

EDITORIAL

Dear Reader,

At the beginning of September, we entrusted the direction of our Foundation to Olivier Braunsteffer. His career in NGOs in the field of solidarity, and his deep interest in human and environmental issues, will be invaluable in closely following the mission of the Ensemble Foundation. We extend a very warm welcome to him. Besides this appointment, Anne-Laure Balan-Peyrot adds to her responsibilities, which she carries out so efficiently, the Monitoring of Small Grants.

The Board of Directors and the College of Experts also play a major role with their active and faithful support. Informal meetings, organized each year for them, give us the opportunity of expressing verbally our immense gratitude and are a highlight for sharing experiences. Over lunch on September 26th, Mme Bénédicte Menanteau, Executive Director of Admical (see P.2) presented the Charter of Corporate Philanthropy. And Mr. Jean-Louis Vielajus, Executive Director of the CFSI, (French Committee for International Solidarity) (see P.3) referred to the program 'Promotion of Family Farming in West Africa', conducted jointly by the CFSI, the Foundation of France and, more recently, the Ensemble Foundation.

Here are two outstanding examples of "working better together". Each is based on the need to develop a coherent framework for action between the different actors. Each is designed to promote sharing experiences on a larger scale. Each one has the intention of developing a strategic vision to maximize impact. In the context of international crisis, staying the course is our priority. Pooling skills - more than ever - is a guarantee of continuity.

Jacqueline Délia Brémond
Vice-President



Olivier Braunsteffer
Director of the Foundation

NEWS RELEASE

PROMOTION OF IMPROVED COOKING STOVES AND GAS STOVES

ENTREPRENEURS DU MONDE

Discover how to improve the lives of the poorest and fight against deforestation by adapting systems of savings and credit to the production and distribution of improved cooking stoves and gas stoves.

More information on
www.fondationensemble.org

Category : News/Publications
Technical sheets

SUMMARY

Sharing Experiences : Proceedings of the Luncheon of the College of Experts of the Foundation, which took place on 26 September last.

Focus : Program 'Promoting Family Farming in West Africa' of the CFSI and the Foundation of France.

Small Grants : Discover the 10 latest Small Grants chosen by the Ensemble Foundation.

P 2

P2/3

P 4



▲ Gérard Brémond,
President of the Ensemble Foundation
Nathalie Délia Wenta ▲
Member of the Board of Directors

▲ Jacqueline Délia Brémond,
Vice-President of the Ensemble Foundation

▲ Olivier Brémond
Member of the Board of Directors

▲ Jacqueline Aloisi de Larderel and Gérard Worms
Members of the Board of Directors

SHARING EXPERIENCES

In the Context of International Crisis, Solidarity is More Relevant than Ever'

During the recent Luncheon of the College of Experts, on 26 September last, the floor was given to Bénédicte Menanteau, Executive Director of Admical and to Jean-Louis Vielajus, Executive Director of CFSI. Paths for reflection emerged for NGOs and Donors. Objectives : To work together ever more closely and for the duration ...

In the preoccupying context of the international crisis we are experiencing, Gérard Brémond, President of the Ensemble Foundation, arranged these encounters, reiterating his determination to stay the course. *'We can be worried about developments, especially for the poorest populations. The actions of the Foundation are now more necessary than ever. I want to make sure that these actions are preserved.'* Then, with Jacqueline Délia Brémond, Vice-President, the Founders warmly thanked each Member of the Board of Directors for their involvement alongside the Foundation. They also noted the faithful commitment of the College of Experts in the selection and monitoring of the projects supported. *'We are happy to be able to build on their skills and their good will.'*

This year, two members of the Jury of the Ensemble Foundation's Competition were also present: Bénédicte Menanteau of Admical and Cécile Ostria, Managing Director and Spokesperson of the Foundation for Nature and Man.

'This day is important' – noted J. Délia Brémond - *'because the Board of Directors of the Foundation will also meet to choose the winner of the Grand Prize of the Ensemble Foundation'*, (see box).

J. Délia Brémond continued her presentation by giving some key figures on the activities of the Foundation, referring to the 160 Programs and Small Grants supported since its inception, in late 2004, and the 18 million Euros invested.

The Vice-President then gave the floor to Olivier Braunsteffer, the new Director of the Foundation, who discussed his career of 18 years in the field of international solidarity and defined his two main challenges. First and foremost *'ensure the continuity of the work accomplished by Irène Serot Almeras, which everyone recognizes as outstanding and through which the Foundation has gained considerable credibility'*. In addition, the new Director of the Foundation said that, *'the human and environmental consequences due to climate change, which disproportionately affect the poorest'* should also require the utmost vigilance for future commitments.

The floor was then given to two external speakers.

Charter of Sponsorship: The Goal of the First 100 Signatories Has Been Exceeded

On the occasion of the 20th International Conference of Corporate Sponsorship, organized in Marseilles last May by Admical, (Association for the Development of Industrial and Commercial Sponsorship) the first Charter of Sponsorship was launched. Bénédicte Menanteau, Executive Director, revealed its purposes.

'The premise of the Charter of Sponsorship is the desire to clarify the principles and values of this sector in order to act within a framework of common reference.'



B. Menanteau

Awards Ceremony of the Competition of the Ensemble Foundation

The three Prizes will be officially presented on 15 December next. The results will be available from that date on the Foundation website www.fondationensemble.org

The Foundation thanks all the Candidates.



'It is important to remember that this Charter is for all the actors in sponsorship and is intended to be signed by the companies and structures authorized to receive sponsorship', explained B. Menanteau. This is to make available to all *'an educational tool, an ethical reference, to show what sponsorship can bring to companies and to project promoters. Most of the structures involved are still not familiar with sponsorship and its principles'*.

(follow up page 3)



▲ Jean-Marie Pelt
Professor Emeritus of the University of Metz
President of the European Institute of Ecology

▲ Cécile Ostria,
Fondation pour la Nature et l'Homme,
(Foundation for Nature and Man)
Member of the Jury of the Ensemble Foundation Competition

▲ Pierre-Marie Grondin
Ps-Eau

Members of the College of Experts

▲ Luc Mogenet
Independent Consultant

▲ Lucie Klarsfeld
Hystra

(Continued from page 2)

The success of the CSR (Corporate Social Responsibility), of the sustainable development at the heart of companies and of sponsorships and partnerships has not been without consequences, creating new sources of confusion, even risks of dilution. *'But it works together. There is no opposition'*. And B. Menanteau quoted from the Charter: *'Sponsorship is a free commitment by a company in the service of causes of general interest, signed on for the duration, in the form of a financial donation, products, technology or an infusion of skills without seeking impact on its trading activities'*. The company, therefore, cannot expect the same compensation as within the framework of sponsorship. The boundary exists and refers to specific tax provisions that it is important to know. *'It is all in the right proportion and up until now required clarification'*.

Today, the Charter has been signed by more than 100 sponsorship actors: companies - including the biggest - and many large NGOs. This step is, of course, also within the reach of the smallest structures. *'It is important that all, in sharing the principles and the values, operate within a framework of common reference and develop a shared vision'*.

This work will be continued in the coming year. Working groups are planned which will feed recommendations on key points identified during the exchanges. The fruit of this work will result in a guide destined to all practitioners of sponsorship. B. Menanteau said, in conclusion, *'I thank the Ensemble Foundation, on whom we can depend to build formidable bridges with the specific world of private foundations.'*

The CFSI in Search of New Partnership Sources to End Starvation

The CFSI (French Committee for International Solidarity) celebrated its 50th Anniversary last year. A total of 24 member organizations mobilized (NGOs, local authorities...) against starvation, poverty and inequality in the world. To mention, among others, the campaign 'Aliment-terre' (Feed the Earth).

'We know the figures!' recalled Jean-Louis Vielajus, *'900 million under-nourished individuals, directly exposed to price volatility on the international markets. Let us remember the hunger riots of 2008, when the prices of rice and wheat peaked!'* To these fluctuations in the global economy, one needs to add the pressure on natural resources and the climate change consequences which weaken yields even more.

Therefore, what solutions can be envisaged? For many years, the CFSI has financed agricultural projects to promote the emergence of sustainable local agriculture. But how do we deploy sufficient resources to live up to these challenges? In 2009, the CFSI and the Foundation of France decided to join a program for the

'We must constantly invent new ways of working together, to be even more relevant, more efficient, faced with the challenges of starvation in the world'.



J.L. Vielajus

Promotion of Family Farming in Sub-Saharan Africa, concentrated in 2010 in West Africa. *'We must support efforts to feed the populations of cities, too accustomed to consuming imported goods, with local production which is environmentally friendly.'*

With the support of the Ensemble Foundation, (see box), in 2011, this program financed 21 multi-year projects. A Monitoring Committee was set up, with the CFSI taking charge of the management of the call for proposals, the technical and financial monitoring and the process of capitalization. *'Of course, we have to capitalize on all these early experiences, drawing from investigative leads, ways of working together more efficiently.'*

No one doubts that, put together, these small initiatives will gain in relevance and impact on a larger scale. In strategic vision and sustainability...

FOCUS

More information on : www.cfsi.asso.fr

This year, the Ensemble Foundation decided to actively support the program PFAFO 'Promotion of Family Farming in West Africa'. In addition to a financial contribution of €50,000 dedicated to an agro-ecological project in Burkina Faso, supported by the Belgian NGO, Autre Terre

(Other Earth), the Foundation has committed to making its expertise available to the Project Selection Committee, to the Committee for Monitoring and Guidance and to participate in the capitalization process (Small Grants among the 10 short-listed. See description P.4).

More information on : www.admical.org



SMALL GRANTS

Discover The 10 New Small Grants Selected Last May

ECO PARTNERS

THE FOUNDATION CONGRATULATES...

1001 FONTAINES POUR DEMAIN
(1001 FOUNTAINS FOR TOMORROW)

Our partner is one of 5 Asian social entrepreneurs selected last September 12th by the Schwab Foundation. These five winners have demonstrated the relevance of their actions whose impacts are remarkable, on both the local and global level. Thanks to the teams of *1001 Fontaines pour demain*, 50,000 beneficiaries now have access to drinking water at a price of \$0.01 per liter!

GERES

The project PSH led by *GERES India*, is a finalist in the World Habitat Awards 2011. 250 projects in 82 countries have competed for this prize awarded by the *Foundation for Building and Social Housing*. It rewards projects offering practical and innovative solutions to the needs and problems of housing, as much in the South as in the North. Good luck for the future!

BURKINA FASO

Support for local production and sales (vegetable gardening, bee keeping and agropastoral) : training and organization of producer groups. (See page 3).

www.autreterre.org

BURKINA FASO

Program 'My Neighbour the Elephant'. Promoting awareness and developing income-generating activities to avoid conflicts between man and elephants.

www.deselephantsetdes hommes.org

CAMBODIA

(Province of Siem Reap) Development of food security : intensive rice cultivation respectful of water resources, bio-fertilizers, diversification of vegetable crops, poultry production ...

www.codegaz.org

FRANCE

Maintaining the Dame Blanche (White Lady) Wildlife Health Centre. Care and rehabilitation of injured wildlife species (including the little owl, the osprey, the Montagu's harrier...)

www.dame-blanche.chez-alice.fr

MOZAMBIQUE

Protection of manta rays and sharks in the province of Inhambane and the Beach of Tofo (1/3 of the coast). Public awareness and training in sustainable management of natural resources.

www.oceanrevolution.org

PERU

Development of photovoltaic solutions for technology transfer, within the communities, which makes solar energy accessible to the poorest rural families.

www.lutw.org

SENEGAL

Conservation of Sulcata turtles in the region of Ferlo, scientific monitoring and advocacy. Development of alternative local revenue: vegetable gardens, crafts, local ecotourism.

www.villagestortues.com

TANZANIA

Promoting innovative and sustainable entrepreneurial solutions, in the agricultural and fisheries areas. The actions are specifically located in communities around Lake Victoria.

www.rongead.org

ZAMBIA

'Red Caps' Program to protect elephants and natural resources, by the establishment of agricultural solutions and educational outreach focused on reducing conflict with man.

www.awely.org

TOGO

Project for reforestation, promotion of alternative energies to wood and sustainable forestry development in the region of the prefecture of Tchamba.

www.grainededeveloppement.fr

Download the list of Programs and Small Grants supported on :

www.fondationensemble.org

Editor in Chief :
O. Braunsteffer
Graphic Design and Text :
B. Galliot
Production :
A.L Balan Peyrot

Ensemble Foundation thanks its partners for the iconographic documentation presented in this issue.

To subscribe

www.fondationensemble.org

Ensemble Foundation /Fondation Ensemble
45 rue de Babylone, 75007 PARIS.

Tel : +33 (0)1 45 51 18 82

Fax : +33 (0)1 45 51 18 90

Circulation : 7,371 copies