



**Sector: Food producers**

**Employees: 10,830**

## **Criteria 18: The COP describes partnerships and collective action.**

### **Description and implementation process:**

Overcoming the "last mile" obstacle with the Sharing Cities program.

In some emerging countries, the main hindrance to the accessibility of food products often lies in the last mile to be traveled to reach the consumer, owing to infrastructures that are often insufficient, the distance between consumers and even the absence of sales networks.

In certain emerging countries, such as Vietnam and the countries of Sub-Saharan Africa, Bel Group has decided to develop an innovative distribution method to sell its The Laughing Cow® portions involving street vendors who mainly sell food products generally to low-income consumers in urban and suburban areas. The Sharing Cities platform developed by Bel is an innovative approach to meet the challenge of the "last mile" and helping to improve the social conditions of street vendors – most of whom are women. Two projects are currently ongoing – one in Ho Chi Minh City, Vietnam, and the other in Kinshasa, Democratic Republic of the Congo.

Working closely with the Group's operations and marketing teams focusing on developing countries, Bel Access - the Division at the origin of the Sharing Cities program - develops, whenever relevant, products specially designed to respond not just to the tastes of low income populations, but also to their nutritional needs.

## **Challenges encountered and response(s) provided:**

To distribute its products, Bel traditionally resorted to “standard” distribution methods involving distributors, wholesalers, major retailers, etc. Using the informal distribution sector (street vendors) was a completely new approach for Bel.

Since the informal sector operates outside the established system, its management required other resources in addition to the existing organizations. Therefore in 2011, Bel Access was created through the initiative of General Management. It reports directly to the Strategy and Development Department and is therefore at the origin of the Sharing Cities program which it manages.

## **Impact and results:**

3,500 street vendors – mostly women – are now involved in the “Sharing Cities” program which allows them to increase their family income. Over 50 metric tons of The Laughing Cow® sold in 2014 via this program.

Bel objective is to multiply this distribution model. By 2015, the Group seeks to extend the Sharing Cities program to five cities, representing 5,000 street vendors, and thereby sell an additional 150 metric tons. Bel also wish to be able to offer to all street vendors training programs and health micro-insurance.

## **Links to reference documents / Links for more information:**

Link to article “Sharing Cities: an innovative partnership between the Bel Group and street vendors”:  
[Click here.](#)

Link to article “Bel Group : Developing innovating models in Vietnam”:  
[Click here.](#)



**Sector:** *General retailers*

**Employees:** 35

## **Criteria 18: The COP describes partnerships and collective action.**

### **Description and implementation process:**

With our customer driving central purchasing for hospitals, we decided to promote ink cartridges re-manufactured by a company employing people with disabilities among affiliates.

### **Challenges encountered and response(s) provided:**

The AGEFIPH contribution is not transferable via third party distributors, which prevents the benefit of end customers, while the products are clearly packaged with the logos of the adapted enterprise.

### **Impact and results:**

The promotion is ongoing, the results should be presented at the publication of our next COP.



**Sector:** *Gas, Water & Multiutilities*

**Employees:** *157,000*

## **Criteria 18: The COP describes partnerships and collective action.**

### **Description and implementation process:**

Interventions in educational environment.

For more than 20 years, SNCF has been carrying out actions to raise awareness among young people in order to prevent risks of accidents and to encourage good conduct.

In 2006, the Group signed a partnership agreement with the Ministry of National Education and is officially engaged for the "development of education on security and citizenship in railway transports".

The "Traveler and citizen" program, used in class, is part of this partnership agreement.

### **Challenges encountered and response(s) provided:**

Every year, almost 100 people die or are severely injured because they do not respect safety rules in train stations or near the tracks. Every day, trains are delayed or deteriorated because of certain conduct.

As a citizen and responsible public service Group, SNCF is concerned about the environment in which it operates, about its stakeholders it addresses (customers, elected representatives, young people, the National Education...) and is involved to meet their needs in terms of prevention, learning about community life, and quality of service.





## **Impact and results:**

Results for 2013 and 2014:

- 461 voluntary agents carried out interventions in educational environment;
- More than 227,000 young people have been made aware.

A satisfaction survey conducted on 4 276 primary school, secondary school and high school teachers who received the intervention of an agent between September 2013 and June 2014 shows that 97% of them were satisfied.

## **Links to reference documents / Links for more information:**

Link to press release: [Click here](#).