



Press Release

South-West: The co-workers of the Bonduelle plant of Labenne committed to their CSR projects

Under the programme called # Tomorrow at Bonduelle, launched in 2016, all the co-workers have been made aware of the CSR strategy of the Group. In Labenne, the plant co-workers, supported by a committed management, have tackled head on the issue and suggested several initiatives to look after the environment.

In 2016, the Bonduelle Group refined its CSR objectives to go even further in its CSR approach. *«Our desire is clearly to take our Corporate Social Responsibility, a driving force for many years, a step further by encouraging the employees of the Group to be the major players in this approach»* Christophe Bonduelle – Chairman. The words of Christophe Bonduelle, Chairman of the Group, had a profound effect among the co-workers of the plant of Labenne located in the Landes.

100% of co-workers awareness, 11 projects proposed.

Thus, since the beginning of 2017, several employees have proposed various projects relating to sustainable development. A CSR workshop made of 8 people was created.

3 major projects have been retained to move forward the development of CSR on the site of Labenne: the first project focuses on the environment of the site, located in a nature reserve, the second one on co-workers mobility (to commute from home to work) and the third one on the setting-up of an outlet store in collaboration with long term unemployed people.

Sébastien Duchaussoy, Plant Director, puts emphasis on the active involvement of the co-workers and the momentum created around these projects; *“the co-workers' commitment on the matter is a real benefit for the plant. A team manages the projects but at the end it is a strong momentum that was created among the co-workers, who, in spring, were able to see the implementation of one of their ideas ”.*

One of the projects is already well underway:

To better integrate into the local environment and better improve the site of Labenne, the first project quickly materialised with the setting-up of a fallow covered with flowers. There is no better way to contribute to biodiversity and enhance the site.

A project with the partnership of a farmer, who gave practical advice to the team regarding the selection of plant variety, while preserving the reed beds of the site to protect the biodiversity of the March of Orx.

The implementation of the fallow triggered a domino effect. Others ideas emerged and co-workers took the opportunity to create a composter to collect the plant waste generated on the site (lawn maintenance, etc....). They also got in touch with a beekeeper to install some hives with a view to producing honey.



The commitment of the employees: a driving force for the plant of Labenne.

Thanks to their commitments, others projects, of a long-term nature, are under way, for instance, discussions regarding the question of employees mobility.

Caroline, a member of the CSR team, stresses the importance of the momentum created within the plant.

"It is a teamwork that creates bounds; far more than a mere work group, as all the employees are showing great interests for all the projects suggested. It looks very promising for the future!"

The #Tomorrow project (#Demain) created, within Bonduelle, a real participatory and collaborative momentum, that is gathering teams from all occupations and at all levels of the organization.

Press contact – Agence RP carrées

Vanessa Vazzaz – vanessa.vazzaz@rp-carrees.com – 03 28 52 07 42 – 06 34 32 24 23

Mathilde Sophys – mathilde.sophys@rp-carrees.com – 03 28 52 00 56