

## The Carrefour Foundation launches its sixth international collection campaign with the Food Banks



*In 2013, the Carrefour Foundation launched a major international and simultaneous collection campaign for Food Banks. Fast-forward to 2018 and 51 million meals later, it is gearing up to launch the 6th international Food Bank collection campaign with support from the European Food Banks Federation and The Global FoodBanking Network. Teams from nearly 3000 stores will be involved in the project which will run for more than 2 months across 10 countries: Taiwan, followed by Argentina, Italy, Romania, Spain, France, Poland, Brazil, China and Belgium. Employees,*

*customers and volunteers will all be drawing on all their resources and focusing on helping the world's poorest people.*

### From Taipei to Rio de Janeiro – over 3 000 Carrefour stores are getting involved in 10 different countries

Carrefour Taiwan's teams started collecting donations on October 16<sup>th</sup> – World Food Day; and they'll continue until the end of December. Then on November 21<sup>st</sup>, Carrefour Argentina will launch its own campaign in stores. Teams will be joined by Carrefour Italy on November 29<sup>th</sup>, and then by Carrefour Romania, Carrefour Spain, Carrefour Poland and Carrefour France on November 30<sup>th</sup>. Next, the campaign will get under way at Carrefour stores in China, Brazil and finally, in Belgium.



The campaign will be implemented in stores by more than 2000 Carrefour employees, all working alongside volunteers from the Food Banks. In 2017, the equivalent of some 14 million meals were donated and then redistributed to charities who help people in need.



### Thousands of "orange jackets" in action out in the field

*This 6th edition is an opportunity to take stock of what we've accomplished so far. Since 2013, the Carrefour Foundation and its country ambassadors have collected donations amounting to the equivalent of nearly **51 million meals** in more than **10,000 stores** thanks to **9000 Carrefour volunteers**, all wearing the famous orange jackets. Their task is to raise customers' awareness, receive the foodstuffs from them as they leave the checkouts and then sort them so they can be easily redistributed via the Food Banks' warehouses.*

### Give every day: the equivalent of 164 million meals donated by Carrefour stores throughout the world in 2017

Carrefour has been partnering the Food Banks every day since 1994. And alongside these collection campaigns, Carrefour also donates foodstuffs to various associations on a daily basis – fresh produce in particular. In 2017, these donations amounted to the equivalent of 164 million meals given for food aid associations around the world. The initiative is very much in line with Carrefour's campaign to tackle

food wastage that it launched back in 2013 – not just in France, but also in Belgium, Brazil, Argentina and Taiwan. In France, Carrefour is the leading private donor to Food Banks. Carrefour stores in France are committed to a policy that involves making daily donations to charities and in 2017, they donated 11,043 tonnes of foodstuffs to Food Banks – that's the equivalent of some 22 million meals.

**Give effectively:  
Logistics support and a training programme**

The Carrefour Foundation also gives the Food Banks logistics support: it provides vehicles for transporting products – including fresh products – and cold rooms for storing them. In 2018, a €125 000 grant financed the purchase of 9 refrigerated vehicles and 2 cold storage rooms. It was also used to develop training programmes about reducing food waste in a food bank, to create a workshop transforming excess fruits and vegetables in France, and to design a digital platform in Taiwan in order to facilitate donations. Since 1994, Carrefour has funded the purchase of 300 equipments for the Food Banks throughout the world. These include 201 refrigerated vehicles, 34 cold rooms and refrigeration cabinets, etc.

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**About the European Food Banks Federation (FEBA)**

*The European Food Banks Federation, founded in 1986, brings together 388 Food Banks in 28 European countries (24 members and 4 project members). In 2017, European Food Banks redistributed some 756,00 tonnes of food – the equivalent of 4.1 million meals each day – to 8.1 million most deprived people, through a partnership with 44,700 charitable organizations and thanks to the professionalism of 23.500 co-workers (88% volunteers).. For more information, visit [www.eurofoodbank.org/](http://www.eurofoodbank.org/)*

**About The Global FoodBanking Network (GFN)**

*The Global FoodBanking Network (GFN) is a non-profit organization that nourishes the world's hungry through launching and strengthening food banks in more than 30 countries. Last year GFN member food banks rescued 472 million kilos of food and redirected it to feed more than 7.78 million people through 55,000 social service organizations. For more information please visit [www.foodbanking.org](http://www.foodbanking.org)*

**About the Carrefour Foundation**

*Created in 2000, the Carrefour Corporate Foundation is focused on tackling social exclusion at international level for everyone. Supported by the Group's teams and their expertise, it is involved in two key areas – working to ensure that people have enough to eat and providing emergency humanitarian aid. The Carrefour Corporate Foundation runs sponsorship programmes alongside the retailer in the countries in which Carrefour operates, as well as in the Group's supplier countries. With a budget of €6,75 million, the Carrefour Foundation funded over 74 projects in 2017 in 9 different countries. For more information, visit: [www.fondation-carrefour.org](http://www.fondation-carrefour.org)*

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