




Changing society's attitude
towards seniors and acting
together to ensure their wellbeing



A photograph of an elderly couple smiling and embracing in a field of yellow flowers. The woman is on the left, wearing a red and white plaid shirt over a pink top. The man is on the right, wearing a blue button-down shirt and has a grey beard. They are both looking towards the camera with warm expressions. The background is a soft-focus field of yellow flowers under bright, natural light.

“Being actively involved
in the wellbeing of seniors now
and in the future, beyond
the sphere of business.”

**ON
SENIORS'
SIDE**
FOUNDATION

The logo for the On Seniors' Side Foundation. It features the text "ON SENIORS' SIDE" in a bold, sans-serif font, with "FOUNDATION" in a smaller font below it. To the right of the text is a stylized graphic of several dandelion seeds blowing away from a central point, with thin lines representing the stems and seeds.

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ON SENIORS' SIDE

**Seniors are our core purpose.
They motivate us to get up every morning
and they inspire and guide our actions
on a daily basis.**

Being **on the Seniors' Side** is also about being committed to the wellbeing of seniors above and beyond the confines of business. Our Foundation, which is financed by Damartex, is based on this commitment, which reflects the caring and sincere relationship between us and seniors, and is the sign of a sustainable commitment to the society of the future.

The "On Seniors' Side" Foundation has chosen to focus on three main areas:

- **Encouraging** seniors to be more active, to **improve** their wellbeing
- **Helping** seniors to be actively involved in society, and **encouraging** them to maintain intergenerational relationships
- **Ensuring** that seniors remain healthy in their own homes, and **supporting** care workers

This Foundation is your Foundation. You can get involved personally by supporting projects that matter to you, by sponsoring them or taking in part in the proposed initiatives.

I'm counting on you!


Patrick Seghin
CEO
The Damartex Group



➤ FOCUS 1



Encouraging seniors
to remain active, to improve
their wellbeing



If your grandparents are members of an association or club and are interested in taking part in such activities, why not support this type of initiative via the Foundation?

EXAMPLES

GREATER WELLBEING AND HAPPINESS

- Organising cultural outings for the benefit of seniors
- Organising tea dances and bingo events
- Learning to paint or draw

BETTER HEALTH

- Organising walks
- Promoting screening for cancer and degenerative diseases

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➔ FOCUS 2



Helping seniors to be actively involved in society and encouraging them to maintain intergenerational relationships

Are you passionate about such endeavours?

Would you like to be involved?

Then contact the Foundation...

EXAMPLES

FACILITATING POSITIVE INTERACTIONS

- Helping to create areas where seniors, students, single mothers and job seekers can meet, to encourage mutual assistance
- Promoting a service devoted to intergenerational home-sharing between seniors and students

OVERCOMING ISOLATION

- Encouraging seniors to get involved in associations
- Teaching seniors to use digital tools

ENCOURAGING SENIORS TO SHARE THEIR LIFE EXPERIENCES

- Creating spaces where seniors can help children in difficult circumstances with their homework

PROMOTING THE POSITION OF SENIORS

- Organising workshops in schools, to enable seniors to share their experience with children

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➤ FOCUS 3



Ensuring that people remain healthy in their own homes, and supporting helpers

Support the Foundation by contributing to its projects...

EXAMPLES

SAFELY STAYING IN ONE'S OWN HOME FOR LONGER

- Organising **afternoon tea** for seniors in your neighbourhood or elsewhere
- Setting up a **home delivery** food service

PREVENTING LOSS OF AUTONOMY AMONG SENIORS

- Encouraging people to eat a **well-balanced** and **properly-suited diet**
- Promoting the everyday use of **practical tools** in the home

ALLEVIATING THE MENTAL BURDEN OF HELPERS

- Organising **conferences** and **workshops** for helpers of seniors
- Recruiting **volunteers** to give respite to the spouses of people with Alzheimer's for a few hours a week
- Organising a **coffee break for helpers of seniors**

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HOW THE FOUNDATION WORKS

The principle of the Foundation is to provide financial support for existing associations. Any employee who has been with the company for over twelve months can put together a proposal related to the three areas of action identified by the Foundation. The suggested project can concern an association, an organisation devoted to mutual support or a student scheme.

PROPOSAL CONTENT

- A presentation of the association and its purpose
 - A description of the project submitted to the Foundation, specifying its theme
 - A covering letter written by the employee behind the request
 - A detailed budget plan
- Representatives will be available to help.

SELECTION CRITERIA

Proposals are selected by the Foundation's Steering Committee; that is its director and a correspondent from each BU. The committee convenes every three months to examine files and determine their admissibility. Among the criteria under study is the motivation of those representing the association and the sponsor*, the number of senior beneficiaries, the originality of the project, and the possibility of other employees taking part. The project must be completed within one year of the application being submitted.

FINANCING THE FOUNDATION

Damartex's yearly contribution is set at 1% of Damartex's profits, with a minimum overall contribution of €100,000.

SCOPE

The scope of initiatives and projects extends to the Group's marketing zones (France, Belgium, the UK and Germany) and Tunisia.

* The sponsor won't necessarily be the person implementing the project, which means that other employees working for the brand or other Group brands can also take part.

WHAT IS THE SPONSOR'S ROLE?

The sponsor is the Foundation's main contact in its communications with the sponsored association. He/she promotes it among his/her colleagues and management, to encourage as many employees as possible to get involved in the proposed initiatives, or to think about new opportunities for its development.

The sponsor makes a commitment to monitor a project throughout its lifespan and write regular reports on its progress. Should the Foundation experience any difficulties during its implementation, or should the sponsor discover that money is being misappropriated, he/she must inform the Foundation immediately.



Joséphine Biernacki

**MANAGER OF THE
"ON SENIORS' SIDE" FOUNDATION**

What is your role within the Foundation?

My role consists in managing the Foundation, by which I mean coordinating and helping to implement all the various initiatives we support.

Why did you accept it?

After several years in textile purchasing, and visiting countless factories on the other side of the world, I realised that I am very lucky to have been born on the right side of the wealth divide. I needed to add a more responsible and human dimension to my job as I have a real need for meaning, humanity and greater responsibility. That's why I accepted the opportunity to become the Group's corporate responsibility manager in 2015 and why I've been supporting the Foundation since it was set up. As far as I'm concerned, the "On Seniors' Side" Foundation is a logical extension of our activities, and I believe it's a fantastic mechanism for fostering motivation, pride and meaning, and for creating synergies between us all.

In what way are the Group's colleagues concerned?

The "On Seniors' Side" Foundation is aimed at all Damartex colleagues, regardless of their culture and jobs. It gives them the opportunity to get involved in a project devoted to seniors, and maintain the consideration, respect, empathy and passion that underpin our brands' values.

What role can they play within the "On Seniors' Side" Foundation?

They can suggest ideas for projects, the names of association they would like to support, or they can sponsor a project, make financial contributions and volunteer their skills. We also need correspondents in our Business Units. Any colleagues who want to contribute to the history of the Foundation and help put a smile on the faces of seniors are welcome.

“The 'On Seniors' Side' Foundation gives meaning to people's lives. They are proud to belong to such a strongly committed and responsible Group.”

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