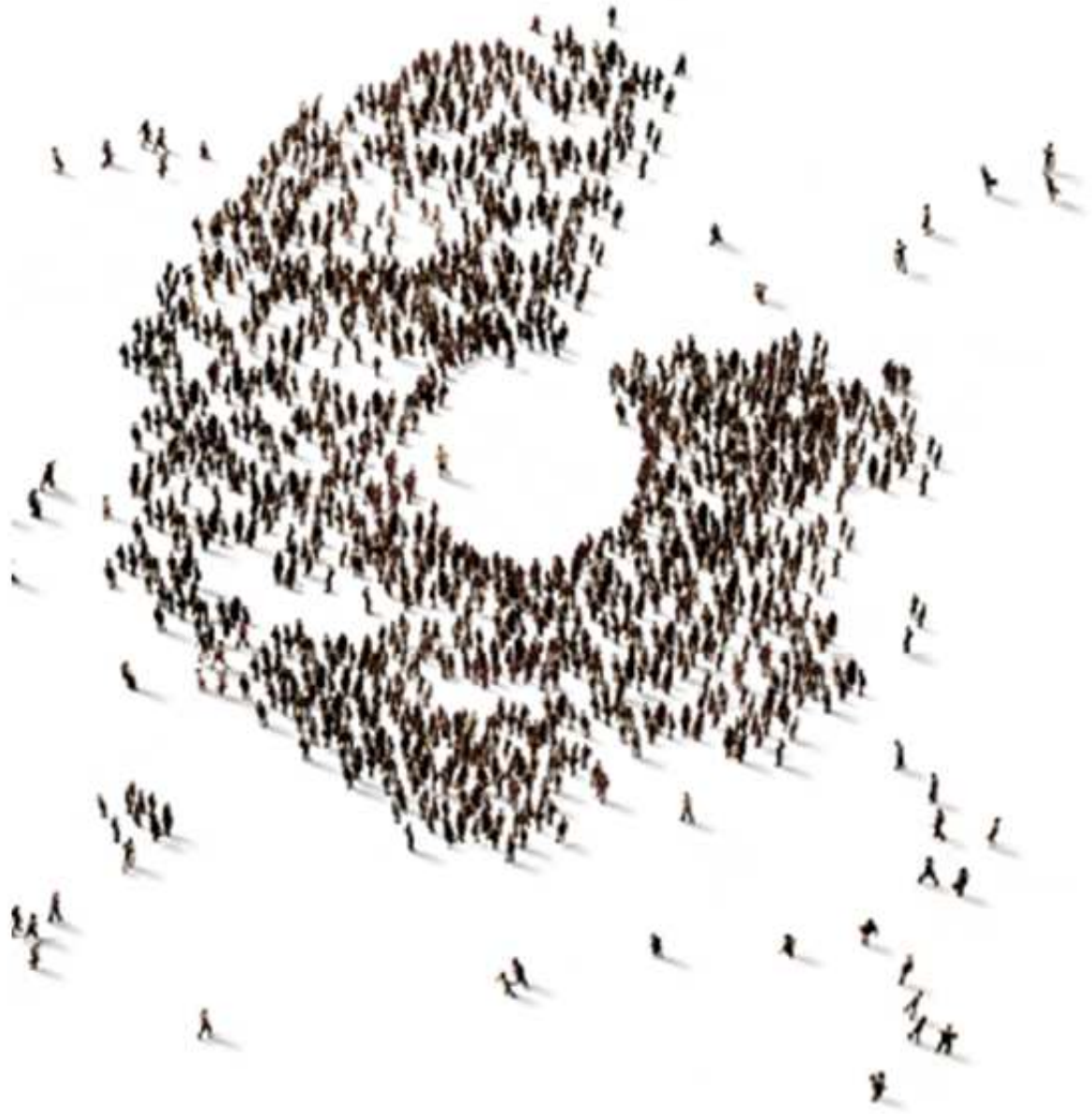




Annual Networking Event: investing in and collaborating with West-Africa

Mieke Vercaeren

14/06/2019



Together **we create sustainable added value** through value-driven craftsmanship in retail.



Our activities and brands



Sustainability



Social



Environment

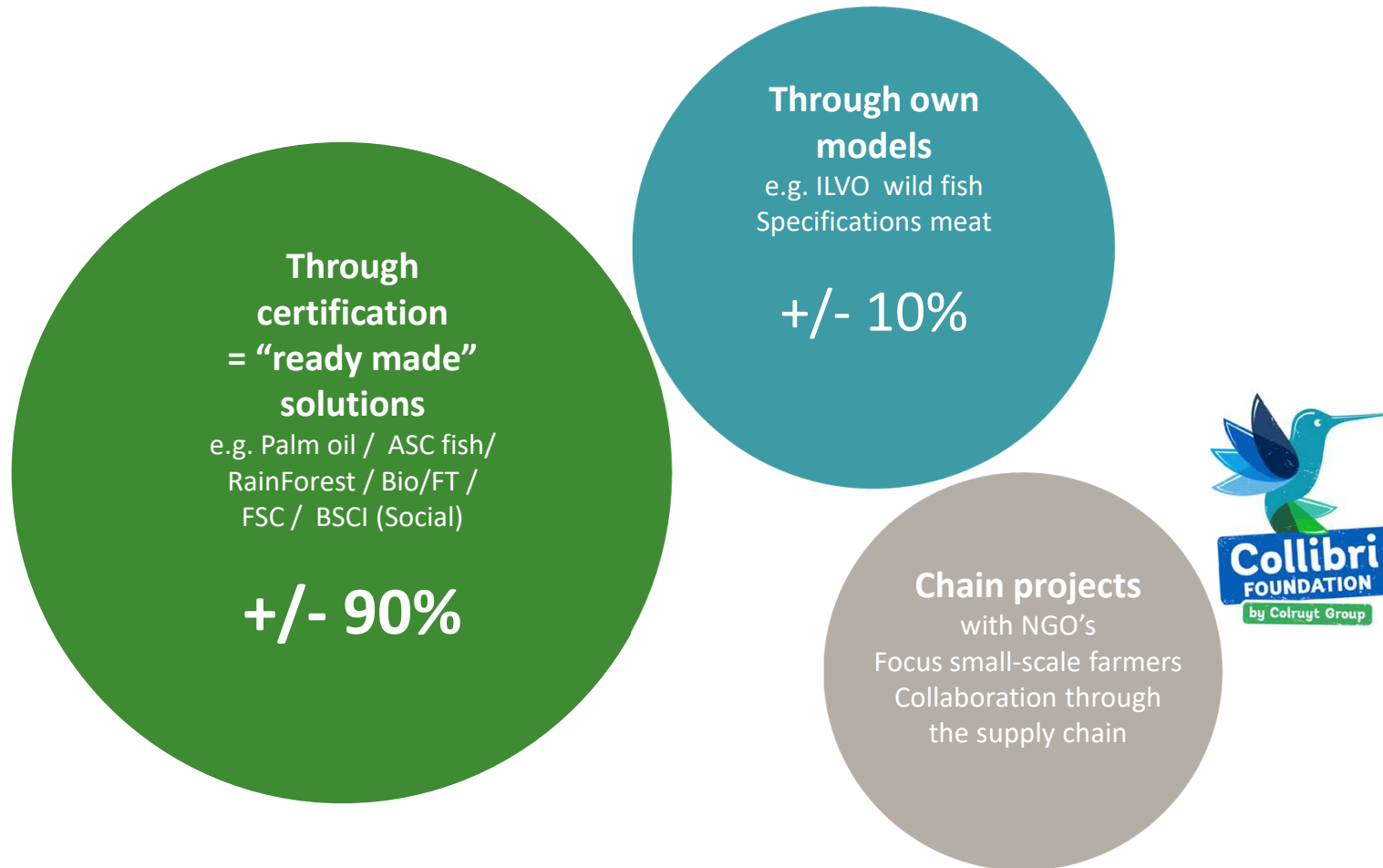


Product

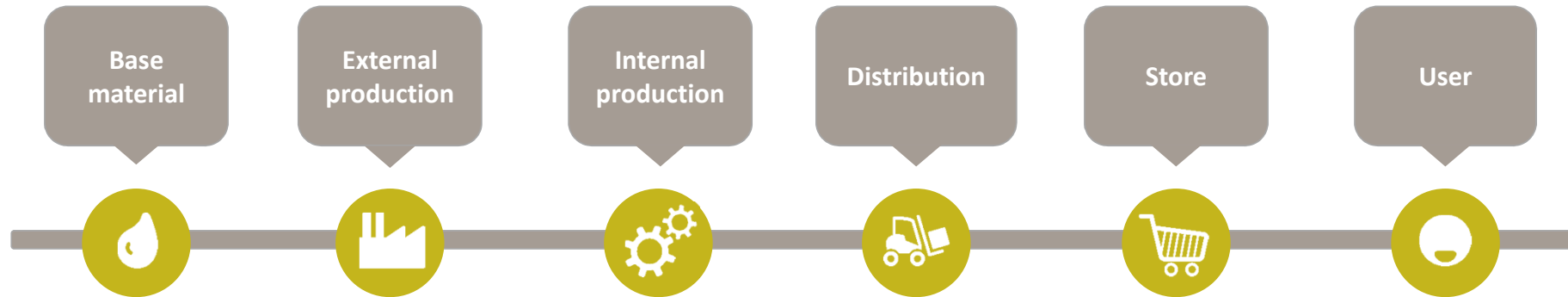




Sustainable products: approach



Ambition: 10 chain projects by 2020



Regions in development where we source

Small-scale farmers/ coops

In partnership

Existing and new value chains

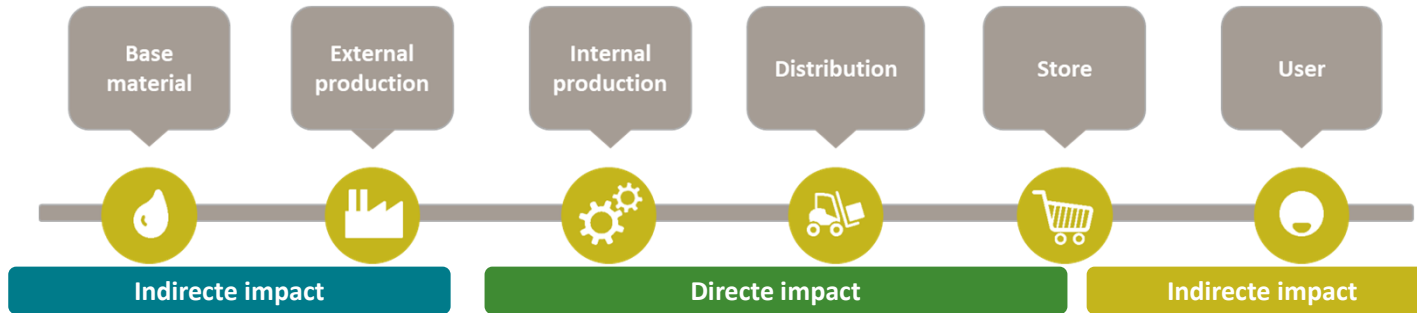
Sustainable





Jef Colruyt in Benin, 2010

Case Benin



- 2010-2013: rice value chain and training farmers on quality
- 2013 - 2019: 30 youngsters in educational projects
- Formal and informal education + coaching
- Exchange students Leuven (Banaba)

- **Market access** and feedback on **quality**
- Better **insights** in whole value chain for all
- Pre-financing first yields, price
- **Engagement** 3 years
- Working towards **certification**



- **Engage** with consumers
- **Promote** sustainable products



Next challenges

In collaboration with our suppliers and



Mission 2018



Consortium building: living income engagement by 2030
Chain project cacao



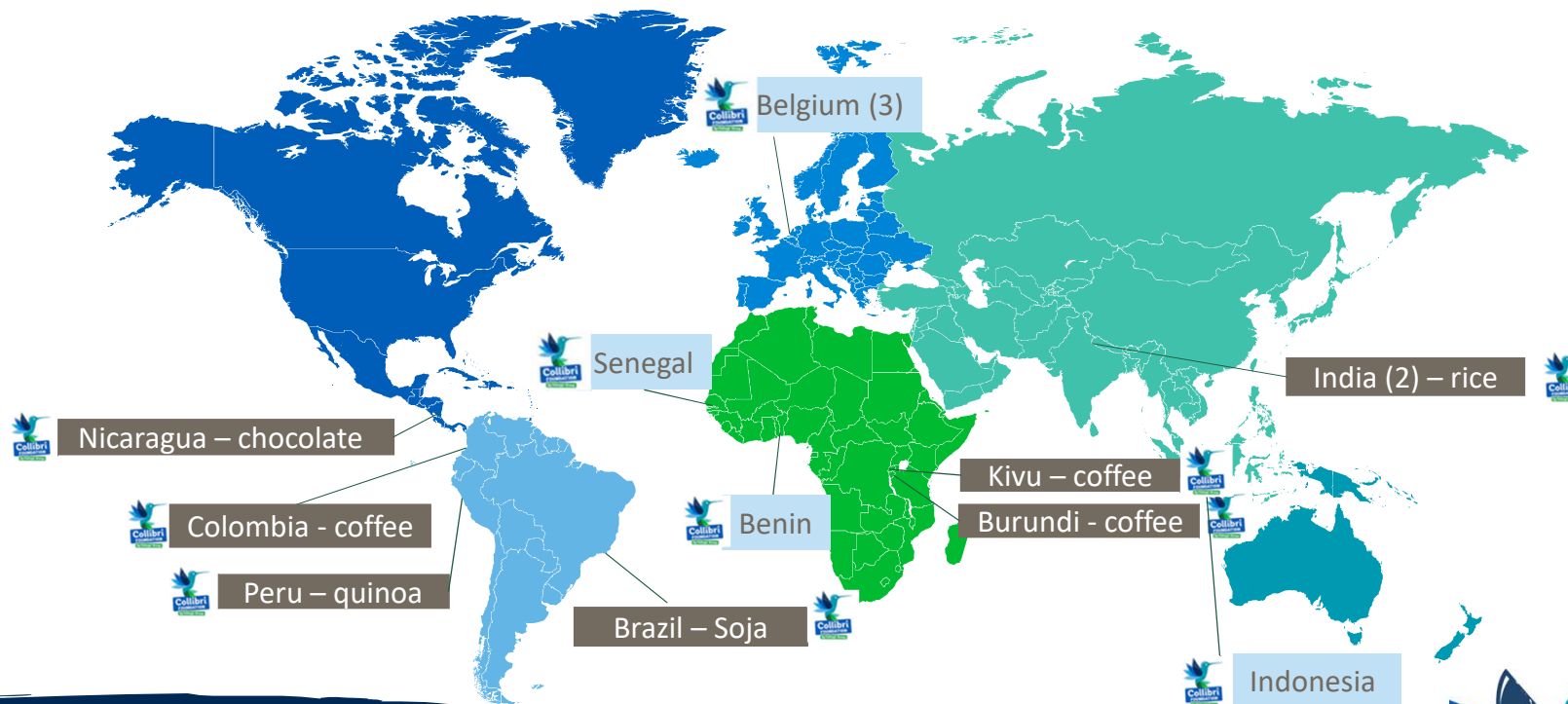
Chain projects are reinforced with investment in education

> 5.000 youngsters

> 33.000 farmers

14 projects

40 product ref.



Chain + education

Education



Some examples



Riz du
Benin
2013-2015



Asparagus
Peru
2014-2015



We co-create with our customers: gifts X 2



April-Mei
2018
€ 33.915



Juli 2018
€ 21.805



Klean Kanteen
€ 7.755 EUR



Lunch box
€ 8.000



Rond maar Af :
€ 57.011

www.colibrifoundation.org



Tomorrows voices 2018

Exchange
4 projects:
Indonesia
Belgium (2)
Ecuador

Talents!

