

BOL DE

Joie!



OUR TEAM

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THE CURRENT ISSUE



Despite the increasing number of studies, articles, research papers being published about malnutrition issues, the obesity rate is steadily growing in western countries. In France, 17% of adults (6,9 million individuals), 16% of boys, 18% of girls are considered as obese, and it is a real economical issue costing 19 billions euros per year. Obesity issues encompass more than simple concern about weight gain and accepting somebody else's fat, it concerns health serious health issues as type II diabetes, heart diseases and cancers. Indeed, 23% of heart disease cases concerns obese individual, as for 44% of type II diabetic (which represents 4 millions individual then 5,4% of the French population) costing 20 billions euros per year, and between 7% and 41% of cancers (depending on the cancer type and the localisation). These chronic diseases cost taxpayers more than 55 billions euros every year meanwhile the annual sale revenues of the food industry is 166 billions euros per year. People are dying because of what they eat and are paying a very heavy price for it, while the food industry is getting wealthier and more influent.

The government Macron seemed to be conscious of these issues when in June 12th 2016, the First Minister Edouard Philippe made a public declaration in front of the National Assembly announcing the government's will to act concretely against junk food, well known in France as "la malbouffe". The first step of this supposedly concrete fight concerned a "Nutriscore". This mandatory label was meant to classify food in function of their nutritive benefits and their impact on our health. However, since this declaration few steps were taken to move towards healthier habits in France, and this nutriscore is yet to be mandatory. Meanwhile, children obesity and overweight increased even faster than adult rates, concerning an increasing amount of children. What we eat at five years old has a defining impact on our eating habits as adults, and as parents. People who are told early on that it is normal and healthy to drink enormous amount of carbonated drinks or very salted food, would have a more difficult time to get rid of these habits as adults and as parents. Leaving them to learn the hard way the importance of eating healthy (at least a minimum).



OUR CONCEPT

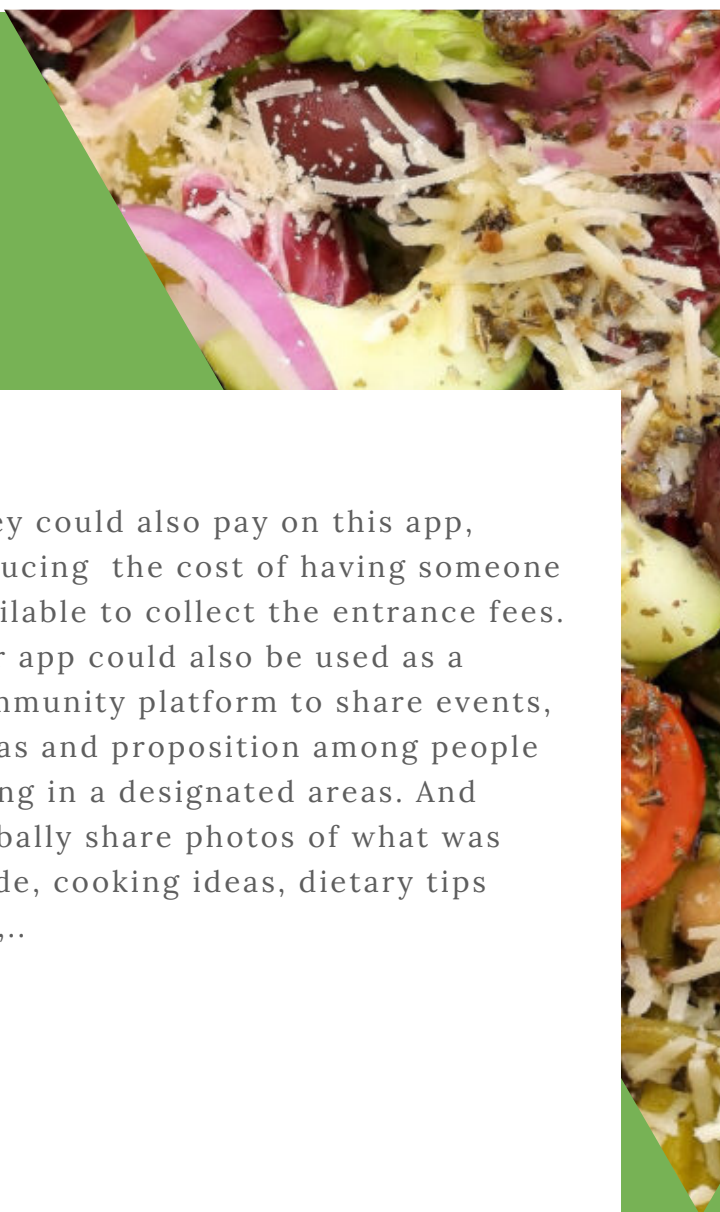
On the other hand, not eating enough fruit, vegetable, and avoiding highly processed food is not always linked with thoughtlessness or sluggishness. Sometimes, people can't afford to eat as healthy as they would like to. In 2018, the prices of fruits increased by 4% and vegetables increased by 5% in France in comparison to their prices in 2017. Meanwhile, the household budget did not increase since 2011. According to the association Familles Rurales (rural families) "it is highly complicated for households to dedicate a budget to fruits and vegetables because of the important fluctuations happening every year, preventing them to eat healthier." Hence, to be able to have five fruits and vegetables per day as it is recommended by French authorities, a household of four persons (two adults, two children) has to spend between 115 (discount) and 255 (organic) euros a month, only 33% percent of households are able to spend that much in fruits and vegetables. Making price the first barrier against healthier eating habits in 67% of families.

In the light of those elements Bol de Joie wants to become an affordable space, allowing people to eat healthier and to reconnect with their neighbors and loved-ones around this sacred time which is dinner. Because we want to tackle areas in which people may have less easy access to healthy food, and a more restricted budget to buy vegetables and fruits this project will be implemented urgently in poor neighborhoods. However, we are conscious that people all around France and in all social classes may be concerned by malnutrition because of their eating habits, then in two to five years Bol De Joie wants to have conquered nearly half of French towns. Bol De Joie is a very original project because it could solve numerous issues at once. First, by giving a nearly free access to vegetables, fruits, etc.. we will go further than simply asking people to eat better, we will actually give them the means to act as such. Besides, we will also give them access to recipes ideas, that they could do outside of our cooking areas. We also want our recipes to be easily doable by children which would engage them more in their dietary habits, and give families the opportunity to remake dinner a bonding moment.

OUR CONCEPT

Then, our goal is to provide these families with local food harvested by small growers, and possibly without MGO or pesticides, which will help local production and raise awareness about more sustainable ways to grow and distribute food. On the other hand, when organic food will be unavailable we will do our best to promote the consumption of bruised food from supermarkets or producers. Finally, by making this place an open place, people would have the opportunity to spend more time and reconnect with their neighbors, no matter their financial means, ethnicity, etc... It could even help them improve the quality of life in certain areas, by using our areas as meeting places and organizing neighborhood activities around our infrastructure. Notably, when it comes to isolated elders and families who could really benefit from this opportunity to socialize again. Furthermore, the originality of our project also lies in its form, we are planning to create an app, on which people would be able to see what spots are available and for how many people, then sign in according to their preferences.

They could also pay on this app, reducing the cost of having someone available to collect the entrance fees. Our app could also be used as a community platform to share events, ideas and proposition among people living in a designated areas. And globally share photos of what was made, cooking ideas, dietary tips etc,...



EXPECTED POSITIVE IMPACT

Following our project, we truly believe that it will have a very positive impact on the target audience, but also on the community as a whole.

In a first part, it will unify and create a feeling of belonging amongst the people that are part of our project and who participate in it through collective cooking classes, events or competitions which will be available to them.

Moreover, it will create a special relationship in communities since the families or the individuals will get together in order to prepare and share a healthy meal.

On another hand, the meals that will be prepared will be healthy, thus reducing the bad food culture which is quite present in France and provide a healthier and more eco-friendly lifestyle. These meals will be prepared using products that aren't bought or aren't present on supermarket shelves due to aesthetic checks and mere physical attributes they did not pass.

Not only will it promote the family meal culture and family quality time, but also and mostly, healthy meals by "reviving" the products used.





MAJOR RISKS & ACTIONS TO REDUCE THEM

Of course, we will face some risks and difficulties but each problem has a solution !To purchase the equipment and replace the damaged equipment, we rely on the funds made available to us by our various partners (State, town halls, catering services, companies etc.), as well as a small annual contribution from Bol de Joie members. This annual participation is also intended to maintain the long-term commitment of our members because we invest more in a service for which we pay. We will also offer balanced recipes, based on the average cost of a meal, made with healthy, inexpensive ingredients that are available in all supermarkets and markets. Thus, neither the cost of ingredients nor their accessibility will hinder the reproduction of recipes for members. The service will be accessible to all residents of the neighbourhood, without discrimination about social class or origin (sharing and meeting are essential) and their anonymity is guaranteed on the application.

To attract younger people and men (father, husband and son), to motivate them and to fight against the gendered representation of cooking professions and functions, we will broadcast videos and testimonies from male and female chefs, of different ages and origins on the application.

A partnership with the town halls will allow us to choose together the appropriate geographical location for the installation and see together if an area to park it during the day is possible to reduce the risk of possible damages and nuisances.

DEPLOYMENT STRATEGY & MAJOR MILESTONES

After the team formation, it is crucial to provide all the documentation to register as a non-profit association, in order to have the legal capacity to receive fundings and implement the project.

Find public & private sponsorships

Public sponsorships at different levels:

National: Bol de Joie will apply to the social projects bids called by the Programme National d'Alimentation (PNA) 2020. Under the theme of « Social justice » Bol de Joie will apply for a funding of 15 000 euros.

The PNA made available an overall funding envelope of 2 million euros, with 1.3 million euros from the «Ministère de l'Agriculture et de l'Alimentation 200 000 euros by the «ministère des Solidarités et de la Santé » and 500 000 euros from the ADEME.

Local: Partnerships with local public entities will facilitate the implementation of the project.

We will strive for partnerships with the town-halls and the Centre Communal d'Action Sociale (CCAS). Further on, local entities can make available material donations, such as cooking utensils.

Private sponsorships:

Supermarkets: Convention with supermarkets for food donations Promotion of vegetables and fruits labelled as « Gueules cassées ».

-Get a licence and an agreement of collaboration with town-halls for site renting (exoneration for non-profit organization)

-Transform shipping containers into modular kitchen containers, and create an adapted and welcoming open-spaces for the families. *Bol de Joie will target the deprived neighborhoods, the open spaces will be created in area where the « quartier prioritaire de la ville » device is implemented.*

-Launch a communication campaign, through advertising (physical ads, and social media) + Support by local public entities in public establishments (school, ...)

-Launch the application

-Development of a strong « family community » in deprived neighbourhoods





RETURN ON INVESTMENT OR FINANCING

We have targeted a specific «Quartier prioritaire de la politique de la ville» called Grand Belleville Paris, located in the 10th, 11th and 20th arrondissement. The area is populated of nearly 28 000 inhabitants. First, the price of the modular kitchen container ranges from 1400€ to 5000€. The container will be adapted with all the kitchen inclusions and utensils, the necessary electrical fit-out, and other equipments tailored to make the members comfortable.

Further on, the site will abide by the current legislation on the health, sanitary norms, and equipment disposal (règlement 852/2004 du 29 avril 2004). The total cost for the containers adaptation are estimated to be approximately 8000 euros. (Datas from Port Shipping Containers Company)

In regards to the site-renting, we are expecting an exemption of the «redevance d'exploitation» from the town-hall as the project is destined to be non-profitable and for the benefit of the locality.

Then, we have estimated the food expenditure to reach approximately 2.5 euros per people, for an average of 8 people per session. We have taken into account the alimentary budget made by Sofincope in 2013, estimating 222€ to 352€ monthly per household, for salaries lower than 1900€ per month, and reduced it with the potential food donations, and lower cost of the food made available by our sponsors. Finally, the revenue streams will mainly revolve on the annual contributions made by the members (10 euros by members), the public/private sponsorships and fundings.

COST STRUCTURE

	2020	2021
Fixed Costs		
Modular container kitchen / 20 m ²	1400€ to 5000€ -> 2500 euros / per container (two containers needed)	
Kitchen installations and Electrification	€ 8000,00	
Site-renting	Exemption	Exemption
Variable Costs		
Food expenditures by session (price is considerably reduced by the Food donations and low-cost food from supermarkets and producers)	2.5 euros per members	2.5 euros per members
Number of session per members per year	6 sessions	6 sessions
Number of members	1000 members	1200 members
Maintenance on site (based on food trucks operating cost)	300 euros per month = 3 600 euros per year	350 euros per month = 4 200 euros per year
Advertising (Social Media and hard Ads, posters)	100 euros per month = 1200 euros for the year	120 euros per month = 1440 euros for the year
TOTAL COSTS	32 800 euros	23 600 euros
Revenue Streams		
Population in the area	Targeted : Quartier prioritaire de Grand Belleville Paris 10ème - 11ème - 20ème => 28 021 inhabitants	
Number of members	1000 members	1200 members or approximately 400 families
Contributions (/year)	15 euros per members	10 euros per members
Revenue per year	15 000 euros	12 000 euros
Public Grant	15 000 euros	9280 euros (80%)
Private Grant (Companies CSR investment)	2 800 euros	2320 euros (20%)

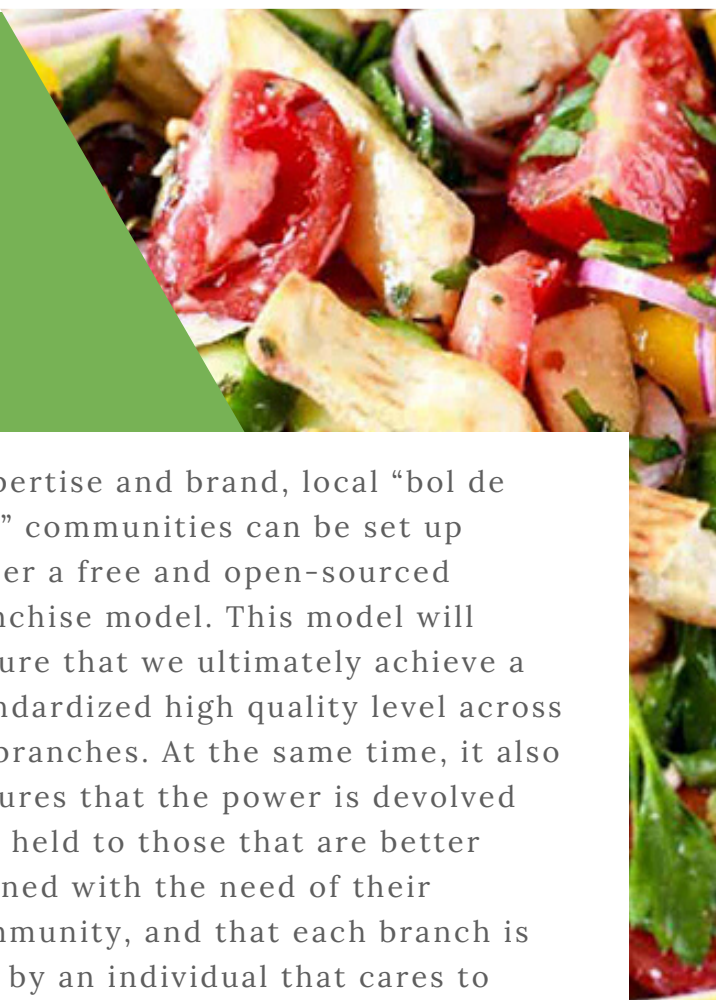
STRUCTURE OF THE PROJECT

We believe that in order to be successful and have an active community, every participant, from the founders to the users, needs to feel empowered and involved. We'd like to achieve a family-like community, and we trust that the best way for it to happen is through a devolved and integrated structure. However, we also know that stable organization rely on strong willed individuals that act like a powerhouse. Our structural organization was thought with in mind these goals : achieve an organic, free, familial structure that relies on well spirited individuals. The executive level is therefore minimal. Composed of the founders, it limits itself to strategic planning, marketing and oversight. Our project carries similar features to restaurants-organizations. Therefore, we would like to inspire ourselves to their structure in order to ensure that the same culture and quality is preserved in all of our local branches, especially as the association grows. Keeping in mind our devolved and integrated organization, we would like to empower social entrepreneurs to they will be able to open and operate their branch.

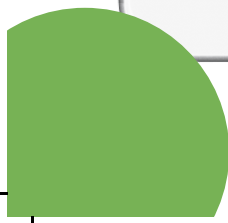
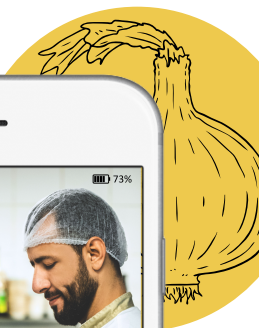
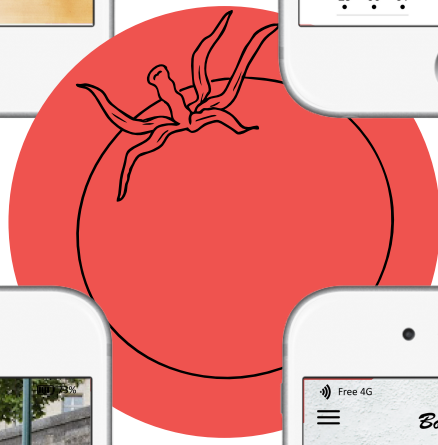
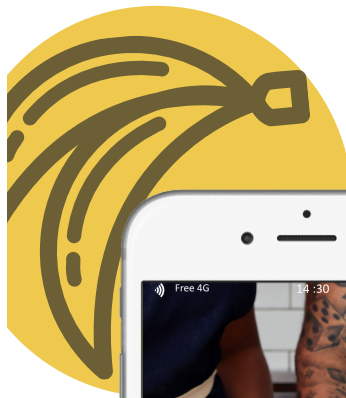
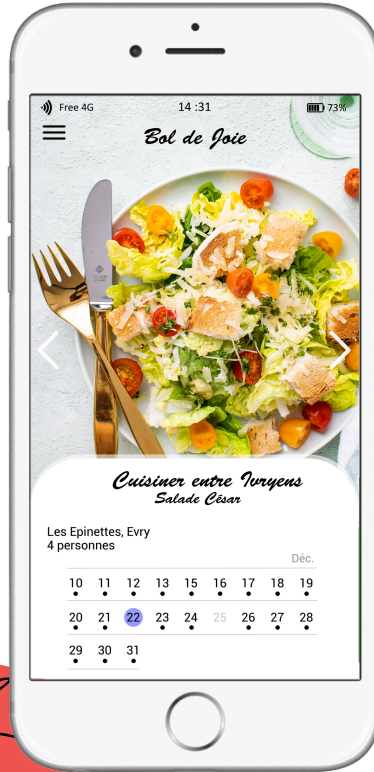
Guided by chart and enabled by our

expertise and brand, local "bol de joie" communities can be set up under a free and open-sourced franchise model. This model will ensure that we ultimately achieve a standardized high quality level across all branches. At the same time, it also ensures that the power is devolved and held to those that are better aligned with the need of their community, and that each branch is run by an individual that cares to create a successful, and family-like association with empowered users. As the organization is destined to grow, we would like to associate ourselves with strong-willed positive professionals with a creative and thorough mind that help us ensure that the organization's ideals and guidelines are respected in every branch, and provide us with new concepts and ideas.

We plan on outsourcing the administrative, accounting and legal parts of the job; ensuring that our mind is focused on building the community and that we get the best price-quality deals. Our project is organized both around physical spots and a digital world. Throughout the first steps of the project, the founders will be in charge of the setting up, implementation and oversight of the local branches.



"BOL DE JOIE" APP





BUSINESS PLAN

Key Partners	Key activities	Key resources	Value Proposition	Customer Segment	Channels	Social and environmental benefits
Producers, Public Institutions, Private Organizations, Town representatives associations,	Provide neighborhoods with a totally furnished cooking area and healthy food	Public fundings, sponsoring, cost of entry	Recreate a link in neighborhood cities, make eating vegetables a fun and delicious moment	Population in deprived neighbourhoods (Quartier prioritaire de la politique de la ville)	Social Networks, Newspapers articles (to present our project), going doors to doors in neighborhoods to explain our approach	Positive social impact (improvement of social links), positive environmental cost (reducing food waste, buying sustainable food)

Cost Structure	Revenue Streams
containers, kitchen equipments, food, application, nutritionist, staff members (to host and clean)	Revenue will come from donation and entry costs

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