

► Employment projects

The Foundation



Thirty young people restore a chapel in Marseilles.

The Veolia Environnement Corporate Foundation, created in May 2004, is gradually settling in. In its first year of existence, it selected and funded 157 projects.

Job creation is one of the Veolia Environnement Foundation's top three priorities. Through its projects, it hopes to help the long-term unemployed find jobs again, consolidate local service jobs, and bring business back into low-income areas. In one year, it has provided financial aid to

41 initiatives, including one outside France (in Germany) to equip a records processing center. The latter created 35 new jobs for handicapped individuals.

"So far, 80% of our projects have involved support for the disadvantaged," says Marie-Laure Buisson, one of the Foundation's four

fighters exclusion

permanent staffers. *“However, they’re all quite diverse, and I’m enthusiastic about the ingenuity shown by associations to help the unemployed.”* In Hérault, for instance, the

“Adding skills patronage to our financial sponsorship.”

Restos du cœur (soup kitchens) created a *“Jardin du cœur”*, which will train a dozen job-seekers or welfare recipients in vegetable gardening for a year. In Marseilles, the Fondation des apprentis d’Auteuil, an appren-

ticeship association, is offering 30 young people a chance to learn the construction trades at a full-scale building site/school: the renovation of a chapel. In Isère, Emmaüs is creating an industrial concern for unskilled female workers that will be able to process 200 tons a year of used clothing, some of which will be sold or shipped to Africa. In Gironde, the Arescoop association is dedicated to finding work for 10—soon to be 14—homeless people over the age of 40. They are receiving basic instruction in pruning and green space maintenance, while relearning basic work skills such as punctuality, budget management, etc.

► Projects supported

The Foundation has logged almost 450 requests for support since its launch in May 2004, two-thirds of them proposed by VE employees.

The board of directors and selection committee, which has already met 10 times, have approved funding for 157 projects: 51 to help the disadvantaged, 41 to promote job creation and 65 involving the environment and habitat. 95 of the projects are based in France and 62 in other countries.



Two hundred tons of clothing are salvaged and processed each year by Emmaüs.

▶ Volunteer to be a sponsor!

The Foundation's everyday team consists of four people. This means it relies on the energy of Veolia Environnement volunteers and the initiative of sponsors to keep it going. Indeed, in order to qualify for funding, all projects must be sponsored by one or more VE employees willing to act as liaison with the Foundation. Sponsors advise the project's initiator and monitor its progress. They can even do more if they feel an affinity for the cause. Many sponsors have shown great imagination in planning longer-term collaborations with partner associations. Regionally, a network of a hundred "ambassador" correspondents from VE's four divisions, is responsible for finding sponsors for proposals sent directly to the Foundation. Please let us know if you are interested. Contact: Fondation d'Entreprise Veolia Environnement
15, rue des Sablons - 75116 Paris
www.fondation.groupeve.com

... Next step: skills patronage

In support of these endeavors, the Foundation gives subsidies which range from 8,000 to 50,000 euros and which are invested in both material and intangible goods and services. Creating a training facility for

"The cornerstone of VE's patronage is the sponsorship of projects."

organic vegetable farming, for example, required renovating buildings to house its activities. The Veolia Environnement Foundation contributed 30,000 euros. The cornerstone of VE's patronage is the sponsorship of projects by one or more Veolia Environnement employees. "Sponsors are our representatives on the ground. They

help associations draft their proposals and monitor both their reliability and the responsible use of our funding," explains Marie-Laure Buisson. So far they have done a good job of serving as a bridge between the company and people needing assistance. About half the projects selected found their way to the Foundation through employees, who tapped into their personal networks. "Sponsors have shown an impressive willingness to get involved and donate their time. Many of them go far beyond their role as evaluators, which is very encouraging," stresses Dominique Boizeau, also in charge of the Foundation mission. Her few months of experience have taught her that associations are also very eager to tap into the expertise of VE employees. "They need IT, accounting and other kinds of advice. It's an avenue we'd like to expand in the future." Adding skills patronage to our financial sponsorship. ■

▶ Pascal Lerméchin's initiatives leap borders



On one side was Triade Électronique, an Onyx subsidiary specializing in recycling end-of-life electric and electronic equipment waste (EEEW). On the other, Ateliers sans frontières (ASF, or Workshops Without Borders), an association dedicated to social and job integration. After a successful experience recycling sports equipment, ASF was looking to branch out into the

information technology field.

Standing between the two, Pascal Lerméchin, director of Triade Électronique's Gonesse facility (Île-de-France), quickly spied a way the two could complement each other. "Our business is treating obsolete EEEW in France, in accordance with environmental standards and regulations. With ASF's help, we're going to be able to recycle some of the IT equipment collected and donate it to associations and NGOs in developing countries." By supplying it with a market, Triade gave

ASF a chance to create a lasting business and new jobs for the long-term unemployed.

Thanks to the Veolia Environnement corporate foundation and Pascal Lerméchin's sponsorship, ASF was awarded funding for a collection truck and equipment to test the functioning of computer screens. The company has now decided to use ASF to collect EEEW in Val-de-Marne. But there's more to

the story: "We suggest that our customers (town halls, regional councils, high schools, and major accounts such as banks, EDF-GDF—the Electric and Gas Company of France, etc.) treat their used or obsolete scrap and take the more recent hardware in for testing and reconditioning by ASF, so that it can be sent by an NGO to African countries. They have already responded

This project won the 2005 Social Initiative Trophy in the employment category, awarded by Henri Proglío on April 14, 2005.

positively. They're aware of the economic, environmental and social implications of our offer and—a key point—we guarantee the full traceability of the recycling, treatment and recovery process." Pascal Lerméchin finds "great personal satisfaction" in working with organizations to aid the jobless. "Triade Électronique's personnel in Gonesse are totally supportive of the project."



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