UN Global Compact Communication on Progress

Updated: May 2019

Statement by General Manager

- Blue Moon is a privately owned business in Egypt. The company was established in 2008 as a limited liability company. Our mission is to provide comprehensive services to the fresh produce sector in an effort to enhances the competitiveness of the Agriculture Sector in Egypt. Further information is available at our website www.bluemoon-eg.com
- We started in 2008 with one office in Cairo and 3 employees. The company now has 3 registered branches in Beheira, Luxor, and Aswan.
- During the implementation of the USAID-funded Premium Project for Egyptian Smallholders (August 2011 - February 2018), BlueMoon employed 30 full time employees with a growth rate exceeding 30%.
- Blue Moon joined the Global Compact Network Egypt in 2012 and signed the UN Global Compact Letter of Commitment. We also joined the Global Compact Business for Peace as a founding member in 2013.
- Our Code of Practice underlines the principles that Blue Moon uses in its relationship with employees, business partners and other stakeholders. It also illustrates that the UN Global Compact principles and the UN Social Development Goals (SDGs) are an integral part of our business strategy, day-to-day operations and organizational culture.
- We regularly assess our risks and opportunities, as well as the impact of our operation in order to develop and refine our goals, strategies, and policies. As a result of our assessment, we share good practice to advance practical solutions and strategies to common challenges in the fresh produce sector. We also advance sustainability solutions in partnership with our stakeholders including UN agencies, governments, civil society, and others within the sector.
- Our accomplishments are greatly connected to our corporate culture, which is based on an entrepreneurial spirit and a passion for business, where healthy profitability and sustainable growth are key factors for success.
- In the "Communication on Progress" we describe our actions to continuously improve the integration of the Global Compact and its principles into our business strategy and daily operations. We also commit to share this information through our website and within our sphere of influence.

Manal Saleh
General Manager
Blue Moon, Egypt

BlueMoon
Making a difference

Blue Moon is an Egyptian Limited Liability Company Established in 2008 to drive convergence with good agricultural practice, good manufacture and hygiene practice, and social responsibility through partnership programs with primary production stakeholders in Egypt, Africa and the Middle East

THE GLOBAL COMPACT WE SUPPORT · BRC APPROVED TRAINING PROVIDER · GLOBALG.A.P. · LINKING ENVIRONMENT AND FARMING LEAF · Enabling responsible supply chains Sedex · BSCI An initiative of the Foreign Trade Association (FTA) Business Social Compliance Initiative · FAIRTRADE · GLOBALG.A.P. LICENSED FARM ASSURER · FAIRTRADE AFRICA

Blue Moon's sustainability strategy is based on UNGC principles , UN Sustainable Development Goals, Egypt's Sustainable Strategy 2030 Vision, and ISO26000 guidelines

- Blue Moon is invited to worldwide events to share its local experience with Egyptian Smallholders and students/graduates of Agriculture Technical Schools.

UNGC principles

- The UN Global Compact's Ten Principles are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption

- Human Rights
  - Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
  - Principle 2: make sure that they are not complicit in human rights abuses.
- Labour
  - Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
  - Principle 4: the elimination of all forms of forced and compulsory labour;
  - Principle 5: the effective abolition of child labour; and
  - Principle 6: the elimination of discrimination in respect of employment and occupation.
- Environment
  - Principle 7: Businesses should support a precautionary approach to environmental challenges;
  - Principle 8: undertake initiatives to promote greater environmental responsibility; and
  - Principle 9: encourage the development and diffusion of environmentally friendly technologies.
- Anti-Corruption
  - Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

UNGC principles

- Human Rights
  - Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
  - Principle 2: make sure that they are not complicit in human rights abuses

- Commitment
  - Blue Moon actively supports the universal declaration of Human Rights. We respect and promote Human Rights within our sphere of influence and operate our business in a transparent and trustworthy way
- Management system
  - Our Code of Practice illustrates Principles 1 & 2 as an integral part of our business strategy, day-to-day operations and organizational culture
  - We use the Global Compact Self Assessment tool to regularly assess our risks and opportunities, as well as the impact of our operation, in order to develop and refine our goals, strategies, and policies
- Activities
  - Blue Moon strictly follows national regulations and pays special attention to avoid involvement in human rights abuses owing to societal practice e.g. discrimination, gender issues, etc.
- Performance
  - Based on Blue Moon's scope of services and code of practice, there are no significant risks that might cause a violation to our commitment to the Global Compact Principles 1 & 2
  - During the past year, we did not receive any negative feedback from our stakeholders concerning violations of Principle 1

UNGC principles

- Labour
  - Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
  - Principle 4: the elimination of all forms of forced and compulsory labour;
  - Principle 5: the effective abolition of child labour; and
  - Principle 6: the elimination of discrimination in respect of employment and occupation.
- Commitment
  - Blue Moon actively supports the universal declaration of Human Rights. We respect and promote Labour Rights within our sphere of influence and operate our business in a transparent and trustworthy way.
- Management system
  - Our Code of Practice illustrates Principles 3-6 as an integral part of our business strategy, day-today operations and organizational culture.
  - We use the Global Compact Self Assessment tool to regularly assess our risks and opportunities, as well as the impact of our operation, in order to develop and refine our goals, strategies, and policies.
- Activities
  - Blue Moon strictly follows national regulations and exerts a lot of effort to promote labour rights within its sphere of influence
  - Blue Moon facilitates the Egyptian Suppliers Ethical Trade Forum since 2010 in partnership with UK retailers (The cooperative Food, Marks and Spencer, and Sainsbury's) in an effort to improve the working conditions of workers in Egypt with a focus on casual workers and labour providers. National legislations and ETI code underpin the Forum's activities.
- Performance
  - Based on Blue Moon's scope of services and code of practice, there are no significant risks that might cause a violation to our commitment to the Global Compact Principles 3-6.
  - During the past year, we did not receive any negative feedback from our stakeholders concerning violations of Principle 3-6. On the contrary our efforts to raise awareness for labour rights has been commended.

UNGC principles

- Environment
  - Principle 7: Businesses should support a precautionary approach to environmental challenges;
  - Principle 8: undertake initiatives to promote greater environmental responsibility; and
  - Principle 9: encourage the development and diffusion of environmentally friendly technologies.

- Commitment
  - Blue Moon actively supports the universal declaration of Human Rights. We respect and promote Human Rights within our sphere of influence and operate our business in a transparent and trustworthy way.

- Management system
  - Our Code of Practice illustrates Principles 7-9 as an integral part of our business strategy, day-to-day operations and organizational culture.
  - We use the Global Compact Self Assessment tool to regularly assess our risks and opportunities, as well as the impact of our operation, in order to develop and refine our goals, strategies, and policies.

- Activities
  - Blue Moon strictly follows national regulations and exerts a lot of effort to promote Good Agriculture Practice within its sphere of influence
  - Blue Moon established the GLOBALG.A.P. national technical working group for fruits and vegetable in Egypt.
  - Blue Moon designed and implements the USAID-funded Premium Project for Egyptian Small Growers since 2011. The project serves 11 small producer organisations with more than 4000 small growers, and 10 Agriculture Technical Schools with more than 20,000 students in 4 governorates. For further information, please visit www.smallgrowers-eg.com

- Performance
  - Based on Blue Moon's scope of services and code of practice, there are no significant risks that might cause a violation to our commitment to the Global Compact Principles 7-9.
  - During the past year, we did not receive any negative feedback from our stakeholders concerning violations of Principle 3-6. On the contrary our efforts to raise awareness for labor rights has been commended.

UNGC principles

- Anti-Corruption
  - Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

- Commitment
  - Blue Moon actively supports the universal declaration of Human Rights. We respect and promote Human Rights within our sphere of influence and operate our business in a
  - transparent and trustworthy way.

- Management system
  - Our Code of Practice illustrates Principle 10 as an integral part of our business strategy, day-to-day operations and organizational culture.
  - We use the Global Compact Self Assessment tool to regularly assess our risks and opportunities, as well as the impact of our operation, in order to develop and refine our goals, strategies, and policies.

- Activities
  - Blue Moon strictly follows national regulations and exerts a lot of effort to promote Good Agriculture Practice within its sphere of influence
  - Blue Moon is a member of EJB anti-corruption task force since 2012
  - In 2013 Blue Moon joined the GC Business for Peace as a founding member
  - Blue Moon designed and implements the USAID-funded Premium Project for Egyptian Small Growers since 2011. The project serves 11 small producer organisations with more than 4000
  - small growers, and 10 Agriculture Technical Schools with more than 20,000 students in 4 governorates. For further information, please visit www.smallgrowers-eg.com

- Performance
  - Based on Blue Moon's scope of services and code of practice, there are no significant risks that might cause a violation to our commitment to the Global Compact Principle 10.
  - During the past year, we did not receive any negative feedback from our stakeholders concerning violations of Principle 10. On the contrary our efforts to raise awareness for labor rights has been commended.

USAID-funded Premium Project for Egyptian Small Growers

Designed and implemented by Blue Moon LLC

August 2011-February 2018

https://www.usaid.gov/egypt/agriculture-and-food-security

Geographic distribution of Small Producer Organisations (2011-2016)

Cooperative Enterprises Build a Better World

Matrouh

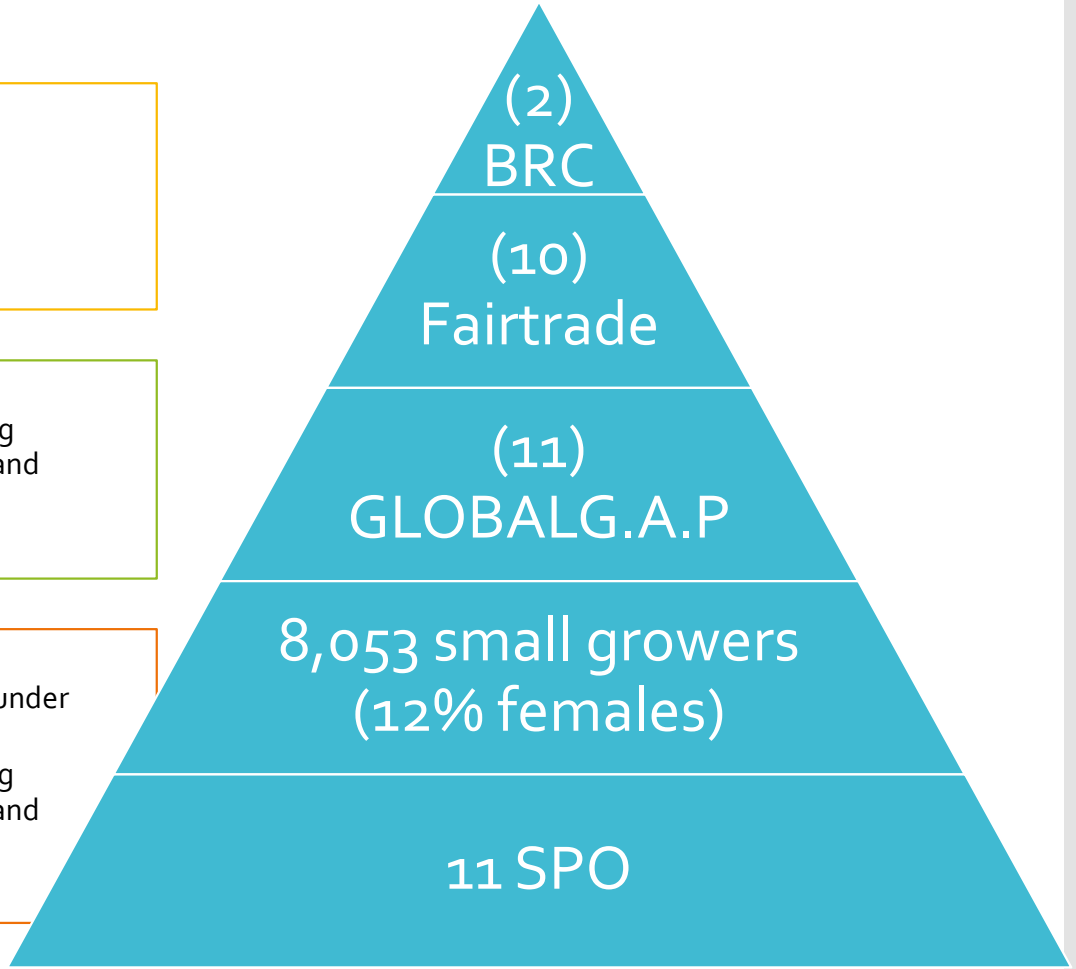
- 880 vegetable growers
- 1 Produce handling unit (PHU)
- (operating under the Egyptian Ministry of Agriculture and Land Reclamations)

Beheira

- 3,126 fruit and vegetable growers (operating under the Egyptian Ministry of Agriculture and Land Reclamations
- 1 Produce handling unit (PHU)

Luxor

- 177 fruit and vegetable growers (operating under the Egyptian Ministry of Social Solidarity)
- 3,214 fruit and vegetable growers (operating under the Egyptian Ministry of Agriculture and Land Reclamation)
- 1 Produce handling unit (PHU)



- A small producer organization (SPO) can be either an Agriculture Cooperative operating under the Ministry of Agriculture, or an Agriculture Association operating under the Ministry of Social Solidarity. An MOU is signed between Blue Moon (USAID implementing partner) and each SPO in the 3 governorates

Community and economic development

39 supply contracts (including Fairtrade markets)

Total Volume 4,360 ton & 6.1 million Artichoke heads

10 Value Chains (fresh & processed)

Sales Value: $1,715,079

Average sales price $322/ton

Average Net profit $112/ton

Average local price $223/ton

Household increase ~35% on average

Community and economic development

Small Producer Organizations (11)
33 jobs
4 female extension officers, data entry and supervisors
400 jobs (hazardous waste bags, field toilets, protective clothes, etc.)

Produce Handling Units (3)
M. Ismail PHU: 48 jobs - 40 females
Issra PHU: 6 males
Esna PHU: 33 jobs - 25 females

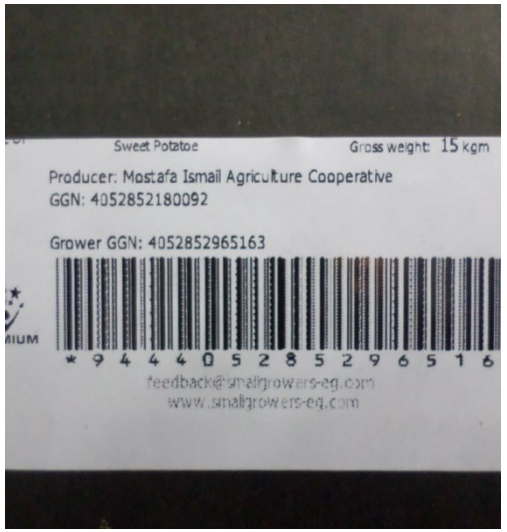
ATS (10)
Internship program : 457 job opportunity
Entrepreneurship program: 142 job
Technology: 80 teachers 40% Females

Blue Moon
38 jobs - 8 females

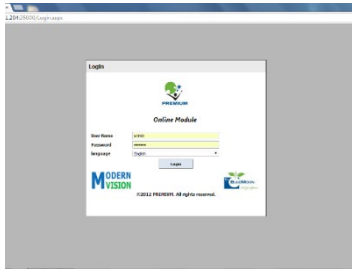
(5_ cold-trucks, Beheira (1.5 tons)

Artichokes

Sweet Potatoes



Social and Environmental Impact for small growers



USAID-funded Premium Project for Egyptian Small Growers

Agriculture Technical Schools (ATS)

August 2014- September 2016

Geographic distribution of Agriculture Technical Schools (ATS) (2011-2016)

Beheira

- Kom Hamada ATS
- Nobaria ATS
- Wadi Natroun ATS

Qena

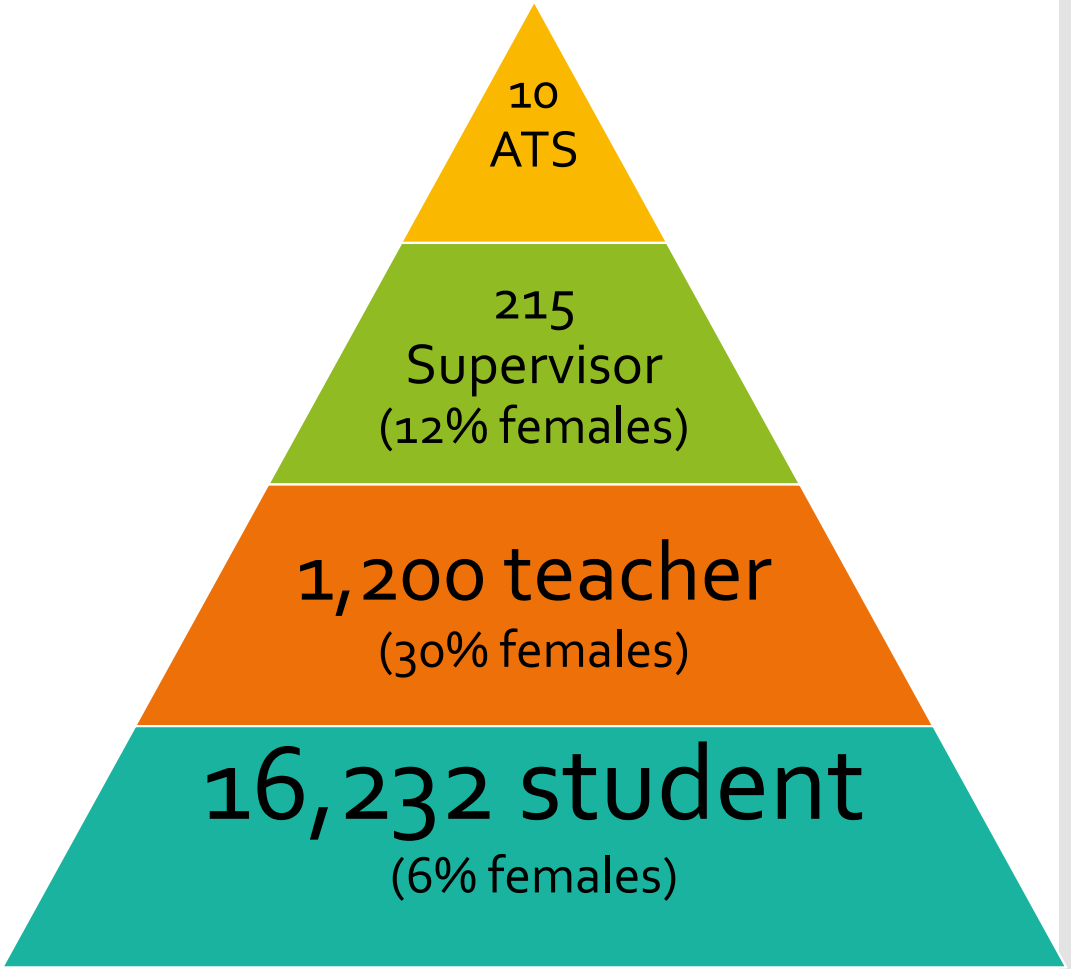
- Qena ATS
- Qeft ATS
- Khozam ATS

Luxor

- Esna ATS

Aswan

- Kom Ombo ATS
- Edfo ATS
- Eneiba ATS

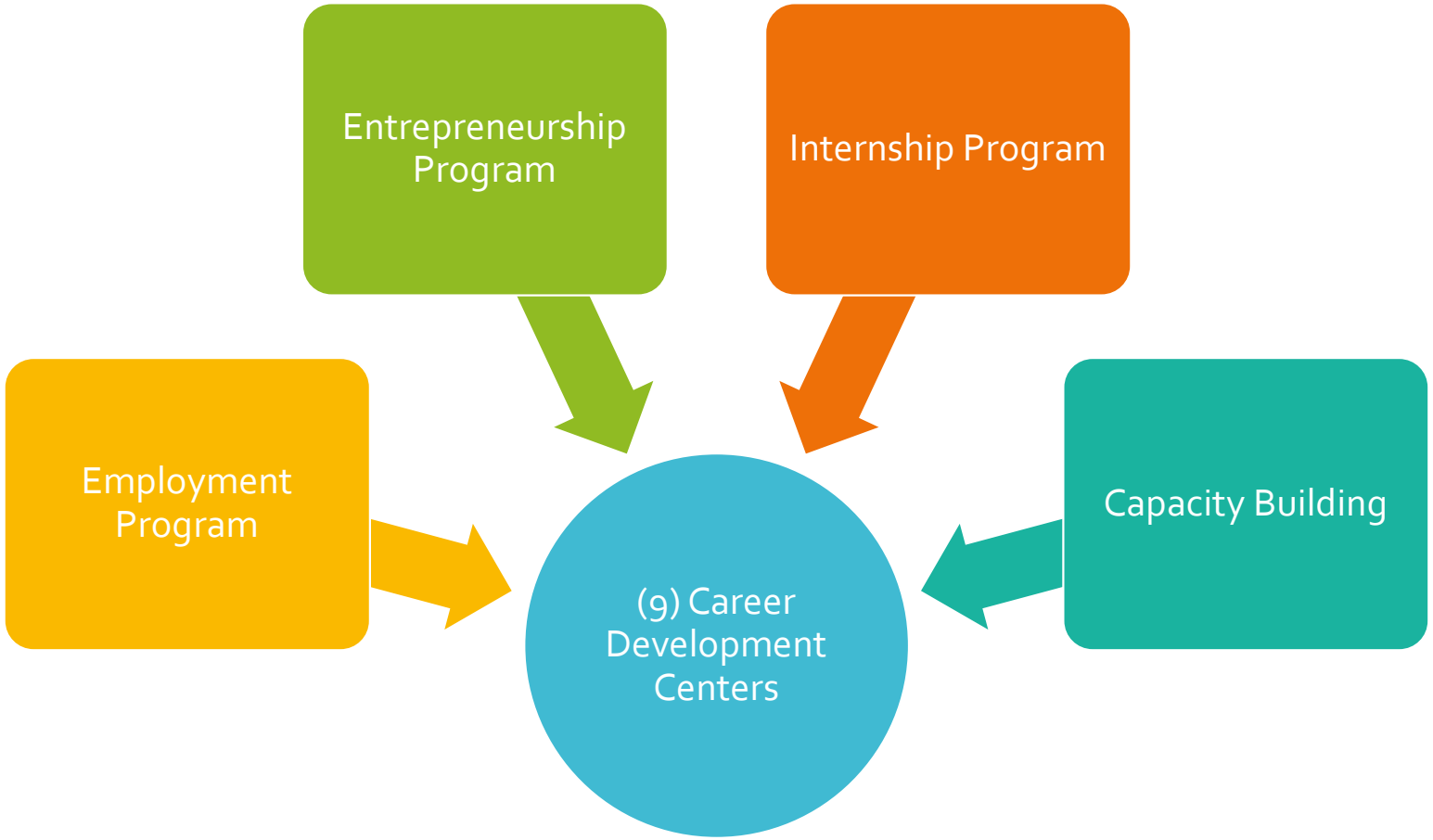


An MOU was signed in February 2015 between Blue Moon (USAID implementing partner) and the Egyptian Ministry of Education to enable the implementation of the USAID-funded Premium Project for Egyptian Small Growers at (10) Agriculture Technical Schools in four (4) Governorates

Goals

- Improve management practice at (10) agriculture technical schools (ATS) in an effort to improve the income of ATS students/graduates:
  - Improve management practice of school administration team
  - Improve performance of technical and basic education teachers
  - Link Agriculture technical schools with the agriculture sector and provide internship opportunities outside schools
  - Establish Career Development Centers in an effort to sustain the USAID-Funded Premium Project efforts in developing:
    - Business and personal skills of students/graduates
    - An internship program for students
    - An entrepreneurship program for students/graduates
    - An employment program for graduates

Implementation



Capacity Building

- Improve personal and technical skills for supervisors, teachers and students
- Professors from Cairo University participated in the project, as well as other professional business institutions such as CropLife, Human Capital, and WEF

Active learning and lesson plan

- TOT: (75) supervisor
- Training of 235 supervisor (technical & basic education)
- Training of technical & basic education teacher; Beheira (358), Qena (409), Luxor (157), Aswan 243)

Strategic planning: ATS management team (48)

Technical training

- Responsible use of pesticides (RU) and Spray Service Provider Program (SSP): 74 supervisor and teacher, and 522 student
- Identification of plots with GPS: 60 teachers
- Feasibility study for small projects: 51 teacher
- Use of information technology in the agriculture sector: 74 teacher

Personal skills

- Part (1) TOT: 15 supervisor and 95 teacher on "efficient communication – resume writing – team work – personal interview – problem solving)
- Part (2) TOT: training of 158 teachers on " leadership – personalities – negotiation – disputes)

Business ethics

- Training of 40 supervisors, 166 teacher and 1419 student

Awareness of international standards: GLOBALG.A.P., Fairtrade, BRC: 81 teachers

Awareness of EU Marketing Standards: 74 teachers

Modern Agriculture techniques e.g. hydroponics, aquaponics, 66 teachers

Capacity building (cont'd)

TOT

- 65 ATS supervisors and teachers

Responsible use of Pesticides (RU), and Spray Service Providers (SSP)

- 500 student

CropLife Egypt

- A memorandum of understanding is signed between Blue Moon and CropLife to provide a capacity building program that fits within the scope of activities related to the USAID-funded Premium Project for Egyptian Small Growers especially:
  - (1) Compliance with GLOBALG.A.P. and Fairtrade criteria for the responsible use of pesticides (RU) and Container Management
  - (2) Provide job opportunities through the spray service provider program (SSP)

Internship Program

'A student who has spent time in an internship program, will show dedication, enthusiasm, and most importantly, will have real time experience' – Walt Disney.

Up to 30/9/2016

Company	Student
Belco	56
Daltex	113
El-Baraka	40
El-Heba	44
El-Morshed	56
El-Rowad	10
El-Salamony	48
Fresh Fruits	15
Kadco	37
Lina	38
Pico	65
Total	**522**

Buisness Case

- ATS need to provide an internship program for students to improve their technical skills in preparation for market needs
- Egyptian F&V suppliers have to use casual workers due to the seasonality of their products, and they face daily challenges with labour providers
- Human trafficking and child labour issues are stressing the international and local supply chain

Ground Rules

- ATS students/graduates provide a sustainable solution to the industry's need for "identified workers"
- Standard agreement to specify the internship program, and to ensure the health and safety of students during the internship program
- Guaranteed direct payment to students.
- Regular meetings between ESET participants and ATS administration to improve success rates of the pilot project

The Egyptian Suppliers Ethical Trade Forum (ESET) is an activity of Blue Moon since 2010 with the continual support of UK retailers: the Co-operative, UK - Marks and Spencer – Sainsbury's. The Forum aims at improving the working conditions of Egyptian workers

Entrepreneurship Program

'If you can dream it, you can do it.
-- Walt Disney;

- Capacity building for 5 teachers from each ATS on "initiating and managing a small project"
- Provision of EGP1500 only for inputs
- Teachers supervised the entrepreneurship programs in their school
- Most of the projects were successful and some parents participated in the projects of their children.
  - E.g. a student in Nobaria ATS started a rabbit project in March 2015 and his father invested with him. In August 2016 their profits were EGP 25,000
- 2 consecutive programs: ATS students demonstrated that they have the will but need guidance:
  - 345 feasibility studies (including basic education departments; art, photography, etc.)
  - 156 students were eligible to initiate their small projects after submitting their feasibility studies

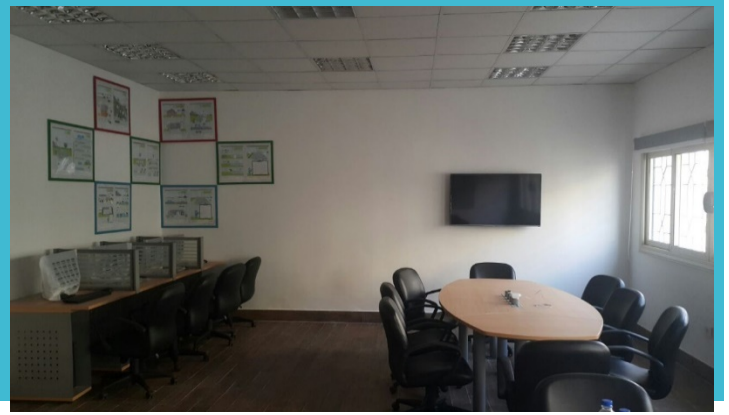
March 2015	March 2016
• 207 proposals – 92 finals	• 138 proposals – 64 finals

• Best project from Esna ATS
  • Student name: Ms. Doaa Bakr
  • Project: Ducks
  • Capital: EGP 1500
  • Revenues EGP16,800
  • Total profit: EGP8,800
	• Best project from Edfo ATS
	  • Student name: Ms. Jamea ElTohamy
	  • Project: Bread
	  • Capital: EGP 1500
	  • Revenues EGP8,850
	  • Total profit: EGP7,350

A new generation of entrepreneurs from Agriculture Technical Schools

Career Development Center (CDC)

'when the winds of change blow, some people build walls, and others build windmills'



Sustainability tool for students/graduates

- One class at each school was transformed into a CDC. The ATS/CDC management team are expected to sustain the positive impact of the the USAID-funded Premium Project after its lifetime.
- 9 centers
  - Beheira (2)
  - Qena (3)
  - Luxor (1)
  - Aswan (3)

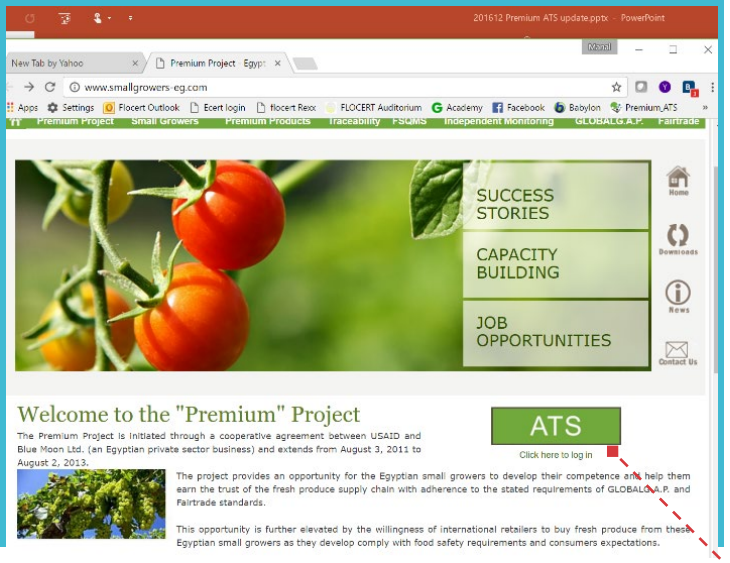
Before

After

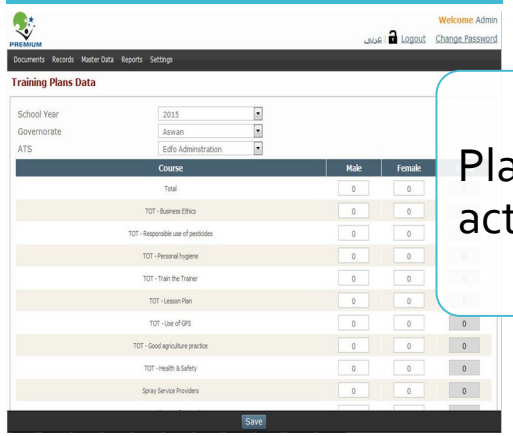
- Activities of the CDC:
  - Follow the good management practice manual
  - Update the ATS database for participants
  - Implementation of capacity building programs for teachers/students/graduates
  - Update and implementation of:
    - Internship program
    - entrepreneurship program
    - Employment program (136 graduates were employed in 2016 through the CDC)

ATS database

Use of technology

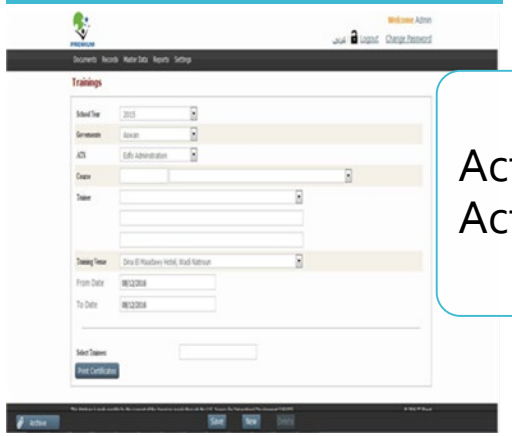


Plan



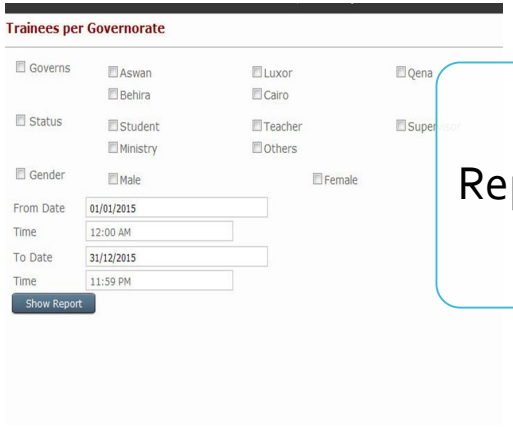
Planned activities

Do



Actual Activities

Check



Reports

Act

Student's ID card (+QR code)

www.bluemoon-eg.com

BlueMoon
Making a difference

Making a difference

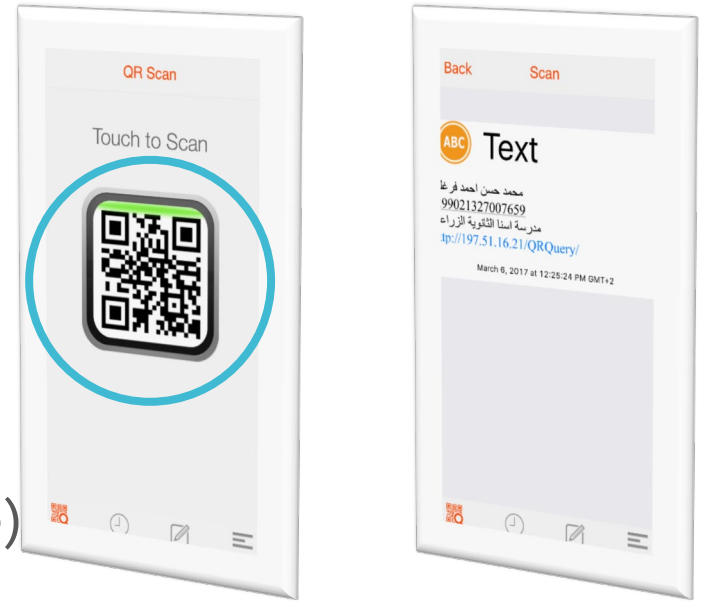
feedback@bluemoon-eg.com

ATS database

Use of Technology

Student's ID card (+QR code)

Mohamed Hassan received training from CropLife
(Responsible use of pesticides (RU)
and Spray Service Provider Program (SSP)



الاسم	محمد حسن احمد فرغلى
الرقم القومى	29902132700651
تاريخ الميلاد	13/02/1999
اسم المدرسة	مدرسة إسنا الثانوية الزراعية
تاريخ الإصدار	11/12/2016

USAID PREMIUM BlueMoon

خلق فرص عمل لطلبة المدارس الثانوية الزراعية في مصر
أحد أنشطة مشروع بريميام الممول من الوكالة الأمريكية للتنمية الدولية

Updated Resume of student/graduate

PREMIUM

Name	محمد حسن احمد فرغلى	الاسم
ID number	29902132700651	الرقم القومى
Date of birth	13/02/1999	تاريخ الميلاد
Governorate	Luxor	المحافظة
School	Esna ATS	المدرسة

Training Program **التدريب**

التدريب	من تاريخ	إلى تاريخ	المدرب	مكان التدريب
برنامج مقدمي خدمة الرش	21/12/2015	24/12/2015	CropLife	فندق جولي فيل، الأقصر

Internship Program **التدريب المهارى**

الشركة	من تاريخ	إلى تاريخ	تقييم الشركة	EmployeeID

Entrepreneurship Program **ريادة الأعمال**

المشروع	بداية المشروع	المشرف	التكاليف	الإيرادات	الأرباح
موتور رش مبيدات	22/06/2015	عبد الكريم سالم عباس	1500.00	9000.00	7500.00

The QR code on the back of the card will link to the student's electronic training and employment record and users can search based on required experience
The database is designed to include updated information on students/graduates as well as scores by trainers and supervisors at work
i.e. the database will reflect the true calibre of students/graduates

GLOBALG.A.P.

GLOBALG.A.P. NTWG Egypt | www.globalgap.org

Good Agricultural Practice

GLOBALG.A.P. LICENSED FARM ASSURER

FAIRTRADE INTERNATIONAL

FAIRTRADE AFRICA

FLOCERT assuring fairness

NOSSEIR Law Firm

Vision

USAID FROM THE AMERICAN PEOPLE

ACERTA LEADERS IN RELIABILITY LÍDERES EN FIABILIDAD

FOODEXPERTS

MODERN VISION

UNIVEG Cycle of Freshness

Mcdonald's

IFAD

TUT International

BLUEPRINT

17 PARTNERSHIPS FOR THE GOALS

giovanelli FRÜCHTE DIESER ERDE

Belco

Olympic Fruit PASSION FOR DETAILS

KADCO EGYPT

QCAP

APC AGRICULTURAL PESTICIDE COMMITTEE

DALTEX CORPORATION

PLANET

makro

PICO

ESET

BLUEMOON Making a difference

CropLife Egypt

WEF Work Environment Foundation

human capital