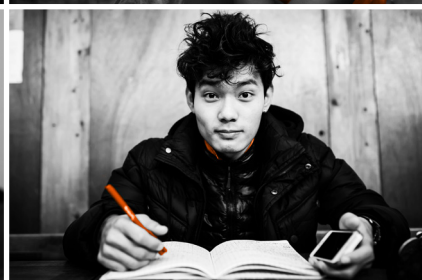
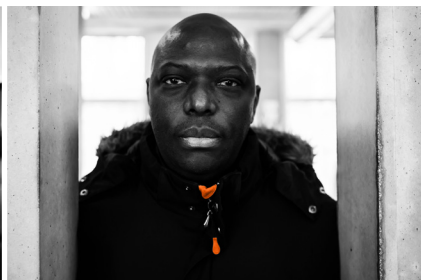


PRESS KIT

LIVING TOGETHER BETTER SOMFY CORPORATE FOUNDATION



LIVING TOGETHER BETTER: THE MISSION OF THE SOMFY FOUNDATION



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In choosing the fight for inadequate housing as its field of action, the Somfy Foundation was keen to focus its citizenship action on this urgent social issue, which resonates fully with Somfy's core business.

Since 2011, our Foundation has supported many initiatives undertaken and led by non-profit organizations in the field, which assist those deprived of decent housing.

Naturally, these projects that we try to help in the most practical and effective ways we can each have their own specific characteristics according to their respective motivations and aims, but they also converge in two aspects: their pursuit of the public interest and their desire to reinvent our world to make it better.

Far from being dreamers waiting to act, the non-profit organizations we meet are highly committed and strive with real urgency to generate compassion and mutual assistance at their own level, without losing hope when faced with the immensity of the task.

On a daily basis, the mission of the Somfy Foundation is to deliver financial support to charitable projects in France and nine other countries, and to involve the company's employees, who are keen to show their generosity and to put their skills to good use, thus embodying the Somfy Group's values of solidarity and mutual assistance.

”

Vincent Defrasne
Director of the Somfy Foundation



INADEQUATE HOUSING IN FRANCE...

15 million people living in highly precarious circumstances
3.8 million of these are homeless or have very poor housing
The number of people without a home increased
by around 50 % between 2001 and 2012¹

Faced with this challenge, the Somfy Foundation works closely with non-profit organizations and actors in the field who are working hard to give everyone the dignity they deserve by facilitating access to decent housing.

Taking housing as a key factor for living together better, the Somfy Foundation supports a range of initiatives that place this goal at the heart of their work.

The aim is to create day after day stronger social ties for a more balanced society.

FACILITATING ACCESS TO DECENT HOUSING AND STRENGTHENING SOCIAL TIES THROUGH LIVING ENVIRONMENTS

To meet the challenges of inadequate housing, the Somfy Foundation engages on a daily basis with non-profit organizations that work to provide access to decent housing and to create social ties between vulnerable people and society. This work is carried out through two main levers for action:

- **Financial support** to promote and work with projects around housing
- **Human support** through skills patronage and volunteering.

It is vital that these two levers for action are coordinated so that we can provide appropriate assistance that meets the needs of non-profit organizations.

The synergy between financial patronage and skills patronage is demonstrated in each of the Foundation's support programs:

- **A program to finance** projects and support non-profit organizations in their own regions: the Les Petites Pierres charity crowdfunding platform
- **An international program** of mutual assistance in collaboration with Somfy Group subsidiaries: A House is A Home

The **Somfy** Foundation initiates and supports simple, local actions that are rooted in local infrastructures in France or internationally. All of these actions fit closely with Somfy's core business, and involve the Group's employees.



THE SOMFY FOUNDATION IN ACTION

Financial patronage & skills patronage

Activating two programmes:



A HOUSE IS A HOME

LES PETITES PIERRES



THE POWER OF TWO COORDINATED LEVERS FOR ACTION

By working every day as closely as possible with the non-profit organizations, the Somfy Foundation embodies the company's values of mutual assistance and solidarity.

It uses two levers to make this happen:

- Financial patronage
- Skills patronage

Financial patronage enables projects to get off the ground, and directly assists those affected by inadequate housing.

The Somfy Foundation extended its long-term program in 2015 and has made at least €950,000 available over 3 years to support non-profit organizations.

The Somfy Foundation's second lever for action and support is the many Somfy employees who are willing to help non-profit organizations in 170 different skills areas.

Skills patronage is based on a simple approach: the Foundation canvasses the non-profit organizations' needs both in operational and strategic terms and proposes assignments to Somfy employees. The employees can then volunteer to help, within office hours.

This process is part of a skills philanthropy approach, which is a crucial vehicle for mutual assistance for the non-profit organizations as well as a way of motivating the company's employees and encouraging their commitment.

The key strength of the overall support provided by the Somfy Foundation lies in bringing these two complementary forms of patronage together within each of the Foundation's programs of support.

A few figures on patronage...

Financial patronage

Skills patronage





INTERNATIONAL ASSISTANCE: A HOUSE IS A HOME

Because it is important to be socially engaged in the countries in which Somfy is present, the Somfy Foundation also operates internationally.

Inadequate housing is a problem the world over. As an international company, Somfy is keen to make its own contribution to helping as many people as possible gain access to decent housing.

The A HOUSE IS A HOME program was launched in January 2015, initially focusing its activity on **France and Brazil** before expanding into new territories in 2016: **Germany, Spain, Belgium, Lebanon, Poland, China, United States and Australia.**





The A HOUSE IS A HOME program enables the subsidiaries to be involved alongside the Foundation. Each subsidiary identifies a non-profit organization with a project focused on decent housing, and provides it with financial patronage as well as skills patronage by involving its employees.

In 2016, 10 projects were supported locally by subsidiaries; here are a few examples:

- Renovating and expanding an emergency shelter in Germany,
- Creating a centre in France to provide shelter, help with social reintegration, and sales of goods for charity,
- Building two houses to accommodate young workers and homeless people in Spain and Belgium,
- Renovating homes for at-risk families in Brazil, to protect them from the mold, leaks and poor ventilation that can cause respiratory diseases,
- Improving reception infrastructures for refugees in Lebanon, and many more.
- ...

A CHARITY CROWDFUNDING PLATFORM: LES PETITES PIERRES



In response to the vast needs of those striving to tackle inadequate housing, the high cost of implementing the many charitable initiatives, and the isolation of the non-profit organizations themselves, the Somfy Foundation wanted to tailor its patronage policy towards helping project leaders find ways to increase effectiveness.



Inspired by participatory approaches, which have burgeoned thanks to the spread of the Internet, the Somfy Foundation decided to harness the power of online fundraising to create the first ever crowdfunding platform to facilitate access to decent housing:

lespetitespierres.org

This platform combines crowdfunding with funding from the Somfy Foundation and partner companies, the result being that every donation from site visitors is doubled: **a unique and very persuasive proposition.**

For many local projects with a funding requirement, organizations are struggling to find the budget they need. lespetitespierres.org was created to support these very concrete initiatives.

As well as raising finance for projects, Les Petites Pierres also provides support for the non-profit organizations both within their own environments and with their digital transformation. Indeed, Les Petites Pierres aims to make the non-profit organizations less isolated by teaching them how to approach the key stakeholders in their region for help. And every campaign is monitored by the Foundation's operational team, which guides the organization step by step towards embracing digital tools.

The Somfy Foundation has been tackling the problem of inadequate housing since 2011, and thanks to Les Petites Pierres we have managed to achieve far more than we originally set out to do.

For the first time in France, a corporate foundation is harnessing the power of crowdfunding to trigger a surge of generosity that anyone can be part of, thus revolutionizing the concept of calls for projects.

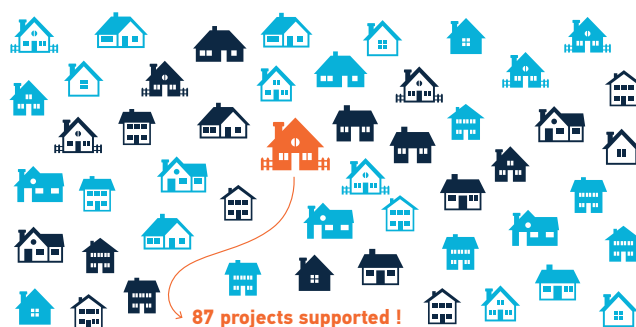


LES PETITES PIERRES, A VEHICLE FOR MOTIVATION AND EFFECTIVENESS



€1,150,000 collected

YOUR DONATIONS ARE DOUBLED!



87 projects supported

4,600
donors

MERCI

Find out more
lespetitespierres.org



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