



2020

ANNUAL REPORT

POMA CORPORATE FOUNDATION



1. Editorial	p. 3
2. Presentation of the Foundation and the Team	p. 4
3. Our Initiatives	p. 7
4. Resources and Budget	p. 17

1. Editorial



“

Launched in late 2019, our POMA Corporate Foundation was quickly confronted with an unprecedented situation—the arrival of Covid—which threw our everyday lives into turmoil and, above all, increased the vulnerability of those already in difficulty, exacerbating pre-existing inequalities.

Despite a complex economic situation, this unique context strengthened our desire to take concrete action and help those most in need. It also provided us with an opportunity to refocus on our environment, reminding us that life on Earth depends on a fragile balance that must be protected.

Over the course of 2020, the Foundation’s team and its Board of Directors did everything in their power to stay focused on their goal and strengthen ties, in the firm belief that solidarity and respect for the environment are the core values of the foundations on which we are striving to build the future.

We continued to support and consult our partner associations; a number of initiatives were carried out, with the participation of fifty or so committed employees.

Lastly, we laid the groundwork for 2021, fine-tuning the way we operate so as to grow in maturity and ensuring we continue to inspire our employees to join in the adventure with the aim of serving the community as best we can.”

It’s our job to build the future we all believe in.

Jean SOUCHAL

*Chairman of the Foundation
and Chairman of the POMA Executive Board.*



2. Presentation of the Foundation and the Team

VOCATION OF THE POMA FOUNDATION

With a view to structuring their social initiatives and creating connections between people, the five companies that make up the POMA Group created the POMA Corporate Foundation, an independent, non-profit legal entity, at the end of 2019.

In a context of profound changes, the Foundation finds its purpose by epitomising the Group's values of Solidarity and Commitment. It also embodies the desire of the employees from its various entities to take part in a unifying, meaningful project, to act together for the common good.

Its mission: to encourage and develop mobility, a field in which the Group has substantial expertise and experience, in the fields of sport, disability, solidarity and the environment.

The POMA Corporate Foundation supports non-profit organisations and project leaders through financial sponsorship, but above all through skills sponsorship, and the involvement of its teams in the field.

This project is fully in line with the Group's Corporate Social Responsibility approach and reflects its commitment to community engagement and local development.

**COMAG SAS, POMA SAS, SACMI SAS, SEMER SAS, SIGMA SAS.*



Children from Ma Chance Moi Aussi have fun discovering the Grenoble-Bastille cable car, or “bubbles”.

ORGANISATION

THE Operational Team



The Foundation is run by a **Selection Committee** made up of around twenty volunteers from among our employees, representing a wide variety of backgrounds and skills, as well as all five Group entities. They run the committee together, putting forward ideas, contributing their experience and informed opinions, and preselecting potential projects, with conviction and team spirit.

The Board of Directors

The Foundation is placed under the control of a Board of Directors comprising twelve members: four Group employees, four managers and four “external experts” who guide its strategy and approve the budgets.



College of Employees

- **Magali BARBE** - *Spare Parts Sales Manager, SEMER.*
- **Déborah CACCIATORE** - *HR Assistant, SIGMA.*
- **Benjamin DESMARGERS** - *Operational Manager, COMAG.*
- **Corinne SIMON** - *Sales Administration Assistant, France, Overseas Territories & Andorra, POMA.*

College of Executive Directors

- **Roland BERTHOLET** - *CEO, COMAG.*
- **Marc Bottolier** - *CEO, SEMER.*
- **Jean Souchal** - *Chairman of the Executive Board, POMA.*
- **Alexandre Thiefaine** - *Managing Director, SACMI.*

College of Qualified External Members

- **Marie Bochet** – *Multiple world parasports champion and Paralympic champion in alpine skiing, Member of the French military ski team .*
- **François Carrega** – *Former associate statutory auditor and auditor at the firm EY, Deputy CEO of the family holding company Wendel Participations and General Secretary of the Wendel Foundation, Administrator and treasurer of the association Orchestre à l'Ecole, Administrator and financial controller of several other associations working for the memory of French people born in Algeria.*
- **Miguel Fernandez** – *Former manager of a company employing people with a disability, specialised in industrial subcontracting Member of several SSE associations and structures.*
- **Ingrid Tams** – *Environmental Manager of the SEB Group, Volunteer for the association A Chacun Son Everest..*

Our four external Administrators have undertaken to contribute their experience and knowledge of the various areas in which the Foundation is involved.

The POMA Foundation is chaired by **Jean Souchal** and run by **Claire Grosdidier**, CSR & Foundation Manager.



“

The mountains connect us, but the Foundation really embodies the connection I have with POMA and further reinforces the values that we defend. It gives me the opportunity to take concrete action on projects that have meaning for me, alongside the people involved. This adventure is a source of mutual fulfilment, and I'm proud to be part of it.

”

Marie Bochet

*Member of the Foundation's Board of Directors,
Elite parasport skier.*

3. Our Initiatives

TAKING ACTION BASED ON 4 PILLARS

The POMA Foundation's mission is to support projects of general interest linked to **mobility**, in the fields of **sport**, **disability**, **solidarity** and the **environment**.

This theme of mobility reflects the core business of the POMA Group, the leader in ropeway transport. Within the Foundation, it is understood in its broadest sense and under different aspects: From soft mobility to preserve the environment, to social mobility on issues of integration and solidarity among disadvantaged people, including the mobility inherent in sports, a vehicle for surpassing oneself.

Strongly anchored in the Group's DNA, mountains also play an important role in the projects supported by the Foundation.

Sponsorship through people

The POMA Foundation is first and foremost a human adventure.

It thrives thanks to the women and men who make up the Group, and their willingness to donate their time, as well as the members of the associations that lead the projects and trust us to work alongside them.

To motivate people to get involved, each employee is given at least one solidarity action day per year, during which they can get involved hands-on and spend time alongside our partner associations.

All participation is voluntary, and there are a variety of missions on offer, including: Help to organise events or supervise disadvantaged groups, contribute your job-related skills, take part in solidarity projects, and so on.

The content of every mission is determined with the partner association, which shares its knowledge of the people poised to benefit from the mission with the Foundation staff. This is a crucial stage when it comes to ensuring the success of the project for all concerned.

In parallel, the Foundation is responsible for organising and coordinating the legal and operational aspects so that each participant can provide assistance in the best possible conditions.

"A great opportunity for everyone to join forces and contribute to a meaningful project that benefits the community as a whole."



A LOOK BACK AT 2020

January

First Board meeting.

The Board of Directors met for the first time at the end of January 2020 and approved the projects for the year.

The Foundation acquired its own identity and logo, approved by the teams from the five founding entities. The project was officially up and running!



March

French Parasport and Adapted Sport Ski Championships.

On 9 March, the Foundation undertook its first initiative in Peisey Vallandry: around twenty employees volunteered to help organise the French Parasport ski championships.



A few days later, another team of ten or so employees got involved in the organisation of the French ski championships - this time in the Adapted Sport category. The event, devoted to athletes with a physical or mental disability, was held in Lélex -

Monts Jura.

Some of the tasks entrusted to our volunteers included smoothing the tracks and checking the gates for Alpine ski races, managing supplies and welcoming the athletes for Nordic ski races, or serving meals in the evening.

Everyone greatly appreciated these moments of sharing and commended the courage of the disabled athletes and their determination to surpass themselves.

These two days were a great opportunity to serve others, to better understand disability and look at it in a new light.





“

This weekend at the French Parasport Championships was the perfect opportunity to get involved in a cause I fully support, to meet up with a friend and experience that passion in person, and share some defining moments with my co-workers. The programme was truly motivating, and left me with some fantastic memories and the desire to seek out similar experiences.

It was all about positivity and sharing, where everyone contributes what they can, and people, disabilities and nationalities mingle entirely without prejudice!

”

Vincent VANNEYRE - *Maintenance Engineer, POMA.*

“

I started volunteering with various associations and sports clubs from a very young age, so it was only natural that I get involved. It was a new experience for me, because I didn't know a lot about Adapted Sport, but it taught me so much! Contact with co-workers I hardly knew before and, above all, contact with these amazingly dynamic young people. On a personal note, I'll always remember the young athlete with Down's syndrome who got quite attached to me during the training phase. The next day, after the prize-giving ceremony, he came over to thank me and give me a hug. What a moving moment that was!

”

Pascal BRAY - *Head of SEMER project roll-outs,
Member of the Foundation's Selection Committee.*



“

As well as giving me a chance to help others, this experience gave me an insight into the world of Adapted Sport, where we saw disabled athletes give it their all, take risks, push their own boundaries, in a spirit of friendship and under the caring eye of the trainers and organisers.

It was also an opportunity to meet some of my colleagues from the Group, to spend time together in a relaxed environment away from the workplace, and to promote the Foundation's values.

”

Vincent Ducrey - *QSE Manager, SEMER.*

September

After several months of home-working due to the pandemic, the members of the Foundation's Board of Directors were delighted to meet up in Lyon for a morning spent sharing ideas and good practices with the SEB Group endowment fund.

It provided an opportunity to take stock of the needs of our partner associations, and see how best to support them during this crisis period which has further exacerbated pre-existing inequalities.



October

Children from Ma Chance Moi Aussi discover the Grenoble-Bastille cable car, or “bubbles”.

At the end of October, children from the Villeneuve neighbourhood (Echirolles), looked after by the association Ma Chance Moi Aussi, were given the chance to discover the Grenoble “bubbles” and a fresh way of looking at the world, alongside an actor and POMA employees.

This outing marked the start of an educational project aimed at opening up the world of mobility and travel to children.



“

Lockdown highlighted just how important it is to support children so that they don't lose interest in school. This is no simple task, as we saw with our own children.

The project led by the association Ma Chance Moi Aussi appealed to me because of the long-term support it offers children, who are looked after from age 3 through to the end of the teenage years, every evening and Wednesday, with the aim of giving them the best chance of growing and succeeding in society. It requires a genuine commitment: The association, parents and children have rights and duties to help them progress together.

Along with other co-workers, I was able to take part in one of the outings organised by our Foundation, to discover the Grenoble-Bastille cable car, or “bubbles”. Some of the children had already taken the cable car several times, but this time, a fun, technical and informative “lesson” awaited us at the summit. The children were clearly interested and curious to find out more. The afternoon was full of emotion and enriching encounters, and I'm truly looking forward to spending more time with them.

”

Audrey Stoessel, QSE Director, POMA,
Member of the Foundation's Selection Committee.



The association Ma Chance Moi Aussi supports the most vulnerable children from families with a fragile academic background, in the poorest neighbourhoods.

Since 2015, 9 centres have been offering assistance to over 200 children, from age 5 to 6 through to 18, every day after school, on Wednesdays and during school holidays.

The association strives to keep children interested in their school work and teach them how to live together in harmony. It also encourages them to blossom through sport, the arts and culture. The involvement of parents is essential. Ma Chance Moi Aussi fully incorporates them in its approach, with the ambition of boosting their confidence in the educational role they play.

An all-encompassing approach that optimises the chances of success, so that children can grow up peacefully and build their future step by step.

October

Art workshops with children at Léon Bérard hospital

Since the planned mountain escapade to Flaine wasn't able to go ahead, the Foundation team instead came to visit sick children at the Children's Haematology and Oncology Institute at Léon Bérard hospital.

Three employees gave a helping hand to the painter Sonia Guiollot to offer the children a chance to create works of art on a mountain theme using all sorts of stencils: cabins, chairlifts, skiers, mountain animals.

The children were able to keep their artwork to decorate their hospital room, and were also given a small cuddly chamois as a parting gift.

For a few short hours, they were able to escape from the daily routine of care and treatment, and we sincerely hope that they felt a little more light-hearted afterwards.



November

Start of the activities folder project for children.

Working closely with the educational team from Ma Chance Moi Aussi, several employees and our Colombia-based POMA correspondent (photo opposite below) we began to create an activities folder based on the themes of mobility, the environment, travel and discovering the world..

The activities folder is aimed at children aged 5 to 10, and the idea is to offer the folder to young participants as part of the educational projects we run with the Foundation and worldwide.

The experience of POMA Colombia, which has been supporting children in the neighbourhoods of Medellin since 2014, was a powerful source of inspiration to us.

The project will get off the ground in summer 2021.





Drawing workshop with children from Ma Chance Moi Aussi in Echirolles to design the poster for the future activities folder.

“

As a company that is strongly attached to its regional roots, we are delighted to support Ma Chance Moi Aussi, and to offer support to children from Echirolles and Chambéry first and foremost.

Equal opportunity is a principle we cherish, and education and training are major areas of focus for POMA. They are part of our vision of what it means to be a Responsible Company, so it is no surprise that they feature prominently in the initiatives supported by our Foundation.

We fully adhere to the approach adopted by Ma Chance Moi Aussi, which seeks to support the most vulnerable children, from a very young age and in a long-term perspective, so that they have the chance to build their future and find their place in the world, like any other child.

We try to open their eyes to other educational, cultural and sporting activities, and we are working closely with members of the association to put together an activities folder based on the themes of mobility, the environment and travel.

This activities folder and these topics are the common thread of our volunteer work, and reflect the Company's core business.

Fittingly, we took the children from Echirolles to the Grenoble “bubbles” for our first group outing, with support from the ropeway team.

We hope this project will be meaningful for everyone involved, and our goal is to deploy it in the other centres run by the association.

”

December GIVING TUESDAY.

On Tuesday 1 December, we took part in the GIVING TUESDAY initiative, a global generosity movement that encourages charity donations.

Assisted by fifteen or so volunteer employees, we organised fund-raising events in the various entities to collect food items, clothes and toys for donation to local charities.

The operation proved to be a resounding success, and several dozen boxes were handed over to Restos du Cœur, Secours Populaire and the Red Cross.



KEY FIGURES

The POMA Foundation in 2020

52 Employees involved

43 Days spent by employees working with associations

5 Projects supported

1 Fund-raising event to donate items to **4** associations

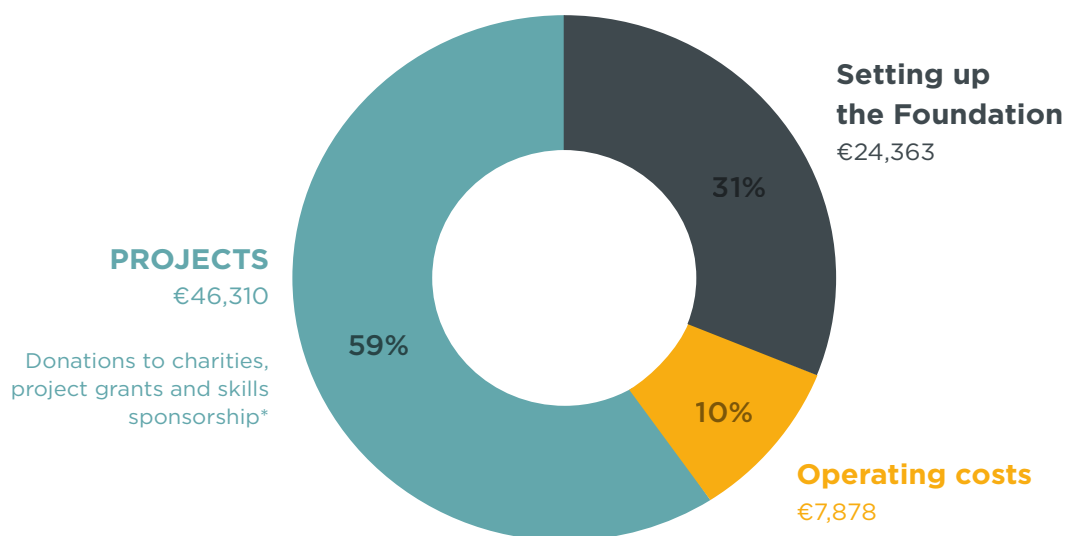


4. Resources and Budget

2020 BUDGET

In 2020, the Foundation's resources stood at €66,066.

The sum of €38,043 was allocated to finance projects and to run the Foundation (under the heading of financial sponsorship), plus the skills sponsorship budget (€40,508).



TOTAL AMOUNT OF THE FOUNDATION'S BUDGET FOR 2020: **€78,551**

The POMA Corporate Foundation has an operative role and a redistributive role: it carries out its own activities within the community, and it directly supports charity organisations.

In 2020, the Foundation gave the planned donations to those beneficiary associations whose projects were able to go ahead (given the exceptional health-related situation). It also undertook and set up its own projects, as well as its skills sponsorship programme.

*The amount mentioned above includes the time spent by employees working in the field alongside associations, as well as part of the time spent by the Manager working on the Foundation's initiatives.

However, time spent working on the Foundation in-house, for example within the Selection Committee or in order to prepare the projects, was not taken into consideration.



Employees of the POMA Group who volunteered to help organise the French Parasport (above) and Adapted Sport (below) Ski Championships - March 2020.





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