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Colruyt Group Foundation: Colruyt Group's corporate foundation significantly widens focus

Empowerment as a common theme across all 29 projects

Halle, 25 September 2024 – Colruyt Group's corporate foundation, formerly known as Collibri Foundation, is expanding both its content and activities. As part of the renamed Colruyt Group Foundation, educational and other projects with young people are remaining the main focus, while the positive contribution is now being widened to include charities working on healthy food and sustainable agriculture. In this way, it is even more closely aligned with Colruyt Group's own sustainability themes. With a new name, a reinforced team, higher budgets, and a new innovative approach to further include customers using the existing savings programme in the Xtra app, Colruyt Group Foundation is now unfurling an even more ambitious and committed approach as one of Belgium's largest corporate foundations.



Even better alignment with Colruyt Group's strengths

Collibri Foundation was established some 20 years ago as a corporate foundation of Colruyt Group with a clear mission: to offer vulnerable young people more opportunities for a successful future, both in Belgium and in other countries in which Colruyt Group buys sustainably through its chain projects. To this day, Collibri Foundation is still supporting 21 projects. More than a million euros was invested in this by 2023, and more than 16,500 young people were given more opportunities for a successful future.

The decision has now been made to **widen the scope**. Lisa Colruyt, director of Colruyt Group Foundation, says: "Our society is facing

growing challenges. The numbers of early school leavers are rising, but poverty combined with access to healthy food also remains a major theme across the country. Farmers are coming under increasing pressure. We are aiming to make a difference there every day with Colruyt Group, so we felt it was important to broaden the contribution of the corporate foundation. In this way, we are even better aligned with the group's sustainability objectives and we can also draw on the knowledge, network, and infrastructure that already exist within Colruyt Group." There followed a change of name, accompanied by a new logo and [new website](#).

New dynamics: new themes and new projects in Belgium and abroad

As from October 2024, **eight new Belgian projects** will be added and **a total of 29 initiatives** will be supported through the foundation: from projects that are still in the start-up phase to those that are at a slightly more mature stage. Colruyt Group makes a commitment

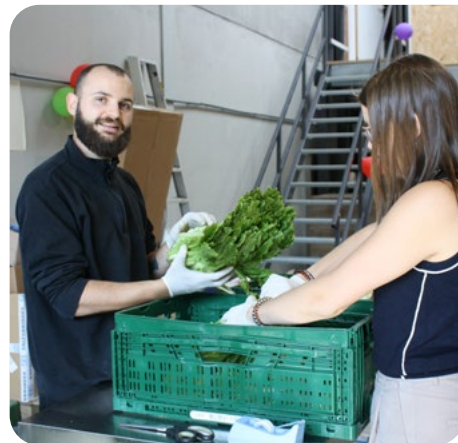
to allocate **5 million euros annually** for this from now on – more than doubling the current budget – which immediately makes the corporate foundation one of the largest in Belgium. Highly specific work is carried out around **three themes**:



Supporting young people to stand on their own two feet remains at the heart of Colruyt Group Foundation's activities. To this end, training projects have been supported for more than 20 years, focusing on two key factors for future success: professional integration and the development of both national and global citizenship. [Debateville](#) and [Odyssee](#) fall within that category, and existing collaborations with organisations such as [Sport2Be](#) are being continued.



Initiatives focusing on **sustainable agriculture** in Belgium and the countries in which Colruyt Group has chain projects can also increasingly count on the support of Colruyt Group Foundation. For example, [Regenacterre](#) is committed to supporting farmers who want to adopt more sustainable activities. [Boerenatuur](#) is another new name in this category.



The focus is additionally extended to support projects that enable **access to, and raise awareness about, healthy eating for vulnerable families**. For example, [Foodsavers](#) and [Enchanté](#) are part of carrying out that important mission, with a push from Colruyt Group's corporate foundation.



Empowering the various stakeholders for the long term

The cooperation with the various affiliated NPOs is **for the long term**: Colruyt Group Foundation is investing for at least three years, giving the project time to grow so that the evolution can be measured. It also **goes far beyond mere financial support**: mentoring is at least as important. There are Colruyt Group co-workers who actively engage in offering mentorship to young people within the projects, for example. Indeed, a crucial theme running through all the projects is **empowering people**. Lisa Colruyt says:

"We really want to empower people to make a meaningful contribution to a more sustainable future. The purpose is for them to develop their potential and create positive change in their environment. It is not only about the foundation's NPOs and their stakeholders. For Colruyt Group, it is also about involving our own co-workers, suppliers, and even the customers of our stores."

Actively engaging customers through the Xtra savings programme

Considerable thought was given to involving customers of the Colruyt Group formulas more closely in the foundation's activities. **The existing savings programme will be used** for this purpose. Starting this autumn, customers will be able to use their Eco-score savings points through the Xtra app to support some of the Belgian projects within the foundation. Lisa Colruyt says: *"This way, we're*

increasing the involvement of our customers, and those non-profit organisations also get a boost through extra visibility. This, too, fits into our mission to help customers to consciously make sustainable choices."

Facts & figures on Colruyt Group Foundation



+20 years of experience

First educational project: in Indonesia



29 projects

- 17 in Belgium
- 12 in other countries



Since 2017:

**over 60,000
young people
supported**



An investment of...

- more than €1 million in 2023
- up to **€5 million/year** from now on
collaborations lasting at least three years



5 co-workers

from Colruyt Group Foundation



Featured projects

Colruyt Group Foundation manages the 21 projects already running under the Collibri Foundation banner, aimed at educating and training vulnerable young people, both in and outside Belgium. No fewer than **eight new projects** were added this

year, in **additional themes**. That brings the **total to 29 projects**. The projects are at different stages: innovation projects, start-ups, and projects in scale-up phase ('mature projects'). Discover some featured projects here.

Colruyt Group Foundation's projects focus on three themes

- 1 Empowering **young people**
- 2 Guiding young **farmers**
- 3 Making **healthy and sustainable food** accessible

1 Empowering young people

WHY?

- 6.2% of 18- to 24-year-olds are early school leavers in Belgium.
- 5.7% of 15- to 29-year-olds are unemployed.
- 23.4% of 16- to 29-year-olds live in poverty and social exclusion.

Those **inequalities hinder the development of their full potential**.



- **Debateville** aims to promote social mobility and cohesion by teaching young people essential skills through a **debate and speaking skills programme**. Over four years, during fun workshops held every week, the young people develop the art of speaking and critical thinking, and gain self-confidence. This helps them become active citizens with respect for others.

- **Odyssee** aims to support young people who drop out of school early to discover their potential and **guide them back into education or training**. The organisation's innovative projects give young people the tools to shape their lives themselves and grow into active citizens, regardless of their background, social status, domestic situation, or possible disability.

2 Guiding young farmers

WHY?

Young farmers are under great pressure, both in Belgium and beyond.

- **Climate challenges** and scarcity of usable land mean that there is a need for new techniques and insights around, for example, regenerative agriculture.
- Globally, 85% of the 1.21 billion young people aged 15 to 25 live in rural areas of low and middle-income countries. Almost a quarter of them lack access to employment, education, or training, putting them at high risk of exclusion.



Colruyt Group Foundation supports projects that help young farmers – in Belgium and in countries supplied by Colruyt Group – to meet the challenges of sustainable

agriculture. The foundation aims to promote the welfare of producers and encourage environmentally friendly farming practices.

Belgium

- **Regenacterre** guides Belgian farmers in their transition towards more sustainable practices. Since 2016, it has been offering independent consultancy with a twofold purpose: to restore **soils** and to **improve the economic performance** of farms. At the same time, they are developing a network of independent experts and working with the agri-food industry to draft **more sustainable specifications**. This is how Regenacterre is building a future-proof and prosperous agricultural sector.
- **Boerenatuur** guides Belgian farmers towards sustainable, profitable agriculture. Through tailored advice and during group initiatives, they encourage farming practices that **improve biodiversity** and **respect the environment**. Their mission is to create a synergy between profitable agriculture and ecology.
- **Sauvons Bambi asbl**'s mission is to **rescue wild animals** that may be injured or killed by farm machinery while mowing, at no cost. The association **raises awareness** among the public, farmers, and politicians about the importance of preserving such biodiversity and about the risks of food poisoning in farm animals that eat feed contaminated by a rotting corpse (botulism).

Other countries

- **Eight** is changing the lives of **young cocoa producers in Côte d'Ivoire** with direct financial support to rural communities. This gives young people autonomy and the chance to decide for themselves what to do with the money. Through that **financial security and freedom of choice**, Eight promotes a future in which sustainable agriculture and communities thrive together.



- **Solid Jovem** provides comprehensive **training in sustainable agriculture** to young people in rural Ayacucho, in the Peruvian **Andes**. While setting up their own businesses, the young people hone their skills and generate income to improve local livelihoods. Their initiatives then spread to their communities and prove that a better future is possible in rural areas.

3 Making healthy and sustainable food accessible

WHY?

- 25% and 15% of the population are **overweight or obese**, respectively. This is exacerbated by a lack of means and knowledge about nutrition, limited access to quality products, and media and sociocultural influences.
- The **need for food aid** is growing.
 - In 20 years, the number of Food Bank beneficiaries in Belgium has almost doubled, from 92,225 in 2000 to almost 170,000 in 2019.
 - In Brussels, 40% of the population lives below the poverty line, but only 18% received food aid in 2023.
- The aim of **Enchanté**'s project 'Brooddoosnodig' is to ensure equal educational opportunities by guaranteeing **nutritious meals for all students**. That initiative brings together a diverse network of schools, stores, citizens, and local businesses to provide a balanced nutritional range to contribute to a conducive learning environment.
- **GoodPlanet** raises awareness among young people around sustainable agriculture and healthy eating by planting 'Snoepbosjes' in schools: **small school gardens for healthy snacking**. These serve as learning tools and healthy food sources. The programme trains students and teachers, with extra support in schools with a low socio-economic index, and develops a community around biodiversity and sustainable nutrition.



- **NoJavel!** distributes and processes unsold high-quality **organic food for people in vulnerable situations**. Some also pair it with a socio-professional reintegration process. Founded by people who were themselves struggling with food insecurity, the organisation emphasises respect and human dignity. That approach strengthens the social fabric and makes healthy and sustainable food more accessible.
- **Foodsavers** **redistributes surplus food** to people in vulnerable situations. By giving them access to fresh, healthy, and high-quality food through local distribution points, it aims to create a circular system: minimising losses and optimising resources.

Find out more
[all projects](#)
[how projects can apply](#)

Milestones



2000

- Increasing globalisation and direct deliveries of products from countries of origin are increasingly confronting Colruyt Group with the social challenges of developing countries, in particular child labour. This awareness



strengthened the group's **social commitment** and led to the creation of Collibri for Education.

- After a study in Indonesia reveals worrying working conditions, the foundation focuses on **education**. It aims to provide learning opportunities for young people and a lasting solution to child labour.

2005

- Collibri For Education** is officially introduced to the general public.
- Colruyt Group adds Colombian **fair trade coffee Kachalú** to its store range. Part of the profits flow back to educational projects in Colombia through Collibri for Education.



2010

In order to provide more structure, Colruyt Group establishes the Collibri Foundation, a **corporate fund within the King Baudouin Foundation**. The latter will be mandated to manage the foundation.



2011

As a Belgian company, Colruyt Group also wants to support **local projects**. This is why Collibri Foundation is collaborating with a Belgian partner for the first time: Youca.



2017

Collibri Foundation organises the first edition of **Tomorrow's Voices**. The purpose of this annual event is to give a voice to the young people involved and encourage contacts and exchanges.



2020

Collibri Foundation will be an **independent public benefit foundation**, supported by a dedicated team and an ambitious strategy. To maximise its contribution to society, **it joins forces with Colruyt Group**, leveraging its strengths and mobilising its personnel.

2024

Collibri Foundation is renamed **Colruyt Group Foundation** and **expands its activities**. In addition to youth education projects, it now supports initiatives around health, the environment, and animal welfare.



Testimonials



Thanks to our partnership with Colruyt Group Foundation, we can increase our efforts and support even more farmers in their transition to regenerative agriculture. What do we especially appreciate? That the foundation has an eye for cooperation and exchange. As a result, we now exchange insights with the Boerenatuur organisation and increase our shared impact.

Marie Bosquet, Program Director of Regenacterre



Since Sport2Be was founded in 2016, many generous partners have already supported the development of our project. Colruyt Group Foundation is obviously part of it. But the foundation offers more than the essential, structural financial support. Its dynamic team invariably helps us find pragmatic solutions to the many obstacles that stand in the way of our organisation's success. Colruyt Group Foundation is more than a partner, it is an ally.

Tanguy Neve, founder and CEO of Sport2Be



Collibri Collibri Foundation was by our side at crucial moments, both during our very beginning and subsequent growth. It offers support on several levels. Financially, but also thanks to the extra visibility in its strong communications, the sharing of good practices, the dedicated personnel who always go the extra mile, and the countless extra opportunities it offers young people through its events and network. Thanks to the foundation's long-term and structural support, thousands of young people at Debateville are able to maximise their talents through innovative debate education. Without that support, we would never have such a meaningful impact, and for that, we are very grateful.

Sophie Buysse, founder and CEO of Debateville



Collibri Foundation has always operated with a long-term vision, both for itself and for its partners. This isn't something you encounter often with foundations. I'm certain that Colruyt Group Foundation will continue driving this approach forward.

Hervé Lisoir, Head of Programme at King Baudouin Foundation



We are very excited about our collaboration with Colruyt Group Foundation because it allowed us to try out our innovative approach with 'unconditional cash transfer' in a new country. We can now integrate further into the cocoa value chain, offering opportunities to create a meaningful impact for farmers and communities.

Steven Janssens, cofounder of Eight



Colruyt Group Foundation is perhaps one of the corporate foundations most closely linked to the mission of the company from which it originates. Unlike most other corporate foundation, it consciously but critically looks for any possible synergies between its philanthropic activities and business operations based on the belief that philanthropy and corporate social responsibility can go hand in hand. We are curious to see whether this model will set a new trend within the industry.

Pascale Van Durme, General Secretary of the Belgian Federation of Philanthropic Foundations



Getting long-term structural support is a major challenge for Belgian food aid associations. The increasing number of families asking for food aid also makes it difficult to continue to provide sufficient, quality food. Colruyt Group Foundation's support is therefore crucial for us to focus fully on our work.

Alice Berwart, NoJavell! project manager

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