

A photograph of three young people sitting in front of a brick wall. On the left, a young man in an orange sweater is smiling. In the middle, a young man with glasses in a light blue t-shirt is laughing. On the right, a young woman with braids in a blue shirt and denim vest is smiling. The image is part of a report cover with a dark blue background.

KIABI

**KIABI
FOUNDATION
Impact Report
2024**

INTRODUCTION

A word from Léa

"OUR MISSION HERE AT THE KIABI FOUNDATION: TO GIVE YOUNG PEOPLE CONFIDENCE"

At KIABI, we have one mission: to always go one step further for families.

Because believing in yourself, in your future and in your ability to change things is vital to get ahead in life, we've decided to put our mission at the heart of what really matters:

Giving young people confidence.

Confidence in themselves. Confidence in their ability to act. Confidence in the future...

This commitment is universal. Wherever they're from, whoever they are and wherever they live, every young person deserves to hear this message of hope and strength. And it's together, through the **KIABI Foundation**, that we want to carry this message loud and clear.

To understand what's involved and gain detailed insight, we've listened carefully to what families have to say in France, Spain and India. We've surveyed our employees, our customers and our partners.

One thing is certain: giving people confidence creates a fairer world.

That's why **we work harder every day to turn this belief into concrete actions**, to create real value for society that goes way beyond the services and products we sell at KIABI.

WHAT'S THE CHALLENGE FOR 2025? FOR EVEN MORE EMPLOYEES TO COME FORWARD WITH THIS SAME ENERGY, THIS SAME DESIRE TO CHANGE THINGS!

Since **nothing can stop us when we take action together**, let's commit to our young people, to give them more confidence.



Léa Cervellin Guéguen
KIABI Social Engagement Leader and
KIABI Foundation General Representative

INTRODUCTION

A word from Franck

"WE'RE PROUD TO GET INVOLVED WITH ALL OUR COUNTRIES"

"Doing a job that we like with people we like for customers we like" is what makes us unique. So, giving meaning to our work and our day-to-day actions to help create a fairer world is naturally in our human culture. That's why we've decided:

- **To work for inclusion and equality** of opportunity for everyone.
- **To commit to making a positive contribution** with our social and societal ecosystem.
- **To act for shared well-being** and to build a sustainable future for our planet and its inhabitants.

The KIABI Foundation naturally supports the business' philanthropic commitment by relying primarily on the **day-to-day involvement of Kiabers**. For more than 10 years, we have had active commitments in all our countries where KIABI operates, and where Kiabers lead projects with our local associative partners. **It's something we're very proud of.**

So, in 2024, we decided to clarify our commitment by focusing on a single cause:

GIVING YOUNG PEOPLE CONFIDENCE

This cause is a universal and fundamental one, and all 10,000 Kiabers firmly believe that we can make things happen locally.

Making our work more meaningful and nurturing KIABI's social and societal commitment will be one of KIABI's key challenges in 2025.



Franck De Saintignon
KIABI Foundation Chairman

KIABI FOUNDATION

Our mission: to give
young people
confidence

A CONCERNING STATISTIC

 **81%***

of young people abandon
their ambitions because
they lack confidence

Our ambition now at KIABI is to support families even more - so
we're doing it!

And so the KIABI Foundation mission was enacted in 2024:

GIVING YOUNG PEOPLE CONFIDENCE

Confidence in themselves, but also confidence in their future, because self-confidence can be the gateway to possibilities, boldness, windows to the world, careers and interests, etc. Basically, **tomorrow's world is in their hands**, and we're going to give them the confidence to make it a bright one!

And while we've supported dozens of projects worldwide during 2024, our **ambition for 2025** is even more impressive, with a determination to **involve even more players, associations and NGOs – and particularly employees.**



**Source: 2023 Youth and Confidence Survey*

KIABI

KIABI FOUNDATION

HIGHLIGHTS FROM THIS YEAR

Launch of the KIABI Foundation mission, **to give young people confidence.**

Launch of the Ki'Act platform, to enable employees to familiarise themselves with the projects led by the KIABI Foundation and get involved.



34,112

young people benefitted from a scheme supported by KIABI, enabling them to boost their self-confidence



1,100

Kiabers* involved in projects led by the KIABI Foundation

FUTURE CHALLENGES

Raise and **spread** awareness of the KIABI Foundation and its mission throughout the world



Get more Kiabers involved in the KIABI Foundation mission



Identify new community partners to maximise our impact

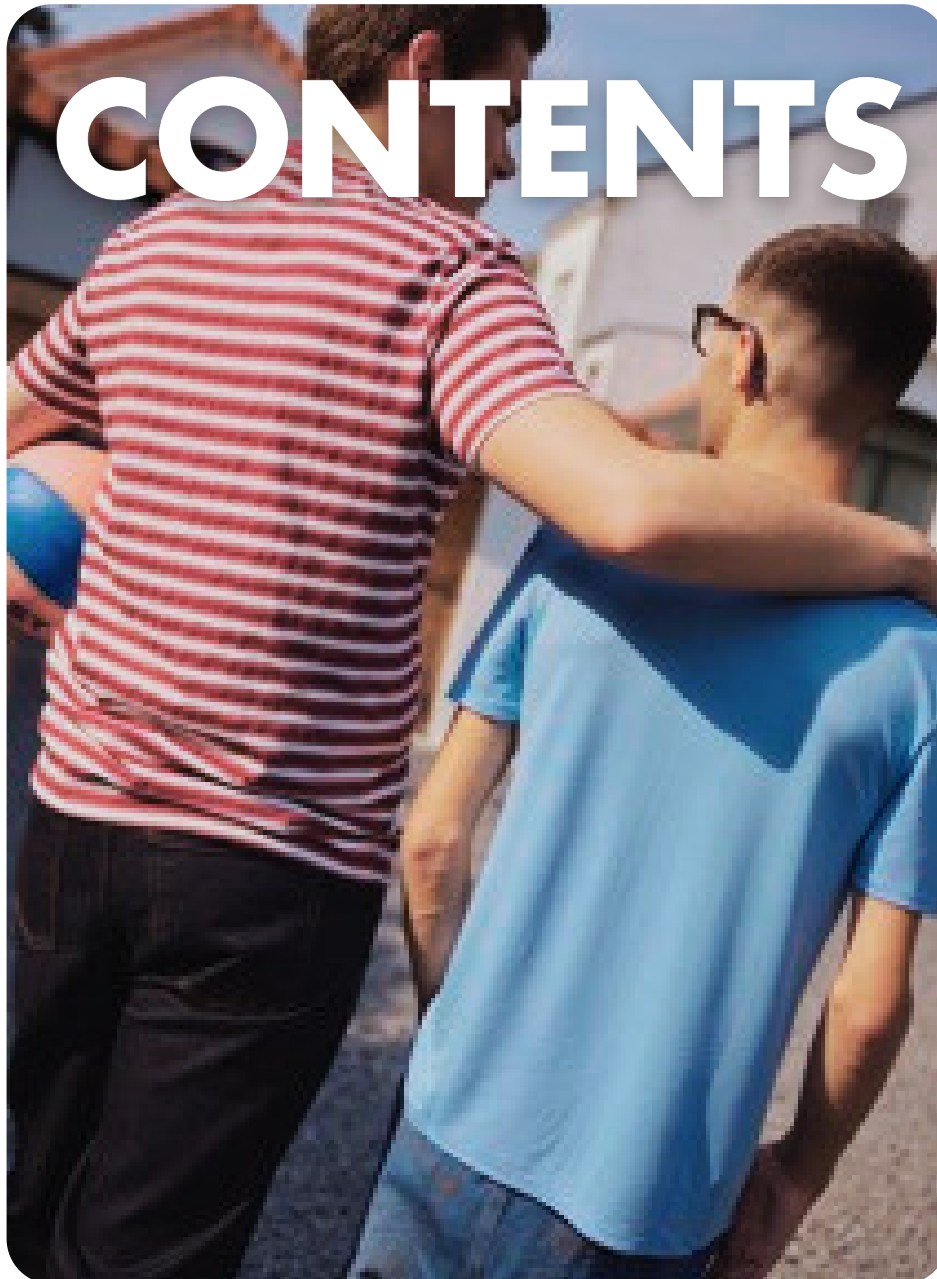


**Did you know?*

Kiaber is the name given to a KIABI employee.
It's become an everyday word now!

2024
The year of all
the challenges

KIABI



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Al Paso / La chapelle de Bourgogne Dynamo

Camp / Grameen Shikkha

Ek Pahel

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Fashion coaching

Pink October

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Outcome

KIABI Village call for projects: the winners

Le projet IMAGINE: a long-term ambition underway

The KIABI Foundation: how do I get involved?



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SOME KEY FIGURES



1,100
Employees involved



34,112

Young people benefitted from a scheme supported by the KIABI Foundation, enabling them to boost their self-confidence



21
Projects supported

322,298

Euros enabled these projects to go ahead



06
Countries involved in these projects



RESULTS OF THE 2024 STUDY*

METHODOLOGY

In order to **assess the impact of the KIABI Foundation's actions in 2024**, we conducted a study among the **three groups of people involved**, its content adapted to measure the achievement of **goals**.

SUPPORTED YOUNG PEOPLE



OBJECTIVE

Increase their self-confidence

KIABERS



OBJECTIVE

Boost their pride

ASSOCIATIONS AND NGOs



OBJECTIVE

Maintain the activity

We set about compiling the various benefits each of them had felt, as well as **confidence indicators and honest testimonies**. This enables us to measure the impact of the actions undertaken by the KIABI Foundation.

CONFIDENCE INDEX

On a scale of 1 to 5:

5 – Very high: Total confidence, almost absolute certainty

4 – High: Good confidence, a few minor uncertainties

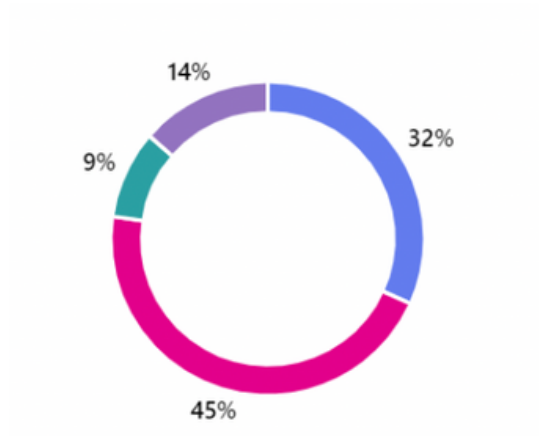
3 – Moderate: Average confidence, but with reservations

2 – Poor: Limited confidence, significant doubts persist

1 – Very poor: No confidence, severe uncertainty

RESULTS OF THE 2024 STUDY*

SUPPORTED YOUNG PEOPLE



In answer to the question:

"What are you looking for from your support?"

- To gain confidence
- To find out about jobs
- To be part of a community of young people
- To feel autonomous



ALMOST HALF OF YOUNG PEOPLE

cite **confidence** as the main benefit



In answer to the question:

"Has this support enabled you to find a training course or a particular job?"



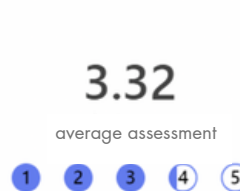
1 IN 2 YOUNG PEOPLE responded in the **affirmative**

RESULTS OF THE 2024 STUDY*

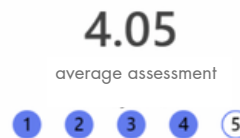
SUPPORTED YOUNG PEOPLE

ABOUT THEIR SELF-CONFIDENCE

Self-assessment of self-confidence level
BEFORE
benefitting from the support schemes provided by the KIABI
Foundation



Self-assessment of self-confidence level
AFTER
benefitting from the support schemes provided by the KIABI
Foundation



*On a scale of 1 to 5



OUTCOME: ALMOST HALF of the young people surveyed **felt they had maximum self-confidence** after being supported

RESULTS OF THE 2024 STUDY*

SUPPORTED YOUNG PEOPLE

Because young people are the best at talking about it, here are a few things they said



"Days like this mean I can forget about my disability and realise that anything is possible if you're motivated. It's made my family proud"

"This activity will give me courage, confidence and bravery, as well as teach me more skills and knowledge"

"This scheme has helped me get to know myself better and made me calmer and more self-confident. Thank you!"

"Enhanced experience value"

"It gives me confidence"

"Support in difficult times, a professional network, extra-curricular opportunities and new friendships"

"This scheme has given me so much, as it's helped me explore the world of work and better understand where my interests lie"

"I met some incredible employees, and found out about various jobs and the Kiabi Village. I also learned a lot of things about myself, to feel more confident in my future work interviews and conversations"

"During the activities, I think it bring to me the confidence, I can adapt it slowly and glowing charisma"

RESULTS OF THE 2024 STUDY*

EMPLOYEES

100%

of Kiabers said that their skills sponsorship experience made them feel useful and proud and that it nurtured their **search for purpose and engagement**

MORE
THAN
97%

feel they acquired **new skills and knowledge**, whether **personal or professional**, as a result of this sponsorship experience

95%

feel that **employee commitment boosts the company's societal commitment** and helps make KIABI more appealing

2 KEY SKILLS DEVELOPED THROUGH THE SPONSORSHIP SCHEME:



**Confidence
&
Self-esteem**



**Coming together
as part of a
shared project**

Because young people are the best at talking about it, here are a few things they shared with us



"I'm proud to belong to a people-focused company that's committed to good causes, with all of the initiatives led by the KIABI Foundation. Such a commitment is so precious. Thank you for all of this"

"It could help me to be a better responsible member of society"

"I just love all the initiatives you're doing! Congratulations and thank you for helping us create a better world"

"It was very emotional and motivating. Knowing and discovering different realities. It also sensitized me in everyday life"

"Thank you to the KIABI Foundation for all the initiatives on offer"

"Thank you for all the amazing initiatives implemented over the year. Let's do even more in 2025!"

RESULTS OF THE 2024 STUDY*

ASSOCIATIONS AND NGOs

90%

organisations believe the KIABI Foundation's support has had a **positive impact** in terms of their project growth and reach

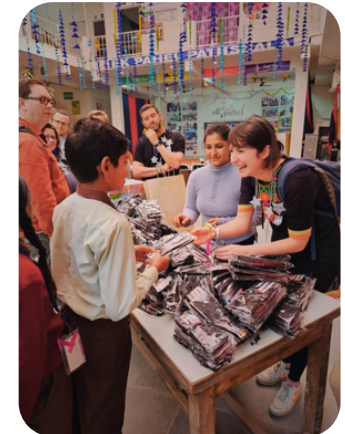
80%

of organisations feel that the KIABI Foundation's support has **boosted their organisation's economic sustainability**

70%

perceived **real benefits in terms of reinforcing links** with other social players in the community (local organisations, other public bodies, association and foundations)

opportunities
enthusiasm
interest
scheme
events
confidence
discussions
sharing
thanks
calm
network





EN ROUTE FOR 2035!

The KIABI Foundation dream

This dream is primarily a vision brought to light by listening to our customers, employees, suppliers and various stakeholders in response to the question: **“How would you like the KIABI Foundation to be useful?”**

And as there is a widely held desire to help children and teens to develop their potential, we’ve turned this into **a simple mission:**

GIVING YOUNG PEOPLE CONFIDENCE

in themselves AND their future, as confidence can change everything: it opens doors, emboldens, and paves the way for infinite opportunities.

3 KEY AREAS FOR ACHIEVING THIS

Maximise our impact

Having supported dozens of projects in 2024, our aim for 2035 is to **support 500,000 young people** across countries where KIABI operates by reinforcing their self-confidence, their resilience and their capacity for personal growth.

Develop the international network

The KIABI Foundation is committed to developing **a global eco-system of support**, training and opportunities so that every young person can feel capable, confident and inspired.

Mobilise as many Kiabers as possible

Our ambassadors are currently our greatest strength! Together, they embody the day-to-day KIABI Foundation mission with enthusiasm and determination. Our aim is to enable every employee to get involved more in these purpose and growth-generating and projects, as each action counts and helps to build a better future.

With these actions, the KIABI Foundation aims to convey **a universal and essential message:**

ANYTHING IS POSSIBLE IF YOU HAVE CONFIDENCE IN YOURSELF AND YOUR FUTURE!



- ① The Board of Directors
- ② Ambassadors
Industry experts

BOARD OF DIRECTORS



Léa Cervellin Guéguen
KIABI Foundation
General Representative



Franck De Saintignon
KIABI Foundation
Chairman and HR Director



Patrick Stassi
KIABI CEO



Camille Caron
KIABI Environmental
Transition Leader



Elisa Donnini
KIABI HR Manager

FOUNDER REPRESENTATIVES



Elisabeth Cunin
KIABI Chairman



Melodie Dubly
Entrepreneur



Chloé Bonduel
Student

QUALIFIED PROFESSIONAL REPRESENTATIVES

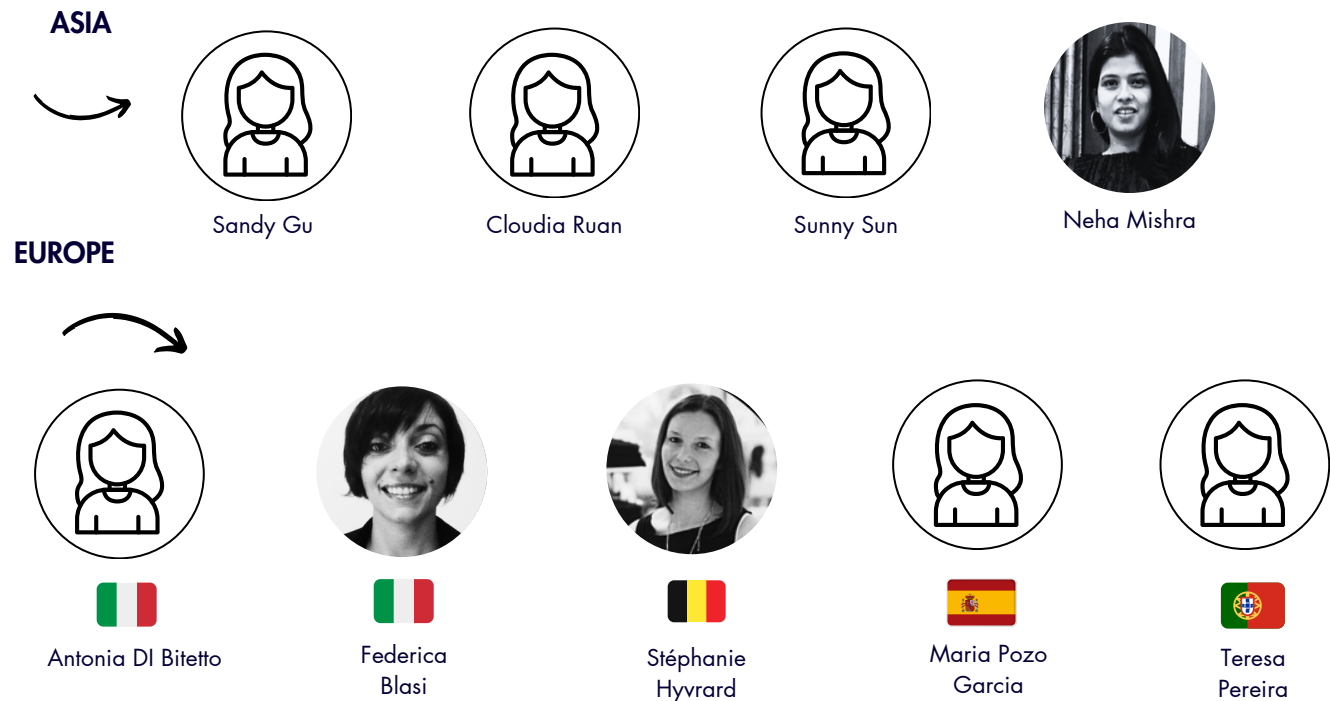
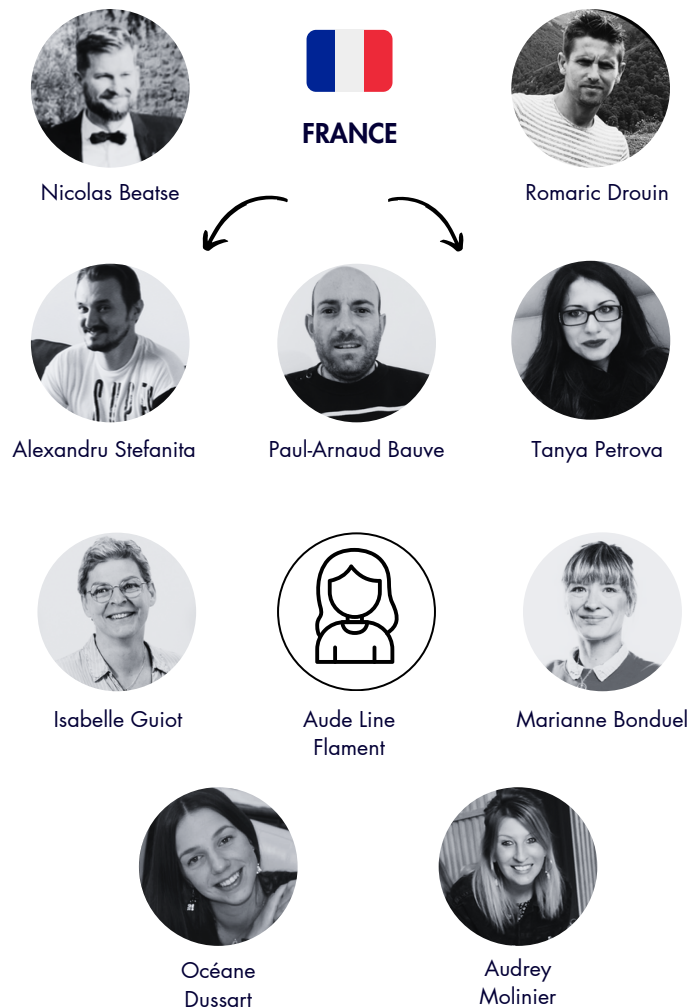


Antoine De Fouchecourt
Journalist

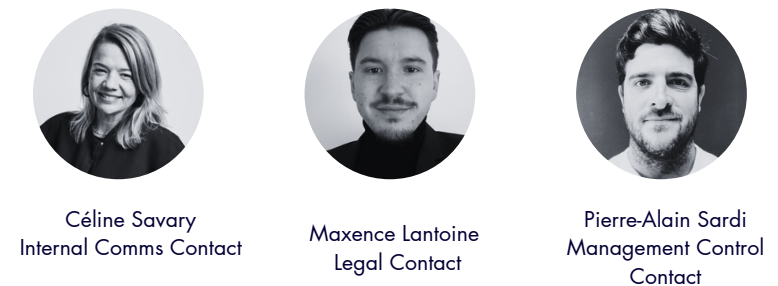


Thomas Mejean
McDonalds Foundation Director

AMBASSADORS & INDUSTRY EXPERTS*



INDUSTRY EXPERTS





FRENCH PROJECTS

Les Positifs / La sauvegarde du Nord

Sport dans la ville / Télémaque



HISTORICAL PROJECTS

Entreprendre pour apprendre

Émergence Aréli

Les enfants de la balle / Other actions



INTERNATIONAL PROJECTS

Cofamon / Foyer Lilla Monod

Al Paso / La chapelle de Bourgogne

Dynamo Camp / Grameen Shikkha

Ek Pahel



THEMES

Fashion coaching

Pink October



LES POSITIFS



The mission: Supporting young people with a disability aged 10 – 20 to help them re-create social links and enable them to develop their self-confidence.

Number of KIABERS involved: 70

Number of young people supported: 195



The “Les Positifs” group, created by APF France Handicap in Villeneuve d’Ascq, has - for many years now - brought together young people with disabilities for a range of stimulating, rewarding projects.

Ever since 2018, KIABI has produced an easy-to-put-on collection, specially designed for these young people, called the “So Easy” range: clearly a collaboration had taken place!

During the first half of 2024, **the Les Positifs team and the KIABI Foundation co-organised an inclusive fashion show** involving many Kiabers and around forty models, and attracting more than 400 spectators. This event aimed to **boost the confidence of its young participants** by making them the centre of attention that day, with due consideration for their particular needs. And while this show is now over, the modelling adventure hasn’t stopped there for Tom, Adrien and Flavien, who now feature on several of our photos and in our fashion shows!

Special mention goes to Audrey and Océane for organising the show and all the collections teams involved



LA SAUVEGARDE DU NORD



The mission: Coordinating and supporting children, teens and young people experiencing emotional or psychological problems, or educational, family and social issues.

Number of KIABERS involved: 60

Number of young people supported: 117

With the aim of **helping vulnerable families**, the Sauvegarde du Nord started the “SARA” project, offering accommodation and support at the Lille CHRS* centre. In conjunction with the KIABI Foundation, several Kiabers have had the opportunity to get involved in **developing outside spaces**, creating play areas, a garden and vegetable plot, with help from residents.

Over a period of 10 weeks, groups of employees were taken there every Wednesday to work on the project, bringing support and smiles to the families concerned. This initiative **reinforces social links** and could be followed by interior projects in a bid to extend this commitment!



<https://www.lasauvegardedunord.fr/>



117

Families supported

Interior development

planned as a follow-up project



The mission: Re-establish equality of opportunity by helping young people from priority areas to succeed at school

Number of KIABERS involved: 20

Number of children supported: 11,800

The “Sport in the City” project aims to offer young people from priority areas access to sport so as to **nurture their personal development, educational success and vocational integration**. The KIABI Sports Association (ASK) has been organising the “Olymkiab” for several years now, bringing employees and young people from these areas together at the Hem head office facility, to experience togetherness and sharing.

In 2024, this event took on a new dimension when young people from several associations, such as “Sport in the City”, “Programme Emergence Areli” and “Télémaque” helped to coordinate the games themselves. This was a role that enabled them to **reinforce their impact and reach!**

A partnership that has continued to this day, with regular sports sessions that foster togetherness and actively contribute to equality of opportunity.

And while sport is clearly a wonderful lever for building self-confidence, the initiative is still ongoing, with work placements also offered to these young people, often confronted by other difficulties, such as problems accessing the job market and having confidence in their abilities!

<https://www.sportdanslaville.com/>



OURDA ECH CHYCRY

A sponsor for the class of 2024/2025, she met these young people to talk about her inspirational career: from commuter to KIABI France CEO in 13 years!



The mission: Organising mentoring schemes for young people from priority areas

Number of KIABERS involved: 50

Number of young people supported: 2,000

The Télémaque mission is to help determined young people from disadvantaged areas to succeed, via a community of committed mentors and partners. The KIABI Foundation is part of this community, and **many Kiabers are now mentors** in the association in order to signpost these young people; to help them become self-confident and find their way.


It is with this in mind that KIABI works with them every 2 years to co-design a made-to-measure immersive week that takes into account their areas of interest and is fully aligned with the KIABI Foundation mission.

This meant that **in 2024, eight young people** were chosen to take part in this group adventure on the theme of “One product – several lives”. After a packed week of events, including visits to stores, concept stores and testing labs, a fast-track course on eco-design, and several meetings with employees from all departments, they were able to pitch their proposals in front of many impressed Kiabers. This was a genuine source of pride, not just for these young people unaccustomed to such activities, but also for the Kiabers involved, who were proud to have taken part and contributed their expertise.

<https://www.telemaque.org/>



ENTREPRENDRE POUR APPRENDRE

 **The mission:** Organising mini businesses by and for young people from priority areas and with no professional network
Number of KIABERS involved: 40
Number of young people supported: 700

The “Learning through Enterprise” project **supports young people** by enabling them to create mini businesses within their schools and colleges. Thanks to regular input from KIABI employees, acting as guides, mentors and/or judges, these young people are gradually **gaining self-confidence**, while developing solid entrepreneurial skills by discovering the world of business.

In July, **80 young people aged between 12 and 20 took part in a day focusing on diversity in business, led by 40 Kiabers**, with workshops and a final pitch in front of a panel of employee judges.

With a total of 700 children creating mini businesses during 2023/24 in Nord, this scheme has a strong focus on inclusion through work and revealed a whole heap of talent among the participants!

<https://www.entreprendre-pour-apprendre.fr/>

Because young people are the
best at talking about it



*“They are caring
and there to reassure us”*

“Great conversations”

“Team spirit is vital”


*“I really liked my mentors.
They were inspirational”*

*“I really liked the day’s schedule;
everything on it was brilliant”*

*“It was really interesting
and enriching”*

“I had a good time with my mentors”

*“I really liked it when they hosted us (...), the work we did, and the
conversations too. Thank you for the warm welcome. I hope to come
back and do it again”*

 **The mission:** Enabling young talent from modest backgrounds to build a professional future in line with their potential and their ambitions

Number of KIABER mentors: 2

Number of young people supported: 60 per year
(6 involved in fashion coaching)

Since 2002, the Emergence Aréli scheme aims to support **young graduates from priority areas**, chosen for their commitment and ambition, by offering them special support to **help them succeed in their higher education and careers**. As well as financial support for five years, they also receive **mentoring and fashion coaching** delivered by collections and stores teams, to help them gain confidence in both themselves and their skills.

Since this initiative was launched, 665 recipients have graduated, a success that illustrates the impact and importance of this scheme, making it one of the KIABI Foundation's flagship projects.

Among the memorable highlights was the show from some of the young people during KIABI-organised events, symbolising their progress and the recognition of their talent!

This scheme enables **Emergence Aréli and KIABI to share a common mission**: to offer these young people an enriching experience and open doors to a promising future. And because the story doesn't end there, a young female participant in the scheme has now joined the KIABI teams – a wonderful example of this win-win partnership.

 **913**
Recipients have benefitted from this scheme since its creation in 2002



***Sophie & Sonia**
A dynamic duo working together for the last 5 years. Sonia also recently joined the teams at KIABI!*



<https://www.areli.fr/le-programme-emergence/le-programme-emergence/>

LES ENFANTS DE LA BALLE



The mission: Using sport to boost inclusion of children with disabilities
Number of KIABERS involved: 60
Number of young people supported: 100

The “Les Enfants de la Balle” project uses **sport and its values as a way to encourage inclusion for children with disabilities**, creating mixed clubs where they play alongside able-bodied children. The KIABI Foundation has been supporting this initiative for 4 years by training its employees to become inclusion ambassadors through, for example, a public open day organised by KIABI’s supply team.

Awareness-raising workshops, involving both volunteers and children, have been held at Bourgogne’s head office and KIABI stores. Led by **Annie Goutte and Florian Quenot**, this project helps to build a more inclusive society, where everyone can find their place in both work and their personal life.

<https://www.lesenfantsdelaballe.org/>



THE OLYMPICS EFFECT

*This scheme has worked so well that the 2024 intake saw applications skyrocket in terms of swimming applications...
The Paris Olympics wave has hit!*

AND MANY OTHER ACTIONS LED BY OUR EMPLOYEES



FRANCE

Les Apprentis d’Auteuils

Lycée Césaire à Lille

Collège Pierre Mendès de Tourcoing

La Fondation des Possibles

Les Petites Cantines

Les Restos du Coeur

SOLFA

SOS Bébés et Mamans

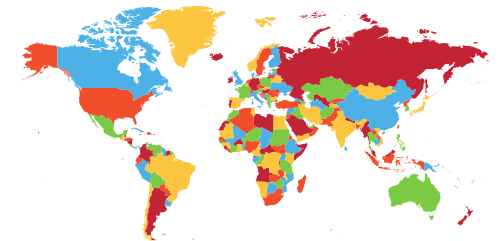
Toi Demain



BELGIUM

Anne Missonne

ASBL L'Envol



ASIA



Koruncuk Vakfi- Orphan and Neglected Children/Youth Protection NGO




Shanghai Charity Foundation



SOAP Cycling

...

COFAMON

 **The mission:** To help single-parent families struggling financially to enjoy shared experiences with their children
Number of KIABERS involved: 38
Number of young people supported: 100
(i.e. approx. 250 children)

“Cofamon” is an association that helps single parent families to **forge social links and combat isolation**. Its founder, a single mother herself, has helped over 6,000 beneficiaries since its creation. The association affords parents, often exhausted from doing everything on their own, **precious shared experiences with their children**. For example, in 2024, the KIABI Foundation helped to **organise a trip to the seaside for 100 families and 250 children**, drawing on support from employees. This commitment is further boosted by cultural excursions, like museum visits, as well as donations of clothing and essential items organised by store teams, generating respite, leisure and bonding time for the families concerned.




DID YOU KNOW?

CO - FA - MON stands for
COLlectif de
FAmilles
MONoparentales
(single parent families group)

FOYER LILLA MONOD



 **The mission:** Supporting vulnerable young girls by developing their self-confidence
Number of KIABERS involved: 25
Number of young girls supported: 18

The “Foyer Lilla Monod” project helps young, vulnerable, out-of-school girls by offering them a protective and supportive environment. The KIABI Foundation’s involvement helps boost their social integration, autonomy and self-esteem.

HOW?

A VIP day was held in June where they could learn about various different jobs and attend fashion and image coaching workshops, boosting their confidence and helping them plan their futures. This project has already helped 18 young girls, giving them a new outlook and practical, not just aesthetic, support!

<https://www.foyerlillamonod.be/>

STÉPHANIE HYVRARD

As KIABI Foundation Belgium Ambassador for the last 4 years, she has helped make this project a means to forge social links and commitment among Kiabers.





AL PASO



The mission: Promoting personal development, quality of life and social integration for children with a disability

Number of KIABERS involved: 45

Number of young people supported: 10

Since 2020, the KIABI Foundation has been supporting the Madrid-based association Al Paso, which delivers equine therapy for children with disabilities (paralysis, Down's Syndrome, ADHD, etc.). **Every year, 10 children** from low-income families **enjoy a full year of equine therapy funded by the KIABI Foundation.** Employees play an active role in supporting the children during their sessions, creating strong bonds and helping to boost their self-confidence and autonomy. In 2024, the KIABI Foundation continued this partnership, aiming to **support 10 new families, directly impacting 150 beneficiaries.**

An ambitious project considered to be one of public benefit in Spain.



DID YOU KNOW?

Studies have shown that equine therapy helps children develop self-confidence.



LA CHAPELLE DE BOURGOGNE



The mission: Accommodation for underprivileged young people, to signpost alternative options for their future.

Number of KIABERS involved: 30

Number of young people supported: 44

KIABI Belgium supports a facility providing state-managed accommodation for **26 young boys aged between 6 and 20.** The project aims to **reinforce their autonomy and self-confidence** through bi-monthly culinary workshops for a year, teaching them about healthy and balanced diets. The management team at **KIABI Belgium** plays an active role, too, particularly during events such as Saint Nicolas, creating some shared experiences with these young people. **The culinary scheme involves 30 employees and aims to educate 24 young people,** making them more independent.

<https://www.chapelledebourgogne.be/>



The Belgian Management Committee involved in a community open day in December. A fruitful and fulfilling opportunity to share experiences



DYNAMO CAMP



The mission: Supporting and caring for vulnerable young people with disabilities, helping them do activities that boost their self-confidence

Number of KIABERS involved: 35

Number of young people supported: 7,000

43,000 since the association was created!

12,343

Volunteers
involved

79,065

Number of children
and families involved in
the Dynamo Camp

18

Years
of activity

For 18 years now, the “Dynamo Camp” project has been supporting young people suffering from serious or chronic diseases (diabetes, neurological impairments, depression, etc.) by delivering recreational activity therapies to boost their self-confidence. Based in Italy, this camp gives **children aged from 6 to 18** a change of scene, with a range of fun activities and shared family experiences. The KIABI Foundation has been supporting this project for three years in terms of finance, materials and people, with **35 employees taking part in the camp and helping to organise the activities.**

<https://www.dynamocamp.org/en>

GRAMEEN SHIKKHA

GRAMEEN
Shikkha
(GRAMEEN EDUCATION)



The mission: Encouraging young people to get an education, to give them better job prospects in the future

Number of children at school: 360

Since 2014, the **KIABI Foundation and the “We Act For Kids”** endowment fund have been helping children from the shanty towns of Dacca, Bangladesh, to attend school until 16, in order to improve their chances of going to university. **In partnership with the NGO Grameen Shikkha**, the project now supports 360 pupils from the equivalent of Year 10 to sixth form (ages 15 – 18). Aside from education, these children also enjoy sports and artistic activities, and benefit from health checks.

<https://www.grameenshikkha.com/>



*Grameen Education school created by
Mohamed Yunus
(Nobel Peace Prize)*

**WE ACT
FOR KIDS**
FOND'ATIONS



*In partnership with the We Act For
Kids fund: because together we're
even stronger!*



The mission : Transforming the lives of disadvantaged children and women in India through knowledge, education and autonomy

Number of KIABERS involved: 70

Number of young people supported: 17,000, including 650 children and young people

Since 2022, the KIABI Foundation has been supporting the EK PAHEL NGO in India. It was set up to autonomise young girls and deliver an education to disadvantaged children. The project includes study bursaries for teens and women, the monthly distribution of sanitary towels, and the construction of a multi-purpose hall designed to accommodate more pupils.

1. MENSTRUAL HYGIENE: AN ESSENTIAL INITIATIVE

In 2024, **EK PAHEL** launched a menstrual hygiene awareness scheme for 1,500 women and girls across 10 villages in Agra. **Sanitary towels are distributed every month**, with educational sessions designed to break taboos, thereby reducing health risks and **boosting participants' self-confidence**.

2. EXTENDING THE SCHOOL TO INCREASE PUPIL CAPACITY

Thanks to the KIABI Foundation's support, a multi-purpose hall has been built in the **EK PAHEL** Pathshala school, **increasing its pupil capacity from 650 to 750**. This versatile space can be used either as two separate classrooms, or as one large room for cultural events, seminars and educational activities. **More flexible, this infrastructure is enriching pupils' personal growth**, giving them a space perfectly suited to learning, creativity and the discovery of new opportunities.

3. A SPONSORSHIP SCHEME FOR A BETTER FUTURE

In 2024, the "Angels for Angels" scheme plans to sponsor education for many children **by contributing €100 per year per child**. Alongside this, coaching sessions and similar projects for a school in Bangladesh are also in the pipeline, with the same mission in mind: **to eradicate poverty by focusing on the transformative power of education**.



EK PAHEL
perfectly illustrates the KIABI Foundation's commitment to a fairer and more equal society, where every child and woman can dream, learn and develop their full potential.



FASHION COACHING

BOOSTING SELF-CONFIDENCE TO SUCCEED

The **KIABI Foundation** works with young people from low-income backgrounds through its **fashion coaching schemes**.

These initiatives aim to **reinforce their self-esteem** and prepare them for the world of work. Thanks to the expertise of employees specialising in the fashion world, beneficiaries receive clothing and interpersonal skills advice suitable for internship or recruitment interviews, to help them tackle these key experiences with confidence. Because feeling good in what you wear means feeling ready to confront any challenge, **KIABI has set up various partnerships designed to support several different target audiences:**

With Émergence – Aréli: which supports graduates from priority areas, selected for their commitment and dedication. As well as financial support for 5 years and mentoring, these young people also benefit from fashion coaching in order to navigate the world of work with confidence.



With Télémaque: to support young people in their personal development and careers.

With the Aimé Césaire college: sixth form students take part in interview preparation workshops and learn about what goes on behind the scenes at KIABI (business visits, conversations with Kiabers, career paths, etc.) in order to better understand how the world of work operates.



With the Thibaut Cauwet project: this targets a female audience aged between 18 and 24, and focuses on self-esteem and integration in the world of work through a series of aesthetics and fashion coaching sessions.

By combining practical advice and real discussions between people, these schemes go way beyond simple coaching. They open up new perspectives to those often lacking support, offering them concrete opportunities to succeed.
Because a well-chosen item of clothing can be that first step towards greater self-confidence...

PINK OCTOBER

FIGHTING CANCER TOGETHER THROUGH PREVENTION

Their missions: Supporting awareness-raising and prevention schemes
Number of KIABERS involved: All



In 2024, the KIABI Foundation mobilised one last time in the fight against breast cancer before passing the baton to the stores, from next year onwards. This meant support for 4 different associations: **La Ligue contre le Cancer**, **Mon Bonnet Rose** and **Les Fées Papillons** in France, as well as **Cancer Survivors** in Turkey.

A huge awareness campaign, “**TOC TOC**” (**Touch, Observe, Consult**), was rolled out in France, Spain, Italy, Portugal and Belgium, as well as among certain suppliers in India and Turkey. The aim: to inform female employees, customers and partners of essential preventative measures.

What’s more, throughout October (“Pinktober”), customers were able to support the cause by rounding up their payment at the checkout, thereby directly helping the work done by these associations.

By choosing to back the Ligue contre le Cancer, the KIABI Foundation is supporting the project of Dr Delpierre, who analyses the impact of social inequalities on the effectiveness of care and the biology of those suffering from cancer.

THANKS TO THESE INITIATIVES, OVER 100,000 WOMEN IN 2024 WERE EDUCATED ABOUT PREVENTIVE MEASURES.

Kiabers played a key role in this effort, thereby reinforcing KIABI’s commitment to support families.





What's next?

- 1 **KIABI Village call for projects: the winners**
- 2 **Le projet IMAGINE: a long-term ambition underway**
- 3 **The KIABI Foundation: how to get involved**



Between July and September, **KIABI Village** launched a **call for projects**, with the aim of attracting local associations with a strong social impact and providing them with its premises, resources and visibility;

85 associations registered their interest
53 submitted a full application in the form of a video.

After three days of deliberations – and dozens of viewing hours – **a committee made up of KIABI employees** selected the winning projects.

Two prizes were then awarded:



A JURY PRIZE



THE FAVOURITE, AS VOTED BY KIABERS

From 2025, **6 associations will contribute their input at the KIABI Village** on themes such as combatting school drop-out rates and developing **self-confidence**.

It's a strategy that reflects KIABI's engagement at local level, with a determination to **strengthen the community's network of associations** and support meaningful initiatives.

"Think global, act local" is how we could summarise the work of the **KIABI Foundation!**



KIABI VILLAGE CALL FOR PROJECTS RECIPIENTS



JURY PRIZE – 6 ASSOCIATIONS SELECTED

1-L'école desXV: Combatting school drop-out rates by supporting young people by means of educational support, community activities and integration through sport

2-Fondation AgirContre l'Exclusion (FACE): Combatting gender stereotypes and promoting social inclusion

3-L'école de la seconde chance: Organising drama courses for beneficiaries, with KIABI employees participating every Wednesday afternoon

4-En Terre Happy: Creating a "happy box" and workshops to reinforce confidence among local parents on subjects such as sleep and nutrition

5-Savoir Être et Vivre Ensemble (SEVE): Philosophy workshops for young people, encouraging discussion and personal growth

6-Senprécé: Raises awareness of the risks linked to screen use, through workshops and presentations



The Favourite, as voted by Kiabers

Sereen – Organising stays to enable siblings from broken families to spend time with each other on holiday.

These associations will deliver workshops and events in line with their respective missions, enjoying our premises at their disposal, as well as a host of enthusiastic Kiabers!

LE PROJET IMAGINE

A STRONG COMMITMENT FOR EDUCATION AND SOLIDARITY

An eco-citizen project for the future, the **IMAGINE** school project is the first to be supported by the **KIABI Foundation** at international level. It's another step closer to **our mission**, which is:

GIVING YOUNG PEOPLE CONFIDENCE

and to **our ambition**, which is:

INCREASING OUR IMPACT ON YOUNG PEOPLE

2024 basically marks the start of our partnership with the **IMAGINE project**, whose ambitious schemes aim to raise young people's awareness of citizenship and ecology, and train them accordingly. **The KIABI Foundation** is committed to supporting them across 3 key areas:

1. **Financing** a proportion of the current educational schemes and, more specifically, the "Ecole Imagine" scheme, to the tune of 40 classes a year in France today.
2. **Studying and rolling out schemes adapted** to the issues confronting the areas where KIABI operates.
3. **Studying and improving our IT tools** in order to facilitate access to educational toolkits for teachers, whose transmission role is crucial!

This partnership embodies **the KIABI Foundation's** determination to support young people to become more self-confidence and embrace solidarity.

<https://www.leprojetimagine.com/>



SHARING AND SELF-HELP SPACES

2025 also marks a new phase with the development of third places in "Petits Magasins Solidaires" (small inclusive stores) These third places, designed as self-help spaces, will contain library collections courtesy of our partnership with Biblioneuf, enabling families to access books and enjoy reading. It's an initiative that further underscores KIABI's commitment to inclusion and education for all.



GET INVOLVED WITH THE KIABI FOUNDATION

AT KIABI, WE BELIEVE IN THE POWER OF HUMAN RELATIONS AND IN THE POWER OF SOLIDARITY TO BUILD SOCIETY TOGETHER!

The KIABI Foundation makes it easy for its employees to get involved in projects.

"I don't have time"

Reconciling work commitments, personal activities and family commitments can seem complicated. **KIABI operates schemes** such as skills sponsorship, enabling you to organise your working hours to make community action possible. Every employee is given **one day a year** to take part in these initiatives, and head office teams are encouraged to dedicate **an hour a week** to these commitments if they wish.

"I don't think I'd make much impact or be very useful"

The KIABI Foundation has refocused its mission around a vital issue: giving young people confidence, in order to help them build a brighter future. This commitment feeds through into **concrete actions**. This means that **every single contribution, however small, plays a key role** in this process, as by acting together our impact and reach will be even bigger!

**Any questions before
you get started?**

"I don't know which project to go for"

The Ki'Act platform was specially designed to give a glimpse of the various actions being supported. **Talking to one of the many KIABI Foundation ambassadors** is a great way to **hear about people's experiences** and find your best-fit project. They'll be delighted to share their convictions and what's helped to guide them in their roles.

If you're outside the business:

CONTACT US at
kiabilife@kiabi.com

"I don't want to commit long-term"

Getting involved doesn't necessarily mean committing long-term. There's a wide **range of initiatives accessible to all, regardless of the time you want to devote to it**. The Ki'Act skills sponsorship platform lists all these opportunities, so that you can choose a mission that's best suited to your availability and preferences.

All Kiabers who gave their time to projects led by the KIABI Foundation finished feeling both happy and proud.

SO, WHY NOT JOIN THE MOVEMENT!

KIABI

Contact the KIABI FOUNDATION

kiabilife@kiabi.com

Editorial and Graphic design

Elisabeth Gournay

elisabeth.gournay@lesprotopistes.com

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