



COMPAGNIE  
FRUITIERE  
FOUNDATION



Ndox / Braille (detail)

Mandjak weaving on a traditional loom that is slowly becoming obsolete at Atelier Tësss, Saint-Louis  
The Want Machine, Art-o-Rama, La Friche la Belle de Mai, Marseille, 2021

## EDITORIAL

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For the cover of our annual report, I have chosen an image of “The Want Machine”, a piece exhibited at the 2021 edition of the Art-O-Rama contemporary art fair in Mar-

seille. This work was the brainchild of a collaboration between “gethan&myles” an Anglo-Irish artist duo who have been based in the city of Marseille since 2011, and the Compagnie Fruitière foundation.

This unique yet multi-faceted work perfectly reflects gethan&myles’ approach which is centred on the concepts of encounter, exchange and collaboration in connection with the real world, in an unbreakable relationship with concrete things: an approach that is experienced and shared with the communities with which the artists are seeking to build deep connections.

It was in this spirit that a few months before the outbreak of the pandemic gethan&myles went to Senegal, to the heart of the plantations managed by Compagnie Fruitière. Their artistic residency saw them take a keen interest in the Senegal River - the “golden river” - and allowed them to observe how it is withstanding human activities and climate change. Indeed, the concept of saving water and respecting water sources is at the heart of their artistic vision.

As part of this immersive journey, beautiful traditional loincloths, once used as currency, were made by the few remaining workshops that have preserved this ancient skill under the artistic direction of gethan&myles.

In my opinion, this type of weaving, which adorns the cover of this annual report, eloquently embodies the Compagnie Fruitière Foundation commitment to improving the living conditions of the most fragile populations in Marseille and in Africa, as well as its dedication to forging lasting cooperative relationships with them.

The following pages document the work carried out by our teams on the ground throughout 2021. We are honoured to share it with you.

**MARIE-PIERRE FABRE**

*President*

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# THE FUND IN A NUTSHELL

*Improving the living conditions of the most vulnerable populations in Marseille and Africa*

## 4 AREAS OF INTERVENTION

### HEALTH

Reducing inequalities in access to care, combating childhood malnutrition, improving the well-being of hospitalised children.

### EDUCATION

Taking action to promote equal opportunities in education, providing school materials, improving learning conditions for children, supporting access to artistic and cultural education.

### THE ENVIRONMENT

Supporting urban agriculture, participating in innovative agro-ecological practices, promoting educational initiatives to raise awareness on the conservation of nature.

### CULTURE

Encouraging cultural and artistic exchanges, supporting emerging African artists, improving access to culture for all.

## 3 MODES OF OPERATION

### DISTRIBUTIVE ACTION

Financial or in-kind support to associations or NGOs providing help to vulnerable people.

22 projects supported in 2021

### COLLECTIVE PROJECTS

Participation in business collectives aimed at improving the lives of vulnerable populations in Marseille.

2 collectives supported in 2021

### EMPLOYEE INVOLVEMENT

Support for Compagnie Fruitière's employee-led projects.

3 projects supported in 2021

## KEY FACTS

### CONTINUATION OF THE PARTNERSHIP WITH SANTÉ SUD

The Compagnie Fruitière has continued to support the Marseille-based NGO Santé Sud in its «Rural medical care in West Africa: Mali, Benin and Guinea» project, which aims to improve access to medical care for people in isolated rural areas of Mali, Benin and Guinea. The aim of this project is to support the long-term settlement of young general practitioners through their preliminary training, to offer them support via a professional network, and to renovate and provide much needed equipment to community health centres.



### 3800 TREES PLANTED

The Compagnie Fruitière commitment to the environment is reflected in its partnership with the ONF Agir Pour la forêt (Take action for the forest) Foundation. As a result of a decline in the number of maritime pines, the ONF (Office National des Forêts) replanted 3800 trees in the state forest of Saint Lambert in the Vaucluse. This project will assess the adaptation to climate change of two species, namely the Atlas cedar and the Greek fir.



>> The Minister of Culture, Roselyne Bachelot, visits the "Stirring the Pot" exhibition in July 2021 in Marseille.

### PARTICIPATION IN THE AFRICA2020 SEASON IN MARSEILLE

At the initiative of French President, Emmanuel Macron, and dedicated to the 54 States of the African continent, the Africa2020 Season is a multi-disciplinary project centred around the major challenges of the 21st century. More than 1500 art, science and entrepreneurial events took place throughout France in 2021, bringing together over 4 million visitors.

Has chosen to support Emeka Ogboh, an artist from Nigeria who is interested in issues of migration and the links that men and women forge with the places they live, the places they hold memories and the places they journey through. The artist took over the Friche la Belle de Mai cultural site in Marseille for his exhibition which combined installations, videos, perfumes, sounds and tastes, weaving together meaningful links between Marseille and various ports in West Africa.

The closing event of the Africa2020 Season was held at the Elysée Palace on 30 October 2021 and featured the work of Emeka Ogboh. This was a tremendous mark of recognition for the artist's first personal exhibition in a French institution.

> Closing event of the Africa2020 Season



## PROJECTS SUPPORTED IN 2021

## HEALTHCARE FOCUS


**SANTÉSUD**  
 GROUPE SOS I

**■ SANTÉ SUD**

Support for the «Rural medical care in West Africa» project, which aims to improve access to medical care for people in isolated rural areas of Mali, Benin and Guinea.


**■ MEDITERRANEAN INFECTION FOUNDATION**

Funding of a field study to investigate the environmental origin of the bacteria responsible for Buruli ulcer in Côte d'Ivoire.


**■ FRENCH RED CROSS FOUNDATION**

Assessment of the impacts of the health and social crisis on the reception of migrants.


**■ GRET**

Supporting herder families to implement market gardening activities based on agro-ecological practices in order to meet several challenges, including the need to improve nutrition.


**■ SOLITALIBES**

Help for talibé children in Saint Louis, Senegal, who come from poor families and are forced to beg on the street to support themselves.


**■ LE GAI RIRE**

Funding of clowns to visit hospitalized and multi-handicapped children at Marseille Nord University Hospital.



## EDUCATIONAL FOCUS


**■ AMADOU HAMPATÉ BA FOUNDATION**

Contribution to the «A l'Ecole de la Parole» (At the School of Words) initiative in Côte d'Ivoire. The aim is to safeguard and promote the African oral cultural heritage collected and transcribed into French by Amadou Hampâté Bâ.


**■ LE PARTENARIAT**

Installation of communal solar lamp recharging stations in schools in order to improve learning conditions for pupils in villages without electricity in Senegal.


**■ FRICHE BELLE DE MAI**

Support for artists' residencies in REP (priority education areas) schools located in the Belle de Mai district of Marseille.


**■ SOS VILLAGES D'ENFANTS MADAGASCAR**

Funding of a programme to get young out-of-school adolescents back into school in the 5 Madagascan cities of Antananarivo, Toamasina, Mahajanga, Toliara and Antsirabe.



La Liane

**■ ASSOCIATION LA LIANE**

Contributing to the expansion of the premises of the Maison des Droits de l'Enfant (Children's Rights Centre) in Saint-Louis, Senegal, in order to improve the education and schooling of the youths in the centre.


**■ ÉCOLE ENTREPRENEURIALE**

Establishment of a training course dedicated to young people predominantly from disadvantaged neighbourhoods with the aim of developing the entrepreneurial skills and employability of these future entrepreneurs.


**■ ASSOCIATION MASSABIELLE**

Participation in the renovation of the La Source life centre in the Belle de Mai district of Marseille.


**■ APPRENTIS D'AUTEUIL**

Support for the «Ose ton rêve» (Dare to Dream) project, an individual grant which aims to enable young people placed under the care of Social Services to realise a dream.

PROJECTS SUPPORTED IN 2021

# ENVIRONMENTAL FOCUS



## FRANCE NATURE ENVIRONNEMENT

Contribution to a touring exhibition aimed at raising the awareness of the general public by outlining various practical biodiversity issues in the Provence Alpes Côte d'Azur region.



## ONF

Planting of 3800 forest seedlings in the state forest of St Lambert in the Vaucluse. The project will test the adaptation of two tree species, namely atlas cedar and Greek fir.



## LE TALUS

Funding of educational workshops in an urban farm for the children of the Air Bel elementary school located in one of the largest housing estates in Marseille.



> Educational workshop  
Le Talus

# CULTURAL FOCUS



## NATIONAL THEATRE OF MARSEILLE, LA CRIÉE

Support for the new project «La Première fois par la mer» (First time by sea) which aims to enable 300 children to discover the La Criée theatre, accessing it by boat.



## FRAEME - ART-O-RAMA

Funding of a project by the artist duo Gethan & Myles as part of the 2021 edition of the ART-O-RAMA contemporary art fair which, every year, sees a significant number of professionals from Europe and beyond convene in Marseille.



## FRICHE BELLE DE MAI

Support for the «Mediterranean Residency» scheme, which aims to host emerging artists in Marseille to help them travel more easily in the Mediterranean region. The Cameroonian artist, Abdias Ngateu, was in residence in Marseille between June and September 2021.



> Abdias Ngateu Residency



## FRICHE BELLE DE MAI

Participation in the "Stirring the Pot" exhibition by Nigerian artist Emeka Ogboh which was on display from 4 June to 24 October 2021 as part of the Africa2020 Season event.



## ASSOCIATION VERSANT SUD

Creative residency of the Ethiopian artist, Maisha Marshall-Ende, photographer and video maker born in 1986 in Addis Ababa. During her residency, Maisha Ende-Marshall experimented with the technique of screen printing for the very first time in her art practice. The finished piece consisted of eight large textiles, all handmade by the artist.



> "La Première fois par la mer" (The First Time by the Sea) project with La Criée theatre

## PROJECTS SUPPORTED IN 2021

### COLLECTIVE PROJECTS - MARSEILLE



#### ■ FONDATION DE MARSEILLE

Funding the creation of a skills-based sponsorship platform. Founded in 2020 by 4 entrepreneurs under the auspices of the Fondation de France, the Fondation de Marseille brings together companies, citizens and project leaders to tackle the challenges involved in achieving a more inclusive city. The Foundation supports positive, high-impact projects that address disadvantages in the education, employment and housing sectors.



#### ■ ENTREPRENDRE POUR TOI

Three years after the tragedy of the Rue d'Aubagne\* building collapse, the Compagnie Fruitière Foundation is committed to improving poor housing in Marseille. The "Entreprenre pour Toi" (Doing it for you) collective aims to help displaced people find permanent housing solutions by offering personalised social support and creating temporary housing solutions.

### EMPLOYEE-LED PROJECTS



#### ■ ASSOCIATION « DES BRAS ET DU CŒUR »

Funding the purchase of materials for the construction of an additional floor in an orphanage in the Ono region of Côte d'Ivoire. This involved creating more sleeping quarters so that each of the 88 children housed in the building could have his or her own bed.



#### ■ MÉDI'SEPT SPORT AND HEALTH PROGRAMME

As part of the project to revamp the Ivorian Rugby Federation, the Foundation supported the Sport and Health awareness programme offered at the Federation's sports camps for young boys and girls.



#### ■ MC SWIM CHALLENGE

Support for this annual sports challenge which aims to raise funds for associations that work on a daily basis in the paediatric oncology and haematology department of the Timone hospital in Marseille. Over 400 people took part in the 2021 MC Swim Challenge.

### EXCEPTIONAL COVID OPERATION



#### ■ Banque Alimentaire des Bouches-du-Rhône

An association under the law of 1901, the Food Bank works in the fields of humanitarian aid and the social and solidarity economy. Its main areas of activity are providing free food, waste prevention, making donations, doing voluntary work and sharing. Its aim is not only to help people in the biological sense, i.e. by helping them feed themselves, but also in the psychological sense by helping them regain their dignity as human beings. Right from the very start of the health and social crisis, the Compagnie Fruitière Foundation forged a partnership with Banque Alimentaire 13 (Food Bank 13) which serves as a vital source of food aid for those living in poverty in France's department 13. The partnership was continued in 2021.

**900 kg** of bananas donated per week  
**150** beneficiary associations



## OUR ORGANISATION

### GOVERNANCE

The Compagnie Fruitière Endowment Fund is governed by two decision-making bodies : **the Board of Directors and the Steering Committee.**

#### ▶ THE BOARD OF DIRECTORS

Chaired by Marie-Pierre Fabre, President of the Compagnie Fruitière Foundation, the Board of Directors defines the guidelines and main principles of the fund's activities and is responsible for its proper management and areas of intervention. It also oversees the main partnerships and passes the budget. The Board of Directors of the fund is composed of 3 members.

#### MARIE-PIERRE FABRE

*President of the Compagnie Fruitière Foundation*

#### JEROME FABRE

*Executive Chairman of Compagnie Fruitière*

#### LAURENT DEBROAS

*Secretary General of Compagnie Fruitière*

#### ▶ THE STEERING COMMITTEE

The steering committee reviews and selects the projects submitted by associations or public interest organisations and ensures that they are in line with the foundation four areas of intervention and resources. The Steering Committee is composed of internal company members and 2 external experts.

#### MARIE-PIERRE FABRE

*President of the Compagnie Fruitière Foundation*

#### CHRISTELLE LASME

*Project manager*

#### PAUL BOUZON

*Project manager*

#### GERSENDE DE PONTBRIAND

*Founder and Director - Mécène Invest*

#### ANTOINE D'ARRAS

*Advisor to the Presidency*

### THE FOUNDATION TEAM



**Marie-Pierre FABRE**  
*President*



**Christelle LASME**  
*Project Manager*



**Paul BOUZON**  
*Project Manager*

#### Nathalie CAPOTOSTO

*Executive Assistant*

EXTERNAL MEMBER:

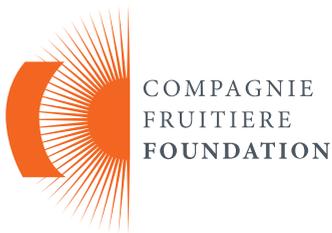
#### Gersende DE PONTBRIAND

*Advisor to the President*

### LA COMPAGNIE FRUITIÈRE



A family business founded in 1938 in Marseille, Compagnie Fruitière is Africa's main producer of fruit - mainly bananas and pineapples - which are sold throughout Europe. Employing more than 20,000 people, predominantly in its plantations in Africa (Côte d'Ivoire, Cameroon, Ghana and Senegal), but also in Latin America (Ecuador), Compagnie Fruitière has been committed to social responsibility since its creation. As such, it has embarked upon several economic and social development projects in the countries where the company operates.



33, boulevard Ferdinand de Lesseps  
13014 Marseille

