



PRESS RELEASE

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## **FOOD AT THE HEART OF THE WWF'S NINTH "CHILDREN'S CALL FOR ENVIRONMENTAL ACTION"**

The WWF has announced the launch of its ninth Children's Call for Environmental Action. Organised under the patronage of the French Ministry of Education, this major WWF operation involves France's 39,000 primary schools. After water, the ecological footprint and energy, it is the theme of food that is at the heart of this new call for action.

Given the subject, it was logical that the WWF should approach Elior, signatory of the Global Compact and France's leading caterer in the education sector. Serving 795,000 meals a day in 4,900 school and university restaurants, Elior – through its subsidiary Avenance Enseignement – plays a primordial role in young people's diets. Elior and Avenance Enseignement offer children and young adults healthy balanced meals, encouraging them to take pleasure in eating and discover new tastes while learning how to become self-reliant and interact with society. At the same time care is taken to raise young guests' awareness about safeguarding the environment and about the principles of Sustainable Development.

The call for action is aimed at helping young children become aware of the issues related to the fundamental need to eat, as well as the way in which the food they consume is produced and the impact this has on our planet's resources. In line with the national curriculum, a "discovery-notebook" containing 16 pages designed for 8-12 year olds and their teachers has been drawn up in close association with the Ligue de L'Enseignement – a movement that promotes education for all and which is participating for the second year running in the Children's Call for Environmental Action.

A competition entitled "Healthy eating, healthy living" has been set up in order to help the schoolchildren put into practice their newly acquired knowledge. The objective is to devise three menus for a spring day (breakfast, lunch and dinner) that respect the environment and the rules of a healthy balanced diet. The winners will receive their prizes on the World Environment Day commemorated on 5 June 2009, with over 1,000 gifts being offered to the pupils and their teachers.

This ninth Call for Action is sponsored by Yannick Noah (Honorary Sponsor) and Jean-Luc Rabanel – France's first organic chef to be Michelin-starred (for the Atelier restaurant in Arles).

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#### **About WWF**

Educating people about the environment is one of the WWF's priority missions. In addition to the Children's Call for Environmental Action – a flagship operation organised annually in France for the last nine years – the WWF develops pedagogical tools for primary and secondary schools as well as for universities, which can be viewed on the [wwf](http://www.wwf.org) website. The Children's Call for Environmental Action is aimed at 8-12 year olds – an age group that is particularly sensitive to nature and who, as the eco-citizens of tomorrow, relay recommendations within their respective families.

#### **About Elior**

Founded in 1991, Elior ranks third in the European contracted foodservice and related services market, holding leading positions in Contract Catering & Facilities Management, and Concession Catering & Travel Retail. As a socially responsible enterprise, Elior signed up to the United Nations Global Compact in 2004. The Group therefore takes special care to provide nutritionally balanced meals to guests, limit the environmental impact of its operations and purchases, and support employee integration and training. For further information please visit [www.elior.com](http://www.elior.com).

#### **About the Ligue de l'Enseignement**

The Ligue de l'Enseignement is a complementary movement to the French state school system and has undertaken educational measures about the environment and sustainable development since 1992, notably through its "Citoyenneté – Environnement – Développement Durable" (CED) programme (Citizenship – the Environment – Sustainable Development). It develops pedagogical tools, including a certain number in partnership with the WWF, and also partners initiatives carried out under the Agenda 21 programme. In addition, the Ligue de l'Enseignement manages a national resource centre dedicated to catering solutions for children and young adults.