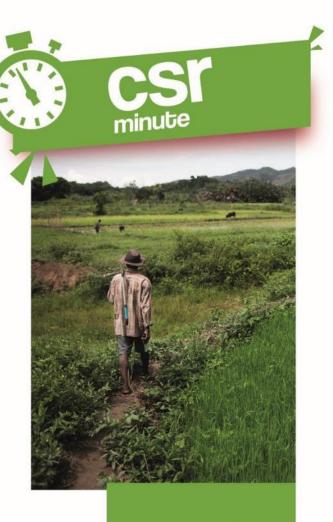


# Savoir Extraire l'Essentiel

EXTRAITS ET ARÔMES BRUNS DEPUIS 1946



# the Taste Life

# Did you know?



PROVA HAS INVESTED ALONGSIDE OTHER ENTITIES IN THE WINDCOOP PROJECT, A SAILING CONTAINER SHIP FOR THE MADAGASCAR – FRANCE CROSSINGS

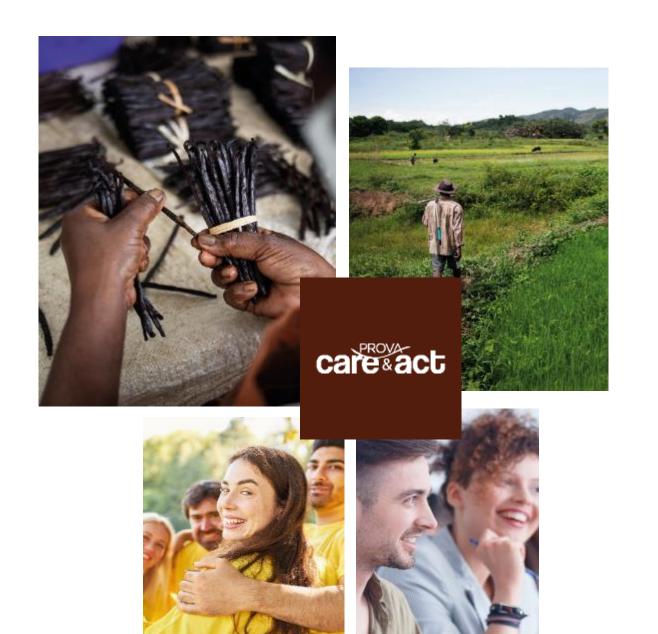




Extracting the Essentials

# Our impacts & challenges





# Our impacts & challenges On our value chain?

**Sourcing** 

**Climate change** 

**Greenhouse Gaz Emissions** 

**Pollutions** 

**Co products** 

**Sustainable products** 

Waste, including plastic

**Food security** 



Security

fairtrade

Health

**Communities** 

**Education** 

Employee security & quality of life

**Energies** 

Co build with our clients



# Our impacts & challenges? Stakeholders expectations

# Who are they?



**Employees Suppliers Partners Communities** Clients

Among them, LOTS of clients are international companies committed in strong CSR strategy!













# What are their main expectations?

**Traceability,** origin and control of the supply chain

**Co-construction** of action plans or projects aimed at reducing the environmental footprint of products throughout the value chain

**Transparency** on actions & communication on factual actions

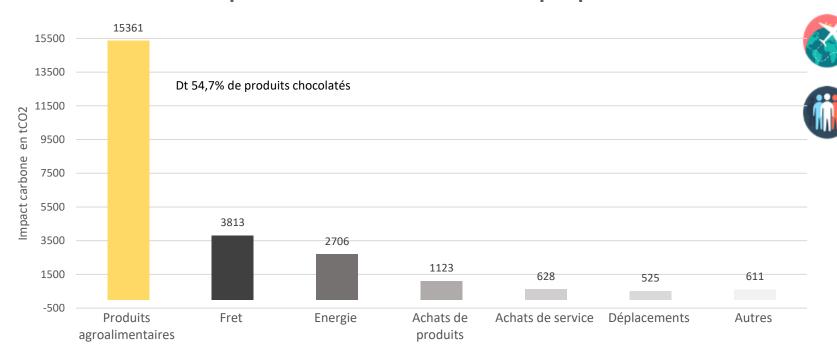
# Actions in favor of:

- the **naturalness of the products**,
- respect for the conditions of the producers
- reduction of the impact (carbon, waste..)



# Carbon footprint Results Summary

# Répartition des émissions de GES par poste d'émissions



Agri-food products (including vanilla, cocoa, coffee, alcohols, molecules, ingredients...) represent 62 % of PROVA's GHG emissions in 2022, over half of which comes from chocolate products.

Cocoa = 34 % of PROVA's total emissions, mainly due to deforestation.

Key point: reduce our emissions by buying more sustainable raw materials, especially sustainable cocoa

# Scope

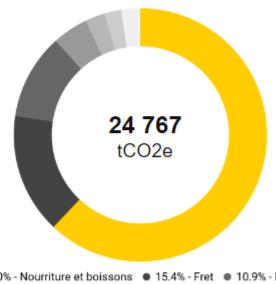
Autruy - Artenay CityScope - Colmet Sarzeau Year : 2022



- 1 De 13 750 allers-retours Paris New York\*
- 2 Des émissions annuelles de 2 600 Français\*
- De la quantité de CO2 séquestré annuellement par 2 250 hectares de forêt en croissance

# Émissions totales de PROVA SAS,

par activité (% tCO2e)



62.0% - Nourriture et boissons
 15.4% - Fret
 10.9% - Énergie
 4.5% - Achat de produits
 2.5% - Achat de services

2.1% - Déplacements2.5% - Autre

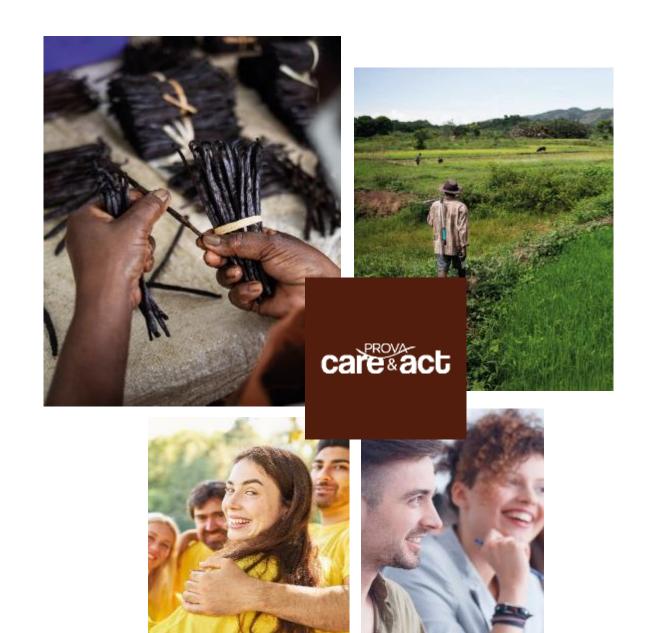


# Our ambitions & commitments

Nurturing TASTEFUL Products

Building TASTEFUL Partnerships

Fostering a TASTEFUL Legacy Supporting a FASTEFUL Planet



Extracting the Essentials

# Our Care&Act philosophy A stategy based on 4 pillars: 4 Tastes



We create products...

... For our customers, with the help of our partners and suppliers...

... thanks to all our employees...

... while taking care of of the Planet and People.

Product excellence from A to Z From raw material to finished product



### The best of raw materials

Guarantee quality, transparent, traceable, sustainable and diversified sourcing







## The best quality for the best taste

Know-how and expertise at the service of taste and pleasure - Quality / naturalness / innovation



# The best finished product

Packaging, circular economy (co-products...)

Co-build responsible and sustainable partnerships





### Accompany and co-build with our customers

Build lasting relationships with our industrial and gourmet customers and support them in their efforts



# Supporting local communities

Working conditions, fair remuneration, support for good practices, education, water, health



### Involving our partners

Establish lasting and supportive partnerships with our partners and suppliers



### Territorial anchoring and societal commitment

(Our French sites, our subsidiaries, our vanilla suppliers): employment, solidarity actions, patronage

Family business Pride & commitment



Diversity, otherness, equity, employer brand



# Safety and Well-being at Work

Integration, security, quality of life, work-life balance



### Developing talents and transmitting knowledge

Training, knowledge capital, continuous improvement, internal mobility and international mobility





# Unleashing energies and intelligences

Raise awareness and involve, create links, Promote sharing and responsible freedom Respect for the Planet and living things



### Reducing our environmental footprint

- Reduce our pollution and consumption: water, air, energy
- Reduce our greenhouse gas emissions: inputs, freight, energy, transport, digital... - Integrate renewable energies
- Reduce our waste and recover it (industrial waste, office waste including electronic goods)



### Controlling the impact on biodiversity

- Manage resources related to crops and deploy best practices
- Fight against deforestation and promote reforestation



# Some proofs of our commitments Let's cultivate the taste of a better world, together



# Labels, certifications











# **Evaluations**





# **Certifications Produits**











# Prova is member of:













# care act: Ambitions & commitments

### INCLUDING OUR COMMON VALUES IN EACH OF OUR MEETINGS

Building solid and supportive partnerships with our clients, suppliers and partners in our territories.

# **OUR MACRO AMBITIONS**

- 1. Developp and Implement a sustainable procurement policy
- 2. Rethink packaging across our value chain

To delight our customers' customers.

**CREATING A UNIQUE AROMATIC SIGNATURE** 

- 3. Ensure product safety and quality
- 4. Towards more naturalness
- 5. Enhance the value of our co products

### **OUR MACRO AMBITIONS**

- 1. Co build sustainable solutions with our clients
- 2. Establish sustainable & LT partnerships and support our suppliers in their CSR challenges
- 3. Support local Communities
- 4. Have a positive impact on the territories in which we operate
- 5. Societal commitment: Passing on a taste for...

# Nurturing



### PASSING ON OUR PASSIONS THROUGH THE GENERATIONS

Bringing our corporate culture to life as a real driver of individual expression and shared value creation on a daily basis



# TAKING CARE OF THE EARTH AND PEOPLE

Manage our natural resources sustainably and optimize our consumption and travel patterns to reduce our impact on the environment and preserve biodiversity

### **OUR MACRO AMBITIONS**

- 1. Ensure the safety of our employees, developp the quality of life at work and promote our employee brand
- 2. Develop talents and ensure knowledge transmission
- 3. Promote and value diversity, encourage equity
- 4. Free the energy and intelligence of our teams

### **OUR MACRO AMBITIONS**

- 1. Optimize our sites to minimize our environmental impacts
- 2. Reducing the carbon footprint of freight and commute
- 3. Implement actions to protect biodiversity and natural heritage



























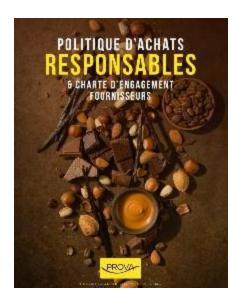






# Ambitions & Commitments Some evidence of our responsible purchasing approach





IN 2023, WE HAVE FORMALIZED OUR RESPONSIBLE PURCHASING POLICY and OUR OBJECTIVES

Discover it here



BUILDING ON THE EXPERIENCE OF OUR 1ST SUSTAINABLE VANILLA PROGRAM LAUNCHED IN 2013 IN MADAGASCAR, WE HAVE LAUNCHED A SECOND ONE with PROMABIO in 2022

Launch of a new sustainable vanilla program based on 4 axes:

- Traceability
- Respect for people
- Respect for the Earth
- Craftsmanship



A SEDEX (Supplier Ethical Data Exchange) ASSESSMENT VIA A SMETA 4-PILLAR AUDIT\*\*



AWARE OF THE SOCIAL AND ENVIRONMENTAL CHALLENGES OF COCOA, PROVA IS COMMITTED TO SOURCING SUSTAINABLE COCOA

- 25% of our cocoa purchases come from sustainable programs in 2024
- Targets: 50% by 2025 and 100% by 2030

\*SMETA (Sedex Members Ethical Trade Audit) is Sedex's proprietary audit methodology for assessing all aspects of supplier and supply chain responsibility.

# **Our Ambitions & Commitments**

# building solid and supportive partnerships







- By questioning them to better understand their issues... and their perception of ours!
- By engaging them with us in our sustainable programs, by highlighting the progress and achievements of the programs through Newsletters (Vanilla Chronicles) and our dedicated Mini site Care & Act.
- >> DISCOVER IT HERE



# SUPPORTING LOCAL COMMUNITIES

Through our sustainable programs, as well as our commitment with Sustainable Vanilla Initiative and ISCO (Initiative for a Sustainable Cocoa)

- By perpetuating and improving the know-how
- By offering farmers a fair remuneration
- By raising awareness against child labour, providing access to drinking water, health, better nutrition, etc.
- By Preserving the environment



### BY HAVING A POSITIVE SOCIETAL IMPACT

- In our areas of establishment (Montreuil, Autruy-sur-Juine, Sarzeau, Montrichard)
- But also through the La Maison Prova Endowment Fund, which supports associations committed to taste education and biodiversity











# Our achievements and projects Focus on our sustainable vanilla programm



# A strong local presence in Madagascar through 2 sustainable programs

Vanille Durable Benamevika (2013) et Care&Act (2022)



# **AGRONOMY**

Training on Good Agricultural Practices Good Preparedness Practices – Traditional Methods No vacuuming – good storage Business plans based on organic farming Improved rice agriculture trainings GPS mapping of all plots Total traceability to the production village



# **COMMUNITY**

Access to drinking water Access to health Access to better nutrition at school Training on the use of local products Distribution of school kits



### **ECONOMY**

Direct approach, no intermediaries Fixed Minimum Price – Living Income Premiums for certified vanilla **Basic Finance Training** Awareness-raising against child labour Training on rice stock management



### ENVIRONMENT

GPS mapping of reforestation areas Annual reforestation campaigns – native species Training on deforestation, climate change and biodiversity loss

Vanilla grown on strict agroforestry models

Extracting the Essentials

# **Ambitions & commitments**

# Together, let's cultivate the taste of a better world

# A family company with a human face, we are committed to multiple areas





# SAFETY AND QUALITY OF LIFE AT WORK

- A renovated and expanded historic headquarters, using bio-based materials and giving pride of place to outdoor spaces
- An increasingly extensive integration process, including complete courses (factory visits, welcome booklet, astonishment report, etc.) and systematic safety training
- Flexibility of work (when possible by the position)
- A daily life and events that give pride of place to conviviality and participation by all (tournaments, Prova party, barbecue, lunch breaks, board games, questionnaires, wellness ideas)
  - An HR policy praised by Sedex and obtained a score of 70/100 by Ecovadis at our main production site



### **DIVERSITY**

- Obtaining a score of more than 90/100 on the Gender Equality Index for the past 5 years, and 95/100 in 2024
- Implementation of an action plan to better welcome people with disabilities into society (Realization of an Action Diagnosis with Agefiph, integration of recruitment announcements, awareness-raising actions)



## **RAISING EMPLOYEE AWARENESS OF CSR**

- Climate Collage
- NewsletteCSR for employees
- CSR minutes
- Anti bribery training, Code of conduct
- Prov'act



# **Our Ambitions & Commitments**

# Focus: Reducing our environmental footprint





# **INDUSTRIAL LOCATIONS**

Modernisation of our facilities in order to reduce our consumption of resources (energy, water) and our impacts

Electricity: 100% renewable on our Autruy sur iuine site



## **FRET**

 Investment in the Windcoop cooperative project, a sailing cargo ship making the trips between Madagascar and France





Renovation of our historic headquarters in Montreuil sous-bois. Bioclimatic design, with natural ventilation, bio-sourced wood fiber thermal insulation, the creation of hanging gardens and green courtyards, and the use of materials made from sustainable and responsible raw materials.



### **BIODIVERSITY IN MADAGASCAR**

- GPS mapping of reforestation areas
- Annual reforestation campaigns native species
- Training of teams and planters on deforestation, climate change and biodiversity loss
- Vanilla grown on strict agroforestry models



# A major challenge today

# At the heart of **consumer expectations**



source : Innova Market Insight - 2022

Vanilla and cocoa: a long-term challenge for the sector

# At the heart of our corporate strategy:

1996: The first certified Vanilla range

2013: Commitment in Madagascar through our NGO Vanille Durable Bemanevika

2022: a new chapter in our commitment begins...





# Why choosing sustainable vanilla?

**OBJECTIVES CERTIFICATION SPECTRUM OF ACTION USE MATERIALS AND PRACTICES** THAT IMPROVE THE ECOLOGICAL **ENVIRONMENT BALANCE OF NATURAL SYSTEMS** PROMOTING FAIR **PEOPLE** TRADE **PROFIT IMPROVING FARMERS' YIELDS AND** INCOMES WHILE CONSERVING THE **ENVIRONMENT AND BIODIVERSITY ENVIRONMENT** 

HAVE A POSITIVE IMPACT ON THE LIVELIHOODS OF OUR FARMERS, THEIR COMMUNITIES AND THE ENVIRONMENT THROUGH SUSTAINABLE AGRICULTURE



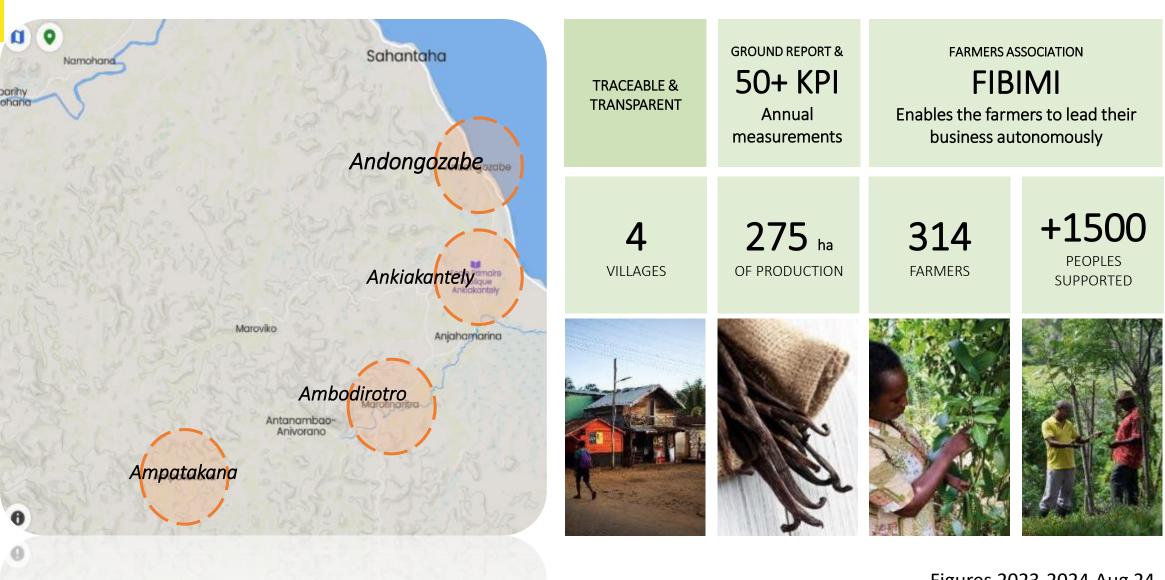


# Our program in Madagascar

Localisation



# Our program in Madagascar



Figures 2023-2024 Aug 24

**LOCAL TEAM OF** 

6 PEOPLES 2 VISITES A YEAR

# 1 internal annual audit

TO CHECK AND VALIDATE THE KPIS



# **PARTNERSHIPS**

WITH LOCAL NGOs AND AUTHORITIES FOR SOCIAL AND ENVIRONMENTAL PROJECTS







Romain ALBERT Sales Director



Elie SOZA CI Ampahatakana



Mamy Tiana RAKOTONIRINA Project Manager



Supervisor



Ricardo LEKO CI Ambodirotro

4 strong themes, measurable via indicators

followed by our local partner Promabio

# **TRACEABLE**

- 4 villages in Sahantaha rural commune
- 314 partner planters and their 275 ha of plots listed on a database
- GPS mapping of all vanilla plots
- The planters' household is listed on the database for information on children and schooling









# **RESPECTFUL OF PEOPLE**

To guarantee a minimum purchase price for growers and premiums This is estimated on the Anker methodology – global and used in other sectors such as coffee and cocoa.

Full visibility on purchases = > visibility on what the grower will receive at the end of the campaign

Provide access to drinking water with the construction of wells

Promoting access to education: construction and rehabilitation of schools, provision of school materials

Ensure access to health care and a healthier, nutrient-enriched diet









Savoir Extraire l'Essentiel



# **RESPECTFUL OF BIODIVERSITY**

Organic certification: without pesticides or GMOs, limitation of soil and groundwater pollution

Forest reforestation – implementation of a forest management plan in partnership with local authorities

Raise awareness of the risks associated with global warming and biodiversity loss







# **CRAFTSMANSHIP**

Train in good agricultural practices to grow the best possible quality and harvest it at the best time to ensure ideal maturity

Provide equipment to harvest, store and secure productions

Preserve the traditional crafting of vanilla:

Harvest => Scalding => Steaming => Drying => Refining => Packaging & export

Constant triage at all stages







# Our field commitments: ~ 50 KPIs



# **AGRONOMY**

Training on Good Agricultural Practices Good Preparedness Practices – Traditional Methods No vacuuming – good storage Business plans based on organic farming Improved rice agriculture trainings GPS mapping of all plots Total traceability to the production village



# **COMMUNITY**

Access to drinking water Access to health Access to better nutrition at school Training on the use of local products Distribution of school kits



# **ECONOMY**

Direct approach, no intermediaries Fixed Minimum Price – Living Income Premiums for certified vanilla **Basic Finance Training** Awareness-raising against child labour Training on rice stock management



# **ENVIRONMENT**

GPS mapping of reforestation areas Annual reforestation campaigns – native species Training on deforestation, climate change and biodiversity loss

Vanilla grown on strict agroforestry models



# The Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) were adopted in 2015 by all United Nations Member States as part of the 2030 Agenda for Sustainable Development.

As part of its "Care&Act" approach, Prova contributes to 13 of the 17 SDGs, including 8 of them through "Le Goût des Autres", its CSR pillar including support for local communities.







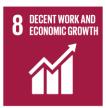
































# Distribution of school kits







School kits represent a significant expense in the annual finances of planter households. This can influence the choice to send children to school or not, even more so during periods of high price fluctuations or inflation.





# Distribution of snacks within schools





642 children receiving snacks at school during the 2023 - 2024 school period







Distribution of local snacks within each school of the program to promote access to education and motivate children during lessons.

Local recipes made by people in the community
All children enrolled in school benefit from the project,
even children of parents who do not belong to FIBIMI





# Access to Mahavelona health insurance



310 mutual insurance cards distributed





Access to mutual health insurance is an initiative of the municipality and Prova due to a lack of resources/means on the part of the local health centre.

50% of consultations are children
15% are antenatal consultations and deliveries



# Preserving the environment

Raising farmers' awareness of nature protection and the risks of deforestation











The drivers of deforestation identified are: agricultural land clearing, slash-and-burn agriculture linked to rice cultivation and the supply of wood energy.

Objective: to build up a wood reserve to meet the needs of the local population in the medium and long term

Method used: three cash crops distributed to growers who transplant ten seedlings of forest species

# Preserving the environment

12 RESPONSIBLE CONSUMPTION AND PRODUCTION





Raising farmers' awareness of nature protection and the risks of deforestation







9000 transplanted reforestation seedlings in the SAVA region

2200 cash crops given to members

4500 seeds of agricultural plants sown on public land

# **Construction of 2 water wells**



=> Our program can be customizable, to allow customers to increase their engagement in additional local initiatives to better align with their goals and values. This could, for example, mean the construction of a water well if the social commitment of the brand is related to water, or building a school if the commitment is to education.

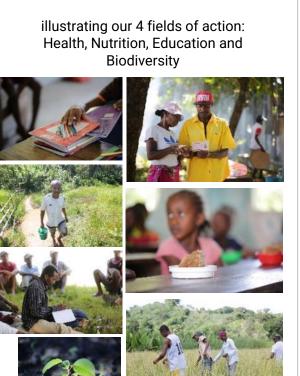




# Communication tools for C&A Vanilla

Bring your commitments to life, carry your values and ambitions through our Sustainable Vanilla program

# DOCUMENTS Sustainable vanilla brochure (FR / EN) PPT Presentation / 60 KPIs Review | Estraits de vanlle durable



**IMAGE GALLERY** 

### **VIDEOS**



Interview with our experts:
FR voice with FR and EN subtitles
Duration: 2 minutes 30



interview of the planters:
4 interviews in Malagasy
with FR and EN subtitles
Duration: 1 minute 20
at 2 minutes 30



Ambient video: Duration: 1 minute 45

Possibility to customize it with voice-over and subtitle

# **DEDICATED WEBSITE**



Website dedicated to the program Sustainable vanilla EN / EN



# **Tools to promote**









Je suis ravie de vous retrouver pour cette 3eme édition de notre Vanilla Chronicle. C'est l'occasion pour moi de partager avec yous nos actions sur le terrain et les progrès réalisés sur notre programme de vanille durable à Madagascar. Vous savez combien ce projet est important à mes yeux. Cet engagement est au cœur de notre démarche Prendre soin et Agir. Nous soutenons les communautés locales depuis plus de deux ans maintenant avec l'Intervention de nos partenaires qui s'investissent au quotidien auprès des planteurs membres. Il est aujourd'hui rendu encore plus important dans le contexte actuel du marché de la vanille à Madagascar qui connaît depuis plusieurs mois une forte baisse des cours, situation qui impacte nécessairement la vie des

Choisir notre gamme de vanille durable, c'est être acteur à nos côtés et vous engager vous aussi pour une filière plus durable, thême qui est au cœur aujourd'hui des attentes et des préoccupations de vos

Merci de votre soutien et bonne lecture ! ...

Muriel ACAT - Présidente

un programme durable pour prendre soin et agir, ensemble.





delivie

### L'actualité C&A Vanilla

### Le programme continue son développement

Pour sa Zeme armée d'exproitation, le programme continue de se développer autour de di villages dans la région de la Sava, cœur de notre action. 314 planteurs ont ainsi participé aux différentes actions que nous avons menées. sur le terrain cette année soit 70 de plus que l'année précédente. La zonecouverte page airor de 200 à 275 ha. Ce programme avec le prix minimum l'eartrade distribué aux planteurs leur permet d'investir durablement pour leur

### Un accompagnement de nos équipes sur le terrain

Les 314 plenteurs ont été sensibilisés et formes pour une culture de la venille respectueuse des droits de l'homme et de l'enfant. 297 plantaurs ont été accompagnés en gestion financière (gestion des dépenses annuelles, gestion des stocks de riz et services financiers) et formés aux bonnes pratiques agricoles pour garantir une production de vanille durable et des rendements de qualité.

855 enfants de l'association paysanne FIBIM àgés de 6 à 14 ans ont ame reçu un let accelare a part la rentrée des chases afin de rédure la charge financière les à leur scolantation. C'est 240 enfants de plus que l'année précédente. 642 enfants dans les villages du programme ont bénéficié de la distribution d'aliments au sein des écoles comme des boulettes d'igname, des beignets au manioc avec une feuille de patate ou un gâteau de riz au coco (Sodrogodro).

### L'introduction d'un système de riziculture plus productif

Assurer la saros l'autosufficance et le dévelopmement d'une autre activité source de revenu pour les planteurs est en enjeu majeur pour nous. Amé cette année. 77 d'entre eux ont été formés à l'agriculture de no amélionée. La pratique ancestrale pour le production de no peut prendre entre 6 à 9 mois selon le variésé de semence. En appliquant de système de riziculture et ses techniques. If no faut goe 3 mois pour avoir du riz bien mature.

### importance de la biodiversité et de la préservation de l'environnement

Le déforestation, l'agriquiture sur bouls. Emportance de la biodiversité et filmpact du changement climatique sur leurs cultures sont des sulets traités durant les formations que nous dispersions aux plantaurs pendant l'année. En complément de ces formations, nous avons décide d'investir fortament sur les enleux de biodiversité. Ainsi 9000 plantes de rebolsement ont été distributes, contre 6000 famole demitre, 2200 plants de sente ont dité distribués contre 1800 farmée dermère. Il est intéressant de noter qu'augourd'hu-53% des parcelles de varille sont associées é une autre culture de rente. Nous avons ainsi constitué une zone forestière génée et exploitée durablement per la FIRMLà moyer et long terme. La superficie totale reboisée grâce au programme est de 18 ha

### Nos équipes commerciales sur le terrain

Parce que nos équipes commérciales sont vos premiers interlocupeurs. Il est important qu'ils pussant se rendre compte eux aussi de la réalité sur le terrain. échantes avec nos partenaires et voir la mise en place de nos actions. Cet été. 7 commerciaux PROYA des différentes régions ont eu l'occasion de se rendre dans la région de la SAVA, dans les 4 villages du programme

Et demain pourquoi pas vous ?:







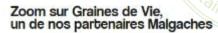












Interview de Jean Fabrice HERINIAINA, Chef de secteur de Graines de Vie dans le district d'Antalaha

### Guand et comment s'est créée la structure Graines de Vie ?

Graines de vie a été créée en 2009 à la suite de la constatation de la décradation de la forét tite à l'exploitation du bois per les humains pour la construction des mations, de meubles, de bots de chauffe. À Madagascer, il y a la pretique de outure de riz sur bruils connue sous le nom de « Tavy ».

### Quel est le rôle de cette ONG ?

Notre rôle est de faire de la sensibilitation auprès des populations. Nous produsors aussi des jeunes plants. Nous cherchons des endroits de les produire. Line fais produits, nous callaborans avec les autorités locales afin d'organiser des reboisements collectifs selon la disponibilité de la population locale. Les plants sont des arbres fruitiers et aussi des cultures de rente telles que le girofle, le café ou le cacao que l'on donne à chaque famille afin d'emisioner leur vie quotidienne.







### Comment travaillez vous sur le programme de PROVA ?

Nous travallors en étraite collaboration avec Promatio et PROVA. Nous avans des attributions différentes Nox masons sont surtout basées sur la production des jeunes plants et la rebotement dans des zones bien déterminées por la coopérative. Il s'agit à présent de la coopérative FIBIMI. Il y a des plants qu'on partage exclusivement aux membres de la FISIM. Il est important d'avoir des alternatives à la culture de la venille, cer une fois le se son terminée. Il doit pouvoir genèrer des bénéfices pendant la sason du grotte et du café. C'est ainsi que nous travallors avec

### Quelle est votre plus grande flerté ou réalisation ?

Cela fait plus de divians que Craines de Vie est là, il y a donc des résultats mesurables. Augurevent la déforestation et brûtere de forêts étaient très interses, mais après, grâce aux diverses sensitrifisations et rebolument, la déforestation et brûlure sont attérquées. Il y a aussi certaines sources d'eau qui étaient séchés pendant une certaine pénode qui commencent à être restaurées, on y voit de feau à présent ce qui permet aux gens de planter du riz et amélierer leur vie

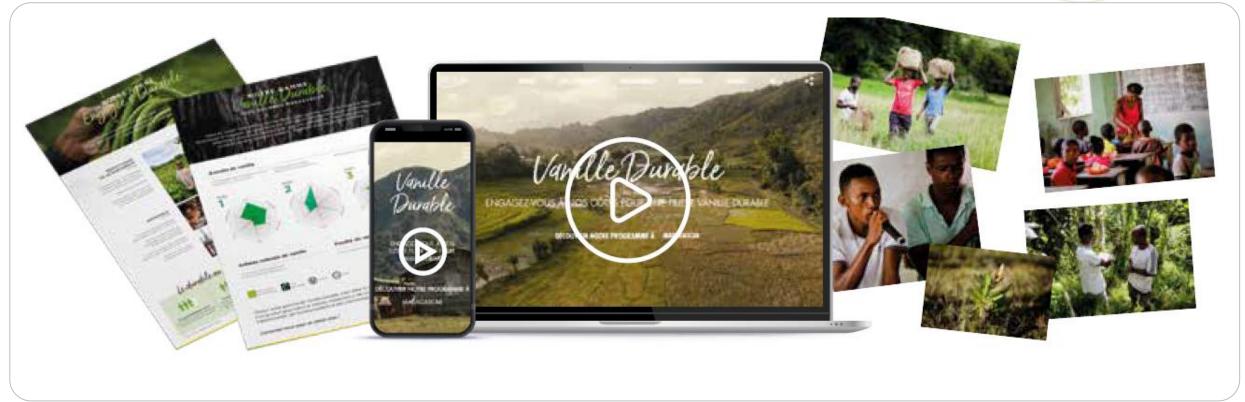




# **Tools to promote**







www.care-and-act-vanilla.prova.fr