



Agrisud partnership

Actively contribute to local development supporting local farming

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A partnership with the NGO Agrisud

Enable local producers to supply Club Med villages,
and to guide them towards more sustainable land use,
based on the principles of agro-ecology

SINCE 2008, A PARTNERSHIP WITH AGRISUD which is among the 11 commitments of the « Globe Members » program



AGRISUD « THE BUSINESS-MINDED NGO »



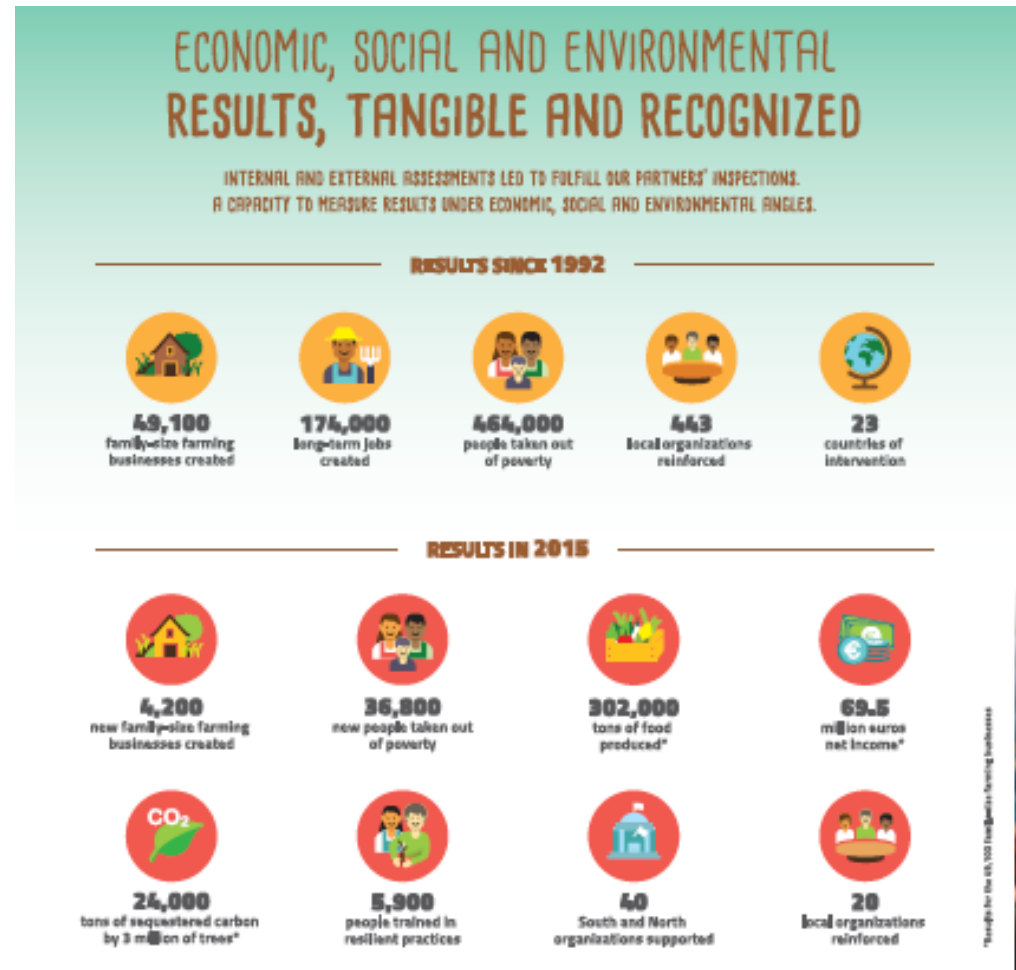
Dual approach:

- an NGO that believes in company,
- an NGO that believes in agro-ecology.

... To fight :

- against poverty
- and for food security for families of the poorest populations in many developing countries.

Since 1992, Agrisud has contributed to the launch of 50 000 small agricultural family businesses in 20 countries of Africa, Asia or South America, and most recently in France.



SUPPORT LOCAL PRODUCERS:

- towards an agro-ecological exploitation of their land
- with a cost-effective integration into the local economy

Club Med 



A WILL :

- strengthen the supply of small local producers
- play an active role in local economic development
- provide quality products to its customers

EXPECTED BENEFITS:

- coaching farmers allowing them to escape precarity;
- contributing to the relocation of subsistence farming
- Buffets offering customers fresh products that are local, eco-friendly and meaningful;
- Securing supplies of fresh products and increasing the share of local purchases in Club Med's procurement process;
- a positive environmental impact:
 - Cropland without chemical inputs
 - Reducing the transport impact and CO2;

Organize the meeting between local food supply and Club Med's demand:

- viable and sustainable,
- meet quality standards, quantity, diversity, consistency and price
- in an economic logic ensuring fair pay for all chain actors and proper distribution of added value
- by enabling the poorest to access these markets,
- and relying on local support mechanisms (local NGO)..

SINCE 2008, A PARTNERSHIP WITH AGRISUD

- deployment of projects in the world
- and progressive involvement of customers

Training effect on investor

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Agadir
Morocco

Customer involvement via:



Signature
framework
contract



Cap Skirring

Senegal



Rio das
Pedras

Brazil



Marrakech
La Palmeraie

Morocco



Djerba
La Douce

Tunisia



Bali

Indonesia



>> supporting insecure farmers
nearby Club Med sites to:

- market economy
- the sustainable exploitation of their lands

Communication
and book sales in
favor of Agrisud

Solidarity trips
launching



Co-financing of agro-
ecology manual

Educational garden in Bali

Financing via the Friends of the Foundation

- solar water pumps (Senegal)
- irrigation (Morocco)

www.amisfondationclubmed.com/en



The operation of the partnership
design, implementation and development

OPERATION & STAKEHOLDERS

Other donors
Example **norsys** in Morocco



reinforce intervention capacities of local partners through the transfer of know-how



Local relay partner

- Ensure project sustainability
- Train producers
- Accompaniment (logistics ...)



Producers group

Sustainable Dvpt Dpt

- Project initiator
- Financer Agrisud (60K € / year)
- Coordinator

Purchasing Dpt

- Supports the project
- Ensure its effective implementation

Tripartite meeting tracking



AGRISUD INTERNATIONAL



Regional buyer

Club Med Village team

- Stock & Procurement Manager
- Chief

- Hotel services managers
- Discover Manager

GM (Customers)

- Bi-seasonal tripartite meeting:**
- Club Med expression of needs for crop planning
 - guaranteed price negotiation
 - End of season assessment



Appeal to the generosity of customers to finance projects - www.amisfondationclubmed.com

THE PROCESS MODEL

1- Diagnostic mission

Diagnostic mission

Management training

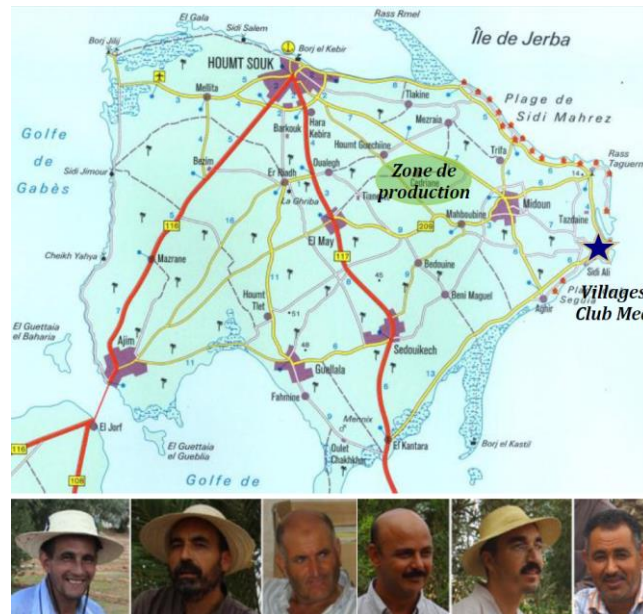
Agro-ecological
training

Commercial
organization

Team involvement

Highlight to customers

Customer involvement



- Analyze the potential demand,
- Select supply chains,
 - Identification of local producers in a precarious situation
 - and meeting to target their reinforcement expectations
- Choose the supporting devices,
Search local partnerships:
 - to accompany the process of technical upgrading of farms
 - to support the matchmaking of farms with buyers

THE PROCESS MODEL

2- Management training

Diagnostic mission

Management training

Agro-ecological
training

Commercial
organization

Team involvement

Highlight to customers

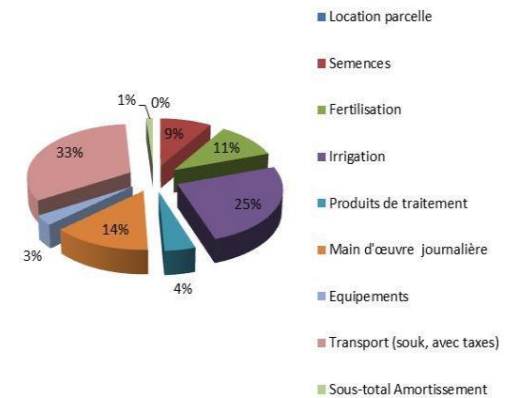
Customer involvement

- Establish training and management tools
- Examples :
 - Book producers (crops recording and monitoring)
 - operating accounts
 - understanding of business costs
 - for establishing fair selling price

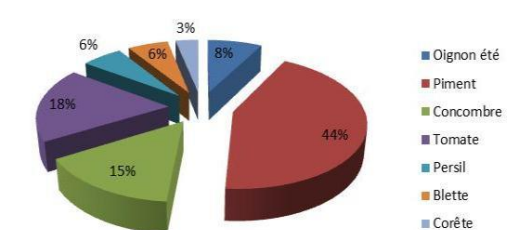


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Structure de charges



Structure des ventes



THE PROCESS MODEL

3- Agro-ecological training



Diagnostic mission

Management training

Agro-ecological
training

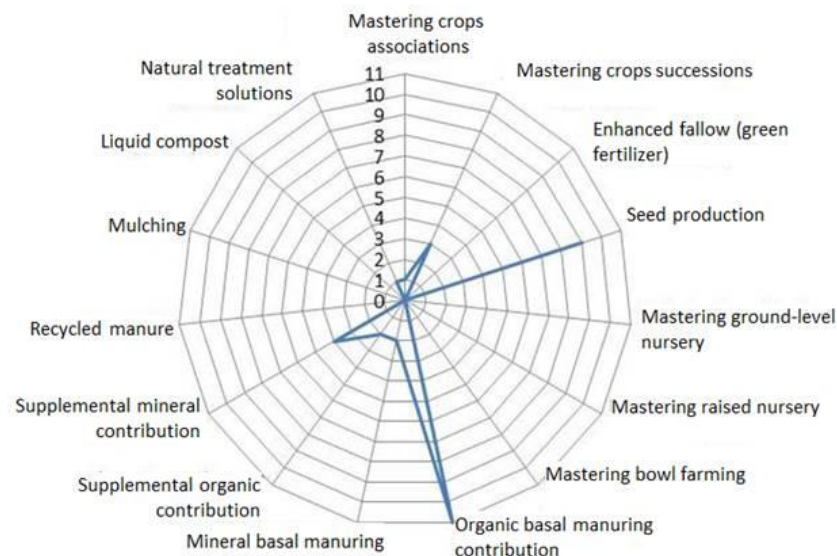
Commercial
organization

Team involvement

Highlight to customers

Customer involvement

- Train the technician or agronomist (local NGOs)
 - to lead theoretical training sessions
 - and practical demonstrations sessions
- Develop techniques to regularly produce
 - vegetables in sufficient quantity and quality,
 - with the accessible means of production (low cost, adaptability) in a sustainable way;



Example of diagnostic expertise in different technical tool
(here the project in Djerba)



THE PROCESS MODEL

4- Commercial organization

Diagnostic mission

Management training

Agro-ecological training

Commercial organization

Team involvement

Highlight to customers

Customer involvement

- To network producers (in sales cooperatives for example)
- Ensure a significant supply proportion of Club Med's needs
 - target production for which the technical mastery is sufficient quantitatively to guarantee the commitments,
 - when the techniques and culture conditions allow it, program crops to ensure deliveries earlier in the season.
- Plan deliveries and engage in both sides
 - develop analytical frameworks / demands
 - commit to a schedule of weekly deliveries
 - negotiate prices in compliance with fair pay



AGRISUD INTERNATIONAL

Club Med 



THE PROCESS MODEL

5- Team involvement

Diagnostic mission

Management training

Agro-ecological
training

Commercial
organization

Team involvement

Highlight to customers

Customer involvement

- Impetus from the Purchasing Department and Sustainable Development Department
- Awareness of GO (Chief, Stock & Procurement Manager, Hotel Services Manager...)
 - training on the history and development of the partnership
 - training on the interactions resulting from it: kitchen, restaurant, Club Med discovery, Club Med shop
- Bringing together producers, local NGOs and the Agrisud representatives
 - remove skepticism and possible misunderstandings
 - motivate to continue the work for concrete results

THE PROCESS MODEL

6 - Highlight to customers

Club Med

Diagnostic mission

Management training

Agro-ecological
training

Commercial
organization

Team involvement

Highlight to customers

Customer involvement

Exhibitions at the
restaurant

- present the project and products once a week :
- opportunity for producers to communicate about their work with customers,
 - moment appreciated by customers who discover some of the origin of the products they consume



Exhibition in Cap Skirring

Cookbooks to the benefit
of Agrisud,

- highlights the fruits and vegetables produced in the VSB,
- as well as portraits of producers.



Solidarity tours of farms

- were offered to customers
- who discover the mode of production of vegetables and producers supported under the project



Solidarity tours at Boucotte Wolof

THE PROCESS MODEL

7 - Fundraising events conducted in the resorts in a Club Med spirit, with its animation know-how

Diagnostic mission

Management training

Agro-ecological
training

Commercial
organization

Team involvement

Highlight to customers

Customer involvement

Funraising in village



Fundraising online

www.amisfondationclubmed.com/en



>>> 80 K€ already raised, to fund:

- 4 solar water pumps (Senegal)
- 1 irrigation system (Morocco)



Performance & Perspectives

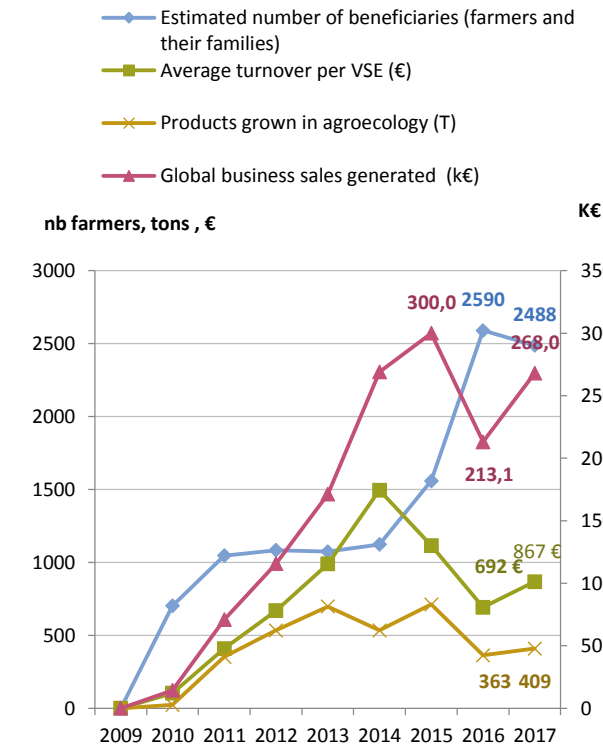
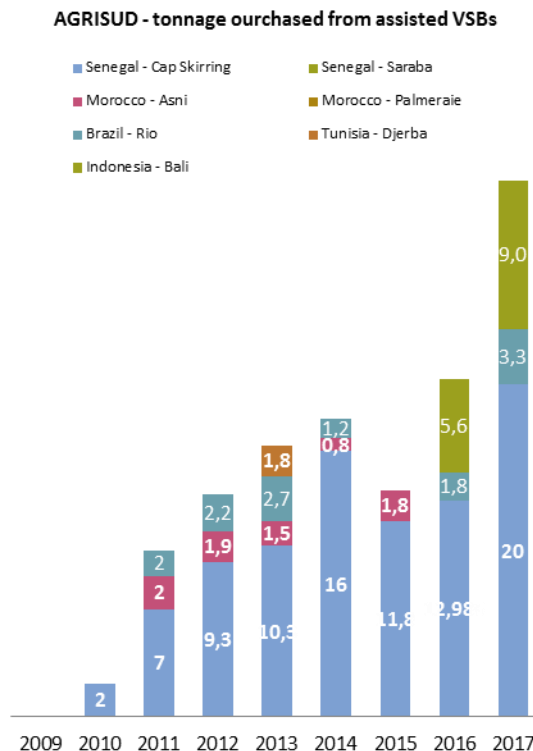
PARTNERSHIP BENEFITS QUANTIFICATION

Key Indicators (2017)

- 640 K€ of cumulative support
- 400 accompanied VSB
- 2,500 beneficiaries (with families)

Tonnage purchased from VSB
>>> 129 t. cumulated over 6 years

Other indicators monitored



About 54 t of sequestered carbon in 2017

MANY INTERNAL IMPACTS .. NOT ALWAYS MEASURABLE

◆ Operations

- Product quality (seasonal, fresh, local, bio, meaning rich, ..)
- Securing supplies
- local roots / acceptability
- Enrichment of the offer (excursions, educational garden, ..)

◆ Customer image

- pride of belonging, recommendation
- Commitment (€ 80k collected))

◆ Employer image

◆ Development

- Nourishes "Developer brand"

◆ Communication

- "Brand Content"
- Institutional communication (prizes and awards ..)
- Media impact (even: textbook ..)

AN APPROACH THAT HELPS RECOGNITION OF CLUB MED CSR POLICY

E.g.. by procurement professionals



2013 : Golden award for responsible supply at “Trophées Décision Achats”

E.g.. by the actors of sustainable tourism in Morocco



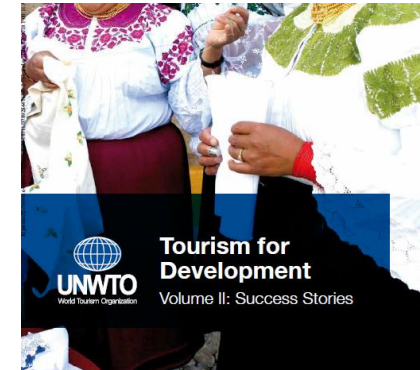
2014 : Winner of the Moroccan Sustainable Tourism award in the "economic and social development" category

E.g.. by personalities from the international hotel industry



2015: Worldwide Hospitality Awards “Best initiative in sustainable development & social responsibility (deployed concept)”

E.g.. by institutions



2018: one of the 23 success stories of Tourism for Development promoted by the UNWTO

SOME INSIGHTS ON THE BENEFITS OF PARTNERSHIP

Focus on educational garden in Bali to introduce children to ecology



Testimonies of beneficiaries

Dida Diatta, farmer at Diembering

"Men have learned to respect our work."

Omar Akhouy, fruits producers in the Atlas

"The sale of our production allows us to maintain and grow our business and provide our children study, opportunities"

Madeleine Eloudia Diatta, farmer at Diembering

"My daughter will not be servant in Dakar, she will go to school. "

Dida Diatta, farmer at Diembering

"Revenues for the gardening give us weight in society. "

Lucie Sambou, farmer at Diembering

"Our group of women has become a big family. "



solar water pumps.

Amie Dabo, farmer at Boucotte Wolof

"Never view before has Boucotte ! A dream become true ... I knew that with this project would change our lives; the solar pump is a big plus because it allows us to have water at low cost and to expand our operations plots. "

Alassane Barfa, village chief assistant of Boucotte Wolof

"Before, I heard about solar pump and it made me laugh because I did not believe in this story ..."

PERSPECTIVES

- ◆Extend the partnership to new villages and countries (China ?, another site in Senegal ? ...)
- ◆Develop the share of products purchased by the Club Med to the producers
- ◆Developing the fund-raising via the Foundation of Friends for
 - an additional solar water pump in Senegal
- ◆Create pedagogical gardens with Agrisud in other villages