

Smiles for the planet



2011 progress report on the United Nations Global Compact

From the Bel Group Chairman and CEO

For over 140 years, the Bel Group, which is still managed by the descendents of the company's founders, has taken a long-term view focused on sustainable growth. But thinking about the ultimate purpose of that growth has led to broader reflection about the company's role and responsibilities, as summarized in Bel's mission **to bring smiles to all families through the pleasure of our products, made with dairy goodness**. It's a demanding mission, one that clearly states the Group's commitment to its consumers, employees and the communities where we are active. As such, it forms the basis for our Corporate Social Responsibility (CSR) policy laid out in 2008.

To help our teams meet the challenge, the Group's CSR effort has been organized around five pillars of commitment and areas of progress:



Accessible, nutritionally beneficial products



Responsible, actively involved brands



Activities that reduce our environmental footprint



A company actively committed to the communities in which it operates



A company that listens to its employees

The process now being rolled out will enable all our entities to take ownership of and implement Bel's CSR policy relative to local contexts and the expectations of local stakeholders. To that end, specific steps were taken in 2010 to spread CSR throughout the Group, including:

- In February 2010, **Guillaume Jouët, VP of Corporate Social Responsibility, brought CSR to the highest level of management**. His membership on the Group Management Committee ensures that Bel's CSR commitments are now factored into all corporate governance decisions.
- At the same time, **a CSR department** was established to roll the effort out to all Group entities.
- At end 2010, **a network of CSR advisers** in nutrition, the environment, purchasing, human resources, and other key functions was set up to formalize CSR policy and guide its deployment in the field. There are now advisers from Group Functional Departments for nearly all areas of progress within the effort. The network is coordinated with local functions.



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- The CSR department and key CSR advisers are preparing a **CSR reference guide** to lay out and formalize the approach, i.e., five pillars broken down into areas of progress, actions, goals, and performance indicators. The guide will notably embrace best practices from the ISO 26000 standard, the Global Reporting Initiative and the United Nations Global Compact.
- **CSR function committees** have been set up for packaging, the supply chain and other functions. Key function CSR advisers are expected to establish committees for other functions and themes as well.
- Lastly, a dedicated website was developed to extend our efforts to the public and Group employees: www.smilesfortheplanet.com

Taken as a whole, these steps and organization will enable the Group to make significant headway in all areas of CSR. We approach these challenges with the drive and humility that have always inspired the men and women of Bel.

ANTOINE FIEVET
Bel Group Chairman and CEO

Encl. The 2010 Bel Business and Corporate Social Responsibility Report
Cf. www.smilesfortheplanet.com