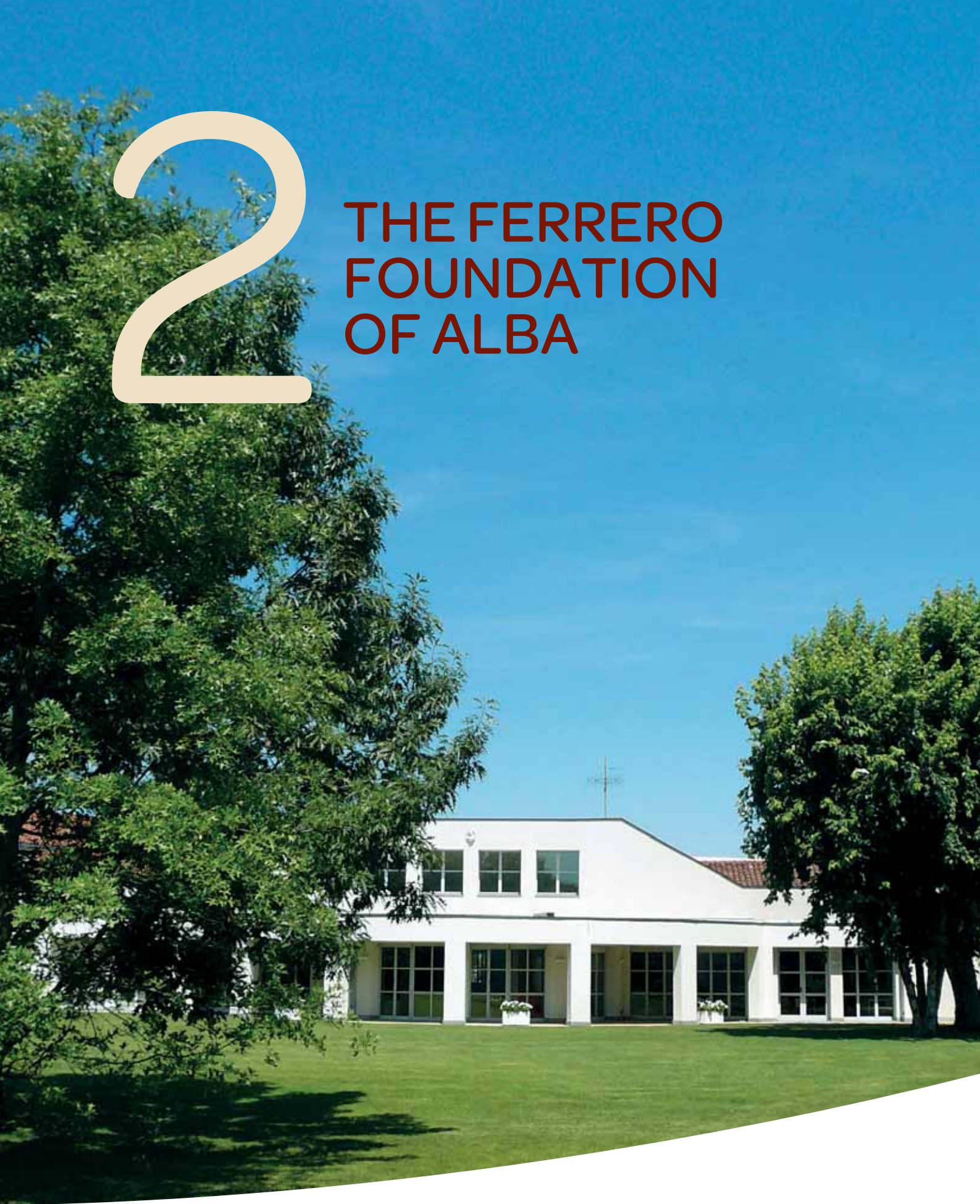


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THE FERRERO FOUNDATION OF ALBA



FERRERO

SHARING VALUES TO CREATE VALUE

THE FERRERO FOUNDATION OF ALBA



“**Work, Create, Donate**”, these have been the guiding values of the “Piera, Pietro and Giovanni Ferrero Foundation” from the beginning.

Headed by **Mrs. Maria Franca Ferrero** from its inception, the Foundation was established in Alba in 1983. In 1991, it was officially recognised as a Foundation by the Ministry of Internal Affairs and in 2005 its role was highlighted by the President of the Italian Republic when he conferred upon Mrs. Ferrero as President of the Foundation, a gold medal for services to education, culture and the arts.

The Ferrero Foundation has an architectural complex, which can meet the needs of 3,300 Ferrero retired employees and spouses, offering them a variety of entertainment venues, workshops, a library, an multipurpose auditorium, and gyms to keep fit, exhibition halls, subventions for medical clinics and a modern nursery.

It should be noted that the Ferrero Foundation

does not award grants, loans or contributions to other organisations or to social, cultural or humanitarian institutions. Rather, it is an **acting Foundation**. It initiates and carries out a wide variety of social activities for the Group’s former employees and cultural initiatives connected with the Piedmont region’s personalities and context.

In line with the strong ethical principles that inspire the Ferrero family, the Foundation sets an example to all the companies in the Group. It has been a model for the creation of “Opera Sociale” in Stadtallendorf in Germany, and for the work of Ferrero France with employees, retired employees and children.

The philosophy and structure of the Foundation have been described in detail in the first three CSR reports of the Ferrero Group (available online at www.csr.ferrero.com). The latest news of the Foundation and its activities over the past year are presented below.



The Ferrero Foundation building in Alba

SOCIAL PROJECTS

One of the main objectives of the Foundation is to improve the quality of life of senior citizens, facilitating their social interaction and active engagement in activities and learning. By organising a variety of activities, the Foundation helps retired employees to experience the third age as a source of new opportunities.

At the Foundation, there are about 40 activity groups that retired employees of the Group can attend, such as: tailoring workshops, ceramics, photography, embroidery, internet, foreign languages, drawing and painting and many more. Over the past year, **over 1,800 men and women have participated in activity groups and approximately 800 people attended the Foundation on a daily basis.**

The Ferrero Foundation has also been working, for several years now, with the social cooperative

“Emmaus Project” in Alba, a community for people with special needs. The Foundation welcomes people from this community every week, for tailoring, pastry-cookery and ceramic classes, giving them the opportunity to get to know the retired Ferrero employees and try manual and creative activities.



Ferrero Foundation, the retired employees cookey classes, Alba



Ferrero Foundation, the retired employees' physical activities, Alba

HEALTH CARE SERVICES

The Foundation provides daily health and social care assistance. In addition to organising physical activities for retired employees, with the aim of preventing various health problems, the Foundation has continued its collaboration with specialist medical institutions, including: the Foundation for Macular Degeneration in Genoa, the Institute for Research and treatment of Cancer in Candiolo, the European Institute of Oncology in Milan, the National Institute for the Study and Treatment of Cancer in Naples and the Scientific Institute of the University of San Raffaele in Milan.

In the current year, the medical service provided by the Foundation has accommodated approximately 2,000 medical consultations.



The Nursery, Ferrero's retired employees teaching the children, Alba

FERRERO NURSERY

One of the opportunities offered to retired employees is to participate in some of the activities included in the educational plan for the **Ferrero Nursery**. Established in 2009, the nursery can accommodate **80 children at discounted rates for employees. A percentage of the availabilities are reserved for children from Alba, designated by the Municipality.**

The nursery is first of all a service for children, where their growth and learning is observed

and stimulated. However, it is also a place for educators and parents to meet, be informed and discuss, with the purpose of creating a "family system". The children's experience with their "grandparents", the retired employees of the Ferrero Foundation, stimulates them to reach and develop an easier autonomy in relationships and affection.

The Ferrero Nursery also benefits from **expert advice** such as Professor Quinto Battista Borghi, the pedagogical director of children's services of the municipality of Turin and Professor Paola Molina, Professor of Developmental Psychology at the University of Turin. The nursery also collaborates with Professor Maria Rita Parsi and her *Fondazione Movimento per il Bambino* (Movement for Children Foundation).

The nursery is designed to improve environmental sustainability and is equipped with a kitchen that uses fresh, organic, local and seasonal products.



The Ferrero Foundation Nursery

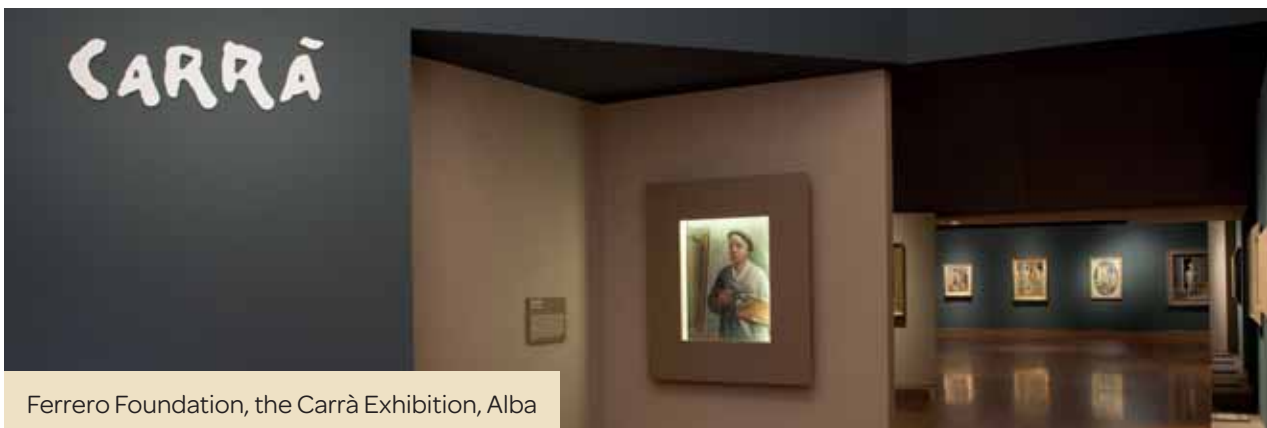
CULTURAL PROJECTS

The Foundation supports and promotes cultural projects in synergy with other local, national and international foundations, bodies and institutions. These have been continuously involved and are “starting supporters” of long-term projects. In particular, the knowledge of the most outstanding figures in the cultural history of Alba and Piedmont has been promoted in order to raise their profiles, even beyond Italy. In autumn 2012, with the support of the *Cassa di Risparmio di Cuneo* Foundation and the Company of Saint Paul, **our Foundation organised an exhibition entitled “Carlo Carrà 1881-1966”, offering new insights into the entire artistic career of this Piedmontese painter.** The project benefited from the institutional collaboration of the Roberto Longhi Foundation for Art History Studies in Florence and the Piedmont Authority for the Historical, Artistic, Ethnic and Anthropological Heritage. The scientific rigour of this project and the exceptional nature of the contributions led to the exhibition being awarded the distinction of the specific patronage by the **President of the Italian Republic.**

Entry to the exhibition was free and was visited by 72,000 people (more than double the population of Alba), including 6,000 children, who also attended related educational workshops.

Each stage of Carlo Carrà’s artistic career was presented in **76 paintings**, lent by the most prestigious public institutions in Italy and abroad, as well as by important private collections.

“Through the rigorous selection of his paintings, many of which are now real icons of twentieth century art”, said **Maria Cristina Bandera**, curator of the exhibition, “the public has been able to discover the long career of Carlo Carrà, who was a protagonist of the great Italian *avant-garde* movement, an artist who employed a new language that was both strongly narrative and highly evocative.”



Ferrero Foundation, the Carrà Exhibition, Alba

THE "MICHELE FERRERO" MASTER'S DEGREE IN FOOD SCIENCE AND TECHNOLOGY AND HUMAN NUTRITION



As per previous years, the Ferrero Foundation has continued its interesting collaboration with the University of Turin through the **Michele Ferrero Master's Degree in Food Science and Technology and Human Nutrition**. The objective is to train specialists in the relevant technological, medical, biological and chemical fields, to then take part in the manufacturing process or in the research and development of a food production company. The teaching programme offered for this Master's Degree takes into account the factors influencing the choices made in the food industry, including the consumers' new demands, changes in life style and the effects of globalisation on the composition of the population. In March of this year, during the closing ceremony of the third year of this Master's course, degrees were awarded to nine students from various Italian and international universities. The ceremony was accompanied by a lecture delivered by Professor Dennis M. Bier, M.D., Professor of Paediatrics at the Baylor College of Medicine, entitled: **"SUGAR: A politically incorrect paediatrician's view"**.

At one of the monthly meetings of the **2011/12 Conference Cycle**, the Foundation welcomed **Marco Bobbio**, Clinical Director of Cardiology at the *Santa Croce e Carle* Hospital of Cuneo. Presenting his book *Il malato immaginato* (The imagined patient), he described the situation of the ailing person in contemporary society and offered an authentic description of the doctor-patient relationship.

In October, the writer and poet **Stefano Bartezzaghi** led an event dedicated to

"poisoned words", the traps sprung every day for our thoughts and our language. In November, the art historian and archaeologist **Salvatore Settis** discussed the current environmental and cultural adversity affecting the Italian countryside, which is public property protected by Article 9 of the Italian Constitution.

Domenico Quirico, journalist of *La Stampa*, head of the foreign affairs division and Paris correspondent, gave a lecture in January on the Arab Spring. In February, **Pietro Terna**, Professor of Economics at the University of Turin, discussed the changes stemming from the economic crisis. The Vice President of the Higher Judiciary Council, the Honourable **Michele Vietti**, came to Alba to present his book "The Labour of the Righteous. How Justice can work" (Published by the University of Bocconi).

Furthermore, in April, the Conference Cycle presented a concert and pre-concert talk, entitled "East-West. Musical Evocations of a journey", performed by **Constantin Zanidache** (viola) and **Elena Bracco** (piano).



In May, the literary critic **Giovanna Ioli** presented the book by Marisa, the sister of Beppe Fenoglio, entitled "The Impossible Return" published by Nutrimenti, Rome. In this book **Marisa Fenoglio**

returns to the subject of emigration – or, rather, "dispatiation" (the loss of one's homeland), a subject which has always been an important source of inspiration for her narratives. This author was originally from Alba but moved to Germany in the mid nineteen-fifties.

In music, the Foundation continued its successful collaboration with the Musical Union of Turin, a non-profit association founded in 1946, which organises concerts of classical music in Turin and the Piedmont region. There were eleven concerts in the 2011/12 season, eight of

them in Turin and three in Alba. The concert at the Foundation's Auditorium in May was a splendid performance by the famous violinist **Salvatore Accardo** with the Orchestra Italiana.

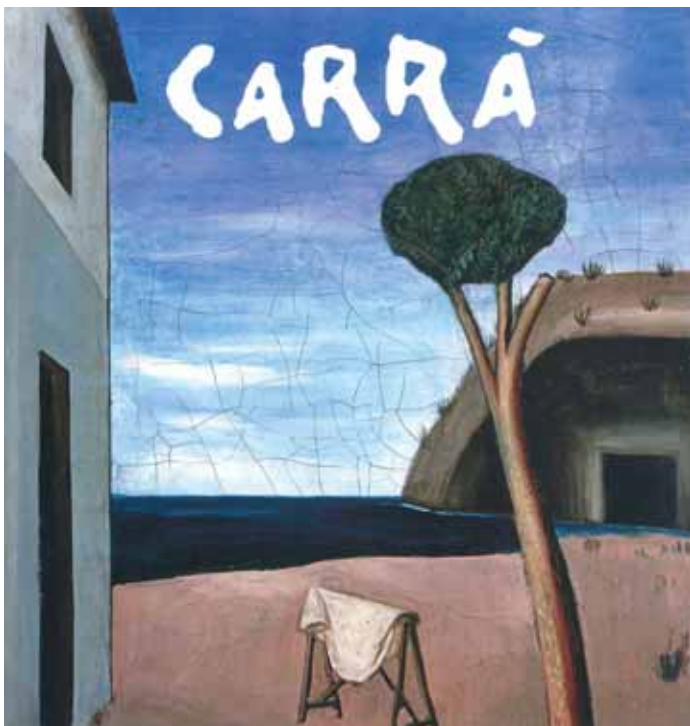
THE NEXT STEPS

The years 2012 and 2013 will respectively be the 90th anniversary of the writer Beppe Fenoglio's birth and the commemoration of his death, 50 years ago. These occasions will be celebrated throughout Italy and the Foundation will participate by completing a series of projects on several fronts – literature, audiovisual media and theatre. Among the various events planned, particular attention should be paid to the **book, published by the Foundation itself, "Aldo Agnelli, Fenoglio. The black and white album"**. This is a collection of photographic portraits of Fenoglio taken in 1924 by his friend and photographer Aldo Agnelli, who was from Alba. The volume is a precious testimonial to a writer who, although very famous today, did not enjoy the vast recognition he deserved during his



Ferrero Foundation, Fenoglio Centre, Alba

brief lifetime (1922-1963), and was consequently barely noticed by the media. The collection shows the strong personality and the human sensitivity of Beppe Fenoglio and his image as an autonomous, determined "gentleman writer", often associated, naturally, to the countryside of the Langhe (the area of Piedmont to which Alba belongs), which was his source of inspiration. In addition, a **national conference on Fenoglio** is planned for November 2013. The conference will last for two days and will review Beppe Fenoglio's life, fifty years after his death. For the first day, the conference has invited some of the most



Edited publications of the Ferrero Foundation of Alba, 2011/2012

qualified academics in the disciplines that deal with Fenoglio's works (philology, linguistics, history, etc.). On the second day, a series of speakers (including some of the young researchers who have worked in recent years at the Ferrero Foundation's Beppe Fenoglio Documentation Centre) will discuss texts and problems in Fenoglio's works. The conference will benefit from the participation of a scientific committee composed of distinguished specialist academics and chaired by Professor Valter Boggione of the University of Turin, who has recently published a collection of essays on Fenoglio in collaboration with the Ferrero Foundation.

In June 2013, in Rome at the Ara Pacis Augustae, a **major event will celebrate the Emperor Publius Helvius Pertinax**. The Ara Pacis, a perennially symbolic site, will be the starting point for an unusual discussion on the Emperor Pertinax, who was born in Alba Pompeia in 126 A.D. During the very first days of his short reign, he launched a policy of reforms to renew the social order, justice and economic stability, with a political programme of public reconciliation

and the renewal of the rule of law, which unfortunately led to his death. While revisiting his biography, the participants will try to interpret the present and imagine the future. Aldo Cazzullo, correspondent of *Il Corriere della Sera*, Adriano La Regina, president of the National Institute of Archaeology and Art History, Mario Mazza, president of the National Institute of Roman Studies, and Paolo Mieli, chairman of *Rcs Libri*, have been invited as guest speakers.

Various other initiatives and projects to support the retired Ferrero employees are also planned. In November 2013, the Foundation, in collaboration with the Turin Medical Academy, will celebrate its thirty years of work by holding an international conference entitled "Successful Aging: A Multidisciplinary Approach".

The objective of the study days will be to reflect on the aging population and on the social, economic and cultural challenges that need to be faced in order to promote the creation of a society for all ages, in which young and old people will have the opportunity to contribute to its development and share its benefits.

SUCCESSFUL AGEING

1983 - 2013

- ▶ The model that gradually developed into the Foundation had, since the beginning, the aim to age successfully.
- ▶ We have consolidated some of the teachings:
 - » Do not isolate yourself, stay with others
 - » Share emotions, affections and relations
 - » Try to accomplish yourself, preferably together with others
 - » Plan your day
 - » Transfer your skills to others
 - » Learn new things every day
 - » Share and continually renew your experience with young people
 - » Practice a healthy lifestyle

FERRERO “OPERA SOCIALE” IN GERMANY

Ferrero “*Opera Sociale*” was launched in September 2008 at the production plant of Stadtallendorf and was inaugurated by Mrs. Maria Franca Ferrero, President of the Ferrero Foundation. She is continually engaged in initiatives to support Ferrero’s retired employees. From the onset, “*Opera Sociale*” has housed **430 retired employees and offers** a vast choice of activities to help them lead an active and healthy life. The programme on offer includes social, physical and learning activities and excursions, all of which help the retired employees to feel that they belong to a community in which they can still be enterprising and useful. Indeed the activities offered by “*Opera Sociale*”, such as

excursions, painting classes and reading groups often provide a starting point for further activities that the retired employees then organise on their own.

The commitment of the retired employees actually goes beyond the activities offered by the “*Opera Sociale*”, as demonstrated by the project entitled “Bridging the Generations” which was launched in May 2011. Thanks to this initiative, the members of “*Opera Sociale*” have the opportunity to meet and talk to young Ferrero apprentices, which helps transmit and perpetuate the Company Values to the next generation. Other members of “*Opera Sociale*” are involved in promoting activities in favour of children living in the poorest areas of the world, following the motto that is common to the Ferrero Group: “Work, Create, Donate”.

“OPERA SOCIALE” STATISTICS:

TOTAL NUMBER OF MEMBERS:	434 , of whom
» from Stadtallendorf:	74% (322)
» from Frankfurt:	26% (112)

Users of the programmes offered in the reporting year:	2,842
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Number of programmes / days with organised programmes:	100 / 143
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PERCENTAGE OF RETIRED EMPLOYEES WHO HAVE USED AT LEAST ONE “OPERA SOCIALE” ACTIVITY:	59.5% , of whom
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|--|------------|
| » percentage of retired employees from Stadtallendorf: | 68% |
| » percentage of retired employees from Frankfurt: | 33% |



Opera Sociale, Ferrero’s “retired employees” after a dance competition, Stadtallendorf