

Our contribution
to child nutrition in

2020



Each gotica
counts



Nutrimos vidas

Table of contents

1

Our contribution

to improving the nutrition for the body and soul of early childhood in Colombia

p. 4

2

Our assessment

of the nutritional status of the beneficiary population and analysis of the impact of COVID-19 on early childhood

p. 6

3

Our fight

against child malnutrition during the pandemic in 2020

p. 10

4

Our ways

for leveraging resources to finance the nutrition of Colombian children

p. 12

5

Our actions

to promote breastfeeding, key antidote against chronic malnutrition

p. 16

6

Our public policy advocacy

to eradicate child malnutrition

p. 18

7

Our commitment

alongside Grupo Éxito to build a country that protects thousands of its children from chronic malnutrition

p. 22

8

Our efforts

to protect the environment and prevent food waste while generating resources for child nutrition

p. 24

9

Our tribute

to the people who dedicate their efforts to child nutrition

p. 28

10

Our work

to explain that eradicating chronic malnutrition is possible

p. 30

11

Our alliances

for child nutrition

p. 32

WE WORK TOWARDS
REACHING THE GOAL OF **ZERO
STUNTING** IN COLOMBIA

2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



6 CLEAN WATER
AND SANITATION



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



17 PARTNERSHIPS
FOR THE GOALS



1

Our contribution

to improving the nutrition for the body and soul of early childhood in Colombia

T

ime and again, every day of every new year, Fundación Éxito works towards

eradicating chronic malnutrition in children under five years of age through providing nutritional care, which includes counseling, support, and the delivery of protein food packages. Despite new challenges arising from the pandemic in 2020, Fundación Éxito continue to be part of the lives of the most vulnerable young children of Colombia and managed to increase the number of beneficiary children by more than twice the annual average of the last five years. In addition, our coverage reached the entire Colombian territory for the first time, including the Archipelago of San Andres, Providencia and Santa Catalina, and the departments of Vichada, Amazonas and Arauca. In the latter, Fundación Éxito contributed through social investment to support public policy advocacy projects.

LISTEN TO
Gonzalo Restrepo L.,
Chairman of the Board of
Fundación Éxito (in Spanish)

Total social investment

US\$5,965,040

Exchange rate US\$1 = COP3,432.5
(31/12/2020)



Number of beneficiary children

129,920

- Children in their first 1,000 days (from pregnancy until two years old) **67,588**
- Children aged 2 to 5 years old **44,115**
- Children in breastfeeding counseling programs **5,988**

Number of children benefiting from nutrition programs

117,691

Number of children participating in complementary offer programs and food for the soul programs

12,229

(Including financial support of educational agents, musical awakening and socioemotional development programs)

Our assessment

of the nutritional status of the beneficiary population and analysis of the impact of COVID-19 on early childhood

2

Since 2011, Fundación Éxito has been monitoring the nutritional status of each individual child on an annual basis. This control highlights the impact of social intervention with the purpose of assessing the degree of recovery of children stunted or at risk of suffering from this condition among the population attended. In 2020, the collection of data on the beneficiary population has been limited in comparison with previous years as a result of restrictions implemented by the authorities due to the public health crisis. Through the evaluation, we were able to assess the nutritional status of 3,115 beneficiaries (pregnant women and children from birth to age five). This year was a setback on the road to improving and eradicating chronic malnutrition:

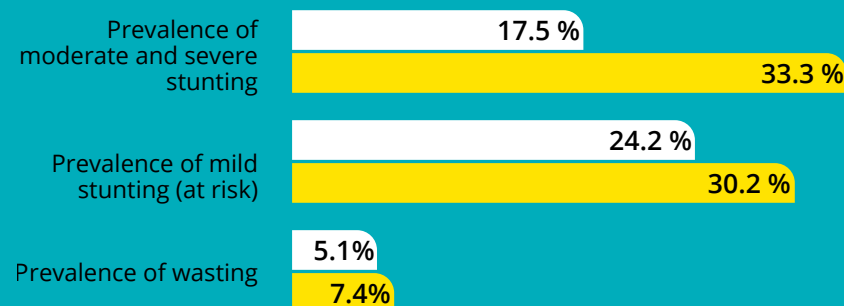


IT IS TO BE NOTED THAT THE NUMBER OF CHILDREN EXCLUSIVELY BREASTFED DURING THEIR FIRST 6 MONTHS OF LIFE INCREASED FROM 62.4% IN 2019 TO 67.4% IN 2020.

in contrast with previous years, the chronic malnutrition indicator did not improve in children under two years of age. This result is probably attributable to the negative effects of COVID-19 on the economy, the socio-emotional circumstances and food insecurity situation of the most vulnerable families, as well as the deterioration or total lack of basic and health services, such as prenatal control, vaccination, growth and development monitoring, in addition to the limitation of basic sanitation services, such as access to clean water. As chronic malnutrition is a multi-causal phenomenon, prolonged starvation is not the only factor to consider for its eradication.



The following are other relevant statistics on the children assessed by Fundación Éxito in 2020:



■ Children under 2 years old ■ Children from 2 to 5 years old

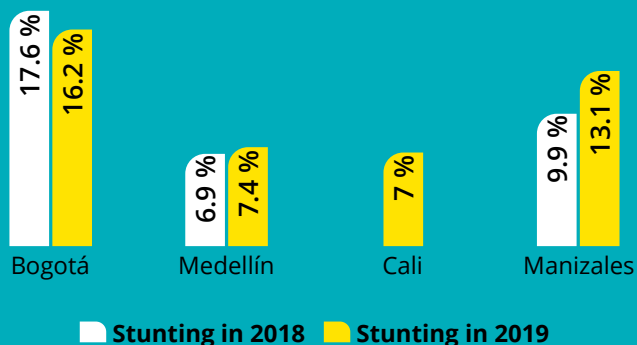
Source: Developed by Fundación Éxito – 2020 management dashboard data



Indeed, according to our evaluation of children under two years old, 48.1% of those who did not have access to clean water presented risk or stunting, and 11.2% were wasted. Among children who had access to clean water, both indicators decreased: 40.4% showed risk or stunting and 3.8% were wasted. With regards to the socioeconomic situation of our beneficiaries, 20.7% of pregnant women evaluated were teenagers and 22.1% had low gestational weight.

80.5% of children assessed live in conditions of high vulnerability and are classified under 30 points by the SISBEN* (extreme poverty). The forementioned result confirms that our intervention remains well focused. According to the report elaborated by Ciudades Cómo Vamos Network and Fundación Éxito, there was an improvement in the statistics of stunting in Bogotá between 2018 and 2019, although not in Medellín and Manizales. No data was available to enable a comparison to be made for Cali.

PREVALENCE OF STUNTING IN CHILDREN UNDER FIVE YEARS OF AGE



1) This data corresponds to children under six years of age in Medellín, under five years of age in other cities.
2) No data available for Cali in 2018.

Source: SISVAN and reports of the observatories Cómo Vamos of each city in 2018 and 2019

Travailler en lien avec le réseau Cómo Vamos Cities Network nous a permis de sonder la perception du public au regard de la prise en charge de la petite enfance. Selon l'enquête réalisée en juillet et août 2020, 20,6% des personnes questionnées à Medellín considéraient que l'alimentation des enfants de moins de 6 ans était insuffisante pendant la pandémie ; ce chiffre dépasse considérablement ceux rapportés à Bogotá, Cali et Manizales.

**System of Identification of Social Program Beneficiaries, a household vulnerability index used to identify the beneficiaries of social assistance programs in Colombia*

QUELLE QUANTITÉ DE NOURRITURE ONT MANGÉ LES ENFANTS DE MOINS DE 5 ANS À LA MAISON DURANT LA SEMAINE PASSÉE ?



■ Insuffisante ou très insuffisante ■ Suffisante ou très suffisante

Source : Enquête de perception citoyenne – Réseau Cómo Vamos Cities Network 2020

LISTEN TO
Diana Pineda,
Head of Social Investment
and Knowledge Management
of Fundación Éxito (in Spanish)



3

Our fight against child malnutrition during the pandemic in 2020

As stunting is a public health issue impacting the economic development of our country, the pandemic brought additional challenges which required redoubling efforts and resources to protect children from malnutrition.

From March 2020, Fundación Éxito took the lead on the delivery of 254,766 protein food packages, prioritizing early childhood. Achieving this result was made possible through joint work with government entities and private organizations, institutions



specialized in logistics and comprehensive care for children, companies and individuals throughout the country. They brought their knowledge, resources and above all, their big heart, in order to protect the most vulnerable children.

OTHER EMERGENCY RELIEF ACTIONS

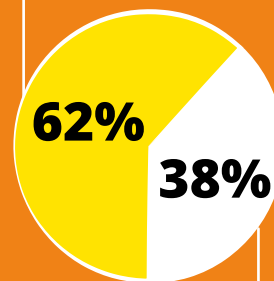
Fundación Éxito supplied the population of the Archipelago of San Andres, Providencia and Santa Catalina, stricken by hurricane Iota, with more than 55,000 food products. This action was made possible through working in collaboration with the Presidential Council for Childhood and Adolescence led by the First Lady of Colombia, Fundación Solidaridad por Colombia and other partner organizations.

As the departments of Bolívar and Chocó were affected by winter floods due to the rainy season, we delivered 230 food packages and 20 water filters, benefitting 250 people.



AMONG THE
129,920
CHILDREN ATTENDED TO

80,600
were attended to within
the framework of the health
emergency measures



49,320
were attended to
through regular
programs

—
LISTEN TO
María Juliana Ruiz S.,
First Lady of Colombia
(in Spanish)



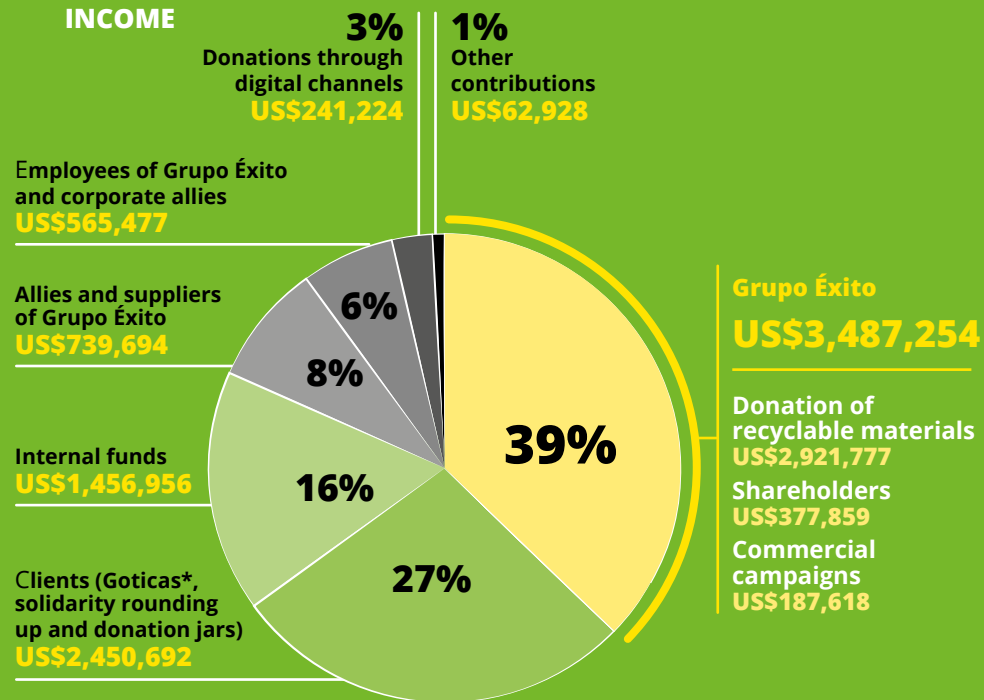
4



Our ways
for leveraging resources to finance
the nutrition of Colombian children

FUNDRAISING STREAMS

MONETARY INCOME



TOTAL REVENUE

US\$9,004,224

** lit. droplet, donations of COP1,000~5,000 (US\$0.3~1.5) from clients when paying for their groceries.*

—
LISTEN TO
Carlos Mario Giraldo M.,
Chairman of Grupo Éxito (in Spanish)

IN-KIND INCOME

The additional revenues were valued as follows:

Donation to foodbanks
US\$2,739,111

Donation of non-food items
US\$73,999

US\$2,813,110

In pursuit of the greater objective of **achieving zero chronic malnutrition in children under five by 2030**, Fundación Éxito reallocated the resources raised for the benefit of 129,920 Colombian children in 2020. These resources were gathered from the internal capital of Fundación Éxito, the support of Grupo Éxito (its clients, shareholders, collaborators, suppliers, brands and businesses), and our allies from different industries and regions of the country.

NATIONAL COVERAGE

The funds collected through donations of clients were reallocated as part of the total investment of Fundación Éxito in 32 departments of Colombia

SAN ANDRÉS 🪙 32,047 👤 376

BOLÍVAR 🪙 188,492 💧 67,298 👤 3,610

SUCRE 🪙 35,834 💧 13,401 👤 3,055

CÓRDOBA 🪙 116,533 💧 16,023 👤 1,173

ANTIOQUIA 🪙 1,433,066 💧 688,420 👤 29,956

CHOCÓ 🪙 26,220 👤 949

CALDAS 🪙 81,573 💧 36,125 👤 784

RISARALDA 🪙 69,920 💧 70,503 👤 1,563

QUINDÍO 🪙 33,503 💧 12,819 👤 925

VALLE 🪙 257,830 💧 169,556 👤 4,009

TOLIMA 🪙 66,133 💧 30,007 👤 1,553

HUILA 🪙 173,926 💧 42,243 👤 3,450

CAUCA 🪙 19,228 💧 7,866 👤 428

NARIÑO 🪙 250,255 💧 32,338 👤 2,436

PUTUMAYO 🪙 9,323 👤 300



Social investment (US\$)



Goticas and solidarity rounding up raised (US\$)



Beneficiary children



WE DELIVERED **102,211**
CERTIFICATES OF DONATIONS TO CLIENTS
WHO CONTRIBUTED TO SUPPORTING
CHILD NUTRITION THROUGH VOLUNTARY
DONATIONS.

OVERALL TOTAL



US\$5,965,040



US\$2,445,448



129,920

LA GUAJIRA 🪙 173,052 💧 9,031 👤 ,521

ATLÁNTICO 🪙 246,468 💧 122,360 👤 6,049

MAGDALENA 🪙 182,083 💧 42,243 👤 876

CESAR 🪙 122,651 💧 34,086 👤 519

NORTE DE SANTANDER 🪙 71,668 💧 35,251 👤 1,933

SANTANDER 🪙 282,593 💧 77,495 👤 3,525

ARAUCA** 🪙 3,787

BOYACÁ 🪙 84,778 💧 26,220 👤 1,544

CASANARE 🪙 10,779 💧 13,693 👤 610

VICHADA 🪙 97,888 👤 400

META 🪙 116.824 💧 60,015 👤 3,390

GUAINÍA 🪙 4,953 👤 156

CUNDINAMARCA 🪙 1,626,220 💧 822,724 👤 52,225

GUAVIARE 🪙 104,006 👤 400

VAUPÉS 🪙 22,433 👤 500

CAQUETÁ 🪙 4,370 💧 15,732 👤 205

AMAZONAS 🪙 16,606 👤 500

Labor cost of administrative employees
dedicated to social investment

US\$235,397

* Investment in Arauca corresponds
to funding of public policy advocacy
projects. It does not include beneficiary
children.

—
LISTEN TO
María José Mejía L.,
Head of Resource Mobilization
of Fundación Éxito (in Spanish)

5

Our actions

to promote breastfeeding,
key antidote against chronic
malnutrition

N

o pandemic can stop breastfeeding. In 2020, the sixth edition of Lactathon, held entirely online, was launched in the framework of the Grand Alliance for Nutrition, which is led by the First Lady of Colombia and counts on the participation of the Presidential Council for Childhood and Adolescence, the Colombian Family Welfare Institute (ICBF) and the Ministry of Health.

Lactathon 2020 demonstrated the collaboration and union of the private and public sectors, the active participation of 111 territories (departments and municipalities) and the commitment and leadership of over 20 institutions partnering with Fundación Éxito.

In the same end, the program of breastfeeding counseling was launched between 2019 and 2020, benefitting 5,988 children. It consists of an individualized support to mothers of young children to encourage exclusive breastfeeding for the first 6 months of life of the baby, and complementary breastfeeding until age two at least, as per the recommendations of WHO.



27,481

PHOTOS UPLOADED ON
SOCIAL MEDIA ILLUSTRATED
THE DECISION OF
THOUSANDS OF COLOMBIAN
MOTHERS AND FAMILIES
TO TESTIFY OF THE MOST
NUTRITIVE ACT OF LOVE



The active voice of Fundación Éxito as a sponsor of breastfeeding will echo the structure of the roadmap of the ten-year Breastfeeding Plan, signed in 2020, which will guide public policy formulation in the territories for the next ten years.

—
LISTEN TO
Luz Amalia Botero M.,
Fundación FAN (in Spanish)

6

Our public policy advocacy to eradicate child malnutrition

T

he fight against stunting can be won from each municipality and each department. Fundación Éxito reaches out to territories to provide advice on key aspects of public policy in early childhood, health and nutrition. These are our achievements in 2020:

For the third consecutive year, we unveiled the results of the Chronic Malnutrition Index, which analyzes the behaviours of 12 causal variables of this phenomenon in 1,076 Colombian municipalities that had available data in 2018.

_The results, disclosed with the help El Tiempo journal, revealed that **58% of municipalities** are classified in the critical, poor or average categories. This data was handed to national, departmental and municipal authorities, as well as other public concerned, as a contribution from Fundación Éxito to fill, partially, the void in actualized statistics on this problematic in Colombia. It is also a key input for the formulation of policies and the good focusing of programs and projects aimed at improving the nutritional state of early childhood.

The Chronic Malnutrition Index of Fundación Éxito: discover the index and its use

See the document (in Spanish)



We work with territories for capacity-building to ameliorate the health and nutritional condition of early childhood. In 2020, we achieved:

- _The inclusion of a specific target** for chronic malnutrition in the 2020-2023 local development plans of ten municipalities and four departments.
- _The training and counseling of 729 territorial stakeholders**, including mayors, social workers, secretaries of health and social development, advisors for the formulation of local development plans, council members and general community members.



With NiñezYa, civil society platform advocating for priorities issues of children to be included in national and local development plans, we achieved:

_The training of 1,555 students from 31 departments and 352 municipalities through the course 'Children in the local development plans', offered by NiñezYa and the Higher School of Public

Administration (ESAP).

_The assessment of the degree of inclusion of priority issues of children in the local development plans of departments and major cities of Colombia. 68.2% had an average degree of inclusion in matters of health and nutrition.

Within the framework of the Scaling Up Nutrition (SUN) Movement, as part of the exchange of good practices of the Latin American and Caribbean Civil Society Network, we presented the successful experience of advocacy for nutrition in the National Development Plan carried out by Fundación Éxito and NiñezYa.

_With the Ciudades Cómo Vamos observatories, Fundación Éxito contributed to the reports 'How is early childhood?' of Bogotá, Medellín, Cali and Manizales . Those reports provides statistical information on the nutritional monitoring of the early childhood population and the possible effects of COVID-19.

LISTEN TO
Carolina Turriago,
Head of Alliances and Advocacy
of Fundación Éxito (in Spanish)



7

Our commitment

alongside Grupo Éxito to build a country that protects thousands of its children from chronic malnutrition

In 2020, Fundación Éxito uncovered new methods to embrace the most vulnerable children of Colombia. The solidarity and dynamism of Grupo Éxito, and especially of its commercial team, drove 68 suppliers to join our cause and contribute to child nutrition.



THROUGH 12 COMMERCIAL CAMPAIGNS, WE EXTENDED THE INVITATION TO THE CLIENTS OF GRUPO ÉXITO, ALLOWING FOR

US\$187,618

TO BE RAISED AND REINVESTED FOR THE 129,920 CHILDREN ATTENDED IN 2020.

In addition to these partnerships with suppliers, it is worth mentioning the strong support of Puntos Colombia, Movil Éxito and the electro-digital and textile businesses of Grupo Éxito which, through their own brands, lead the list of strategic allies of the early childhood of Colombia.

—
LISTEN TO
Carlos Ariel Gómez,
Commercial Vice-President of Grupo Éxito
(in Spanish)

8

Our efforts

to protect the environment and prevent food waste while generating resources for child nutrition

I

It is true that a cardboard box, a plastic bottle or a piece of scrap metal can become food for children? Yes, it is!

The art of recycling and environmental protection awareness has made it possible to reduce food and non-food waste day after day and to manage Grupo Éxito's recyclable materials so that it does not end up in landfills but is instead recovered to be reused and marketed. The 20,892 tons of recyclable materials recovered through the operations of Grupo Éxito were the main source of funds of Fundación Éxito: **US\$2,921,777 in 2020.**



MATERIALS RECYCLED IN 2020



+



+



+



+



=

**16,478**

TONS

of cardboard

1,712

TONS

of scrap metal

1,231

TONS

of plastics

1,085

TONS

of other materials

(PET, glass, newspaper,
paper, kraft, strapping, etc.)

387

TONS

of hangers

20,892

TONS

OF MATERIALS RECYCLED



Beyond the cities' limits, the recovery also reaches the countryside. The Reagro (Recuperation of Agricultural Surplus) program, founded in Antioquia, became operational in 2018 throughout different regions of Colombia thanks to the support of Fundación Éxito.

Alongside this effort, the Soy Re initiative promotes circular economy and the reuse of materials after consumption. Grupo Éxito encouraged its clients to embrace the environmental commitment and delivered 8,109,105 Puntos Éxito (loyalty points) in exchange for recyclable materials in 2020. Through this initiative, we managed about 131 tons of recipients and packaging, which instead of ending in landfills turned into resources invested in child nutrition.



Through its digital transformation process, Fundación Éxito created ReciClapp, a program facilitating the administrative and commercial management of the recyclable materials donated by Grupo Éxito.

THROUGH THE RECOVERY OF

1,910

**TONS OF FOOD AND
NON-FOOD PRODUCTS,
22 FOOD BANKS AND
298 INSTITUTIONS WERE
SPONSORED THIS YEAR.**

To optimize this process, Fundación Éxito sponsored the implementation of EatCloud during 2020. This app was deployed in the stores of Grupo Éxito to facilitate the liaison with food banks and other institution receiving donations.

IN ANTIOQUIA,

2,744

**TONS OF SURPLUS HARVEST
OF RURAL FARMERS
WERE RECOVERED AND
BENEFITED 170,255 PEOPLE,
BETWEEN WHOM 6,639 CHILDREN
UNDER FIVE YEARS OF AGE
AND 1,978 EXPECTING MOTHERS.**

IN OTHER REGIONS THE COUNTRY,

4,894

**TONS
WERE RECOVERED
AND REDISTRIBUTED THROUGH
17 FOODBANKS.**

**— LISTEN TO
Pablo Montoya,**
Chief Sustainability Officer
of Grupo Éxito (in Spanish)

Our tribute

to the people who dedicate
their efforts to child nutrition

O

ne Award, 17 years of
history. Hundreds of
projects and efforts
praised for their

efficient contribution to achieving

Zero Stunting. In 2020, the Child Nutrition Awards recognized five winners in the government, family, journalism, business and research categories. It also acknowledged the stores of brands Carulla, Éxito, Super Inter, Surtimax and Surtimayorista which stood out for their management of recycling. The top ten territories of the #VirtualLactathon were rewarded as well and received an endowment for creating a space for breastfeeding promotion, or to enable promoting breastfeeding closer to the population, depending on the specific constraints of the 5 municipalities and 5 departments awarded.

—
LISTEN TO
Paula Escobar G.,
Director of Fundación Éxito
(in Spanish)



10

Our work

to explain that eradicating chronic malnutrition (stunting) is possible



Technical documents on addressing priority issues for children in the territorial development plans, published within the framework of NiñezYa:

— ***"Government leaders, do not let the children on hold"***

**See the report
(in Spanish)**

— ***"Childhood at risk: Territories fall short in guaranteeing the rights of children"***

**See the report
(in Spanish)**

— ***"Childhood does not wait"***

**See the report
(in Spanish)**



WEB SERIES **CRÓNICA, THE CITY OF DISADVANTAGES**

What would happen if all people suffering from or impacted by chronic malnutrition lived in the same city?

From this question was born the five-episode web series Crónica, the city of disadvantages, which shows how nearly 500,000 children are not growing healthily due to suffering from stunting. The most interesting aspect of the series is that it shows how to identify, fight, and eradicate this scourge. It was viewed 13,977,752 times in 2020.



ALBUM-BOOK **THE FIRST THOUSAND DAYS OF BABY**

Published in 2020, this album-book provides valuable information on nutrition to families while also serving as an album to record the memorable moments of the development of the baby during their first thousand days. Thanks to the partnership with Penguin Random House Colombia, the sales of The first thousand days of baby will also benefit the children attended to by Fundación Éxito.

**See the album-book
(in Spanish)**

T

he following technical documents were published in 2020:

— **Published by Fundación Éxito**
"Effects of COVID-19 on early childhood in Colombia: beyond the emergency"

Monitoring and analysis of economic indicators and the provision of maternal and child health services during the pandemic, in relation with the nutritional state of early childhood.

See the report (in Spanish)

11

Our alliances for child nutrition

Each year, new allies join us on our path to achieving zero stunting in children under five years of age by 2030. This cause is, in essence, a plea to combine our efforts and unite our wills, as there are still too many children deprived of fundamental rights such as health and nutrition.



IN 2020, WE SPONSORED PROGRAMS OF NUTRITION FOR THE BODY AND THE SOUL, IMPLEMENTED IN PARTNERSHIP WITH 234 INSTITUTIONS SPECIALIZED IN COMPREHENSIVE CARE FOR CHILDREN LOCATED IN 32 DEPARTMENTS AND 276 MUNICIPALITIES OF THE COUNTRY.

All achievements of this year were made possible by the support of 88 private companies that rallied around the cause of child nutrition in 2020. Among them were Semana Foundation, Alsea, FEMSA Foundation, Tecnoquimicas, Oster and Grupo Nutresa.



We want to shine the light on allies of all sectors, with whom we work hand in hand to find solutions and develop initiatives to promote breastfeeding, improve nutrition and prioritize early childhood care in all territories of the country:

Grand Alliance for Nutrition, National Family Welfare Institute -ICBF-, Ministry of Health, NiñezYa, Ciudades Cómo Vamos Network, Association of Family and Corporate Foundations (AFE)

SEE THE ALLIES
of Fundación Éxito

LISTEN TO
Jacky Yanovich,
Chief Operative Retail
Officer of Grupo Éxito
(in Spanish)

Legal Review

In 2020, Fundación Éxito showed an uneventful legal situation. No lawsuits or legal complaints, external or internal to the company, were filed against the foundation. The use of software products within the organization is done in compliance with the current legislation and with the license agreements of the programs. We certify that we comply with all rules regarding intellectual property and copyrights. The licenses are owned by the company. Fundación Éxito allowed the free circulation of invoices from suppliers. Regarding the National Social Security System, the organization has complied with the regulations on employee contributions during the year 2020.

Board of Directors

MEMBERS OF THE BOARD

Gonzalo Restrepo López
Juan Felipe Montoya Calle
Carlos Ariel Gómez Gutiérrez
Claudia Campillo Velásquez
Martín Nova Estrada
Josseline Marie de Clausade
Sandra Lucía Restrepo Mesa

SUBSTITUTE MEMBERS

Tatyana Aristizábal Londoño
Gabriel Jaime Arango Velásquez
Darío Jaramillo Velásquez
Jacky Yanovich Mizrachi
Germán Jaramillo Villegas

PERMANENT GUESTS

Carlos Mario Giraldo Moreno,
Président de Grupo Éxito
Pablo Montoya,
**Responsable du Développement
Durable de Grupo Éxito**

Paula Escobar Gutiérrez,
**Directrice Exécutive et Représentante
Légale de Fundación Éxito**

STATUORY AUDIT

PWC Contadores y Auditores Ltda.

Principal fiscal auditor

Andrés Tirado Mesa
T.P. 274892-T

Substitute fiscal auditor

Yenifer Dayana Macías Patiño
T.P. 238361-T

Each gotica
counts

Fundación Éxito

www.fundacionExito.org

Telephone : (+57 4)605 0646

Carrera 48 No 32 B Sur 139

Envigado, Colombia



@fundacionexito



@fundacionexitocolombia



@fundacion_exito



Nutrimos vidas