers, which will help reduce stunting and low birth weight and increase breast feeding rates. Better capabilities will also result in increased income for the midwives and health workers.

Business

Danone Baby Nutrition is raising awareness on adequate nutrition, strengthening its reputation and establishing stronger ties with health professionals.

General interest

This project contributes to the fight against malnutrition and child mortality in Indonesia.



Caring the Caregivers



AMBITIONS



People Empowered



Business Benefit

To improve support for elderly people by caregivers in Brazil, the “Caring for the Caregivers” project provides medical nutrition training to caregivers and creates a network of companies supporting the caregivers.

FUNDING: €442,200

ECOSYSTEM: €365,600

CBU: €76,600

OTHER: €0

Context

Social

The Brazilian population is ageing rapidly and needs appropriate care, but the caregiver's profession is not formally recognized in Brazil.

Business

Nutricia Brazil aims to raise awareness about the importance of appropriate nutrition for elderly people and adapt its medical products to their needs.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Brazil and the Observatory of Human Longevity and Ageing co-created the “Caring for the Caregivers”. The project aims at improving recognition and employability for caregivers. The project provides medical nutrition training to professionalize caregivers and creates a professional association to support them (legal, medical and socio-cultural advice).

Outcomes

Social

This project aims to strengthen the caregivers' profession so they can offer high quality services to elderly people and raise awareness in the community about their specific needs.

Business

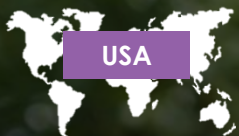
Nutricia is raising awareness of the importance of appropriate nutrition and will have the opportunity to connect with professionals and families in Brazil.

General interest

This project contributes to the health and quality of life of the elderly in Brazil.



CARING SERVICES



USA

Children's Magic



AMBITIONS



People Empowered



Business Benefit

To improve access to amino acid-based formulas for children suffering from food allergies in the United States, the "Children's Magic" project is building a game-changing coalition to make pediatric medical food affordable and providing complementary services for their parents.

FUNDING: €1,208,300

ECOSYSTEM: €932,100

CBU: €276,200

OTHER: €0

Context

Social

In the USA, a growing number of infants and children depend on amino acid-based formulas for their daily nutrition. Health insurance does not provide coverage in all states to provide special allergen-free diets and the working poor are having difficulty accessing these products.

Business

Danone aims to raise awareness of the difficulty for poor families in affording medical nutrition for infants and children.

Solution

With the support of the Danone Ecosystem Fund, Nutricia North America together with its local partner CMNUA co-created the "Children's Magic" project to improve access to amino acid-based formulas for infants and children suffering from food allergies. The project connects families so they can provide mutual support and educates them to better understand their children's conditions. It empowers parents' communities and builds an institutional coalition to make medical food affordable for children. It also supports these children's parents in resuming work and recouping lost income.

Outcomes

Social

This project gives families access to allergen-free medical nutrition. It improves the life conditions of infants and children and helps to reduce families' medical fees.

Business

Nutricia North America promotes appropriate nutrition for people suffering from food allergies by providing affordable amino acid-based formulas.

General interest

This project contributes to the health and wellbeing of children suffering from food allergies, and their families.



CARING SERVICES



Anatolia



To prevent Phenylketonuria (PKU) in Turkey, the Anatolia project is opening new metabolic treatment centers that improve screening and management of this disorder.

AMBITIONS

5

People Empowered

Raise awareness

Business Benefit

FUNDING: €475,000

ECOSYSTEM: €175,000

CBU: €300,000

OTHER: €0

Context

Social

Turkey has the highest rate of PKU patients in Europe, yet only 5 active metabolic treatment centers – and none of them are in East Turkey, which has the most newborns with PKU.

Business

Nutricia aims to improve quality of life for families suffering from PKU.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Turkey and its partner Metvak launched the “Anatolia” project with help from the Turkish Ministry of Health. The project plans to open new metabolic centers in Turkey to improve PKU screening and treatment.

Outcomes

Social

The metabolic physicians and dieticians of the new PKU treatment centers will be trained by Nutricia and employed by the Turkish Ministry of Health.

Business

Danone Nutricia raises awareness of the importance of PKU screening and appropriate nutrition for patients.



CARING SERVICES



Kenya

KISSMEE



AMBITIONS

400

People Empowered

Raise awareness

Business Benefit

To support healthy practices and good nutrition in Kenya among pregnant women, mothers and their babies, the “Kissmee” project develops an accredited network of independent expert midwives offering appropriate perinatal services.



FUNDING: €1,200,000

ECOSYSTEM: €700,000

CBU: €250,000

OTHER: €250,000

Context

Social

Women belonging to the emerging middle class in Kenya's big cities do not have sufficient maternity leave, education or support to ensure healthy nutrition through pregnancy and until their baby is 6 months old (WHO Recommendation).

Business

Nutricia aims to raise awareness among mothers and professionals about the specific needs of a baby during the first 1,000 days of its life.

Solution

With the support of the Danone Ecosystem Fund, Nutricia ELN and its partner Amref set up an Institute that delivers a Ministry of Health-accredited perinatal care diploma to unemployed nurses, including training in entrepreneurship and giving nutritional guidance. This network of entrepreneur midwives provides relevant health information, facilitates access to health facilities and empowers pregnant women and new mums to make the right choices for their baby and themselves. The program includes high-tech resources such as e-learning, mobile apps and mobile monitoring.

Outcomes

Social

“Kissmee” contributes to babies’ healthier development through the empowerment of pregnant women and mums and through access to appropriate perinatal services. It also creates jobs for midwives.

Business

Nutricia is raising awareness among mums and healthcare professionals around the specific needs of a baby during its first 1,000 days of life and is also developing new kinds of relationships with HCPs.

General Interest

This project contributes to improving babies’ health in Kenya.



Turkey

Miracle Mum



AMBITIONS

640

People Empowered

Raise awareness & Credibility

Business Benefit

To support motherhood in Turkey, the "Miracle Mum" project has created a Ministry of Health-accredited Institute that trains public health workers and provides direct services to mothers from all socio-economic groups, empowering them to make the right choices in the first 1,000 days.



FUNDING: €1,608,800

ECOSYSTEM: €996,500

CBU: €401,800

OTHER: €210,500

Context

Social

Turkey is a high risk country in terms of maternal and infant health. Malnutrition is one factor: almost 20% of children aged 0-5 years are stunted and breastfeeding rates fall dramatically due to excess weaning foods, already after the first 2 months. Nurses have a key role to play in educating and influencing mothers, but lack maternal health and childcare expertise.

Business

Nutricia Turkey aims to raise awareness among healthcare professionals and parents about the importance of appropriate infant nutrition during the first 1,000 days.

Solution

With the support of the Danone Ecosystem Fund, Nutricia Turkey and its local partner the BU Foundation (Bogazici University Foundation) co-created the "Miracle Mum" project to support mothers in making the right choices during the first 1,000 days. The project has established an Institute that employs experts to professionally train public nurses (awarding an accredited diploma) and that also offers 1,000 days services to mothers, from simple awareness-raising to pregnancy follow up and perinatal cares (online & offline).

Outcomes

Social

The project contributes to developing adapted professional practices and services to meet the needs of pregnant women and babies. It also creates job opportunities for midwives.

Business

Nutricia Turkey is raising awareness about adequate nutrition, strengthening Danone's reputation and establishing stronger ties with health professionals.

General interest

The project contributes to the health of babies in Turkey.

RECYCLING



ACCESS
TO RECYCLED
MATERIAL

BETTER PAID
AND RECOGNIZED
WASTEPICKERS

Turn packaging waste into a resource with a fair value creation along the recycling chain especially for waste pickers through multi stakeholders engagement



SORTING CENTERS

STRUCTURE AND OPERATE A SOCIALLY RESPONSIBLE WASTER SORTING CHAIN EMPOWERING WASTE PICKERS,IMPROVING THEIR WORKING CONDITIONS WHILE ACTIVELY PARTICIPATING TO THE STRENGHTENING OF THE RECYCLING CHAIN

Waste-pickers organized in cooperatives or independents work in a sorting center supplied by a local waste managing company and co-started with Danone and local partners. In this sorting center waste-pickers have better working and social conditions than those they used to have in the open landfills. They are protected from the climate conditions and have access to sanitary facilities. They also have access to social and psychological support and are encouraged to participating in different empowerment trainings such as nutrition, leadership, money management etc. The waste collected and segregated by the waste-pickers is directly bought by a specialized recycling company at a fair price and compacted into bales (i.e. crystal PET, cardboard and aluminum bales...). Crystal PET bales are transported to a specialized transforming company and converted into rPET pellets which will then be used in Danone rPET water bottles.



SORTING CENTERS: structure and operate a socially responsible waste sorting chain empowering waste pickers, improving their working conditions while actively participating to the strengthening of the recycling chain



Collection

Segregation

Transformation

Conversion

Reuse



\$ + Other Funding

Partner brings waste collection (solid or select)

\$ + Management expertise

Partners expertise (social guidance, empowerment, leadership...etc)

TRANSFER & RECYCLING CENTER

WASTE MANAGEMENT

- Waste segregation
- Fine classification
- Compaction

SOCIAL ACTION

- Sanitary structure
- Fair income
- Strong community empowerment
- Family social support



Landfill waste pickers



Street waste pickers



PET

rPET Producers



Danone BU



Other recyclables

Other Recyclers



Other companies



Non recyclables



BEFORE

AFTER

Lemon Aide



AMBITIONS



People Empowered



Business Benefit

To improve the rate of plastic bottles recycled, "LemonAide" project develops a socially inclusive and environmentally-friendly business model through the creation of jobs for young people who have been dropped out of classic schools.

FUNDING: €8,804,100

ECOSYSTEM: €1,300,000

CBU: €652,300

OTHER: €6,851,800

Context

Social

Half of plastic bottles consumed in France are not recycled. In the meantime the rate of youth unemployment hits a record high.

Business

Danone Eaux aims at raising awareness about the recycling and secures its rPET sourcing needs.

Solution

With the support of the Danone Ecosystem Fund, Danone Eaux and its partner FACE, co-created the "LemonAide" project, which tackle recycling and unemployment issues by implementing a socially inclusive and environmentally-friendly business model. The project empowers young people through their first job by providing them a social support, training, mentoring and develop a new network of collection & recycling of PET and other recyclables. The project will also create an innovative mechanism to pass on the gift to promote social entrepreneurship in circular economy.

Outcomes

Social

This project empowers young people without qualification by offering them training and new opportunities.

Business

Danone Eaux secures rPET high quality at fixed price.

General interest

This project contributes to circular economy and reduces the environmental impact of plastic bottle.



Indonesia



Pemulung Tangerang Pilot



AMBITIONS

6,900

People Empowered

Secure rPET sourcing

Business Benefit

To develop a profitable model of a social recycling business unit in Tangerang, the "Pemulung Tangerang Pilot" project aims to professionalize recycling while improving incomes, health and safety for waste picking communities (Pemulung). The project also supports the legal recognition of the Pemulung community.

FUNDING: €1,295,600

ECOSYSTEM: €1,066,700

CBU: €228,900

OTHER: €0

Context

Social

Indonesia is facing an increasing challenge in its waste management. The government is tightening regulations and making companies increasingly responsible for collecting waste. Waste pickers are organised in an informal network of Pemulung who work unrecognized and live in difficult conditions with limited access to water, education and health.

Business

Aqua wishes to reduce its carbon footprint, so it uses rPET in its bottles and it aims to support the recycling industry.

Solution

With the support of Danone Ecosystem Fund, Danone Indonesia (Aqua) and its local partner, Reksa Buana Utama, co-created the "Pemulung Tangerang Pilot" in Indonesia. This model recycling unit employs and is run by waste pickers (Pemulung) and their families with three objectives – improve waste collection efficiency to generate more income, provide health services in collaboration with the government, and provide a safe working environment for the Pemulung.

Outcomes

Social

This project empowers waste pickers' families, increases their monthly income and improves their living and working conditions. They gain support and easier access to state health services.

Business

Danone Indonesia secures part of its rPET supply from this pilot Recycling Business Unit and Aqua's reputation as a responsible corporation is strengthened.

General interest

This project contributes to developing a sustainable waste collection model in Indonesia and to environmental protection.



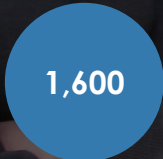
Argentina



Cartoneros



AMBITIONS



Business Benefit

To support the development of the recycling industry and improve working and living conditions for waste pickers in Argentina, the "Cartoneros" project is investing in infrastructure, such as equipment in existing plants in Buenos Aires, and in a new sorting and recycling center in Mendoza.

FUNDING: €1,382,000

ECOSYSTEM: €1,082,000

CBU: €169,000

OTHER: €131,000

Context

Social

Argentina, and more specifically the city of Buenos Aires, has put in place initiatives to support the development of the recycling industry and provide secure jobs for waste pickers.

Business

Danone aims to increase the amount of recycled plastic (rPET) in its products and secure its sourcing needs.

Solution

With the support of the Danone Ecosystem Fund, Danone Aguas de Argentina and its local partner, Avina, co-created the "Cartoneros" project to empower waste pickers in Argentina. The project invests in infrastructure, including several recycling sorting facilities in Buenos Aires and Mendoza, which will operate under a cooperative model.

Outcomes

Social

This project empowers waste pickers through management and life skills training and helps them to secure a fair wage.

Business

Danone Aguas boosts its socially responsible image and supports the organisation and professionalization of the recycling industry in Argentina while securing its rPET supply.

General interest

This project raises awareness about living conditions for waste pickers and the importance of waste management. It also aims to gain more recognition for waste pickers' work.



RECYCLING

Brazil

Novo
Ciclo

ASSOCIAÇÃO MACHADENSE DE RESÍDUOS SÓLIDOS
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(35) 3295-6538/8867-6846/8866-5086/9143-7994
MACHADO-MG



AMBITIONS

827

People
Empowered

Develop
rPET
sourcing

Business
Benefit

To support waste management and improve working and living conditions for waste pickers in Brazil, the “Novo Ciclo” project trains them and provides them with technical and infrastructure support. The project is conducted under an innovative recycling business model based on cooperative organization, fostering social mobilization.



FUNDING: €3,286,400

ECOSYSTEM: €1,600,700

CBU: €712,300

OTHER: €973,400

Context

Social

Brazil faces significant problems in waste management and most waste pickers work in the informal sector without any recognition or social protection. The Government is encouraging initiatives to improve working and living conditions for waste pickers, while also imposing stricter waste management and resource recovery rules on companies.

Business

Danone aims to use social innovation to comply with the new Brazilian waste law on managing the end of life of its products.

Solution

With the support of the Danone Ecosystem Fund, Danone Brazil and its local partner the Nenuca Institute for Sustainable Development (INSEA) worked with the local authority to co-create the “Novo Ciclo” project, which tackles the national issue of waste management and supports the emergence of entrepreneurs specialized in waste management. The project aims to professionalize waste pickers through creating waste management centers, setting up sale and resale cooperatives, and delivering management training to help them manage their own business independently.

Outcomes

Social

The project consolidates existing jobs and creates new ones in a safer working environment. It will also raise awareness of conditions for waste pickers in the country.

Business

Danone Brazil develops its rPET industry through the development of sustainable waste management practices.

General interest

The project encourages national awareness of the importance of waste management.

Pepenadores



AMBITIONS



People Empowered



Business Benefit

To improve working conditions for Mexican waste pickers, the “Pepeadores” project is creating a new waste sorting center and empowering waste pickers through different kinds of training and social support.



FUNDING: €4,491,900

ECOSYSTEM: €1,787,000

CBU: €577,500

OTHER: €2,127,400

Context

Social

Mexico has a highly developed recycling industry but also has a fragile waste management system.

Business

Danone aims to address end-of-life management of its products and secure its rPET sourcing needs.

Solution

With the support of the Danone Ecosystem Fund, Danone Mexico and its local partner Mundo Sustentable co-created the “Pepeadores” project in Mexicali City to improve working and living conditions for Mexican waste pickers. The project has created a new Segregation Center and provides life skills training to educate and monitor Pepeadores so they can recycle in a better way.

Outcomes

Social

The project supports Pepeadores in improving their working conditions. Children and families also benefit from complementary services such as health coverage.

Business

Danone Mexico strengthens its reputation and secures the sourcing of rPET for its BU, Bonafont.

General interest

This project raises awareness about living conditions for waste pickers and the importance of waste management. It also aims to gain more recognition for waste pickers' work.

HOW DID DANONE ECOSYSTEM PROJECTS CHANGE YOUR LIFE ?

GISELE F. DE FIGUEIREDO,

Madrinha of the “Kiteiras” project

I have been working with other brands before, but it wasn't as successful as I expected. The feeling is great you know ? I feel satisfied, rewarded and valued. I'd like to thank Danone for this project and for giving me the chance of growing.

ANTONIO APARECIDO ALMEIDA,

Picker of the “Novo Ciclo” project

What really changed my life was a new way of thinking. I was used to think we were always one step behind other citizens and forever fated to live this way. With Novo Ciclo we started to realize that we are much more than we thought. We are not just pickers. We are citizens with rights.

PRAPTI,

Beneficiary of the FIGA program of the “Merapi” project

Our first flock had zero percentage of death this is one of our success points. We received a lot of positive sides of the project, a lot of knowledge. Personally I became a bravest person, I gained self confidence.

MONICA UNGUR,

Nurse of the “SAMAS” project

For me this course was a change of life. I remember when I got home and looked at the money received, it was a huge joy. It was like I was flying back home

MARIA,

Mother beneficiary of the advices of a nurse of the “SAMAS” project

I met people with a great desire to help , they gave me confidence and they empowered me. I left prepared to make the right choices with knowledge from people I trust.



OUR WAY TO MEASURE THE PROJECTS IMPACT

To ensure the expected social impacts we measure the social impacts of the projects through two approaches:

1. **A social reporting every 6 month which methodology & results are audited by leading actors**
2. **Qualitative & quantitative social impact studies with referent academic partners,**

2 SOCIAL REPORTING / YEAR

We measure **social impacts** of each project thanks to social KPI's helping us to follow the evolution of the job creation and the professional empowerment of the project beneficiaries.

Empowerment is a process to enable people to develop and strengthen their employability and their social & economic inclusion.

⇒ **They are 8 KPI'S of professional empowerment for people and women:**



with an increased or secure revenue



With women trained

with access to social benefits



who benefit from a micro-credit service

with better working conditions

who benefit from a social inclusion program or social benefits



who received a donation for equipment

with access to an external expertise

11 SOCIAL IMPACT STUDIES

To measure and understand our impacts, **12 qualitative and quantitative impact measurement studies** have been conducted with academic partners.

They help us understand our strengths and learn from our successes as well as failures.

⇒ By enacting new business solutions to replicate

⇒ Helping us to understand the failures and rework our project models to readjust them to find successful sustainable model.



**FRANK VANCLAY,
PROFESSOR OF THE DEPARTMENT OF CULTURAL
GEOGRAPHY - UNIVERSITY OF GRONINGEN, NETHERLANDS**

“Social Impact Measurement is the processes of analyzing, monitoring and managing the intended and unintended social consequences both positive and negative, of planned interventions (policies, programs, plans, projects) and any overall changes invoked by those interventions ”

HOW DO WE ENSURE ROBUSTNESS AND SUSTAINABILITY : IMPACT MEASUREMENT STUDIES

2) IMPACT MEASUREMENT IS THE KEY TO ASSESS THE VALUE CREATED BY ECOSYSTEM PROJECTS

To measure our impacts, 11 qualitative and quantitative impact measurement studies with experts.

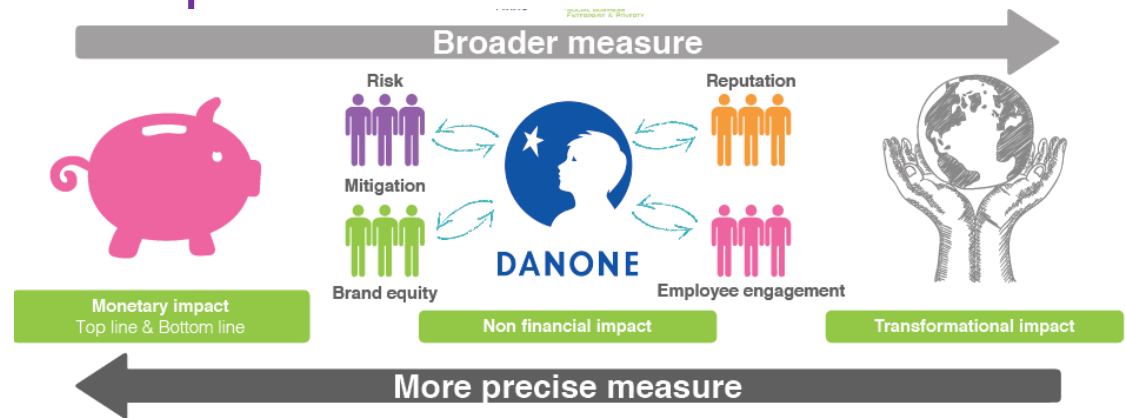
QUANTITATIVE

	ActiVIDA / Bien Vieillir Ageing Well	Spain / France / Irlande	QUANTI	
	Semilla	Mexico	QUANTI	
	Pepeadores	Mexico	QUANTI	
	Milk Collecting Communities	Egypt	QUANTI	
	Ciater & Merapi	Indonesia	QUANTI	

QUALITATIVE

	Pepeadores	Mexico	QUALI	
	Pemulung	Indonesia	QUALI	
	Stand by Mums	Romania	QUALI	
	Milk Collecting Communities	Ukraine	QUALI	
	Women Social School Empowerment	Spain	QUALI	

BUSINESS VALUE: 1 business impact study



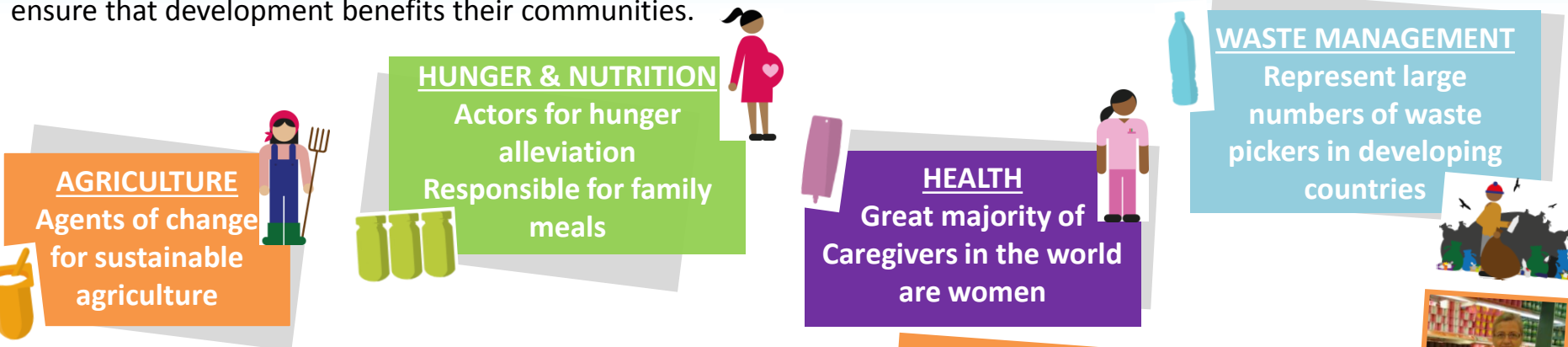
To know more about the Impact Social Measurement, check the [Ecosystem website](#)

OUR ENGAGEMENT TOWARD THE PROFESSIONAL EMPOWERMENT OF WOMEN FOR A MORE INCLUSIVE ECONOMY

A CONVICTION BASED ON 5 YEARS OF FIELD EXPERIENCE : WOMEN ARE A KEY ACTOR FOR THE PROJECT'S SUSTAINABILITY AND ROBUSTNESS.

The Danone Ecosystem Fund has been working since 5 years on developing a more inclusive society paying a special attention to the issue of gender equality and women empowerment.

As women's capabilities are enhanced, they are able to think about the families but also about the community. They see themselves as taking part in a larger process of transformation, and thus act as social ambassadors to foster and to ensure that development benefits their communities.



To date:

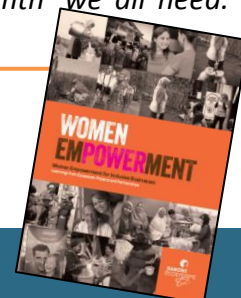
Women empowered: 16 240

Job created for women: 1 930

MARIA GRACIA PRADA, BENEFICIARY OF THE "SOCIAL SCHOOL FOR WOMEN EMPOWERMENT" PROJECT



"I feel very happy, because this is a dream I've been hoping to accomplish for a long time. My children are proud of me. Before, I worked as a cleaning lady. This is much better, you interact with people, inform them about the products and you give the customers the 'human warmth' we all need. For me, it is invaluable."



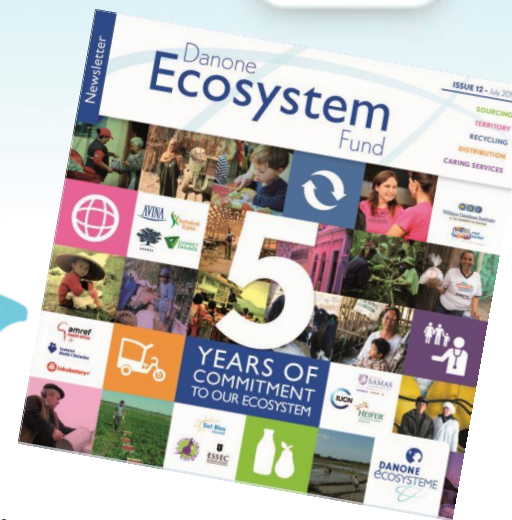
To know more about the women empowerment, <http://ecosysteme.danone.com/>

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Discover more and keep posted for ecosystem news !



Check the Danone Ecosystem Fund website to learn about the project.



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Go on **Down to Earth**

downtoearth.danone.com to be inspired by Danone's actions around social innovation and even more!

