

2012/2013 EXO Foundation Activity Report

The EXO Foundation Activity and Financial Report 2012/13 is set out as follows:

- I. Introduction**
- II. Activities to foster sustainable development and responsible tourism**
- III. Donations and Support for projects**
- IV. EXO Foundation Financial Report**

I. Introduction

For EXO Foundation, 2012 was a year of transition and repositioning, initiated by the Regional Coordinator, newly appointed in February that year. It also saw the relocation of the Foundation's office from Thailand to Cambodia. The two subsequent years have been exciting and meaningful ones to say the least, and looking back we can clearly see how much EXO Foundation has achieved, and how rewarding our mission to bring about real change is proving to be. We have taken significant first steps towards that change, albeit a little more slowly than we might have wished, and have successfully completed most of planned activities and set up the pace to achieve even more in 2014.

The first months of 2012 were dedicated to carrying out an internal assessment of the Foundation's past activities and of Exotissimo's efforts to embrace responsible tourism.

In order to give something back to local communities in the destinations where it works, and to position itself as a responsible travel company, Exotissimo has created the EXO Foundation in 2011 and initiated a practice of donating \$1 from its benefits for every traveller that uses its services to the EXO Foundation Fund. The EXO Foundation offered advice and guidance on making the move from a straightforward charity to a truly Responsible Travel Company by developing a comprehensive corporate social responsibility strategy for the group.

Responsible tourism is often mistakenly confused with charity, hence the need to clearly differentiate between the two. Responsible tourism is, in the first instance, about mitigating the negative impacts of travel. Secondly, it aims to optimise positive impacts by providing and supporting revenue generating activities among local enterprises that contribute to human development, protection of natural environments and cultural traditions and the revival of arts and culture.

Exotissimo CEO, Olivier Colomès fully endorsed this approach and committed to implement the Responsible Travel Policy suggested by the EXO Foundation within all the group's offices. Exotissimo is now in the middle of what amounts to a minor revolution: the major challenge of moving from words to tangible actions putting policy guidelines into practice across 21 offices and 800 staff within eight different countries. The EXO Foundation, despite its minimal structure (one regional coordinator and one assistant) took up the challenge of guiding Exotissimo offices to incorporate eco-friendly and socially responsible practices within their day to day working practices and to develop a more responsible tourism offering for its

clients worldwide. Exotissimo deserves real applause for its commitment and, indeed, for refusing to make a fanfare about the measures it is taking, unlike many companies whose efforts amount to far less. It is essential to be coherent not to fall into some sort of green or social washing as it is nowadays common practice and a very tempting attitude.

These actions have consequently meant a shift in the EXO Foundation's role from that of a purely charity-oriented organisation to that of an advisory body which counsels the Travel Industry and final travellers, with the more global aim of making an active contribution to fostering sustainable development in Asia.

Through the Exotissimo's Group, EXO Foundation now reaches a potential audience of over 1 200 travel agents and around 100,000 travellers worldwide. This means we can make a significant impact in terms of raising awareness on specific social and environmental issues; spread the word about good tourism practices; and promote more responsible behaviour with the power to reduce negative environmental and socio economic impacts and improve the positive benefits for the destinations concerned and for their inhabitants. In short, to be faithful to the motto we have made our own, and which continues to drive us:

***‘Using Tourism to Make Destinations Better Places
for People to Live in and, for Travellers to Visit’.***

The EXO Foundation's work, therefore, falls within two main areas:

- **fostering sustainable development and responsible tourism**, by advising Exotissimo Travel, its clients, suppliers and so to some extent the travel industry at large on best tourism and business practices;
- **funding projects** that directly contribute to the sustainable development of destinations, and **advising travellers** on the part they can play and where their donations will be used most efficiently without creating dependency.

II. Activities to foster the principles of sustainability and responsible tourism

II.1. Securing the commitment of Exotissimo staff

A presentation was made to staff in Cambodia (Phnom Penh and Siem Reap), Laos (Vientiane), Myanmar (Yangon), Thailand (Bangkok) and Vietnam (Ho Chi Minh) to explain:

- (a) the repositioning of the Foundation and its activities;
 - (b) the difference between charity and responsible tourism;
 - (c) the fact that responsibility cannot be outsourced, and that every employee has a role to play in daily operations in reducing the carbon footprint of the office they work in by cutting down on the use of paper, electricity etc; **when designing and selling tours** by using responsible suppliers; and last but not least by making tourists aware of the issues involved. The presentation can be viewed [here](#).
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➤ Earth Check assessment of offices



EXO Foundation began its bid to guide the Group towards a more comprehensive sustainability certification with a simple Earth Check assessment of two offices. The aim was to start implementing awareness raising measures and to get staff committed to carrying out some specific actions on a daily basis. The EXO Foundation supervised the Earth Check assessment at the offices in Ho Chi Minh (Viet Nam) and Phnom Penh (Cambodia) during 2012 and 2013. Earth Check reports can be found here for [HCM](#), for [PP](#). Power Point presentations for [HCM](#) & [PP](#) include explanations, equivalences and summarise actionq to be taken to curb consumption efficiently.

An encouraging result was that immediately after the Foundation's initial presentation, Phnom Penh staff changed their habits by switching off computers and printers completely every day. Consequently, the Earth Check assessment registered a 4.4 tonne reduction in CO2 emissions between 2012 and 2013, the equivalent of 1,652 litres of gasoline (10% reduction). At Exotissimo Group level following our recommendations, the font used was changed from Trebuchet MS 10.5 to Calibri 11 for all online and offline communication. This font allows to save over 6% ink and paper as letter spacing is smaller.

➤ Explaining and promoting responsible tourism

People frequently confuse responsible tourism with charity, believing that because they give money they are taking a responsible approach. *You can donate money and still be totally irresponsible. Equally, you can be responsible without making any donation at all* and it is important to make a clear distinction between the two approaches. Responsible tourism encompasses social, economic and environmental actions that contribute to sustainable development. It aims to first avoid the creation of negative impacts as much as possible and then to increase positive outcomes when conducting an activity, it is not about attempting to compensate for any damage that may be done via monetary donations. But donation can be a complementary positive input into the destinations and considered as one of the positive impacts.

As a traveller, the best ways to be responsible are to respect local cultures and to avoid any damage to local ecosystems. Tourism has become one of the greatest wealth-generators for developing countries; sadly, the poorest members of society reap few, if any of these benefits. So a good way for travellers to ensure their spending is beneficial to the most disadvantaged is also to purchase goods and services that support human development; and the integration of the poorest and the most disadvantaged people within economic activities in a way that helps them acquire decent education, work and wages.

The EXO Foundation website dedicates a section to explaining about [responsible travel](#), and also provides a list of restaurants and crafts shops worthy of support that are involved in social, educational, cultural or environmental projects. You can consult these here.

➤ Assessing suppliers along the value chain

A tour is a combination or package of services and products, mainly outsourced from a range of suppliers, for example transport, accommodation, activities and site visits, guides, refreshments, etc. The best way to optimise the positive benefits for the destinations involved and for their inhabitants is therefore to promote and prioritise within each tour those services and products that actually contribute towards sustainable

development. The EXO Foundation has started the paramount task of carrying out a basic assessment of the thousands of suppliers contracted by Exotissimo. Each is being rated according to its level of commitment to four main areas of concern: environmental, socio-cultural, economic and awareness raising. (Suppliers assessment guidelines can be viewed [here](#)). This rating is based on information suppliers have posted on their websites and in some cases on the results of a questionnaire conducted by the regional coordinator. Each significant action in one of these four area scores one point and suppliers who score five points or more across at least two areas are classified as responsible.

These classifications are entered onto the Exotissimo Tourplan data base so that company staff can easily identify responsible suppliers; the financial impact of using them can be measured; and the progress of sales of responsible suppliers' goods and services tracked over the years. The next step will be for Exotissimo to provide this information to its clients so they can also make informed choices.

The classification process has been completed in Cambodia, where the responsible suppliers identification are now incorporated within the Tourplan, and in Laos and Vietnam pending feedback from the country's product managers. Assessments are underway in Thailand and Indonesia and feedback on the system is awaited from Myanmar. We hope to be able to publish reports on the financial impacts of using responsible suppliers by the end of 2014.

II.2. Informing and sensitising the travel industry and travellers

➤ Launch of the EXO Foundation website: a platform for helping people to help wisely

The new look website, www.exofoundation.org, was launched in April 2013. The revamp was initiated and developed as a response to an increasing urge on the part of both travellers and travel industry professionals to positively help, and to answer the growing concern that their holidays should actively benefit the destinations they visit and the people who live there. Its first aim is to advise travellers on the most efficient ways of helping, and to channel their donations to the projects and organisations that need them most and will make the best use of the funds. Its second objective is to raise awareness about, and trigger action towards responsible tourism, this part remaining to be developed in a more substantial manner.



During our years of working on development programmes we have learned that helping is no easy task. Blind charity, however well intentioned, may have unfavourable results, creating dependency and/or negative impacts that are not immediately evident, particularly to the visitor who does not understand the local context

and unfamiliar codes of conduct. Quite often, when confronted by the harsh and frequently emotionally overwhelming realities of extreme poverty, tourists are moved to give in a way that lacks discernment. The upshot is that they may be giving to the wrong people or organisations and unknowingly contributing to the creation of dependency - or simply throwing their money away on unnecessary activities that are put in place purely to satisfy travellers' desire to express their generosity and feed a growing charity business.

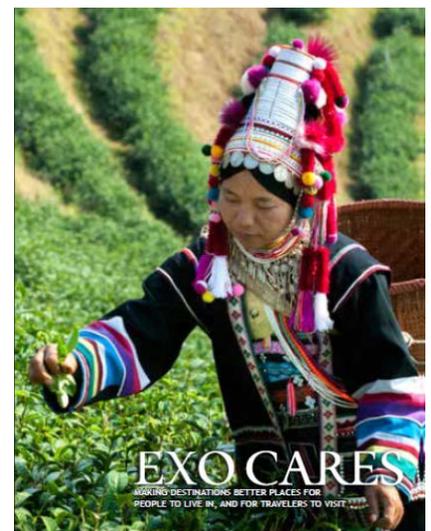
With this in mind, our website is a valuable **platform** for promoting a series of **carefully selected initiatives** throughout Asia, which are reliable and demonstrate a genuine commitment to the human and economic development of local communities. **The website currently features 49 active projects, including 19 in Cambodia, thirteen in Viet Nam, ten in Laos, two in Myanmar** (plus one with Nargis cyclone relief effort), **four in Thailand and one in Indonesia**. Projects are listed by country in the *Projects* section and, in the *Themes* section, according to their purposes and objectives, under the topics of human protection, health and sanitation, empowerment of the most vulnerable, the creation of economic activities, cultural revival and environmental conservation.

➤ **Launch of the EXO Foundation Facebook page**

The EXO Foundation Facebook page was set up in December 2013 to complement the website by presenting news, information and education in a more dynamic and interactive format. It reports on EXO Foundation's latest activities, promotes the organisations we have approved, provides information about responsible tourism suppliers and articles on social issues, such as those related to child protection, and on environmental issues like pollution and waste management with tips on saving energy and resources.

➤ **Design and distribution of EXO Cares booklet**

This handy, pocket sized publication was conceived to help tourists engage positively with the people of the countries they visit; to maximise the positive effects of their travel and minimise the negative impacts. The first part gives advice on aspects of Asian etiquette and culture and on ethical behaviour to help travellers avoid making blunders and to have interactions with local people that are more interesting, friendly and informative and respectful of local traditions - in short more enjoyable for both visitors and hosts alike. The second part addresses best practices for minimising environmental footprint and contributing to the conservation of biodiversity. Last but not least, the booklet aims to help travellers spend their money where it will significantly benefit local entrepreneurs and contribute to poverty alleviation, by listing shops whose goods are guaranteed to be made in the country of sale, mostly following fair trade principles.



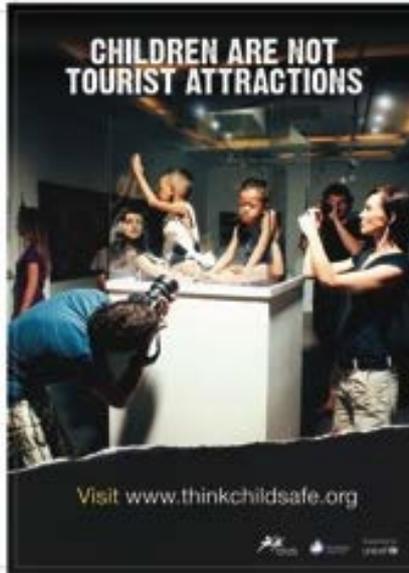
EXO Foundation

- 6 000 copies of the English version were printed in March 2013 and distributed by Exotissimo during the year within five countries: Cambodia, Indonesia, Laos, Myanmar, Thailand. The English version is also available [online](#).
- In July 2013, 4 000 copies of the French version were printed and have now been distributed in the same five countries

Exotissimo operation teams are progressively distributing booklets, free of charge, to all travellers (unless travel agents refuse); either one per couple or party or one per single traveller. We consider that one booklet is read by an average of 2.5 persons, which means we have so far **reached - and in doing so spread information on good practices - to an estimated 25,000 travellers.**

➤ **ChildSafe Campaign and removing school visits from tours**

Protection of children and the fight against child abuse and prostitution is a cause that is nowadays, fortunately, endorsed by most tour operators and hospitality companies.



The EXO foundation has fully endorsed ChildSafe campaigns, and one in particular, which focuses on curbing a new trend in tourism that treats orphanages and schools as tourist sites where visitors go in search of a cause to support, interaction with children and cute snapshots to take home with them. The EXO Foundation treats this as a serious matter to be addressed, as despite some good intentions, the practice is increasingly turning children into commodities. In fact even some advocates of responsible tourism are developing packages whereby young travellers give English classes to small children, without taking account of the potential psychological effects on the youngsters involved or the fact the regular confrontation with well intentioned foreigners may become more vulnerable and defensive less when approached by an ill intentioned person, as reported by APLE (Aide pour les enfants) a Cambodian organisation combating child sexual abuse and exploitation, travelling sex

offenders generally do not use force or violence against their victims they 'groom' their victims in order to make them voluntarily participate in the sexual activity. As zero risk should be allowed when security and safety of children is concerned, we consider that children under 12 years old are too young to be able to analyse such situations and may indirectly be encouraged to adopt behaviour designed to elicit pity (and money) from tourists. In western countries such visits are totally forbidden - we question why the situation should be any different in Asia.

The EXO Foundation has been raising awareness among Exotissimo's staff and clients of the negative aspects of school and orphanage visits. It advocates that visits to centres where children are aged under 12 years old should cease. Exotissimo Management approves our stance and has asked its offices in all countries to remove school visits from their tour schedules. Meanwhile, the EXO Foundation is working to identify alternative activities for clients who request such visits and has devised a number of options to suit different types of travellers, motivations and sizes of tour group. As the quest for meaningful holidays grows, so does the need to develop innovative activities that satisfy tourists' desire to help and at the same time support actual needs.

- For travellers who want to learn about the issues at stake in a country, we suggest a special exchange with local NGOs such as Friends International or APLE in Cambodia, or MAG in Laos.
- For those wishing to interact with children, we suggest they sponsor a cultural show in a village, perhaps combined with workshops where youngsters can learn skills from artists like clowns and acrobats. This way, instead of creating a situation where children have to 'perform' for visitors, tourists can share with them entertainment that brings real enjoyment and opens minds.
- Activities that combine book donation and environmental education are also worthwhile alternatives.

➤ **Ad hoc advice to travellers who want to support poverty reduction and local development.**

One of the main objectives of the EXO Foundation is to advise travellers on the most efficient ways they can give support to the parts of the world they visit. There is a saying, *'Hell is paved with good intentions'* and it is certainly not easy to find the most appropriate ways to help, especially when one is merely a visitor to a country. It can be difficult to tell the worthy projects from those that are less so; the profitable business of charity tourism, so often confused with responsible tourism, is on the increase and is open to abuse from locals, tour operators and tourists alike, all too often turning misery into a tourist attraction. People are inclined to think that because they are well intentioned and willing to help then only good can result, but in fact their actions may inadvertently create or exacerbate other problems and their generosity and ignorance of local context lays them open to exploitation.

The EXO Foundation is regularly consulted by Exotissimo teams on ideas and contacts for new and original activities for their clients who want to commit to a specific charity or volunteering activity, or to acquire in depth understanding of social, economic or environmental issues in a particular country. Some clients wish to incorporate a charity activity into their trip that involves the donation of a perhaps significant amount of money. The task of the EXO Foundation is to advise them how to ensure that money will be used to cover real, existing needs in an intelligent and efficient manner. The most common client request of this kind is to build a school and inaugurate it with the name of their company. But while schools may sometimes be needed, the real issues affecting education are the acute shortage of properly trained teachers and the fact that families are frequently too poor to send their children to school. Financing a building, however, is an easier and more tangible gesture than funding teacher training.

The best way to increase educational opportunities for children is to improve the livelihoods of their families. Impoverished families frequently keep their children at home either to work or because they cannot afford to pay for school lessons. Consequently EXO Foundation recommends the sponsorship of vocational training for disadvantaged women and youths, of organisations that pay decent salaries so families can earn a living, or of health & sanitation projects like the building of toilets and wells that will improve lives and reduce illness. All studies on poverty reduction demonstrate a direct link between poverty and health. In a typical vicious cycle the poorest people fall sick due to poor hygiene related or water-borne disease, have no money to pay for treatment and are unable to work. Their children are sent to work instead, rather than to school and so fail to receive the education that would allow them to escape the poverty cycle.

The Foundation also acts as an advisor to overseas travel agents to inform their response to the increasing demand from groups of youths who want to engage in volunteer tourism. The EXO Foundation works to raise awareness of the fact that short term volunteer activities need to be carefully developed and monitored to respect certain principles. We also work at explaining our belief that these holidays would be better named 'cultural exchange holidays' or 'learning holidays'; as frequently the young people who 'volunteer help' have little life experience, very limited knowledge of the destination and its local culture and are likely to be the ones who learn the most - from local people - from the experience!

The position of the EXO Foundation is to help make these 'learning' holidays as useful as possible for locals and travellers alike without: (1) creating dependency; (2) taking jobs from local people; (3) involving interaction with children under 12 years old (e.g. short term teaching in schools and orphanages); (4) adopting

a 'we know more than you do so we're going to help you' approach that may be deemed arrogant; (5) disturbing the operations and regular activity of a place such as a hospital, classroom, (6) exploiting the travellers' generosity and naivety; and making sure that (7) the right skills are brought to the project.

III. Donations and Support to projects

1. Summary of donations across the countries

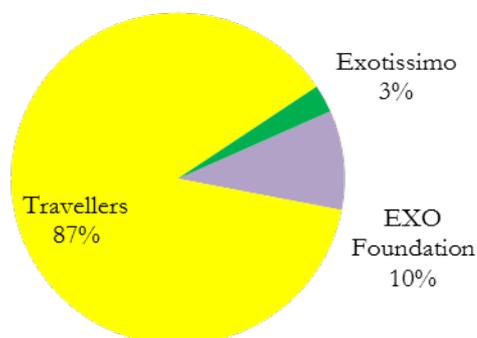
Direct donations to charities, NGOs and local communities emanate from a variety of sources:

- Firstly from travellers, mainly from Incentive, corporate groups and clients
- From the EXO Foundation fund
- From Exotissimo staff or offices

A total of US\$ 98,716 in 2012 and US\$ 88,508 in 2013 were donated to various projects, an increase of 30% and 16% respectively on the 2011 total of US\$76,007.

All donations 2012	Cambodia	Indonesia	Myanmar	Thailand	Vietnam	Total
Travellers	40 525	33 333	29	1 749	10 853	86 489
EXO Foundation	2 360		7 210			9 570
Exotissimo			1 800		857	2 657
Total	42 885	33 333	9 039	1 749	11 710	98 716

Sources of donations 2012



Despite the significant data provided, it is likely that this report reflects only partially the total contributions received. While it is easy to monitor donations that come from the EXO Foundation and Exotissimo staff/offices, it is more difficult to track direct contributions from travellers, and it is indeed very likely the latter are donating much more in an informal way without either Exotissimo Travel or the EXO Foundation as intermediary. Similarly, online donations are not expected to be very significant as it is probable that most tourists who want to support the organisations and projects we showcase online do so directly or else through the organisation's own

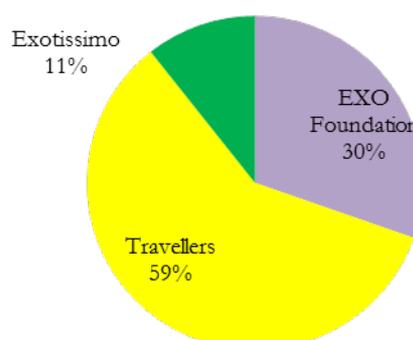
websites. Details of all donations can be found in the next section.

❖ From Travellers

The bulk of donations handed out in 2012 and 2013, 87% and 59% respectively, came from travellers.

Most donations are made by travellers who are eager to help locally and to make a positive impact through charity events and donations, and who choose their Tour Operator accordingly for example **Saga Tours** from the UK and **Inspired Adventures** from Australia. Although these travellers choose and organise their donations without the support of either Exotissimo or the EXO

Sources of donations 2013



Foundation, we are keen to report any donations we are aware of so we can measure the positive impact of Exotissimo's overall operations on the destinations concerned (and the tour operators involved did of course choose Exotissimo partly because of its charity activities through the EXO Foundation). There are probably more donations made by travellers that we are not aware of.



The bulk of traveller donations are made by corporate incentive groups on the part of companies that offer free travel as a reward to their sales representatives and other staff. In particular **Bioderma**, France, which has for three consecutive years been supporting healthcare operations and making donations that benefit hill tribes in Sapa, Vietnam, and in Siem Reap, Cambodia; and **Negotech**, France, who funded the construction of a new building for Kay Lar village school in Inle Lake, Burma and paid teachers' salaries for one year. Not

to mention a very important contribution from **VN Matériaux**, France, who donated over US\$ 30,000 to build a kindergarden school in Indonesia.

❖ From EXO Foundation

In July 2012 the EXO Foundation established its operation in Cambodia and opened its own, independent bank account with the first funds credited in August from Exotissimo Travel Group. During the first year of transition our priorities were to set out a strategy and to reposition the Foundation from being purely a charity to becoming an advisory body on sustainable development and responsible tourism (and, in fact, advisory services are now the core element of the Foundation's activity). During this time, charity activity was not our main focus, but now we have consolidated some significant sums of money we intend to dedicate more funds to projects in 2014 and in particular to develop our own flagship project in partnership with local organisations. So far the choice of organisations we support, and/or encourage travellers to support through our website, is made according to recommendations from the relevant Exotissimo offices, the Regional Coordinator or, directly from organisations that request our support, and following a thorough selection process (see [here](#)).

As a result, only minor donations were made by the EXO Foundation in 2012, to the two projects initiated by us in Myanmar - the Maung Shwe Lay Library and Ah Lett Chuang Clinic - and in Cambodia, where the first external beneficiary organisations have been selected.

In 2013, EXO Foundation donations increased as new projects were selected in Cambodia, Laos and Thailand. A US\$5,000 donation was made to support the victims of cyclone Haiyan in the Philippines, an exceptional case of emergency relief support, as the EXO Foundation normally funds only projects in Cambodia, China, Indonesia, Laos, Myanmar, Thailand and Vietnam.

We were unable to make any donations to our Myanmar projects in 2013 as we have not yet received the financial reports on their operations, and a prerequisite for any disbursement of EXO Foundation funds is that records of activities, including financial receipts and expenses, should be provided.

❖ From Exotissimo staff & offices

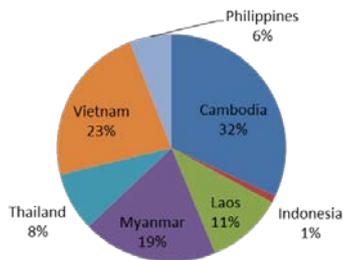
Unfortunately, donations from Exotissimo Travel offices have been reduced since the Foundation has been active, and most are now made by staff. These are generally of second hand materials given to selected organisations or disadvantaged communities, for example 24 safari tents were donated to families living near Siem Reap in Cambodia, who lost their homes after severe storms in October 2012.

2. Details of recorded donations in each country

The EXO Foundation advocates full transparency and prides itself on reporting in full on its own financial activities. As well as acknowledging all external donations, we also acknowledge, with their consent, every donor who gives over \$300 through the EXO Foundation.

As far as EXO Foundation donations are concerned, funds are allocated, as far as possible, according to the specific needs and key areas of development of each country and are

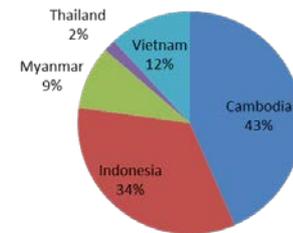
Distribution by Country 2013



based, as mentioned earlier, on countries' recommendations and a careful selection process. The EXO Foundation policy is to support local NGOs and projects, which means that our level of support in each country also depends on the structure of its civil society. We prefer not to fund a project if we are not convinced it can be properly organised and managed. Unlike Cambodia where there are thousands of NGOs, the number is still very limited in Myanmar, Vietnam and Laos and it takes time to identify efficient ones that comply with the Foundation's transparency criteria. On the other hand China and Thailand are considered to be developed countries that do not need as much support as Cambodia, Myanmar or Laos. Although the EXO Foundation may not be directly supporting projects in every country, we are still keen to recommend any organisations that address the most critical local issues and necessary areas of development and/or conservation in each country on our website, within the themes we consider to be key to sustainable development: Education & Vocational Training – Health & Sanitation – Livelihood Activities - Environmental Protection – Cultural Revival – Human Protection.

Although Indonesia, exceptionally, acquired 34% of all donations in 2012 thanks to a single large donation made by an incentive group, Vietnam is usually the second highest beneficiary due mainly to donations from French incentive groups, even though the country is now pretty well advanced in terms of human development compared, for example, to Laos or Myanmar. To aid understanding of the situation in each of the countries we work in, we have compiled a set of the [main socio-economic indicators that apply, along with a brief overview](#) of the most critical issues that need to be addressed. Note that tourism is already considered as the main source of wealth transfer from north to south.

Distribution by Country 2012



❖ Cambodia

Cambodia is the main beneficiary of all donations made by the EXO Foundation. It is coherent as it is one of the poorest countries (together with Myanmar and Laos), and it has the strongest and most prominent civil society and is home to 3,500 officially registered NGOs, the second highest number per capita in the world after Rwanda. This overwhelming NGO presence encourages more donations than in other countries. Travellers to



Cambodia have frequent opportunities to be in contact with NGOs as many of them, for example handicraft manufacturers and retailers and hospitality vocational training schools, are linked to the tourism sector, so it is likely that almost all travellers contribute to an NGO at one point of their holiday at least. Tourism is already one of the main drivers of the Cambodian economy and contributes to over 23% of its GDP.

Nevertheless, Cambodia is still one of the poorest countries in Asia and long-term economic development remains a daunting challenge that is inhibited by endemic corruption, limited educational opportunities, high income inequality and poor job prospects. Approximately 4 million (26%) people live on less than \$1.25 per day, 37% of Cambodian children under the age of five suffer from chronic malnutrition and only 33% of the population have access to proper sanitation. Other issues linked to land conflicts and deforestation are the current main challenges the country needs to address. As travellers tend to favour supporting education initiatives, the foundation is keen to prioritise its support for other critical areas such as feeding street children and environmental and sanitation projects.

Donations in Cambodia 2012

Beneficiaries	Description	Location	Donor	Amount US\$
APPLE	Protection of children (sexual abuse)	Nationwide	EXO Foundation	2 000
Angkor Marathon	Charity race	Siem Reap	Exotissimo Asia Staff	360
This Life Cambodia	Educational support for secondary schools	Siem Reap, Oddar Meanchey, Banteay Meanchey	Saga Tours, UK	36 525
Hospital	Medical consultation and medicines	Siem Reap	Bioderma, France	4 000
Total 2012				42 885

Donations in Cambodia 2013

Buckhunger	Feeding street kids & elders	Phnom Penh	EXO Foundation	1 500
			Individual Anonymous	350
Khmer Association for Development - KAD	Building a water tank for the children center	Kampong Speu	EXO Foundation	4 000
This Life Cambodia	Flood relief	Siem Reap	EXO Foundation + Exotissimo staff (55\$)	2 055
	Educational support for secondary schools	Siem Reap, Oddar Meanchey, Banteay	Saga Tours, UK	5 128
Spitler School	Various school items	Siem Reap	Road Scholar	2 100
Trailblazer	10 Pull pumps wells + 10 Bio-sand filters	Pouk, Siem Reap	EXO Foundation & M. Crasnianki (50/50)	2 300
	24 used tents	Chi Kraeng, Siem Reap	Exotissimo Cambodia	5 328
	Deep well & filter	Soutr Nikum, Siem Reap	M & Mrs Massey, Virtuoso Travel	600
Siem Reap school	Unknown	Siem Reap	A. Rosendhal	1 420
		Siem Reap	Geoplan, Germany	3 544
Total 2013				28 325

❖ Indonesia



Indonesia is a huge, polyglot nation with 13,000 islands, and the socio-economic situation of its diverse peoples varies considerably from one territory to another. On a macro-economic level, Indonesia seems to be performing well but it still struggles with poverty, unemployment, corruption, inadequate infrastructure, and unequal resource distribution among the regions with, for example, only 58% of the population having access to proper sanitation. Deforestation is also a major concern, particularly in Borneo Island where there are extensive palm oil plantations. Pockets of poverty can even be found in the Eastern areas of Bali, a relatively small island and probably one of the richest parts of Indonesia thanks to tourism.

Almost all donations so far have been made by travellers and all were concentrated on the main tourist destination of Bali. The EXO Foundation is not yet active in Indonesia and is currently working to identify projects worth supporting.

Donations in Indonesia 2012				
Beneficiaries	Description	Location	Donor	Amount US\$
Yayasan Udiana Sari	Kindergarten school building	Tunjuk, Bali	VM Materiaux, France	33 333
Total 2012				33 333

Donations in Indonesia 2013				
Beneficiaries	Description	Location	Donor	Amount US\$
Blind Foundation Panti Guna	Sponsor spiritual tour	Denpasar,	Exotissimo	220
Blind Foundation Panti Guna	Various	Denpasar,	Rehau Singapore	205
Gumung Village	Clean up a trekking site	Bali	Exotissimo & staff	500
Total 2013				925

❖ Laos

The EXO Foundation is considering making Laos one of its main beneficiaries. It is a destination that certainly needs support, and one where tourist donations recorded by Exotissimo and the Foundation are very limited as it is the least travelled in our area. So far we have concentrated our donations on health, and on support for victims of human trafficking, which although still quite small in scale is likely to grow significantly in the coming years. Civil society, only allowed in 2009, is slowly shaping up and this is a significant development in the political context of Laos where there is no organised political opposition and little space for freedoms of association, speech and media.



With 56% of its population under 25 years old, 26% below the poverty line and limited education infrastructures in place, Laos is facing a huge challenge in relation to the lives of its future generations.

No data could be recorded from Laos for 2012.

Donations in Lao PDR 2013				
Beneficiaries	Description	Location	Donor	Amount US\$
AFESIP	Support women victims of sex traffic	Nationwide	EXO Foundation	1 500
Vientiane Rescue Team	Fund purchase of a car then customised into an ambulance	Vientiane	EXO Foundation	6 000
Institut Pasteur	Various	Vientiane	Travellers	500
Nasang Village	Support road		Travellers	263
	Support for Women	Vientiane	Exotissimo	26
Tourist Police department	New year	Vientiane	Exotissimo	132
Traditional Arts & Etnological Centre		Luang Prabang	Exotissimo	13
Tourism department	Traditional dance	?	Exotissimo	26
Phad Ta Ke Botanical Garden	Environmental program	Luang Prabang	TCS Star Quest Expeditions group, USA	600
Kamu Lodge village	Village fee	Oudomxay	Travellers	569
Total 2013				9 629

❖ Myanmar (Burma)

Exotissimo's office in Myanmar has operated ceaselessly since it opened in 1995. Its main charitable operation was conducted there after the devastating Cyclone Nargis in 2008. As very little emergency aid action was in place at the time and foreign organisations were not allowed to enter the country, Exotissimo acted as a fund raiser, redistributing \$200,000 of funds to affected villages and households around Yangon. In 2010, Exotissimo established a project in Ngapali province in Yangon to support the creation and operation of a library in Maung Shwe Lay village; and the Ah Lett Chuang clinic was initiated by Geoplan, one of Exotissimo's major clients. When the Foundation was created we took over the funding of both projects while Exotissimo Myanmar provided the operational support. Most EXO Foundation donations are therefore targeted at these two projects. 2013 donations are pending receipt of a report from the two projects but will be done in 2014. Geoplan resumed some donations to the clinic during 2013 and a major donation from Negotech France allowed the building of a new school in a very poor village in the Inle Lake area.

Although Myanmar is rich in natural resources such as petroleum, timber, minerals, gemstones, natural gas, and hydropower, the political, economic and social problems of the last forty years have left the country suffering extreme levels of poverty. Many communities have been affected by conflicts, loss of lands and of political freedom. Myanmar is one of the few countries in the world where parents are better educated than their children, and skills levels have been in decline for two to three decades. In November 2010, political

elections heralded the start of a positive move towards democracy. Although relative freedom of speech has been restored and many political prisoners released, problems remain, including rights issues such as the persecution and killings of Muslims and members of the Rohingya ethnic group; child labour, which is still common in some areas (Exotissimo Myanmar decided not to include Mogoke in its itineraries because of intensive child labour in the ruby and sapphire mines) and the fact that major sectors of the economy and in particular upmarket hotels and tourist venues are mainly controlled by former members of the junta or closely related to it. Boycotted by the international community



for years, Myanmar has now become the latest, fashionable tourist destination and has been experiencing a unique tourism boom in the last two years, which it is struggling to cope with. We hope the Ministry of Tourism will keep up its open stance on sustainable development and responsible tourism. The haste to build the necessary hospitality infrastructures and develop tourism business does not augur well for consideration for environmental and social issue, and deforestation is another major issue. Myanmar is a fantastic natural destination with one of the largest, untouched virgin forests in Asia, however government data shows that its forest cover shrank by one-fifth, from 58 % to 47 %, between 1990 and 2010.

Donations in Myanmar 2012

Beneficiaries	Description	Location	Donor	Amount US\$
Ah Lett Chuang Clinic	Doctor & Staff salary, equipment	Ah Lett Chuang	EXO Foundation +	4 091
Maung Shwe Lay library	Librarian training, salaries & books	Ngapali	EXO Foundation	3 148
Enfants du Mékong	Enfants de Kadu	Kadu	Exotissimo	1 800
Total 2012				9 039

Donations in Myanmar 2013

Ah Lett Chuang Monastic	Operations	Yangon	Exotissimo	517
Kay Lar village school	Build school extension, furniture, 1 year teachers' salary	Inle Lake	Negotech, France	15 400
Maung Shwe Lay Village	Operations	Ngapali	Various	15
Ah Lett Chuang Clinic	Operations	Yangon	M & Mrs Range	897
			Geoplan,	133
Total 2013				16 962

❖ Thailand



detrimental to one of the main sectors of the economy (20% of total contribution to GDP).

Thailand, with its well-developed infrastructure, free-enterprise economy, generally pro-investment policies and strong export industries, is a rich country with a robust economy. Unemployment, at less than 1% of the labour force, stands at one of the lowest levels in the world, which puts upward pressure on wages in some industries. Despite all this wealth, ethnic groups that do not have Thai citizenship are still living in relative misery in remote mountainous northern areas. The ongoing political unrest is so far not in any way threatening the security of tourists, if it continues it may be

Donations in Thailand 2012

Beneficiaries	Description	Location	Donor	Amount US\$
SOS Children's Village	Donation of playground	Chiang Rai	Nutricia	356
Baan Hmong Hope	Frog farm building	Chiang Mai	Simplot Food,	1 393
Total 2012				1 749

Donations in Thailand 2013

Enfants du Mékong	Construction of a potable water system in a Karen village	Porn Sawang, Chiang Mai	EXO Foundation	5 000
Greener Tomorrow	Tree planting	Isaan	EXO	500
Enfants du Mékong	Funding class for Kachin children in refugees camps	Burmese border	EXO Foundation	300
			Exotissimo staff	900
Gift of Happiness	Supply and entertainment to refugee camps	Mae Sot	Exotissimo	500
International Association for the Physical Disability	Computer donation	Bangkok	Exotissimo	200
Total 2013				7 400

❖ Vietnam



Almost all donations received in Vietnam to date have been made by clients and by one incentive group in particular - Bioderma. Like Laos, Vietnam is a country with little freedom of association and civil society is quite limited, making it more difficult for the EXO Foundation to identify the right projects to support. Vietnam has had remarkable success in reducing poverty levels over the past twenty years, its GDP jumping from \$98 to \$4 000 per capita in 2012. Future years will prove whether such rapid economic development is sustainable. The rate of poverty reduction is now slowing and inequality is increasing, with persistent deep pockets of poverty evident, especially among ethnic groups, who make up 14 percent of the population but account for half of the country's impoverished communities. Now considered as a middle income country by the World Bank, Vietnam is no longer eligible for international aid.

The EXO Foundation gives special applause to the operations organised by Exotissimo Vietnam staff to distribute helmets to kids on motor bikes at various crossroads; and take gifts to poor, sick children in hospitals.

Donations in Vietnam 2012				
Beneficiaries	Description	Location	Donor	Amount
Cho Ray hospital in Saigon & St. Paul hospital in Hanoi	New year (Têt) gifts for poor patients	Hcm & Hanoi	Exotissimo staff	857
Children of Vietnam	Various	Danang	Inspired Adventures, Australia	1 500
Disabled Children Center	Various	Chuong My, Hanoi		150
Bread of Life	Various	Danang		500
Bo Pagoga	Various: clothes, milk, blankets...		Bioderma, France	1 217
Hang Da Elementary School	Various school items, health care	Sapa		2 127
Ta Giang Phin Medical Center	Health care, various items	Sapa		5 359
Total 2012				11 710

Donations in Vietnam 2013				
Children in HCMC, HangBong-TrangThi, CuaNam, Dien Bien Phu	Distribution of helmets at cross roads	Various	Exotissimo	465
				310
School on the boat - Hang Da Elementary School - Ta Giang Phin Medical Center	Gifts & health care	Hanoi & Sapa	Bioderma, France	9 963
Vung Vieng fishing village	Donation IT	Halong	Lenovo Cy	2 250
OSEDG College for blind & shelter for kids	Operational costs	HCMC	Various Travel agencies	300
	Construction of a dormitory	Siem Reap	Saga, UK	6 600
Hong Thang School	Various	Siem Reap	Worldwide Adventures, USA	390
Total 2013				20 278

❖ Philippines

Usually the EXO foundation only support projects in the countries where Exotissimo operates, but we could not ignore the hardships our Filipino neighbours were going through and decided to support the emergency relief operations in place following the devastating typhoon Hayian.

Donations in Philippines 2013

Beneficiaries	Description	Location	Donor	Amount
Mariquita Salimbangon	Hayian Typhoon emergency relief operations	Daanbantayan,	EXO Foundation	5 000
Save the Children			Exotissimo Staff	250
Total 2013				5 250

IV. EXO Foundation Financial Report

The EXO Foundation bank account was opened in July 2012 in Cambodia, initial funds were credited in August and the first donations made during the last quarter of 2012. Two bank accounts were opened; one for current operations (with a constant balance of \$500) and one savings account where the bulk of the money is held in order to accrue a small amount of interest which partly covers the bank charges for money transfers. All Exotissimo offices have committed to Exotissimo Group's pledge to give 1\$ per traveller from their own profits. It should be noted that the balance shown here is the total with all sums due and debited during the year of reference but that countries' contributions for 2013 were paid at the end of the first quarter of 2014 only. On December 31st, 2013 the credit available was actually \$89 000. The disbursements shown in the Expense section were effectively made during the year of reference as indicated.

Almost all operational costs are covered separately (on top of individual country's contributions) by Exotissimo Group, including salaries, communications (website), operational costs (rent, office supplies, all bills, travel costs, etc.) and the printing EXO Cares booklets.

Income	2012	2013	Expense	2012	2013
Balance January 1st	70 918	77 119			
1. Contribution Exotissimo	<i>Q4 only</i>		1. Donations to projects		
Cambodia	4 027	13 817	Cambodia	2 360	10 460
China		1 125	Laos		7 500
Indonesia	1 161	6 131	Myanmar	11 749	0
Japan		1 746	Thailand		5 765
Laos	1 977	5 461	Others (Philippines)		5 000
Myanmar	3 677	9 044	Total 1	14 109	28 725
Thailand	7 629	23 991	2. Bank charges	43	265
Vietnam	6 159	22 868	3. Operational costs	4 500	7 000
Total 1	24 630	82 437	4. Communication collaterals		117
2. Donation clients	117	2 048	TOTAL 1+2+3+4+5	18 652	36 107
3. Bank interests	107	478			
TOTAL 1+2+3	24 853	86 709			
Balance 31 Dec.	77 119	127 721			