Bralima’s Foundation investing in the well-being of the population
Bralima’s Foundation investing in the well-being of the population
Who are we?

• Bralima is part of the Heineken international Group which is operating in 148 countries.

• Bralima Foundation was established with the main goal to contribute towards the development of the country where the company is operating.

• To achieve this objective, we are developing a lot of different social activities that improve the social life and conditions of the local population.

• We try our best to contribute to the well-being of the population, as much as we can.

• Bralima’s Foundation investments aim to achieve positive social, environmental and economic impact on the population.
Bralima’s Foundation investing in the well-being of the population

What is the Bralima’s Foundation?

• The Bralima’s Foundation was created in 2007 and is managed by Mr. Hans van Mameren as President & Mrs. Mabunda as Vice-President.

• The foundation is operational all over the country, including locations where the company does not have branches. We have 6 branches in different region of the country (North, South, West, East).

• In order to be totally dedicated to the well – being of the population, the Foundation has chozen to work in 4 fields:
  → Basic literacy education (read & write)
  → Education and skills development & capacity building
  → Health
  → The environment, including agriculture
Bralima’s Foundation investing in the well-being of the population

The Foundation all over the country

- The foundation is operational in all the places where we have our production sites but also in other locations:
  - Kinshasa
  - Boma
  - Mbandaka
  - Kisangani
  - Bukavu
  - Lubumbashi
How does the Foundation work?

• On a regular basis, we receive letters from various people asking for help and collaboration. We select those letters that match our objectives, and we approach the applicants to know more and discuss further. We are involved in basic literacy education and training of various schools at different levels of development: very rural poor schools facing a disaster situation compared to better schools, and we are able to help maintain a certain level despite the difficult environment and the economic crisis. Most of these schools require rehabilitation of their buildings.

• We first do a field visit to make sure that these schools exist and are located in accessible place. We discuss with them to have a better understanding of the way they operate and to find out what their needs are. Then we do some proposals to assist them in the best manner.
Bralima’s Foundation investing in the well-being of the population

- Before starting the construction we consult our team of engineers and go with them on a field visit to allow them to come back with proposals and price quotations.

- The engineers must provide a very detailed quotation and always attach a construction schedule which will attest the credibility of their offers. This will be useful to analyze the different quotation and also compare with the market price.

- We do indepth project analysis, we do verify the prices, challenge them and negotiate discount as much as we can. This discount will help us to save some money and then do more projects + assist more people.

- We compare all the proposals and select the best offer in terms of price and quality.
Quality control of the Foundation’s work!

**Serious work, tracking and follow up!**

- We insist on a valuable and credible quotations (detailed with superficie, price per unit, grand total)

- Quotations will not be accepted if not attached with a detailed schedule including deadline. The Foundation is controlling and tracking to guarantee a deadline from 30 to 45 days.

- The money is paid to the engineers in tranches, according to the construction’s development and this will be related to the planning. All this will be monitored by the Foundation on a weekly basis during field visits.

- There is a signed agreement between the engineer and the school.

- During the construction process, the school must provide the engineer a place to stock all the material. This space should be provided with lockers and must be very secure.
Bralima’s Foundation investing in the well-being of the population

• In case of loss or problems due to carelessness, the construction will immediately be stopped and the school will be obliged to reimburse the money invested + a penalty fee (up to 30% of the amount invested). This will be mentioned in a contract and signed before starting the construction.

• The foundation will provide a building site agenda/diary before starting the project. This building site diary will be provided by the Foundation when signing the purchase order.

• Indeed before starting construction and giving funds a purchase order will be signed between the Foundation and the engineer.

• An update of the building site diary must be done on a regular basis related to the development of the project and must include both signature (engineer together with school).

• The material will be taken out of the stock room through the building site book/diary and only with the signature and presence of both parties: school and the engineer.
Bralima’s Foundation investing in the well-being of the population

• The material taking out, the development of the construction and the planning signed and agreed must be closely connected. All this will be checked during field visits.

• 1st part of the money will be dedicated to the purchase of material.

• Deadline of 48 hrs between receipt of the money and delivery of the material to the construction side.

• The engineer will sign a document attesting the receipt of fund’s at the different stages of the construction’s development.

• We take pictures at the different stages of the development and every time we go on field visit. We carefully track the development of the construction.

• At the end of the project, during the inauguration, we will sign an agreement between the Foundation and the School to block the amount of the school fees during at least 1 year. Indeed, we would like to avoid an increase in school fees which would result in excluding those who cannot afford to pay more.
Bralima’s Foundation investing in the well-being of the population

Teaching the population to read and write

- For those who didn’t have the chance to learn at the early stage of their life, the Foundation is investing in learning and vocational centres. In these centres they can learn and they will also have the opportunity to learn a profession to get some revenue.
Bralima’s Foundation investing in the well-being of the population

Providing education for children

From generation to generation, education allows to gain enough cultural level to develop personality and have social integration.
Bralima’s Foundation investing in the well-being of the population

Foundation & Rehabilitation

Before the rehabilitation

Same school, after rehabilitation

The school before the intervention of the Bralima’s Foundation

Same school, after the Foundation’s support. This is not a dream! We are doing our best to make people happy and to help.
Bralima’s Foundation investing in the well-being of the population

Inauguration of St Jozef Kermaria’s centre

The elders students not only learn to read and write but they also learn a vocation/profession that will help them to generate some income.
Bralima’s Foundation investing in the well-being of the population

Ecole Luango computers donation

When giving school’s donations, the Foundation is really concerned about IT equipment which is very important for a good education and a better future.
Bralima’s Foundation investing in the well-being of the population

Naina’s Institute sew machines, computer, tables and chairs donation

This material will help the students of the technical division to learn a profession. The clothes will be sale and generate some funds to pay their school fee.
Bralima’s Foundation investing in the well-being of the population

Social help

The Foundation does not forget the orphans especially not during Christmas

Kintambo’s Orphanage
Health

The Foundation is also involved in the health field. The Foundation wish to develop an appropriate and favorable environment in hospital. She aims to facilitate the access to health and reduce the gap between the poor people and the others.
Bralima’s Foundation investing in the well-being of the population

Environment
Bralima’s Foundation and its Rice Project

• Rice is one of the main raw materials needed for the production of some of our products.

• Willing to contribute to the economic and agricultural development of the country, in 2004, the company decided to buy rice locally instead of importing from abroad.

• To be able to do so, Bralima invested in rice cultivation and rehabilitation of farms.

• The foundation was not only involved in rehabilitation but has also invested in equipment, raw materials, trucks, motobikes, etc...
Bralima’s Foundation investing in the well-being of the population

Bralima to the rescue of agriculture

• Bralima is located in almost all the different main regions of the country and the Foundation has the full support of Heineken Headquarters for the rice project and social activities.

• This corresponds to the Heineken millenium objectives including the reduction of poverty. Agriculture is a good channel to be able to reach this objective.

• This project started in the northern part of the country and is actually spread out all over the country where Bralima’s has production activities.

• In the beginning this project was planned for only 2 regions: Equateur (North) and Bas – Congo (South).

• Today the project covers about 10 different regions: Bas-Congo, Equateur, Kinshasa, Bandundu, la Province Orientale, South Kivu, North Kivu, Maniema and Katanga.
Bralima’s Foundation investing in the well-being of the population

The rice project and the millenium objectives

Heineken Millenium Objectives

The millenium objectives are:
→ Poverty reduction;
→ To guarantee enough food;
→ Social assistance;
→ Education support, etc.

In Congo DRC it’s the rice project which has been selected with the objective of restarting rice cultivation in order to reduce poverty in rural areas, bringing a descent revenue to farmers and to guarantee enough and sufficient food to the population.
Bralima’s Foundation investing in the well-being of the population

Rice project in partnership with the community

- Through the Foundation, the farmers benefit not only from rice culture rehabilitation but they also receive training support with new semences, social activities such as schools for their children, health centre, tools, etc...

- In its contribution of the country social and economical development, with the Foundation, Bralima also contributes to the improvement of education through school rehabilitation, creation of learning centres, and health centres

- The goal of this agricultural support is also to influence people to go back to agriculture and leave the cities to focus on agriculture in rural areas. This will improve living conditions for the people.
Bralima’s Foundation investing in the well-being of the population

Rice Project - some pictures
Bralima’s Foundation investing in the well-being of the population

**Water treatment Plant**

Concerned with the environment, Bralima invests in a water treatment plant cleaning used water.

Before the end of the year 2012, all Heineken’s manufactures will be equipped with a water treatment plant.
Bralima’s Foundation investing in the well-being of the population

Kinshasa Water Treatment Plant

Bralima, Kinshasa
Thank you to all of you for your attention whilst reading this brochure.
See you soon!
« There is a lot to do to contribute to the social development of people. Bralima’s Foundation is working very hard and is investing in the well-being of the population through various actions. We invite other development agencies and donors to proceed and join us in this development project. There is a lot we can do to improve people living conditions and contribute to the well-being. You are most welcome! »