



## **Annual Report 2021**

The GSRD Foundation was founded in 2007 as G-Star's corporate foundation. Its mission is to create a positive impact on the lives of the people and communities in the countries where G-Star RAW products are made. It does so by supporting projects that focus on the education, training and coaching of young people.

The foundation's ethos is that knowledge, an entrepreneurial mindset and self-empowerment are key to economic independence and social development. To facilitate this, the Foundation supports projects that focus on education and entrepreneurship.

### **Education**

Vocational training and education for young adults, focusing on knowledge and skills that will help them to learn a trade, improving their chances of getting a job and thus of having a better future.

### **Entrepreneurship**

Life-skills training and coaching for young adults, to help them to become independent, seize initiatives and leverage opportunities in order to become more self-sufficient, either as proactive employees or through self-employment.

## **2021 in the rearview mirror**

For all of our partners this was another year dominated by the presence of Covid-19. We consider it remarkable that our partners managed to stay afloat during this crisis. They have worked with endless energy to serve their communities. With admirable flexibility and creativity, turning their programs around and adapting to our evolving world whilst anticipating the pandemic landscape. For example, the curricula of vocational trainings was adjusted from training beauticians to training nurses aiding the medical industry. Entrepreneurs also found their way of working online when they were forced to close their physical shops during lockdowns.

Aside from the global pandemic, 2021 has been a promising year. We started new partnerships with Creatella Impact, ChildFund Vietnam and UNICEF in Vietnam and also extended our partnership with trusted organizations such as VSO International, Hand in Hand India, ASSIST India, REACH, Grameen Shihkkha and Plan International.

**The GSRD Foundation is active in four G-Star RAW production countries:  
Bangladesh, China, India and Vietnam.**



- **Bangladesh**

- Active since 2008
- beneficiaries over the years
- [Currently 6 active projects](#)

- **China**

- Active since 2009
- beneficiaries over the years
- [Currently 4 active projects](#)

- **India**

- Active since 2008
- beneficiaries over the years
- [Currently 8 active projects](#)

- **Vietnam**

- Active since 2014
- over the years
- [Currently 8 active projects](#)

## Snapshot

The Foundation supports all of its projects through partner organizations, which have a proven track-record in education and entrepreneurship and countries where GSRD is focusing its efforts. We strive for long-term relationships in order to strengthen the projects we support and the partner organizations that run them. All projects seek to help people leverage opportunities to become more self-sufficient, either as proactive employees or through self-employment.

Currently the GSRD Foundation works together with

# 21

partners.

The GSRD Foundation has been working together with

# 56

partners over the past year.

# 26

projects are being supported today.

# 99

projects have been supported since 2008.

## Sustainable Development Goals

The activities from the GSRD Foundation directly contribute to reaching the Sustainable Development Goals 4, 8, 10 and 17. They indirectly support the SDGs 1, 2, 3, 5 and 13 as well.

