Solidarity Round up

SOS Children's Villages & Carrefour

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SOS KINDERDORPEN
VILLAGES D'ENFANTS

Carrefour



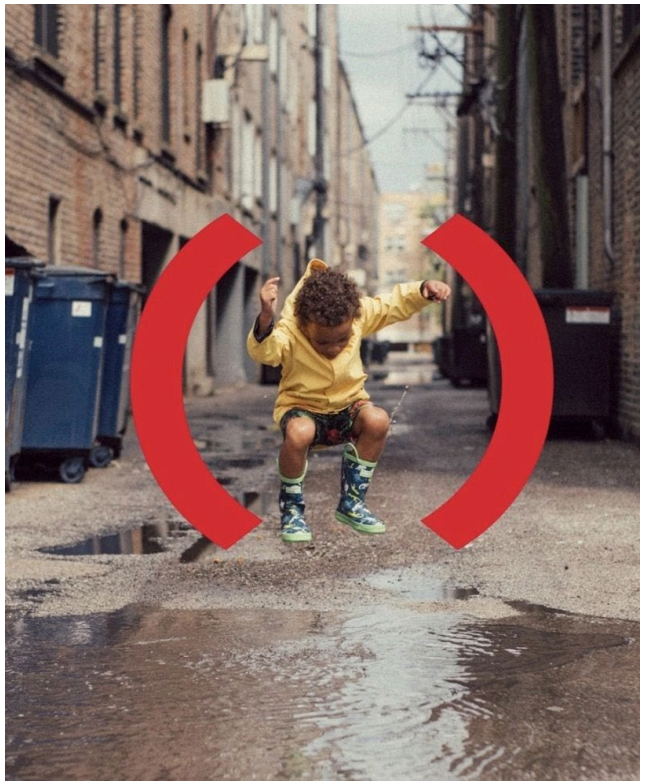
Agenda

- About SOS Children's Villages (SOS Kinderdorpen – SOS Villages d'Enfants)
- About Carrefour
- Our Strategic partnership
- Solidarity Round-Up as concept
- Experiences Carrefour
- Experiences SOS Children's Villages
- Why other companies should also do this?

About SOS Children's Villages

Every child and young person needs to grow up safely





- Target group : children and young people without parental care or at risk of losing it
- Active in Belgium since 1963
- Projects in Belgium : Leuven, Marche-en-Famenne, Hologne, Houfalize, Brussels
- Member of SOS Children's Villages Federation (active in +130 countries)

Carrefour is one of world's largest retailers

80
million households



370.000
employees



turnover
81,2
billion euro



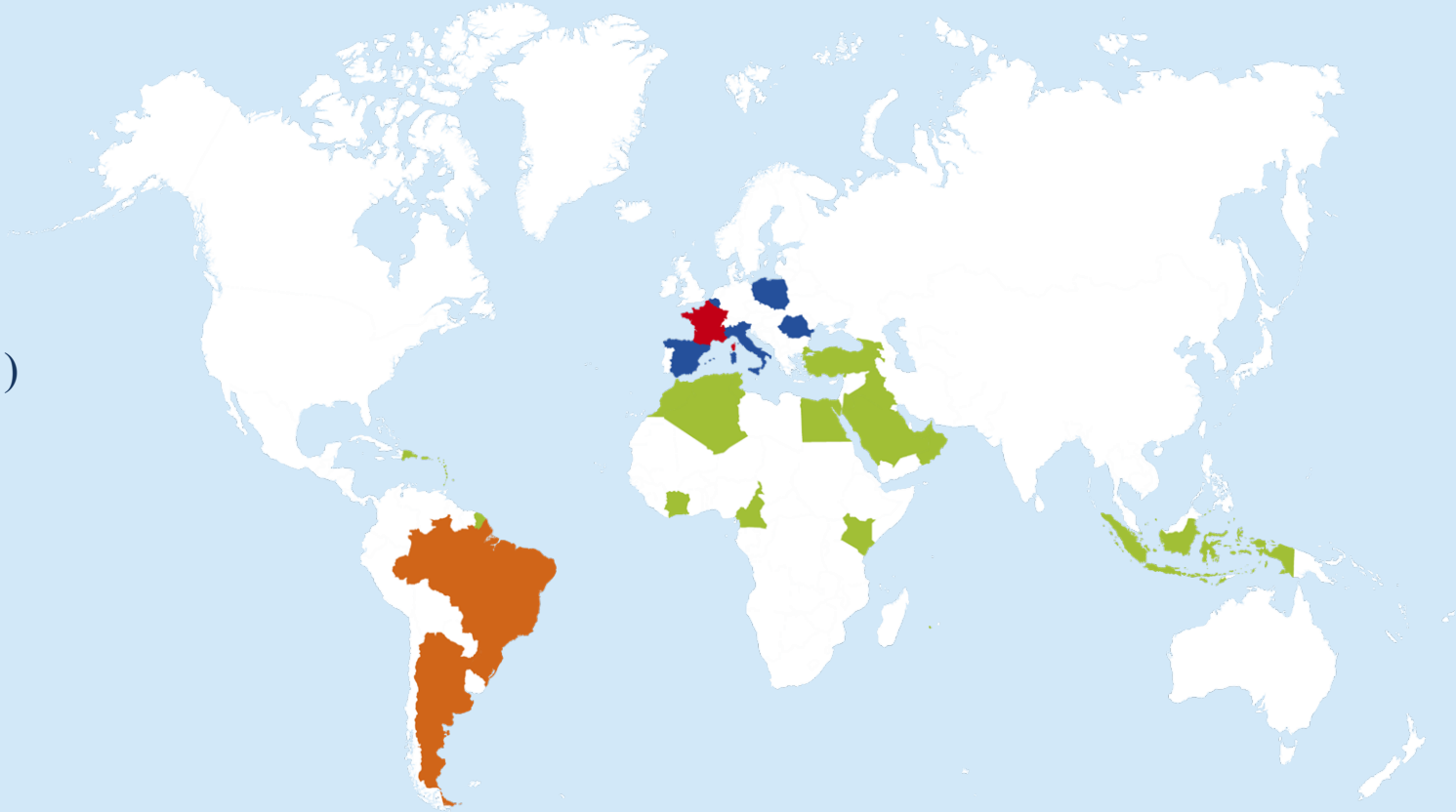
With more than 14.000 stores worldwide

France
5.619 stores

Europe (except France)
5.790 stores

Latin America
1.128 stores

Other countries
658 stores

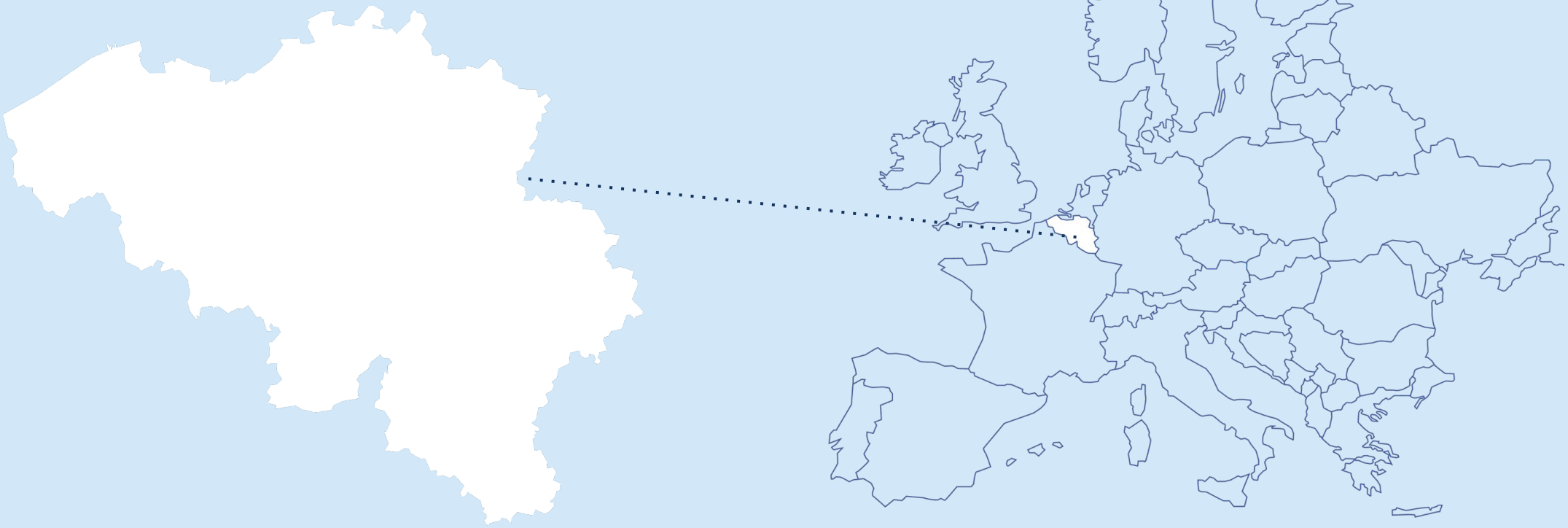


And more than
700 stores in Belgium

318 | Carrefour express

349 | Carrefour market

40 | Carrefour



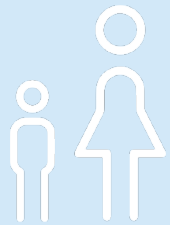
Carrefour Belgium

14,8%
market share



9.816
employees*

35%
men



65%
women

*Own stores and service centre

turnover
4,6
billion euro





Carrefour express

318 stores

- 80 - 400 m2
- Nearby
- Fresh products
- Basic products
- Adapted offer (location/time)
- Quick store visit
- 5,000 to 7,000 references
- Long opening hours
- Daily groceries
- (quickly out of need)



Carrefour market

349 stores

- 800 - 3,100 m 2
- Best choice for daily shopping, good price-quality ratio
- Local anchoring in supply, reception and services
- Respect for ethical consumption and social responsibility
- Focused on simplicity and convenience



Carrefour

40
stores

- 4,100 - 11,000 m 2
- The best choice at the best price
- The most references and services under 1 roof
- Specialized advice
- An unsurpassed shopping experience
- At the intersection of innovation and retail



E-commerce

More then

15 million

visitors on Carrefour.be and our mobile app

Front runner in quick commerce

2h

deliveroo

Uber Eats

Takeawaycom

Order pick up in store via 250 pick-up points

Carrefour Drive

Groceries delivered at home

Carrefour Delivery

Charity and CSR

Child Focus
116000



Pink RIBBON

Banques Alimentaires
Voedselbanken

FONDATION D'ENTREPRISE Carrefour

Our partnership started with one-offs

- **In 2013, a presentation at Carrefours agency (BBDO) let to SOS Children's Villages becoming tombola partner for Carrefour activation - profits where invested in the renovation of our project in Marche-en-Famenne**

- **In December 2013, a flood hit The Philipinnes. Carrefour decided to set up a DONATE FOR PHILIPPINES activation – How? Scan 1, 3 or 5 euros at the check-out**





Carrefour

SOS KINDERDORPEN VILLAGES D'ENFANTS

And grew into a strategic partnership – 12 years already ☺

We want to enroll a partnership which creates real, local change for children, youngsters and their families in Belgium, while also engaging customers and employees in meaningful action.





Main pillars of our partnership :

- **Investment in (scaling) projects in Belgium**
- **Youth empowerment –** example VACATION JOBS
- **Employee engagement –** example WORLD RECORD EVE
- **Awareness-raising –** example DONATE A SPOT
- **Social supply chain integration –** Example CUBZZ
- **Customer engagement and fundraising –** example ARRONDI SOLIDAIRE







Carrefour

SOS KINDERDORPEN VILLAGES D'ENFANTS

History of round ups at Carrefour

- **2012**: first test with check-out action: Voedselbanken: bon 3€ (gain 8450€)
- **2013**: start partnership with SOS Kinderdorpen
- **2018**: first “arrondi” for Voedselbanken
- Charity check outs used for disasters (Floods in Wallonia, Earthquakes in Syria, Morocco,...)
- **2021**: floods in Wallonia: Highest arrondi: 471.345€
- **2022**: all Charity partnerships via round ups: SOS, Child Focus, Pink Ribbon
- **2025**: during EOY: partnership with Viva for life (FR) and SOS Kinderdorpen (NL)

Solidarity Round-Up as concept

Arrondi solidaire - Solidaire afronding: learnings at Carrefour

- What is "Arrondi Solidaire"?
  - A charitable initiative by Carrefour that allows customers to round up their purchase total to the next euro and donate the difference to a selected cause.
- Purpose:
  - Supports urgent needs like floods, wars, and natural disasters.
  - Collaborates with long-term partners such as Pink Ribbon, Child Focus and SOS Villages d'Enfants.
- Activation Timing:
  - Ideal campaign duration is 10 days to maintain customer interest and engagement.
  - Longer campaigns can lead to "donation fatigue" among customers.
- Customer Interaction:
  - Most donations are made via the self-scan system, where a pop-up prompts customers to participate.
- Annual Frequency:
  - A maximum of three campaigns per year ensures sustained enthusiasm and avoids overburdening store personnel.
- Store Personnel Engagement:
  - Success depends on active support from store staff, highlighting the importance of balanced and strategic planning.
  - Important to explain the charity cause through internal communication
  - Add an incentive for the personnel

Experiences SOS Kinderdorpen

- **Increased brand visibility and trust -** positive brand association with a long-term partner (instore radio, poster, key visual on selfscan, …)
- Further position our presence/activities in Belgium (local presence Carrefour & project – Marche-en-Famenne, Leuven, …)
- Opportunity to engage with the employees (video from the program to employees, best raising store invited to visit a program, …)
- Increase supporter engagement (existing donors confirmed of their choice)
- **Sustainable fundraising with minimal costs**
- Inspire other potential corporate partners leading to **new partnerships (Bpost partnership)**

Carrefour

SOS KINDERDORPEN VILLAGES D'ENFANTS

Why other companies should also do this

- **Easy to Implement**. Charity check-outs are straightforward to integrate into existing systems, requiring minimal operational changes.
- **Customer Participation**: Empowers customers to contribute to meaningful causes effortlessly during their shopping experience.
- **Cost-Effective Fundraising:** Generates significant donations with minimal expenses for the company.
- **Brand Differentiation**:Demonstrates social responsibility, setting the company apart from competitors.
- **Increased Customer Loyalty:**Builds trust and strengthens the emotional connection with the brand.
- **Employee Engagement:**Motivates staff by involving them in impactful initiatives, boosting morale.
- **Scalable and Flexible:** Adaptable to support both urgent needs and long-term partnerships.
- **Community Impact:** Creates tangible, positive change in local and global communities.

Questions