Empowered women change the world
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An investment in women is an investment in the future. This conviction is at the core of Fondation d’Entreprise CHANEL, which is celebrating its fifth anniversary in 2016. On this occasion, we have compiled, in this second report, all the activities benefiting women carried out via our partnerships around the world.

Despite the visible progress made in certain countries, the ability of women to make independent choices is often undermined by persistent inequalities and deep-rooted discrimination. While women contribute two thirds of all hours worked in our global economy, they earn only a tenth of the income and are the first to be affected during disasters or crises. We also know that a third of women are subject to some form of violence in the course of their lifetimes. The adoption of the Sustainable Development Goals in 2015 marked a new chapter in global efforts to achieve gender equality by 2030. Moreover, an increasing number of studies demonstrate the essential role women play in promoting dynamic, stable democratic societies and environmental protection.

Fondation d’Entreprise CHANEL promotes the development of more inclusive societies along with its partner organizations and other networks in the philanthropy sector. It works to support women to become increasingly active in a wide variety of fields such as fair trade, agriculture and social entrepreneurship.

The Foundation’s support has contributed to the completion of 21 projects in 16 countries, each with an average length of 3 years. These projects have impacted nearly as many women as Chanel employs worldwide. It has also allowed us to respond to the migrant crisis in Greece by providing emergency medical aid to 25,000 refugee women and children, through the organization WAHA. These commitments are a testimony to the company’s interest in international solidarity, and to our pride in the exceptional life and career of Gabrielle Chanel, as our original example of the power of perseverance, freedom, and empowerment for women.

2016 marks a new chapter in our development. An expanded international team, a new office in New York and an enhanced ability to provide financial support and guidance to our partners are the hallmarks of Fondation d’Entreprise CHANEL’s new strategic plan, with the global support of the House of Chanel and its managers.

We wish to acknowledge and thank everyone who has supported the Foundation and advocated for women as agents of positive change.
A PHILANTHROPIC COMMITMENT TO WOMEN

Inspired by a free woman

As early as the beginning of the 20th century, Gabrielle Chanel was one of the first women of her generation to take pride in her status as a ‘working woman’. Through her entrepreneurial spirit and creativity, she managed to secure her freedom, radically change the norms of fashion, establish new standards of elegance, and impose a new conception of femininity. Throughout her life, Gabrielle Chanel also supported the work of numerous artists. Her daring ideas, her perseverance and her professional success remain a source of inspiration today.

Building on this heritage, Chanel created its corporate foundation, which embodies the House's history and values. It is dedicated to supporting women as agents of change in societies.

The strength to overcome obstacles
August 19, 1883: birth of Gabrielle Chanel in Saumur. She was 12 years old when her mother died. Her father entrusted her to an orphanage. She was raised in a convent. When she was 22, she started working in a clothing shop.

The freedom to innovate
1910: With the support of her partner, Boy Capel, she set up her first hat shop on rue Cambon in Paris. Following her intuition and going against the fashion at the time, she made straw boaters decorated with a simple black ribbon. 1915: Gabrielle Chanel opened her first fashion house in Biarritz, followed by a second one in Paris in 1918. Her creations liberated women from a restrictive conception of fashion that imprisoned their bodies. She was one of the first to wear trousers and cut her hair short.

Creative energy dedicated to excellence
1921: Creation of a perfume bearing her signature, the No. 5. Gabrielle Chanel continued to release fashion collections at a dizzying pace until her death in 1971.
Since 2011, Fondation d’Entreprise CHANEL has been working to improve the economic and social conditions of women and adolescent girls. To achieve its mission, it supports and provides guidance to non-profit charitable organizations in Europe and abroad. These projects contribute to the advancement of women in 4 main areas:

**Financial independence and entrepreneurship:** Promoting financial independence by supporting access to employment or entrepreneurship.

**Education and vocational training:** Improving access to education and vocational training as essential conditions for securing a job and sustainably improving the economic and social condition of women.

**Capacity building:** Building the self-confidence and self-expression of girls and women as key factors for leadership.

**The participation of women in economic and social life:** Promoting the participation of women in decision-making arenas to reduce discrimination and ensure the full recognition of women’s role in society.

On a case by case basis, the Foundation has also supported emergency projects affecting vulnerable populations and, in particular, women and children.

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**The Foundation’s mission**

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<th>Year</th>
<th>Event</th>
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<tr>
<td>2011</td>
<td>Creation of Fondation d’Entreprise CHANEL in Paris</td>
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<td>2012</td>
<td>Launch of technical assistance initiatives</td>
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<td>2013</td>
<td>Organization of the first Foundation partners’ seminar</td>
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<td>2014</td>
<td>Mobilization of employees in 10 countries for International Women’s Day</td>
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<td>2015</td>
<td>Decision to expand the Foundation and establish a presence in the United States</td>
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Andrea d’Avack  
President of Fondation d’Entreprise CHANEL

What role does the Foundation play in the company?
The Foundation works in close collaboration with the Corporate Social Responsibility (CSR) team. This clearly demonstrates its positioning. It is anchored in the heart, strategy and raison d’être of the House. For employees, it is a visible, identified element of Chanel’s values and social commitment. The Foundation’s Board of Directors is composed of representatives of the company’s top management. Their implication sheds light on the Foundation’s activities at the highest level of Chanel, even while the Foundation’s independence is respected.

What are the Foundation’s strengths?
The team’s professionalism has produced exceptional results for a relatively new foundation, even beyond my initial expectations.

Key figures  
2011-2015

22,000 women supported

21 projects
16 countries
8 experimental projects pursued
11 projects benefited from direct technical assistance
148 Chanel employees involved
EUR 1 M per year on average allocated to activities

The Foundation works to help vulnerable populations. Consequently, its interventions can sometimes be complex. Failure is more likely than in a business environment. It’s all part of the game and should not discourage us. We approach things with a lot of humility in order to understand the local challenges and determine the best forms of support.

Chanel places as much importance on the quality of its philanthropic work as it does on the quality of its products. When we start projects with organizations, we do not dictate the work they do, but rather, we strive to be real partners for them. Our aim is to accompany, support and grow with them.

What ambitions do you have for the Foundation in the coming years?
During the first five years we have learned the ropes. We have shown that we are capable of achieving real results. With this solid base, we want to extend the international scope of Fondation d’Entreprise CHANEL’s activities, starting with its philanthropic commitment. This will mean more resources and, therefore, a larger number of more ambitious projects. Its activities will be globalized, with the creation of a branch in the United States in 2016. Finally, I want all of our employees to be aware of the Foundation, for them to be proud of it and for many more people to get involved.

“The Foundation is anchored in the heart, strategy and raison d’être of the House.”
Fondation d’Entreprise CHANEL is constantly seeking to have a positive impact on both the women it benefits and the organizations it supports. Its efforts are motivated by the goal of securing tangible and sustainable results in terms of women’s economic and social advancement. For the Foundation, it is all about the quality rather than quantity of projects supported.

It makes 4 different commitments to its partners:

Close relationships, by participating in the design of projects through frequent communication and regular field visits.

Long-term financial support to ensure a substantial impact and facilitate innovation.

Direct technical assistance through the involvement of Chanel employees, to improve organizations’ capacities to better serve beneficiaries, or share their expertise.

Ongoing follow-up by carefully monitoring the projects in order to measure outcomes and impacts.

The Foundation’s method
The selection of partners

Organizations contact the Foundation via different channels (website, recommendations, employees, public announcements). They submit their project proposals on the online application portal.

The Foundation's team reviews the proposals according to the criteria of relevance, sustainability, financial viability and projected impact. It meets the project directors and then presents the most promising applications to the Foundation Board of Directors, which meets four times a year.

The projects chosen after this process are then launched through a formalized agreement.

INTERVIEW

Director traveled to Madagascar to discover the project from the inside and meet the teams and beneficiaries. This was highly beneficial for the next stage, as she had real insight into the project and we spoke the same language. Consequently, our exchanges and follow-up throughout our partnership were very high quality.

What did you take away from the partnership with the Foundation?

We felt that the Foundation was genuinely interested in the progress of the project. Regular visits from the Foundation team demonstrated the quality of the Foundation’s follow-up. At the end of the partnership, we assessed the project and identified the good practices arising from our collaboration.

We never felt any image or communication pressure from the Foundation. A Chanel employee provided our Human Resources team with invaluable support to help build recruitment skills. The Foundation also funded an assessment that allowed us to improve our project’s gender approach by developing new tools and indicators.

Finally, we were asked to participate in the seminar for the Foundation’s partners. On the day of the seminar, I really appreciated discovering some of the other projects supported and testimonials from employees involved in direct technical assistance missions. This allowed me to see the coherence of the Foundation’s activities and to compare our practices concerning gender issues with other organizations.
THE CHALLENGES AND PROJECTS SUPPORTED

France

- Adie France: Supporting disadvantaged women to create their own businesses and escape poverty
- Réseau Cocagne France: Creation of a professional integration program to produce organic, local and sustainably-grown flowers
- Sport dans la Ville France: Social and professional integration of young girls through sport, culture and discovery of the business world
- Tissons la Solidarité France: Training of unemployed women in personal presentation, sales and sewing
- Groupe SOS & Cosmetic Executive Women France: Esthetic therapy in shelters and hospitals
- France Médiation France: Increased participation of women in the public arena through women's safety audits

International

- Plan International France: Vocational training promoting gender equality
- Bolivienda Bolivia: Psychosocial support and vocational training for homeless young women
- Rede Asta Brazil: Developing the abilities of a network of artisans

Encouraging female entrepreneurship
Promoting access to employment through vocational training
Reconciling a social purpose with a business mode
Building the capacities of marginalized women
Developing self-confidence
Preparing young women for adult life
Centre for the Development of Enterprise
Botswana
Strengthening women-run businesses

Aide et Action
India
Vocational training promoting personal development and self-confidence

Agir pour le Cambodge
Cambodia
Training for jobs in tourism and raising awareness on human rights

Mekong Plus
Vietnam
Sale of artisanal products made by women from rural areas

FXB International
China
Basic education and creation of income-generating activities for women in rural areas

UNICEF
Tanzania
Empowerment of adolescent girls through an educational and entertaining radio program

Enda Europe
Senegal
Increasing the productivity of female organic vegetable producers

European Women’s Lobby
Europe
Research promoting female social entrepreneurship

CARE France
Thailand
Diversification of activities and networking of women’s farming groups

Karuna Shechen
India
Training women to install solar electricity

Inter Aide
Madagascar
Access to microloans and social protection

Mediterranean Women’s Fund
Algeria, France, Morocco, Tunisia
“Forum theater” as a training tool for leaders of women’s organizations

Eurasian Women’s Lobby
Europe
Research promoting female social entrepreneurship

UN Women
Europe
Empowering women through leadership and participation in decision-making

European Women’s Lobby
Europe
Research promoting female social entrepreneurship

Inter Aide
Madagascar
Access to microloans and social protection
Encouraging female entrepreneurship
Entrepreneurship is an essential lever for women to generate income and become more integrated in their communities, economic and social lives. However, there are many recurring obstacles to female entrepreneurship in many countries, including difficulties accessing funding, balancing work and family and building self-confidence.

Challenges

Entrepreneurship is an essential lever for women to generate income and become more integrated in their communities, economic and social lives. However, there are many recurring obstacles to female entrepreneurship in many countries, including difficulties accessing funding, balancing work and family and building self-confidence.

Among the 11.6 million traditional entrepreneurs in Europe, only 29% are women

European Commission

Lessons learned

Pursue integrated approaches combining microloans, family support and social protection

Promote networking and visibility of female entrepreneurs
Supporting disadvantaged women to create their own businesses and escape poverty

Adie (Association pour le Droit à l’Initiative Économique)

Adie helps people excluded from the labor market and the traditional banking system to create their own businesses by providing microloans and personalized support. In Marseille and Pointe-à-Pitre, where the female unemployment rate is particularly high, Adie supports women in their professional projects by offering microloans of an average of €3,000 each. Collective discussions are also organized between female entrepreneurs to reduce isolation and promote networking.

The Foundation supported Adie between 2013 and 2015 to carry out a pilot project involving 75 women in Marseille and 45 in Pointe-à-Pitre. Chanel volunteers provided training in customer relations, merchandising, brand identity and imports-exports in order to enhance the knowledge of female entrepreneurs and of the Adie management teams.

In Marseille, 57% of the female participants increased their income through this project. The improved communication led to a significant increase in the number of women benefiting from microloans. The project demonstrated the important role of microloans and group loans, particularly in Pointe-à-Pitre, in reducing the obstacles affecting vulnerable women.

| 57% of women have increased their income | €3,000 average loan granted by Adie |

Strengthening women-run businesses

Centre for the Development of Enterprise Botswana

Botswana is highly dependent on the mining sector and has been heavily affected by the HIV/AIDS epidemic in recent years. The growth of entrepreneurship, in particular among women, can play a key role in economic development and the reduction of poverty. The Centre for the Development of Enterprise (CDE) tailored a support program for women who lead small and medium-sized businesses that have the potential to create jobs.

Since the start of the project in 2013, the Foundation has been working alongside the CDE to increase the competitiveness of the companies created by women. 30 companies were selected from over 90 applicants in sectors such as tourism, leather goods and textiles.

On the basis of an in-depth diagnosis, each company benefited from specific training on management, communication and finance. This project gave visibility to female entrepreneurs in Botswana and created a dynamic network, which helped to improve their business management skills. A local bank even granted funding to one of the beneficiaries.

In the context of the partnership with the Foundation, three women supported through the project came to Paris to receive training from textile and leather goods professionals. Two of them were trained by Chanel experts in customer relations, merchandising and sewing.

In May 2016, a conference gathering all female entrepreneurs, mentors and local institutions will take place to consolidate the network.

| 30 companies supported | 3 women business owners trained in Paris |
Access to microloans and social protection

Inter Aide  Madagascar

In Madagascar, 92% of the 23 million inhabitants live under the poverty line and do not have access to social protection systems. The Inter Aide project in Madagascar seeks to sustainably improve the living conditions of underprivileged populations living in the urban and peri-urban areas of Antsirabe and Mahajanga, by giving them access to microloans and health insurance.

The Foundation committed to helping Inter Aide support more than 15,000 women. Moreover, the Foundation supported the organization in the development of a structured gender approach for its future projects. Inter Aide benefited from direct technical assistance in human resources to improve its recruitment practices and tools.

More than 28,000 loans were granted for the creation or development of income-generating activities. 75% of the beneficiaries of these loans were women. In a context where social protection is totally lacking, 7,554 families obtained health insurance under this project. Finally, the family support provided led to an improvement in the education and housing conditions of more than 3,000 families.

Research promoting female social entrepreneurship

European Women’s Lobby  Europe

The European Women’s Lobby launched the WEstart research project in order to develop a global vision of female social entrepreneurship. The specific purpose of this initiative was to collect and widely circulate data on female social entrepreneurship in Europe in order to improve collective knowledge.

The Foundation began supporting this project at the end of 2014 and enabled information to be generated from about 400 female social entrepreneurs in 10 European countries. By participating in the project steering committee, the Foundation consolidated its links with this reference organization.

The WEstart study was conducted by 10 national experts and included quantitative and qualitative data on more than 1,000 social companies managed by women. A website intended for female entrepreneurs and the public was launched to promote networking. The Foundation helped to circulate the results of this study in France.
Promoting access to employment through vocational training
Ensuring girls’ access to education remains a priority in many countries, as education and vocational training for women are critical mechanisms for reducing poverty. Girls encounter numerous obstacles to accessing basic schooling, higher education and then securing stable employment. Moreover, their career choices are constrained by legislation and social norms.

Offering girls an extra year of primary education can increase their future salaries by 10 to 20%.

Eliminating the barriers affecting access to employment of women and girls would result in a 25% increase productivity in certain countries.

Build relations with local companies in order to identify employment opportunities for young people.

Mobilize communities to provide better access to training opportunities for women.
Promoting access to employment through vocational training

Training for jobs in tourism and raising awareness on human rights

Agir pour le Cambodge

One third of the Cambodian population lives under the poverty line. Half of the population is composed of children and youth under the age of 20, who often enter the labor market with minimal qualifications. Tourism creates job opportunities in the high-end hospitality sector. Agir pour le Cambodge created the hospitality school Sala Bai in Siem Riep to provide young people from very underprivileged backgrounds with a free one-year training program in hospitality and catering.

Between 2012 and 2014, the Foundation supported Agir pour le Cambodge to train 40 students. Two Chanel employees supported the organization to define a press relations strategy in order to increase its visibility with the general public in France.

All 40 students supported by the Foundation found employment after obtaining their diplomas. Follow-up of the alumni shows that after 3 or 4 years of employment, they will earn between $250 and $300 per month, while the minimum wage in Cambodia is $80.

Plan International France

In Colombia, young people comprise 45% of the overall population. In 2013, the unemployment rate among young people reached 17%, with an even higher rate among young women. Plan International France set up a vocational training program adapted to the needs of the labor market. Its purpose is to ensure decent employment for young people by identifying specific opportunities in the tourist region of Cartagena, in the north-west of the country.

In 2014, the Foundation entered a 3-year partnership to support 380 vulnerable young people. Two volunteer employees from Chanel Panama’s Marketing and PR Departements hosted a workshop for 40 female students in fashion and entrepreneurship courses.

290 young people completed the entire vocational training program and 90 completed the self-employment program. 60% of the young people were able to gain insights into diverse careers, such as the renovation of historical monuments. In addition to the technical training, personalized support to the families helped the young people to develop their social and interpersonal skills.

At the end of the project in 2016, 62% of the young people who participated in the training programs found a job or launched a micro-entrepreneurship initiative.
Aishwarya Mahajan
Director of the ILEAD Aide et Action India program

Fondation d'Entreprise CHANEL has supported the ILEAD initiative since 2012. The project concentrated on improving the employability of young women from disadvantaged neighborhoods. 47% of them found a job after completing their technical training program.

In India, young people from marginalized communities are frequently excluded from education and deprived of opportunities to secure a job. Since 2005, Aide et Action has established training and professional integration centers in 100 Indian villages under the “ILEAD” project. Intended for underprivileged youth aged 18 to 25 without formal job qualifications, this project offers 3-month training programs and support for integrating the employment market through counseling, interview preparation workshops and a network of partners. It encourages young people to create their own businesses.

The Foundation’s support over more than 3 years allowed 2,065 young women to benefit from the program in 5 cities. It also encouraged personal development activities and entrepreneurship training. Support groups sensitized participants on women’s rights and leadership. The Foundation conducted field visits to understand the methods and identify direct technical assistance needs. Chanel employees were involved in training teachers and students on new make-up and sales techniques, communication, marketing and merchandising.

47% of the young women trained found a job and 17% of them are now self-employed. At the end of the training program, they were mainly recruited in the beauty, sales, fashion or information technology sectors.

A specific program on business development was tailored for the women who were not immediately successful in finding jobs. An analysis conducted with the Foundation’s assistance helped us to identify a need to build the young women’s self-confidence. Two Chanel employees, one in France and the other in India, formed a team to work on a training module dedicated to communication, marketing and customer relations. They organized a training session for 25 female participants. The results achieved in terms of improving the participants’ self-confidence were very visible. Thanks to the trainer’s support, the participants, who were very shy and overwhelmed on the first day, became more comfortable and received the support they needed to fully benefit from the training.

Aide et Action
India

Vocational training promoting personal development and self-confidence

2,065 young women trained

47% of the young women trained found a job

TESTIMONIAL

Aishwarya Mahajan
Director of the ILEAD Aide et Action India program
Reconciling

a social purpose

with a business model
Social entrepreneurship places public interest at the heart of its economic model. While creating a profitable activity, social enterprises also work to meet social and environmental needs such as recycling, housing or childcare. These new models are frequently vectors for innovation in gender equality. Women are widely represented in these structures. As is the case with traditional entrepreneurship, however, the barriers hindering access to funding and visibility are much more pronounced for female leaders.

In France, women represent 66% of the salaried employees in social enterprises.

L’Observatoire national de l’Économie Sociale et Solidaire (ESS)

Lessons learned

Find a balance between the economic viability of the business and social support for the beneficiaries

Encourage female social entrepreneurship to tackle poverty
Developing the abilities of a network of artisans

Rede Asta  Brazil

Despite its strong economic growth, Brazil is still affected by high rates of poverty and social inequality. Rede Asta was created in 2005 in Rio de Janeiro. This social enterprise distributes products made by groups of female artisans in disadvantaged regions of the country. Rede Asta’s mission is to help reduce inequalities by promoting handmade objects that enhance the status of artisans and protect the environment.

The Foundation has been supporting the Rede Asta mission since 2012 to increase the number of women-led cooperatives belonging to the network, develop the abilities of the producers and improve their visibility. The Foundation also helped structure the organization’s monitoring and evaluation tools in order to better measure the social impact of the project.

This project allowed the number of cooperatives belonging to Rede Asta to increase from 30 to 60 in 10 Brazilian provinces. 800 female producers are now involved in making objects using recycled materials. Their participation in the network allows them to fill up their order books, improve their production structure, and manage their income.

The social enterprise opened several stores in Brazil, including one on the famous Ipanema beach in Rio de Janeiro, to attract new customers and make the products more visible. Rede Asta has also diversified its distribution channels by creating an online store and developing gifts for companies.

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<th>60 cooperatives of women from slums</th>
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<td>800 female artisans participate in the manufacture of handicrafts</td>
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Increasing the productivity of female organic vegetable producers

Enda Europe  Senegal

In Senegal, access to organic vegetables has become a public health issue due to the overuse of pesticides. The Enda project targets small farmers in the North of Dakar by offering them support with everything from agricultural production to marketing.

Since 2013, the Foundation has been supporting this project, which seeks to increase the income of 50 women who produce vegetables through organic and sustainable farming. It gives women the means to plan and structure their production activities, quality control and harvesting techniques. It also helps to consolidate their expertise and make them full members of a social businesses. The project benefited from the support of a Chanel employee, who helped to define its marketing strategy by creating a brand identity and website to better target potential customers.

The results were conclusive. The Sell Sellal cooperative was established and maintains 7 employees in charge of logistics, harvesting and marketing the vegetables produced by the women’s groups. To increase sales, commercial locations were expanded and a more efficient online platform was established. Production planning methods were improved and the volume of organic vegetables produced multiplied by 12, significantly increasing the income of the producers.

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<th>50 female vegetable producers supported</th>
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<td>12x volume of organic vegetables produced</td>
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Mékong Plus  Vietnam

Although Vietnam is thriving economically, almost 15% of the population still lives on less than €1 a day and 70% live in underdeveloped rural areas. Since 1993, the organization Mékong Plus has been active in about 500 villages in Vietnam and Cambodia. It targets the poorest homes in rural areas, and particularly women, through a holistic approach that includes coaching in finance, farming techniques and artisanal production. Two social enterprises have been set up to create and market high-quality artisanal products handmade by women.

Between 2013 and 2015, the Foundation supported Mékong Plus’s social enterprises, including training women about their basic human rights in order to strengthen their status in their communities.

297 women increased their income by an average of 50%
More than 11,000 women were given training in basic rights

Réseau Cocagne  France

Since 1999, Réseau Cocagne has been developing and supporting integration structures around socially-responsible agricultural production. With the “Fleurs de Cocagne” project, the organization decided to engage disadvantaged women to locally produce organic flowers and sell them through short distribution channels. This unprecedented concept in France constitutes an alternative to the flowers available on the market, 80% of which are produced abroad under non-exemplary social and working conditions.

The Foundation was inspired by Réseau Cocagne’s potential to innovate and integrate vulnerable women back into the workforce and began supporting it in 2012. The partnership initially funded a complete feasibility study to set up a horticultural structure in the Ile-de-France region. Following the positive results of the study, the Foundation committed to helping Fleurs de Cocagne to create the Avrainville worksite in Essonne. Seven Chanel employees advised the organization’s team throughout the partnership on various business areas, including marketing, media and distribution. Moreover, the Foundation funded an external evaluation to analyze the professional integration program’s assets and identify ways to improve its economic model.

The Fleurs de Cocagne project developed a new, rewarding and pertinent professional integration opportunity. It now fully employs 12 disadvantaged women and provides them with training in the production, creation and marketing of organic, local and socially-responsible bouquets.
Building the capacities of marginalized women
Populations living in rural areas are often highly marginalized and more likely to be affected by poverty. In such circumstances, women are particularly vulnerable to underemployment, poverty, poor health and gender-based violence. A holistic approach can offer the most effective solutions to recurring difficulties: access to housing, healthcare, healthy food and education. It is particularly important to enhance women’s opportunities to generate income, which in turn can help alleviate poverty and sustainably raise their status in communities.

**Challenges**

Women represent 70% of people living in poverty around the world.

When women earn or manage their own money, they reinvest 90% in their families (nutrition, health and education).

**Lessons learned**

- Improve the living conditions and the status of women through an integrated approach.
- Promote the creation of income-generating activities by providing personalized support.
**Diversification of activities and networking of women’s farming groups**

**CARE France  Thailand**

In Northern Thailand’s mountainous Chiang Mai province, the average income of the population is 50% lower than the national average. This region is home to marginalized ethnic minority groups. The recent intensification of farming has damaged forests and the land and constitutes a real threat to the living conditions and food security of women and their communities. Women need to dedicate time to agriculture while taking care of domestic chores.

In 2014, the Foundation made a commitment to CARE France to support 10 women’s groups originating from the Chiang Mai province. The project aim is to increase their income via the development of environmentally-friendly farming and artisanal activities (production of rice, local fruits and vegetables and livestock). CARE helps to organize the women into groups to identify the most market-viable products, manage their activities and develop their business expertise. They now know how to prepare a business plan in an effort to improve their funding capacities with local authorities.

1,130 producers aged 15 to 60 benefited directly from this project. It is estimated that 3,900 people benefited indirectly.

| 1,130 women supported | 10 women’s groups formed |

**Training women to install solar electricity**

**Karuna Shechen  India**

Founded by the Buddhist monk Matthieu Ricard in 2000, the Karuna Shechen organization works with a network of local partners and volunteers to provide educational and social services to disadvantaged populations in India, Tibet and Nepal.

In Bihar, the poorest state in India, 80 million homes (85% of the population) lack access to electricity. Along with the Barefoot College, a training body based in Rajasthan, Karuna Shechen trains illiterate rural women in solar engineering.

Between 2013 and 2015, the Foundation made it possible to train three women from the region. These women completed an intensive 6-month training program and were able to equip 220 homes in their home villages with solar panels. Inexhaustible, inexpensive and well-suited to remote areas, this form of energy is an effective means of producing electricity.

| 6 months training in solar electricity installation | 220 homes equipped with solar panels |

During a field visit, the Foundation team noted a clear improvement in the quality of life for the families in the villages, as well as the direct impact of the project on the three women beneficiaries. They have become professional women, benefiting from the recognition of their community members.
FXB International  China

In China, Association Francois-Xavier Bagnoud (FXB) works to alleviate the poverty of the populations belonging to the highly marginalized Yi ethnic group, in an extremely isolated area of Sichuan.

The Foundation supported this project by developing the skills of 80 vulnerable women. Most of them are illiterate, widowed and have dependent children. FXB International improved their economic resources and personal and social skills. The organization promotes women’s professional integration by creating income-generating activities in sectors such as market gardening, farming or handicrafts. The Foundation promoted the organization’s holistic approach, including targeted activities to improve health, education, housing and nutrition.

All of the women in the project developed an income-generating activity, and 92% of participants now regularly save money. All of the families are now able to have three meals per day and a more balanced diet thanks to the vegetable gardens created during the project. Household sanitation was improved and the children’s school enrolment rate increased from 20% to 76%. Finally, the group activities introduced by FXB in the field fostered a spirit of mutual aid between the participants.

80 vulnerable women supported
Children’s school enrolment rate increased from 20 to 76%

TESTIMONIAL

Christine Eggs
FXB International Director

Poverty is often defined in absolute terms as low income, but in reality, it is multidimensional. People living in poverty face a variety of complex and overlapping challenges including malnutrition, illiteracy, unsafe housing, lack of clean drinking water, poor hygiene conditions, ill health and increased exposure to unfavorable climatic conditions. This reality shows that the support provided cannot be fragmented. It must be comprehensive in order to help families successfully break out of poverty and achieve self-sufficiency.

This is the challenge that we took up along with Fondation d’Entreprise CHANEL in a disadvantaged and isolated Yi community from the Bu Tuo mountainous region, situated in Sichuan, China. Yi homes are mainly managed by women who struggle to feed and educate their children. They are illiterate and do not have qualifications or specific skills that could help them to increase their income and consequently their quality of life.

Through this three-year partnership, in which we worked closely with Fondation d’Entreprise CHANEL, 80 female heads-of-households were lifted out of poverty. They worked hard to benefit from educational and economic opportunities offered to them in order to achieve financial and social independence. They are now able to look to the future with confidence and raise and protect their children with dignity.
Developing self-confidence
Challenges

Lack of self-confidence is one of the barriers to women’s career advancement and equal access to paid employment. As women become more confident, well-informed and independent, they can be more capable of protecting themselves against violence and can get more involved in social and community life.

In the US 44% of young women mentioned “fear of failure” and “lack of confidence” as the main obstacles to ambition.

Survey conducted by TIME

Lessons learned

Theater can be an effective mechanism to help women develop leadership skills.

Improving women’s self-presentation can help to support their self-esteem.
Developing self-confidence

More than 120 young women aged 17 to 35 were trained in "collective intelligence" through this project. Several of them subsequently created rights awareness-raising campaigns and workshops. The self-confidence of these young women was developed and their ability to express and organize themselves in networks improved. A meeting bringing together participants and trainers is planned in Morocco in 2016. It will be an important and necessary event to report on and evaluate this pilot experience before extending it to other Mediterranean countries.

"Forum theater" as a training tool for leaders of women's organizations

In North African countries where women's rights are threatened by the influence of conservative movements, women's organizations are often the only means of defending the progress made and promoting women's full integration into economic and social life. In order to strengthen women's organizations and create better networks between them, the Mediterranean Women's Fund (MedWF) is helping to create a regional professional network.

Since 2013, the Foundation has supported a pilot training project for leaders of women's organizations launched by the MedWF in Algeria, Morocco, Tunisia and France. Based on a participatory approach including "forum theater" methods, its goal is to give members of these organizations the necessary tools to create and develop professional networks and projects supporting women. The project helped them become more active publicly and successfully manage and carry out their initiatives.

"Forum theater" as a training tool for leaders of women's organizations

Mediterranean Women’s Fund  Algeria, France, Morocco, Tunisia

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Increased participation of women in the public arena through women's safety audits

In vulnerable neighborhoods in France, almost a third of women report feeling unsafe. This fear can lead them to avoid or desert public places and restrict their activities and social lives. In response to this situation, women's safety audits were developed in Canada as early as the 1990s. This approach relies on the mobilization and expertise of inhabitants in order to improve their urban environment.

Since 2014, the Foundation has worked with the France Médiation network to coordinate a national experiment: the development of women's safety audits in 12 French cities. This innovative project seeks to reinforce the role of women in local participatory democracy by enabling them to collectively inform public authorities of their expectations regarding access to public spaces. Several safety audits with groups of women walking together around their neighborhood, were organized at different times during the day.

They conclude with a presentation to local elected representatives and partners on the problems encountered and ways to improve local safety conditions.

This experiment confirmed the relevance of safety audits as a lever for improving the social participation of women. Safety audits help to reinforce women’s self-confidence and re-establish social ties through the creation of female-led groups who take action on behalf of their communities.

120 women have taken part in 40 walks to conduct safety audits. 50 people were trained in the methodology of women's safety audits (social mediators, organization, town or state representatives).
Training of unemployed women in personal presentation, sales and sewing

Tissons la Solidarité  France

In France, women represent 55% of people living under the poverty line and 70% of poor workers. Founded in 2004, the “Tissons la Solidarité” (Weaving Solidarity) network groups together 70 professional integration structures around the recycling of second-hand clothing. The majority of the people engaged are women. The network employs them under assisted contracts promoting their professional integration. Personalized social support reduces the obstacles to employment (such as access to a driver’s license, childcare solutions, and literacy).

Between 2011 and 2014, the Foundation supported 20 member organizations in the network by personalizing their production tools and, most importantly, supporting the reintegrated employees and their technical supervisors. A true joint effort, the partnership was mainly based on a direct technical assistance program involving many of Chanel’s employees. An external firm assessed the social impact of the project to identify the key success factors of this initiative.

Internal experts developed customized training modules on self-presentation, sewing and customer relations. 68 Chanel employees travelled around France to train more than 300 salaried women and around 60 technical supervisors. This partnership played a role in the certification of the Tissons la Solidarité network as a training center for textile sales at national level. Continuous professional training has become a major added value of the organization.

Esthetic therapy in shelters and hospitals

Groupe SOS & Cosmetic Executive Women  France

In France, there are very few organizations with the capacity to provide homeless women with effective support to help them achieve financial and social stability.

The project supported by the Foundation arose through partnerships with CEW (Cosmetic Executive Women), an association which has developed free beauty salons in hospitals since 1996, and Groupe SOS, which manages numerous homeless shelters. This project developed and delivered esthetic therapy services to meet the needs of the women in five of Groupe SOS’s shelters and in the Jean Jaurès Hospital in Paris’ 19th arrondissement. Group workshops and individual beauty treatments were offered to homeless and critically-ill women as a means to improve their self-confidence and prevent social withdrawal.

Over 3 years, more than 780 people have taken part in community workshops and 1,500 individual beauty treatments have been offered in shelters. In the Jean Jaurès Hospital, more than 2,000 patients undergoing chemotherapy or patients approaching the end of their life benefited from beauty treatments to preserve their dignity. The sustainability of this project is fully guaranteed for the Jean Jaurès Hospital and partially for the shelters. An external assessment of the project showed the important role of self-presentation in supporting the women targeted by the project.
Preparing young women for adult life
Challenges

Adolescents and young women aged 10 to 25 represent more than 25% of the population in developing countries. During this period of life, girls can encounter numerous risks associated with their role and status in society, such as early marriage or pregnancy. They may be more vulnerable to specific gender-based discrimination and violence.

45% of young people in the world currently live under the poverty line

61% of 123 million illiterate young people are girls

Lessons Learned

Sports and physical activity can help adolescent girls gain confidence and social skills

Encourage local radios to broadcasts education and health messages targeting adolescent girls
Bolivienda  Bolivia

In the suburbs of La Paz, El Alto is the third largest city in Bolivia, and on a national level, the poorest and most violent. 9 out of 10 women are victims of attacks and 87% of children suffer from domestic and school-based violence. In this context, the organization Enda El Alto opened shelters to help marginalized young girls. Their services include psychological support and vocational training.

Between 2013 and 2015, the Foundation supported a project targeting 126 teenagers in the organization's integration centers. The young women benefited from personalized counseling and took part in group therapy sessions, in particular using games and sports. Technical training programs were also provided in order to facilitate the girls’ social and professional reintegration. These programs also provided the opportunity to raise awareness among young women about their career options.

Through the project, 75 of the 126 young women successfully transitioned into a specialized home or a family setting. 95% of them were trained to work in a bakery or make artisanal products. Moreover, the organization has sensitized the population against violence in the neighborhood as well as in two secondary schools in the area. These preventive measures proved to be a key aspect of the project, raising awareness in the El Alto populations about the issues of homelessness, abuse and gender-based violence in Bolivian society.

Empowerment of adolescent girls through an educational and entertaining radio program

UNICEF  Tanzania

More than half of the Tanzanian population is under the age of 18. This country is among the poorest in the world. Girls living there have a 40% chance of having a child before the age of 18, particularly when they are from rural areas. This reality contributes to poor school completion and exposes them to a higher risk of maternal and neonatal mortality. As a result, UNICEF created Radio Sara, an innovative radio program for children aged 10 to 14, which is both educational and entertaining.

Since October 2014, by funding the design and recording of the programs, the Foundation has enabled the launch of Radio Sara in the rural district of Iringa. Radio Sara supports adolescent girls to develop, test and broadcast key messages about discrimination and violence against girls, and how this impacts the health and well-being of girls and their families. Trained teachers facilitate group discussions based on each episode and help the girls to communicate these messages to members of their families and communities.

Since the start of the project, 40 adolescents have created and helped to broadcast 100 radio episodes on themes as varied as HIV, access to water, hygiene or children’s rights. The teachers were trained to promote group discussions following the broadcasting of the episodes. UNICEF set up a strong partnership with the Tanzania Ministry of Education in order to guarantee the sustainability of this pilot project. It will initially guarantee broadcasting in 145 schools in the Iringa district with the long-term goal of reaching 40,000 girls and boys.
Sport dans la Ville  France

Sport dans la Ville is a key organization promoting integration of vulnerable youth through sports in France. It organizes and leads local events tailored to young people. In order to promote the involvement of young girls in sports, the organization set up the “L dans la Ville” program, which supports their personal and professional development. After substantial development in the Rhône-Alpes region, the organization established itself in the Île-de-France region in 2012 with the opening of several pitches in the Seine-Saint-Denis and Val d’Oise departments and Paris.

As early as 2012, the Foundation supported the launch of the “L dans la Ville” project in the Île-de-France region to bring together teenagers from underprivileged neighborhoods and ensure the progression of their behavior through activities proposed by the organization (cultural visits, trips, company visits).

220 young women beneficiaries

A sponsorship program involved 13 Chanel employees who supported young girls in their academic and career choices. The company organized workshops to allow young girls to discover possible careers in the company. This collaboration allowed the Foundation to test a volunteer program and open the company up to the non-profit sector.

In total, 6 new “L dans la Ville” centers were opened in the Île-de-France region. 220 young girls benefited from the project, half through sports and half through dance. A project manager was recruited to ensure the management and diversity of the coaches. 42 young girls completed the “Job dans la Ville” professional integration program. Two were recruited to intern at the Chanel office in Neuilly.

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"It encouraged me to work hard to earn a job that I like"

Before, I wasn’t sure what I wanted to do. “L dans la Ville” and my sponsor from the Foundation opened my eyes. Marie supported me in my reflection and research and I found the training program that best suits me for the future. I want to complete a degree in Sales. I’m going to give it all I can. I feel encouraged and supported; it’s a really big opportunity.

Marie’s support and presence gives me wings, helps me to work well and provides me with structure. We have developed a relationship which goes beyond mentorship. She’s like my family now. She really helps me and I trust her. I really appreciate everything she does.

Inès Ngadja
Participant in the ‘L dans la Ville’ program and her sponsor Marie Guérin

Due to this program, which involves a lot more than just dancing, I discovered the world of work by visiting major companies and travelled to London. In particular, thanks to the Foundation which supports “L dans la Ville”, I was lucky enough to have a sponsor, Marie Guérin, who works for Chanel Human Resources. She helped me to draft my CV and cover letter and she supported my application for two internships in the company, at the reception and caretaker’s lodge. I also had the opportunity to work with professional adults in a company for which a lot of people dream of working.

The Foundation also organized a visit to a research and technology site in Pantin and an industrial site in Compiègne. I took part in a personal presentation workshop hosted by Chanel employees which gave me numerous skills for the future.

This program changed my life. It made me more open-minded and mature and allowed me to meet a lot of people. I discovered a working environment that was very different from what I had imagined. It encouraged me to work hard to earn a job that I like because it won’t just fall into my lap. This year, I am presenting my baccalauréat exam and I’m doing everything I can to pass it.

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From the beginning, Fondation d'Entreprise CHANEL wanted to create a virtuous circle to empower disadvantaged women. It interacts with different players which form its ecosystem.

It relies on the House of Chanel and the company’s employees to support and guide the non-profit organizations working to help women and their communities.

In an effort to share experiences and knowledge, the Foundation also interacts with other corporate donors acting for women empowerment. It is involved in French and international non-profit networks, which are valuable sources of information, ideas and expertise.
The diversity of talent within the House of Chanel is a valuable asset for the non-profit sector. In order to promote its employees’ commitment to its mission, the Foundation encourages volunteering during working hours or on personal time, in close cooperation with Chanel Human Resources. It gives employees opportunities to enhance their skills and lend their know-how to projects that it supports in areas as varied as marketing, architecture, couture, sales or communication.

The Foundation mobilizes employees in France and abroad.

It centralizes requests for expertise from its partner organizations, sources employees with associated skills, and supports volunteers during their missions.

It regularly shares information on the projects it supports and organizes events to raise employee awareness.

Since its creation, 148 employees have provided counseling, contacts and skills to help the Foundation complete its mission.

The virtues of direct technical assistance are evident for organizations, the women beneficiaries and the employees actually involved.
Helmi Porras
Media manager – Chanel Panama

What was your role in the project supported by the Foundation?
My colleague Christina Cabarcos and I work in the Marketing and PR Department in Panama. We took part in two different workshops with around forty young people from fragile areas who were completing vocational training in fashion and entrepreneurship, proposed by Plan International France. It was important for us to share our knowledge, and give the young people advice on their activities, on the ways they can better meet their customers’ needs and the tools for promoting their products and services. It was interactive, participatory and a very enriching human experience.

Why did you decide to take part in this mission?
When I was given the chance to take part in this project, I discovered the fantastic work carried out by the Foundation for the empowerment of women and the extent to which it was active across the world, including in Latin America. On a personal level, I have always been very involved in local organizations, so I was delighted to take part in this initiative alongside my company and immediately accepted the request.

What did you take away from this experience personally and professionally?
On a personal level, I felt privileged to have been chosen. It was amazing and very rewarding for me to discover Plan’s activities to help vulnerable young people. I was very touched by the fact that, while the accomplishments of the young girls who took part in our workshops were modest, they put so much care and passion into them. Their testimonials showed me how what we taught them during the workshops inspired and helped them. I learned at least as much from them as they did from me.

INTERVIEW

“It was important for us to share our knowledge... It was interactive, participatory and a very enriching human experience.”

How direct technical assistance works

Expression of needs by the organization
Drafting of a mission summary detailing the context of the intervention and the necessary skills
Identification of volunteers in collaboration with Human Resources
Pre-mission briefings with the Foundation

Meeting between the volunteers and the organizations
Implementation of the direct technical assistance missions
Debriefing and sharing of feedback from the volunteers
In October 2015, the Foundation organized its second seminar in Paris. It brought together the representatives of the 21 organizations supported by the Foundation, who came from several different continents, as well as numerous Chanel employees.

The morning was dedicated to exchanges between the organizations based on a variety of themes: how to capitalize on and share knowledge related to non-profit projects? How should gender issues be integrated into a development project? What indicators measure the empowerment of women?

In the afternoon, in the presence of 120 of the company’s guests, the Foundation took the opportunity to take stock of achievements, talk about future prospects, increase awareness of its direct technical assistance program, discuss the issue of women and the environment, and finally, to organize six themed workshops hosted by the Foundation’s partners.

This meeting offered the Foundation’s partners the unique opportunity to develop their network and share expertise and experiences. The company’s employees were given detailed insight into the commitments and projects supported by the Foundation and were able to create ties with the partner organizations. Finally, all of the participants increased their knowledge regarding the empowerment of women in the world. A film on the event was also widely aired on internal networks.
International Women’s Day

Every year, to celebrate International Women’s Day on March 8, the Foundation offers all of its employees the chance to discuss issues related to women’s empowerment.

In 2015, the Foundation wanted to give employees the floor. Testimonials from France, China, Spain and the United States were compiled into a film made on this occasion.

In Paris, the Foundation organized a conference in the presence of the European Women’s Lobby (EWL), the largest coalition of women’s organizations in the European Union. Mary Collins, an expert in socio-economic policies at the EWL, explained the current situation of women’s rights. She recalled that twenty years after the adoption in Beijing of the Convention on women’s rights, significant disparities remain. Economic independence and access to education, employment and healthcare are still far from being a reality for many women today.

Despite the urgency of certain situations, in particular during wars, Mary Collins said that she remained hopeful that everyone can make a change for women’s rights at their own level.

Meetings with partner associations

In June 2015, the Foundation mobilized about thirty employees to share a fun and unique day. They had the great opportunity to visit the Fleurs de Cocagne site in Avrainville, Essone, which has been supported by the Foundation since 2012. This company employs and trains reintegrated women in the production and sale of organic, local and socially responsible flowers. On average, 60% of employees working there find a job at the end of their contract.

Upon their arrival, Chanel employees were very warmly welcomed by the organization’s team and the twelve employees. They were then taken on a site visit and enjoyed creating rustic bouquets. Participants then explored the greenhouses of flowers and talked with the employees, who were happy and proud to share their know-how in production and floristry, acquired thanks to Fleurs de Cocagne.

This opportunity enabled Chanel employees to discover the Foundation’s commitment in a very concrete way.

Regular breakfasts were also organized throughout the year to allow employees to meet partner associations and discover their work in the field. For example, Bolivienda, which works in Bolivia to help marginalized young girls, and Enda Pronat, which heads a project to support women farmers in Senegal, were invited to discuss their activities and the progress of the projects in the field.
Internal and external institutional ties

Fondation d’Entreprise CHANEL represents an internal knowledge resource regarding the trends in philanthropy, economic and social development, women empowerment and entrepreneurship.

From its headquarters in France, the Foundation offers Chanel employees an opportunity to build awareness on the non-profit sector and to engage personally by sharing their expertise and know-how. The Foundation is an independent entity with a cross-cutting function, which encourages inclusion, diversity and intercultural openness.

It actively contributes to the Corporate Social Responsibility (CSR) strategy on a global level, represents Chanel in the philanthropic sector and is increasingly involved in non-profit networks at international level. With both internal counterparts and external stakeholders, the Foundation embodies a sustainable commitment in favor of women and girls in the world.
A growing internal network

Throughout the year, the Foundation meets with Chanel employees in France and abroad. Presentations have been made in approximately fifteen countries. A traveling photo exhibition was shown on all the corporate production sites in France and was translated into three languages. Regular news are broadcast on internal networks. All of these activities are carried out thanks to a network of committed employees.

Working with other philanthropic players in France and Europe

As a Board member of the French Center for Funds and Foundations since 2013, Fondation d’Entreprise CHANEL regularly contributes to planning thematic events, overseeing the legal landscape, and sharing best practices. It particularly supports a cross-disciplinary approach within corporate foundations by advocating for increased funding for women in all sectors.

During a study trip with about ten representatives from French foundations in Washington, the Foundation met with numerous experts from American philanthropic organizations and gained insights on the links it could build in the United States in anticipation of its geographic expansion. In 2015, the Foundation also participated to a coalition of “Foundations for Climate”, formed during the COP 21 Summit in Paris. A conference was dedicated to the role of women in environmental and climate protection.

Since 2015, the Foundation has also been involved in the activities of the European Foundation Centre (EFC) which brings together similar organizations at European level. Within the EFC’s gender group, it participated in the translation and distribution in France of a report demonstrating the benefits of grantmaking with a gender lens.

Action Research in collaboration with other Foundations

Between 2012 and 2014, Fondation d’Entreprise CHANEL was a member of a research initiative headed by Le Rameau, an organization which creates links between philanthropic groups and non-profit organizations. A technical assistance mission was carried out by a Chanel Human Resources expert during six months with one of the Foundation’s non-profit partners. As a result of the research, the Foundation received a full evaluation of its own capacity to provide assistance beyond funding. By comparing the actions of the 12 participating foundations, it was concluded that providing long-term technical support directly to the non-profit organizations, rather than only to selected projects, was a very effective strategy. This collaborative approach demonstrated the importance of sharing experiences and listening to our partners’ needs in order to adapt the support that can be provided tapping into the extensive expertise at Chanel.
The Board of Directors is composed of Chanel representatives and external professionals recognized for their expertise in the Foundation’s areas of intervention. It is chaired by Andrea d’Avack and meets on average four times a year to approve the projects and strategic guidelines submitted by the Executive Director and the Foundation’s team.
The Board of Directors

Andrea d’Avack, President
Sarah François-Poncet, Secretary
Leslie Branche and Thibaut Boisselier, Treasurer
Georges Amer
Marie-Hélène Chenut
Marie Guérin
Véronique Perez
Danielle Desguées, Executive Director of BGE PaRIF
(French national support network for entrepreneurs)
Jean-Marie Destrée, Deputy Executive Director at the Fondation Caritas France
Diane Hassan, Director of United Way, Tocqueville France

What is your role in the Foundation’s governance?
Since 2011, I have been one of the external members of the Board of Directors. With my peers, Diane Hassan and Danielle Desguées, I try to be objective while relying on my knowledge of the non-profit sector. Together, we provided a presentation on the characteristics, governance and economic model of the non-profit sector in order to give the Foundation’s internal managers the keys to understanding it.

What elements make the Foundation a special partner?
The Foundation does not spread out its resources by providing funding to multiple projects but concentrates its support through substantial, multi-year grants. The support covers both the projects’ investment costs and part of the structures’ operating costs. This is an uncommon and valuable policy. Finally, the Foundation funds the projects’ external evaluations. They are not aimed at highlighting defaults, but are in fact tools for dialogue that can allow recommendations to be made to partners on their strengths and areas for progress.

What do you appreciate about how the Foundation works?
I am struck by the Foundation’s professionalism, which is clear in its method to analyze project proposals, to draw up criteria grids, the meticulousness of its follow-up and high-standards regarding reporting. But it is also very human, based on the quality of the relationships between the project leaders and the Foundation’s team.

I took part in a visit of Bolivia with the association Enda El Alto, along with Lisa Poupaud, the programme manager. We attended a collective therapy session with young girls in a very fragile situation. I was really impressed by Lisa’s ability to analyze the financial documents in a very comprehensive manner and adapt to the life of the organization. I think it is impressive that the Foundation’s team travels frequently to project sites in order to fully understand them.
The Foundation's team

The Foundation team is responsible for the selection, follow-up, support and assessment of partnerships with non-profit organizations around the world. It directly manages the Foundation’s financial and technical commitments and defines the main programmatic areas and communication strategies. Internally, it facilitates and organizes the mobilization of Chanel employees to support the Foundation’s partners and beneficiaries.
CONVERGING INSIGHTS

Lisa Poupaud
Europe Program Manager

I joined the Foundation in 2013 after working in the non-profit sector for 7 years. The Foundation’s mission to empower women and its very professional approach were my two main motivating factors.

I really respect and admire people who courageously work in the field to give women the same opportunities, to everyone’s benefit. As part of our mission to support the actors on the ground, I visited projects in France, India, Bolivia and Thailand. These missions are essential in establishing a relationship of trust with the partner organizations, understanding the context, identifying areas for improvement and proposing solutions. These missions are also very powerful and enriching human experiences.

On a daily basis, I really enjoy meeting employees to present the Foundation’s activities and also understand their expectations, assess their level of commitment and propose opportunities for collaborative engagement. The Foundation’s cross-disciplinary approach allows us to create ties between people who do not usually work together. It also provides exposure to different expertise within the company and the unique challenges they present. I have discovered a company made up of passionate people, eager to share and with real human values.

After 5 years of existence, I am proud to see the Foundation grow and develop. I am delighted that we have the chance to involve even more people in this amazing adventure, within the team, and further engage employees in direct technical assistance. We are aware that this evolution is challenging but we will do everything we can to ensure its success!

Fatem-Zahra Bennis
International Project Officer

I was fortunate to join Fondation d’Entreprise CHANEL in 2012. In this day and age, social relations are crumbling and community life is constantly called into question. As the Foundation’s first mandate reaches an end, I think I can say that we contribute, in our own way, to strengthening social ties.

By defining its own high standards over the years, I am convinced that the Foundation strengthens and increases the professionalism of our partner organization’s activities. The idea of a non-profit network means a lot to us. We strive to develop deeper relations between the organizations we support by disseminating best practices and by creating meeting places and forums for exchange. I am moved by the actions of men and women devoted to helping others, to see them share a common dynamic beyond their diversity. They all act as guides for all these individuals striving towards the same goal: to allow women, wherever they are, to live with dignity.

We help to create closer relations between our House and society. This is an essential element of the Foundation’s activities. The involvement of all professions, departments, and employees when we call on them, does not come as a surprise, but rather as a confirmation of our values. It is proof that Chanel’s employees are prepared to give a social meaning to their work and see the Foundation as a way to achieve this. We observe a real enthusiasm for our activities: direct technical assistance opportunities have already attracted many employees, the Foundation’s events, site visits at local and international level continually attract more participants. I hope that we will continue to be worthy of this trust.