

# The Newsletter

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FMCC, Kyrgyzstan

GRAMEEN CRÉDIT AGRICOLE  
FOUNDATION

[www.gca-foundation.org](http://www.gca-foundation.org)

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### THE FOUNDATION'S KEY FIGURES AS OF MARCH 2020

#### ACTIVITY

39

COUNTRIES



101.3M€

OUTSTANDING  
PORTFOLIO



46%

PORTFOLIO  
in fragile countries

89%

Funding in  
LOCAL CURRENCY

#### SOCIAL PERFORMANCE

75

MICROFINANCE  
institutions



12

SOCIAL IMPACT  
companies



8.9M

BENEFICIARIES  
of supported institutions



78%

Microcredit beneficiaries  
IN RURAL AREAS



85%

WOMEN  
beneficiaries of microcredits



# Foreword

Éric Campos  
Managing Director  
Grameen Crédit Agricole Foundation

The impact of the Coronavirus continues to expand and intensify. Worldwide cases top 2 million and new outbreaks of the epidemic are confirmed.

The Grameen Crédit Agricole Foundation, in permanent contact with its network of 75 partner microfinance institutions (MFIs) in 40 countries, has undertaken since early March information gathering, analysis and sharing of its observations. This information is very important. It allows us, at our level, to take the most relevant decisions for the Foundation's management, the support of our partners and the effectiveness of our action in line with their difficulties and expectations.


The economic crisis is expected to be hard, undoubtedly beyond our first forecasts in early March, but the institutions are preparing to face its effects. No stress model had anticipated it. The answer must therefore be systemic if we want to avoid a major failure in this sector.

To do so, donors organise their action by adapting funding plans but also by offering monitoring tools, technical assistance plans or training to strengthen the capacities of MFI teams to deal with this sudden and exceptional situation. All of these elements remind us how this crisis concerns all microfinance stakeholders. The involvement and rigor of local institutions, the coordination of international networks, the support of public and private donors and the confidence of investors will be the key values of our collective capacity to overcome the challenge presented by this health tsunami.

## News

[Study] The microfinance sector is preparing to face the effects of the health crisis

In response to the global health crisis, the Grameen Crédit Agricole Foundation created a Covid-19 Observatory and a dedicated cell to understand the impact on the microfinance institutions it supports and better accompany them. Discover the Observatory's analysis and other stakeholders' articles on the Foundation website.

[Learn more](#) 



### The Foundation publishes its 2019 Integrated Report


The Grameen Crédit Agricole Foundation publishes its 2019 Integrated Annual Report, a publication that presents highlights and key figures from last year. The report sheds light on the programmes with Crédit Agricole, the projects with institutional and technical partners, the main activities and funding for the year 2019.

[Learn more](#) 



UGAFODE, partner of the Foundation in Uganda, extends its services to refugees

UGAFODE Microfinance Limited (MDI) has opened a branch in Nakivale refugee camp, in Isingiro district. The institution is supported as part of a financial inclusion programme for refugees, launched by the Grameen Crédit Agricole Foundation, the United Nations High Commissioner for Refugees and the Swedish Cooperation.

[Learn more](#) 



[See all the news](#)



VIEW  
FROM THE  
FIELD

## «The dairy sector favours the emergence of territorial dynamics in Northern Senegal»



Interview with Bagoré Bathily,  
Founder, Chairman and CEO  
Laiterie du Berger

This new section of the Newsletter is dedicated to the partners of the Grameen Crédit Agricole Foundation. Supported organisations, founders, technical and financial partners will share their actions, their projects, their work with the Foundation and the impact of their actions in the field. In this issue, you will discover the interview with Bagoré Bathily, Founder, Chairman and CEO of Laiterie du Berger.

A committed player to the professionalization of the dairy sector, from its dairy factory located in the Saint-Louis region in Northern Senegal, Laiterie du Berger is based on a local supply organisation considered a model in Sahelian Africa. A social impact company in which the Foundation and Crédit Agricole Franche-Comté are shareholders, it continues to flourish thanks to the implementation of its subsidiary Kossam SDE, a livestock development company.

A new phase is about to begin for the Laiterie du Berger and Kossam: Mastercard Foundation has provided a USD 5 million grant to Kossam for the period 2019-2022. The objective of the grant is to enable Laiterie and Kossam to increase milk collection and to create jobs in the region.

**You created Kossam SDE, a subsidiary of Laiterie du Berger. What is it?**

The Kossam project started in 2017 with a Solidarity Bankers mission, a skills volunteering programme of Crédit Agricole, carried out by Jonathan Michaud, an agricultural engineer from Crédit Agricole Franche-Comté, who today heads Kossam.

The objective of Kossam is to strengthen and structure the dairy sector in Northern Senegal. It operates through fifteen mini-farms that test and make the model more reliable.

**What exactly are these mini-farms? What is their impact on the region?**

They are dairy specialisation units. In practical terms, farmers place the best milk-producing cows of their herds in the stables at any time of the year. Kossam provides them with the best production conditions in terms of feeding, watering, reproduction monitoring, advice.

These actions help build the value chain, enhance the sector and slow down transhumance. The sector is getting organised and becoming more attractive. Young people get involved, train in new professions, take on responsibilities. It also has an impact on families. Thanks to the income from dairy farming, they settle down, improve their living conditions, and send children to school. Around Kossam, an entire territorial dynamic is emerging.

**With Kossam, Laiterie du Berger expands its scope of expertise. What teachings and perspectives do you draw from the Senegalese dairy sector?**

Today, our local milk production level has reached industrial levels. With higher income prospects, the industry is now structured and our social entrepreneurship model continues to demonstrate its effectiveness. We have found outlets for our products in the Dakar region. When it was launched ten years ago, Laiterie du Berger had a turnover of €30,000. Now it reaches €10 million. We plan to reach 2,000 families by 2022 and deploy 100 mini-farms nationwide. Each progress represents a new challenge!

**Laiterie du Berger is supported by the Grameen Crédit Agricole Foundation, Crédit Agricole Franche-Comté and Amundi. How important are your partners?**

Laiterie du Berger and Kossam are companies based on the social impact entrepreneurship model, one for the production and distribution of dairy products, the other for the raising of livestock and milk production. Our model goes hand in hand with a culture of alliance and cooperation. All of our stakeholders engage in the project with mutual understanding: local communities, farmers, financial partners. We all work with the same objective: allow Fulani breeders in the Sahelian zone, who represent more than half of the population, to make a living of their activity. This is essential to the stability of the region.

**What are the next steps for Laiterie and Kossam?**

Kossam received a USD 5 million grant from Mastercard Foundation. It will help speed up the dairy's activity and generate over 5,000 jobs in the dairy sector in Senegal. The grant will be used to increase milk collection to 4,000 tonnes and to capitalise on the restructuring of the collection system.

Discover the experience of Haoly Basse, Solidarity banker of Crédit Agricole CIB, who travelled to Senegal to support Kossam for the implementation of a digital application : [here](#)



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 SOLIDARITY  
Bankers  
by GCA

## SOLIDARITY NOTEBOOKS: A Solidarity banker in Cambodia



Testimony of Dominique Rombczyk,  
Solidarity banker,  
Crédit Agricole Val de France

Launched by the Grameen Crédit Agricole Foundation and Crédit Agricole SA in June 2018, Solidarity Bankers is a skills volunteering programme aimed at all Crédit Agricole Group employees for the benefit of microfinance institutions or impact businesses supported by the Foundation. Discover the article written by Dominique Rombczyk, Solidarity banker of CA Val de France, who travelled in 2019 to Cambodia to support the Phare Performing Social Enterprise Circus (PPSE), a social enterprise in which the Foundation is a shareholder.

### Solidarity banker... but, why?

When I discovered the Solidarity bankers programme, I remember looking for as much information as possible on the Grameen Crédit Agricole Foundation as well as on Professor Yunus, on inclusive finance, on social entrepreneurship... All well-known notions, shared values but which seemed to be part of another world. The opportunity offered by Crédit Agricole and the Foundation to step into this world was too exciting to be overlooked.

I therefore decided to apply and was selected to carry out the Solidarity Bankers mission with Phare Circus (PPSE), a social enterprise that aims at promoting social inclusion and the empowerment of young Cambodians through art. The objectives of the mission were to identify the roles of the financial and managerial team, to train and propose a training plan on management concepts and financial strategy, and to propose monitoring and financial management tools.

The preparation phase was essential. After initial discussions with the Grameen Crédit Agricole Foundation team, I delved into the reading of PPSE presentation documents, financial data and general information to better understand the mission. In the weeks prior to departure, several meetings took place with the Foundation and the enterprise to finalise the planning of the mission. Telephone conversations allowed me to feel the enthusiastic state of mind of all interested parties.

### A fascinating field mission

The departure for the 15-day field mission in Cambodia took place on September 7, 2019 with Hélène Keraudren-Baube, Chief Financial Officer of the Foundation. The



The CEO of PPSE himself came to greet us at the airport, along with his family, creating a very homely atmosphere that lasted during our whole stay there.

During the first four days of the mission, we had several meetings with the CEO and the heads of departments to analyse the functioning and organisation of PPSE in order to reflect together on ways for optimising the structure. The presence of Ms. Keraudren-Baube during the first days of the mission was a true added value to propose a relevant strategy planning for PPSE.

We also had the chance to attend the show offered by Phare Circus. A show mixing theatre, folk music and Cambodian stories. The incredible performance of young artists from difficult social and economic backgrounds was one of the highlights of my mission.

The second part of the mission was mainly based on the training of the Financial Unit teams. There were training sessions in the field of accounting, analysis and financial strategy, that helped consolidate, within the PPSE financial team, certain concepts. These trainings also allowed me to detect training needs and thus help to develop a training plan that the institution will be able to implement later.


### Back in France

After returning from the mission, many projects were under way. The training plan, the strategic planning project, the drafting of a support for financial communication with the PPSE Board of Directors, the implementation

of a financial monitoring tool... Several weeks after returning, I sent my final report to PPSE. Interactions in the meantime have been positive, and elements established during the mission are already being used and implemented.

I am back in France with the joy of having been able to share the daily life of so many passionate, enthusiastic and brilliant people within the Grameen Crédit Agricole Foundation and PPSE. This mission allowed me to experience from the inside the functioning of a social enterprise and the beautiful dynamic that animates these structures. The idea of living this daily is extremely tempting.

A sense of pride is also there: that of being part of a Group that acts concretely, on the ground, with commitment, to promote social values.

Incidentally, but it is worth mentioning, the visit of the Angkor Wat temple, an emblematic place of Cambodia (which appears on its flag), can only leave an indelible mark on all visitors who go there. 

I wish to thank the Grameen Crédit Agricole Foundation team for their support throughout the mission: Carolina Herrera, Céline Hyon-Naudin, Cécile Pochet, and in particular Hélène Keraudren-Baube that I would recommend for any mission; Dara Huot and the PPSE team for their warm welcoming; Laurence Renoult, Tony Robert, Corinne Aubert, Annelise Lequeux, Sylvie Met-Poillon and Anne-Cécile Inglebert from CA Val de France for their support and Aurélie Cacciotti from Crédit Agricole SA for contractual and logistical aspects, as well as all those who are not mentioned!

More information on Solidarity bankers: [here](https://www.gca-foundation.org)

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