



**ACTIVITY
REPORT**

2020



**ON
SENIORS'
SIDE**



“SENIORS ARE OUR RAISON D'ÊTRE. IT IS FOR THEM THAT WE GET UP EVERY MORNING. THEY ARE THE ONES WHO INSPIRE US AND GUIDE OUR DAILY ACTIONS.

”



PATRICK SEGHIN

PRÉSIDENT

DAMARTEX GROUP

In this period of pandemic, seniors have been and are still particularly affected. They are not only the first victims of Covid-19, but also the first to suffer from the feeling of loneliness and isolation, caused by confinement or social distancing. In this context, the raison d'être of the "On Seniors' Side" Foundation takes on its full meaning: our commitment goes beyond business for the well-being of seniors.

The On Seniors' Side Foundation has chosen to invest in three areas identified as fields of action for the benefit of seniors:

- Encouraging the activity of seniors to improve their well-being,
- Helping seniors to become involved in society and encouraging intergenerational social ties,
- Promote the maintenance of good health at home and accompany caregivers.

This second year was rich in projects, meetings and sharing, but also marked by the health crisis. As a result, the Board of Directors met only once during the year; and 3 meetings with the Steering Committee were organized .

We are proud to present this activity report. I truly hope that our Foundation will be an opportunity for our 3,200 employees to make a strong commitment to seniors.



**COMMIT BEYOND BUSINESS
FOR THE WELL-BEING OF
TODAY'S AND TOMORROW'S
SENIOR CITIZENS**

OUR SOLIDARITY ACTIONS

Faced with the Covid-19 crisis and the risk of isolation of the elderly, the On Seniors' Side Foundation but also all the employees of the Damartex Group have committed themselves. A look back at the various initiatives implemented.



Phone calls

On the advice of Anne-Marie Durocher, member of the Foundation's board of directors and founding president of the ALMA Nord Pas-de-Calais association against elder abuse, it was decided to organize telephone calls to Damart clients. The guide "Let's Keep in Touch" was written to help volunteer staff members to get in touch with clients over 75 years of age. The objective was to create social links. Each staff member involved had to offer them an exchange of about twenty minutes maximum, to check up on them, so that they feel less alone and know that someone is thinking about them.

As a result, approximately 400 calls were made thanks to 75 volunteers.

This initiative was greatly appreciated by the employees involved, here are some of their testimonials.

"Solidarity: Call for clients.

For those who know me a little bit, it's really hard to get out of my comfort zone ;) but I had the chance to talk with Micheline, Yvonne and Carmen to inquire about their well being during the confinement.

All of them without exception find the initiative top " ah it's not everyone who does this " ! They even ask about us."

- **Guillaume**

"My first call was a bit stressful, I was hesitant and insecure. Then I became more confident. People were all happy to have someone to talk to. We talked about the garden, the weather and containment. This helps them to put things into perspective. A small parenthesis offered to our clients with a return always gratifying."

- **Sandrine**

"It's true that it's an effort to pick up the phone, but one is rewarded by these warm and touching exchanges." - **Agathe**

On the client side, the feedback has been very positive.

"Finally I realized I needed to talk." - **Marie**

"Thank you very much for your kindness, it feels good." - **Marie-Thérèse**

"Thank you for this ray of sunshine in my day." **Marie-Claude**

"A mail order company that takes the trouble to call its customers to ask for news; I think that's great! » - **Régine**



This project of telephone calls allowed both within the Foundation's bodies and among employees to reflect on the text below on the place that we give to our seniors in society.

*Quand je te demande d'être écouté
Quand je te demande de m'écouter et que tu commences
à me donner des conseils, je ne me sens pas entendu.
Quand je
te demande de m'écouter et que tu me poses des
questions,
quand tu argumentes, quand tu tentes de m'expliquer ce
que je
ressens ou ne devrais pas ressentir, je me sens agressé.
Quand je te demande de m'écouter et que tu
t'empares de ce que je dis pour tenter de résoudre
ce que tu crois être mon problème,
aussi étrange que cela puisse paraître,
je me sens encore plus en perte.
Quand je te demande ton écoute, je te demande d'être
là,
au présent, dans cet instant si fragile où je me cherche
dans une parole
parfois maladroite, inquiétante, injuste ou chaotique. J'ai
besoin de ton oreille, de ta tolérance, de ta patience
pour me dire au plus difficile comme au plus léger. Oui*

*simplement m'écouter... sans excusation ou accusation,
sans dépossession de, ma parole.*

*Écoute, écoute-moi. Tout ce que je te demande c'est de
m'écouter.*

*Au plus proche de moi. Simplement accueillir ce que je
tente de dire.*

....

Quand je me sens écouté, je peux enfin m'entendre.

Quand je me sens écouté, je peux entrer en reliance.

*Etablir des ponts, des passerelles incertaines
entre mon histoire et mes histoires.*

*Relier des événements, des situations, des rencontres ou
des émotions*

pour en faire la trame de mes interrogations.

Pour tisser ainsi l'écoute de ma vie.

Oui ton écoute est passionnante.

S'il te plaît écoute et entends-moi.

*Et si tu veux parler à ton tour, attends juste un instant
que je puisse terminer et je t'écouterai à mon tour,
mieux, surtout si je me suis senti entendu dans cet
espace de moi, plus ouvert à toi.*

Extrait de « Lettres à l'intime de soi »

Dr Jacques Salomé

Psychologue, écrivain, poète



Initiatives with the support of the association "Les Blouses Roses".

In collaboration with Le Comptoir de L'Hirondelle, weekly emails were sent to medical establishments in the Lille metropolitan area. The association Les Blouses Roses has passed on these small attentions from employees and their children to its entire national network. Residents received mail, drawings, paintings, photos and even children's songs to help them ease their daily lives.

A total of about fifty letters were sent.



In order to compensate for the suspension of the therapeutic planters in partnership with the association Les Blouses Roses, the Sedagyl and Delaby teams provided sports equipment (pedalboards, steppers) so that the seniors of the "Les Bateliers" hospital in Lille could have the opportunity to practice a sports activity in their room.



Message of thanks from the Gerontology Department

"We received your donation in the form of 7 steppers.

The entire staff of the Geriatric Hospital "Les Bateliers" joins me in thanking you for your generosity.

Your donation goes straight to the hearts of our Hospice residents and our LTCU patients and helps brighten their daily lives during this period of confinement. »

✓ **Intra-company challenge at Damart UK**

Following the cancellation of the London Marathon, a major charity fundraising event, the "2.6 Challenge" was set up to make up for this shortfall.

In Bingley, Damartex UK employees mobilized to organize a fundraising event to support one of the three national charities: The Silver Line, Heart Research UK and Breast Cancer Now.

Launched on April 27th, the Damart UK 2.6 Challenge lasted throughout the month of May.

In total, between 30 and 40 employees took up the challenge and raised over £406.

#TwoPointSixChallenge

Here are some of our Damart Heroes who have already taken the #twopointsixchallenge

26 Minute Spin Session

2.6km on the cross-trainer

A 2.6 minute 'plank'

2.6mile Run

... What will you do?

We have already raised over £100 in just 3 days! Keep nominating and donating!

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OUR FIELDS OF ACTION

AXIS 1

Encouraging the activity of seniors to improve their well-being

MORE WELL-BEING AND HAPPINESS

- * Propose cultural outings
- * Organize teas, gardening sessions and music concerts
- * Entrusting an animal to isolated seniors

BETTER HEALTH

- * Organize walks
- * Encouraging the practice of sports activities



AXIS 2

Encouraging intergenerational bonding

FACILITATE CONVIVIALITY AND BREAK ISOLATION

- * Participate in the creation of places welcoming seniors, students and caregivers.
- * Encouraging the involvement of seniors in associations

PROMOTE THE TRANSMISSION OF KNOWLEDGE AND THE PLACE OF SENIORS

- * Training in digital tools
- * Create spaces for seniors to exchange with younger generations.
- * Organize workshops to improve seniors' vision of society.



AXIS 3

Accompanying caregivers

BETTER LIVING AT HOME AND PREVENTING LOSS OF AUTONOMY

- * Organize meals with senior neighbors in neighbourhoods or elsewhere
- * Promote a balanced and adapted diet
- * Promote the use of practical tools in the home on a daily basis

RELIEVING THE MENTAL HEALTH OF CAREGIVERS

- * Organize conferences or workshops for caregivers
- * Gather volunteers to relieve them for a few hours in adapted reception areas.



OUR KEY FIGURES

1 MISSION

3 AXIS



AXIS 1

10 PROJECTS

26 829€

AXIS 2

6 PROJECTS

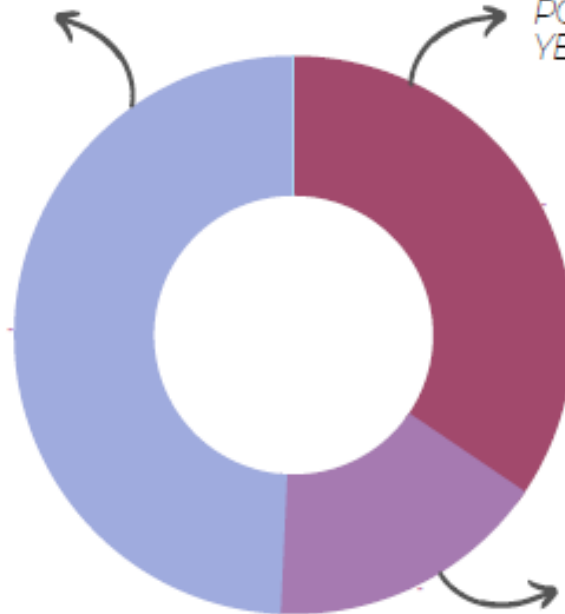
23 329€

AXIS 3

2 PROJECTS

21 500€

70 000€
REDISTRIBUTED TO
ASSOCIATIONS



33 000€
POSTPONED TO NEXT
YEAR

10 000€
OPERATING COSTS

ON A BUDGET OF

113 000€

70 COMMITTED
EMPLOYEES

18 PROJECTS
SPREAD ACCROSS
5 COUNTRIES



9081 SEEN ON THE FOUNDATION'S
WEBSITE

2 777

**BENEFICIAIRIES
IN ONE YEAR**

- 53%** ISOLATED PEOPLE
- 24%** RESIDENTS IN EHPAD
- 13%** SICK PEOPLE
- 6%** HELPERS
- 4%** PEOPLE IN PRECARIOUS SITUATIONS





SUPPORTED PROJECTS IN FRANCE



Les Blouses Roses is an association whose mission is to entertain hospitalized patients of all ages with fun, creative or artistic activities.

Therapeutic garden

Creation of the therapeutic garden of the geriatric hospital "Les Bateliers" (Lille) by bringing 4 blocks of plants on wheels to create a warm atmosphere within the structure. Restoring well-being, creating social links for the 230 elderly and often isolated residents.

Sponsor : Agathe Bastien



Les Sans Souci is a club for the elderly which aims to promote all forms of cultural and leisure activities in Charmes Sur Rhône.

Computer training

Financing of a video projector to organize computer training for seniors. Following this training, the members will master the computer tools, Internet, emails...

Sponsor : Catherine Baujoin

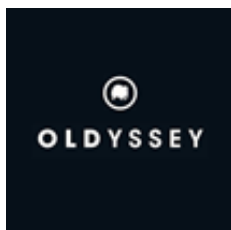


Un Toit à Partager is an association that offers students accommodation with senior citizens for a modest rent and a few daily services.

The Springtime of Intergeneration

Creation of a booklet of initiatives and best practices in favor of seniors, implemented by the Hauts-de-France, on the occasion of the Printemps de l'Intergénération.

Sponsor: Hélène Ysebaet



Oldyssey is an association that aims to promote social innovation in the service of ageing well. To do this, the association seeks to change the way seniors are viewed, to raise awareness about aging, to promote the best initiatives and to encourage action in France.

Older people from around the world

Testimony and collection of best practices to improve seniors' vision of society. Meeting of communities of seniors and distribution of video and written content to show that retirement is not synonymous with loss of meaning, isolation and loneliness.

Sponsor: Chloé Dequeker



Repas part'âges is an association that aims to break the isolation of seniors through a friendly and balanced meal. Organized in gîtes, residences or EHPAD, these events bring seniors together to cook and eat together.

Meals part'ages

Organization of meals allowing seniors from seniors' residences to share gourmet, balanced and convivial meals. Beyond these warm moments, the volunteers develop a sense of usefulness.

Sponsor: Agathe Leurent



ICIELA is an association of Roubaix whose objective is to create social links. To carry out their mission, the association relies on two social centers that welcome all generations in order to listen to their needs and transform them into activities and services.

Digibike

Financing of a connected scooter that travels in the neighborhoods of Roubaix to introduce the elderly to computers. This project helps to fight against electronic illiteracy and isolation.

Sponsor : Pauline Galland



Center Feron-Vrau is an association that accompanies heavily dependent elderly people and their families, from home to the end of life.

The parenthesis

Creation of a reception area allowing the practice of a sports or resourcing activity for all, regardless of age or loss of autonomy.

Sponsor : Marion Pluchart

SUPPORTED PROJECTS IN GERMANY



PANUBA is an association whose objective is to create social bonds around animals for children and seniors or to promote intergenerational links by mixing these two types of public.

Circus tent

Financing of a circus tent to organize activities and welcome seniors regularly.

Sponsor: Ute Fahrnich



Les petits frères des Pauvres is an association committed to ensuring that each of our seniors can live life to the fullest by maintaining the social ties essential to their well-being and serenity.

Isolation Eldery people

Organization of a trip allowing these isolated elderly people to enjoy an afternoon in the Cologne area.

Sponsor: Vera Funk



PROJECT SUPPORTED IN TUNISIA

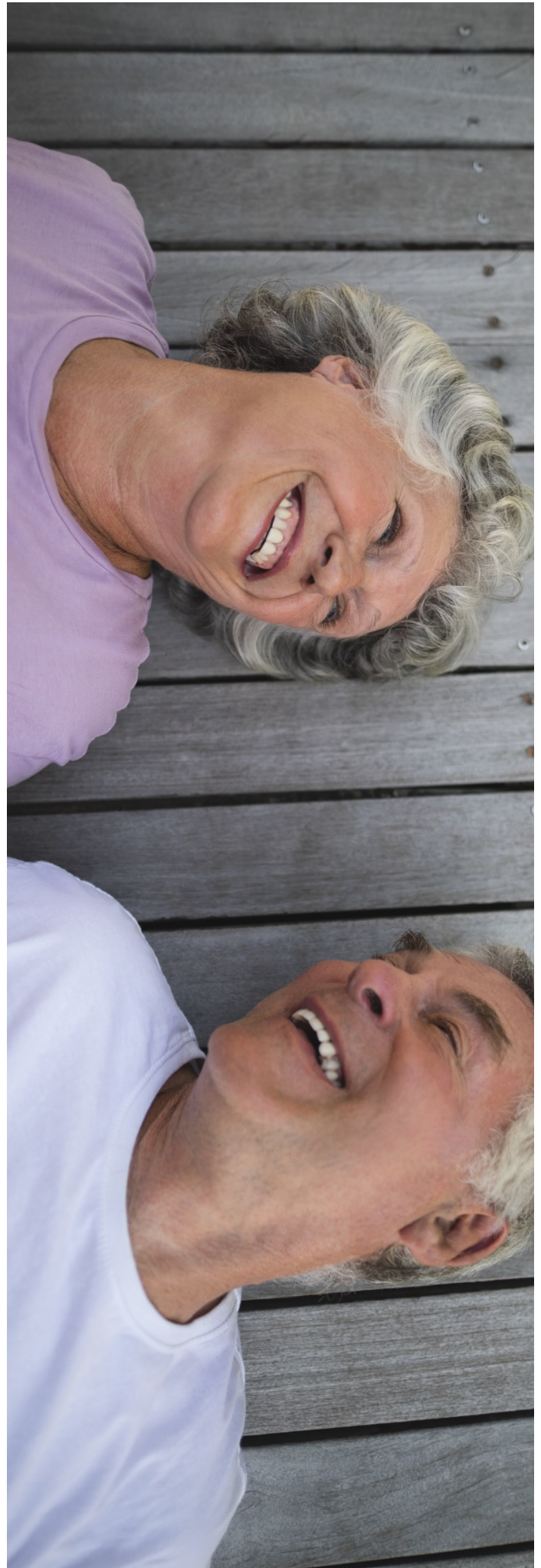


CPPA ZAGHOUAN is an association for the protection of the elderly of Zaghuan. It aims to accompany seniors in the best conditions.

Stroll in group

Organization of an outing for seniors accompanied by an animation and a meal.

Sponsor : Sihem Madani



PROJECTS SUPPORTED IN ENGLAND



Stansted Day Centre is an association that supports seniors by serving them delicious hot meals to share in a social center that works to socialise them. The association also helps them to get around.

Feel Good Friday

Organization of lunches offered at half price to all participants each week. This initiative will make meals more affordable and encourage more seniors to attend the center.

Sponsor: Sarah Mercer



Re-engage is a charity that organizes regular small group events for people over 75 years of age. Many are alone and Re-engage gives them the opportunity to have fun and meet new people.

Re-engage with Coopers

Organization of tea parties at Coopers, once a month for one year.

Sponsor : Sally Day



Herts Musical Memories is an association that offers singing sessions. These moments of sharing are both fun and therapeutic for people with dementia. It helps to create more bonds with caregivers.

Sponsor a Chair

Funding for chairs to allow more seniors to participate in the group.

Sponsor : Cathryn Carpenter



Isabel Hospice is an association that encourages elderly people to leave their homes and interact within society, helping them not to feel alone.

Isabel Hospice 'Seniors Group'

Gathering of bereaved seniors in the local community to fight isolation by organizing outings.

Sponsor : Marrion Heard



Burwell day centre is an association that provides hot and freshly cooked meals in addition to daily entertainment to the city's senior residents.

The Monthly Monday meal

Organization of a free hot meal for seniors living in the town of Burwell every first Monday of each month.

Sponsor : Sarah Mercer



PROJECTS SUPPORTED IN BELGIUM



Jamais Seuls is an association that makes seniors more responsible by entrusting them with an animal from the SPA. It tends to avoid as much as possible that old dogs and cats end their life in a cage because they cannot find adopters.

Never Alone

Organizing the adoption of elderly dogs and cats by lonely seniors. This action helps to break the loneliness and distress of each person.

Sponsor: Kevin Sonnevile



Fedos VZW is a socio-cultural association that organizes, promotes and encourages all kinds of campaigns to promote seniors. It also represents the interests of all senior citizens, mainly with a view to their participation and full integration into society.

Viet Het Leven

Accompaniment of seniors to enable them to attend cultural events and share with a volunteer. This helps to break the loneliness among seniors through active cultural participation.

Sponsor : Daisy Lagae



Vzw wzc Sint Coleta is an association that aims to increase intergenerational bonding by leading a choir for people with dementia and their caregivers as well as children from a nearby elementary school.

Koor Noebliempa

Organization of an intergenerational choir to bring together Alzheimer's patients and children.

Sponsor : Tine Naessens



OUR HIGHLIGHTS



Fight against the isolation of seniors by **strengthening social ties**.

Every month, the members of the **Isabel Hospice** association get together during the "Seniors Group" to share a moment of conviviality over a cup of tea.

***Marrion Heard** was keen to support this association which brings together senior widowers from the local community.*

"I had the privilege of meeting a group of seniors at an afternoon tea. I left feeling useful: I could really help.

I speak with the group every day and I think that this small action actually has a huge and positive impact on them. »



An outing on the banks of the Rhine was organized with the association **Les Petits Frères des Pauvres**, which fights against the isolation of seniors.



*As sponsor, **Vera Funk** supports this association to highlight the work of the volunteers.*

"I wished to propose this project because I think that the help brought by the volunteers is very important and that it is necessary to speak about it.

We all know the loneliness of elderly people and when they start to become immobile, it's even worse. In addition, I have had my own experiences organizing outings with my mother. This would not have been possible without a car and individual assistance. »



Accompanying seniors on a daily basis by offering them an adapted program.

Every Monday morning, the gym at Damart's premises in Roubaix is open to members of the **Siel Bleu** association, allowing them to carry out adapted physical activity sessions.

A member of the association for about ten years, **Marjorie Delespierre** approached **Antonella Dupont** to submit this project to the Foundation On Seniors' Side.

"For them it is a real pleasure to see each other, to talk, to meet up and then to do some physical activity. Every Monday morning I start the week with them and it boosts me for the rest of the week! It's just happiness! »



The financing of the "Digibike" scooter in partnership with the Roubaix-based association **ICIELA** will enable seniors in EHPAD to benefit from training in computer tools.



Amandine, director of the association, shares with us the genesis of the project.

"An unexpected meeting ... and yet everything brought us together.

A territory, listening, energy, men and women... solidarity, a fierce desire to move the world forward...and then an idea: the Digibike was born."



Contributing to **healthy aging** by providing support to frail people.

The financing of a "musical chair" enables the seniors of the **Alter-und Krankenpflegerver** association to enjoy a relaxing sound massage that relieves pain and gives energy.

Sponsor of the association, **Vera Funk** testifies to the benefits provided by this project. The small plus is that it is also used by the caregivers who use it during their breaks.

"I am delighted to have had the opportunity to support this project. The Klangliege helps seniors to relax. For example for people with Parkinson's disease it reduces spasms. »



The financing of planter boxes accessible to people with reduced mobility has made it possible to update the therapeutic garden at the "Les Bateliers" geriatric hospital. The gardening sessions were organized by the association **Les Blouses Roses**.



The sponsor of the project, **Agathe Bastien**, got to know the association through a friend. Concerned and sensitive to the association's actions towards sick people who are often immobilized in hospital for long periods, she proposed this project to the Foundation.

"Bringing nature and its benefits to the hospital, bringing moments of joy: this superb project with multiple virtues is full of meaning and values shared by On Seniors' Side.

I am extremely happy to be able, thanks to the Foundation, to accompany the action of the volunteers and the association joins me in saying a big THANK YOU! »



Animator at the hospital Les Bateliers, **Antoine** shares his opinion on the project.

"We installed two planters in a small therapeutic garden located in the LTCU and two in the large therapeutic garden used by the residents of EHPAD and LTCU.

These planters are very popular with wheelchair users because they are adapted to their height. In view of the particular year, we did not put any vegetables in them this year but only flowers, which the residents enjoyed tending throughout the summer. »

THE ROLE OF THE SPONSOR

✓ Each project must be led by a sponsor, current or former employee of the Damartex Group.

He has an ambassadorial role:

- * Being the link between the association and the Foundation
- * Always be aware of the progress of the project, and ensure the proper use of funds
- * Report regularly to the Foundation's representative in the BU
- * Represent and promote the Foundation within the association



GOVERNANCE



THE BOARD OF DIRECTORS

The Board of Directors of the Foundation is composed of 9 members, 5 members internal to the Damartex Group representing the Founders, and 4 qualified external members with expertise or experience in the senior citizens sector or charity work:

Marie Despature: Country manager at Muzéo and member of the Supervisory Board of Damartex and Somfy.

Anne-Marie Durocher: Founding President of the ALMA Nord Pas-de-Calais association against elder abuse, Founding Member and Honorary President of the Société Septentrionale de Gérontologie Clinique.

Catherine Miran: Founder and Director of the Catherine Miran PR Agency.

Axel Gosseries: FNRS Research Master based at the Chaine Hoover d'éthique économique et sociale de Louvain.

The Board of Directors meets twice a year and aims to :

- * Ensure the execution of the Foundation's mission and the implementation of the program defined within the 3 axes.
- * Define the strategic choices and the major orientations.
- * Vote the budget and validate the accounts.
- * Affirm and uphold the Foundation's commitment and values.



THE STEERING COMMITTEE

The Steering Committee of the Foundation is composed of 7 members, including at least one correspondent per country, and the Director of the Foundation. The committee meets four times a year, and the correspondents aim to :

- * Examine the files submitted by the collaborators.
- * Select projects that meet the values of the Foundation.
- * Support the sponsors in their actions within the associations.
- * Be the privileged contact for employees who wish to get involved in the Foundation.



“ THE FOUNDATION ON SENIORS' SIDE IS A VECTOR OF MEANING. IT GENERATES REAL PRIDE IN BELONGING TO A COMMITTED AND RESPONSIBLE GROUP. ”

JOSÉPHINE BIERNACKI

DIRECTOR OF THE FOUNDATION

ON SENIORS' SIDE

We created the Foundation a little less than 2 years ago and since then we have supported 39 projects for about 3000 beneficiaries. These projects are proposed to the Steering Committee by employees from all the group's subsidiaries. They are projects in which employees are truly involved and which are close to their hearts.

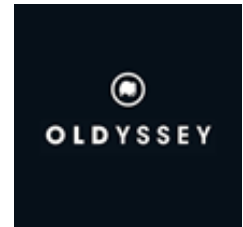
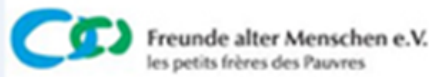
I would like to extend a huge thank you to all the Foundation's stakeholders, whether sponsors, members of the Steering Committee and the Board of Directors or associations, for their involvement in the life of the Foundation. We owe this very positive assessment of the past year and the previous one to all these actors.

When we created the Foundation, we could have imagined providing a little support, humanity, help and solidarity, but what we did not anticipate was the mirror effect that this would have. We receive as much as we give, if not more. This testimony received from many project sponsors is a reflection of the meaning that the Foundation takes internally. We have particularly felt this during this very special year. The current crisis has indeed amplified the isolation and loneliness of the elderly. Above all, it has brought to light the difficulty for these people, most often unconnected, to maintain social ties. This is why we wanted to set up, during the confinement, an action of solidarity calls with our volunteer employees.

This problem of the isolation of seniors and how to remedy it, particularly through intergenerational ties, is very close to our hearts. This is why we have decided to make it a priority for the coming year. We will not deal with this problem alone, but by acting collectively: associations, Foundation staff, beneficiaries, volunteers, etc., we will achieve results. So if you would like to write a little piece of the history of the On Seniors' Side Foundation with us, to fight against loneliness and isolation, to promote intergenerational links, I invite you to join us. Whether you are a Damartex employee, an association, a volunteer, a student or a project leader, contact us!



THANK YOU





**ON
SENIORS'
SIDE**
FOUNDATION

