



# PELICAN NEWS

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## Blue Skies Foundation celebrates 10 years transforming lives



This month the Blue Skies Foundation celebrated its 10th Anniversary. Since the Foundation was founded in 2009, it has implemented over 100 projects which have benefited over 100,000 people in Ghana, Egypt, South Africa and Senegal. These include over 42 educational projects such as the construction of classroom blocks for schools, 39 water and sanitation projects, such as the provision of toilets and boreholes, and 10 health and wellbeing projects, such as the building of clinics and sports centres.

These projects have had many positive impacts. For instance, toilet projects have helped to significantly reduce incidents of water-borne diseases such as cholera, and classroom blocks have helped to increase attendance levels and academic performance at schools.

To celebrate, the Foundation has launched a special 10 Year Impact Report and a short film: 10 Years Transforming Lives. To download the report and watch the film, please visit our dedicated web page at [www.blueskies.com/foundation10](http://www.blueskies.com/foundation10) Find out more on page 5.



## Blue Skies wins Innovation of the Year at FPC Fresh Awards

Blue Skies have been awarded Innovation of the Year for their ice-cream and ice lollies at the annual Fresh Produce Consortium 'Fresh Awards', which were held at the Tower of London on the 6th of June. The team from the UK are pictured above receiving the award from former English international cricketer, Graham Swann.





## BIG BRAND UPDATE

# Four Influencers let loose in Ghana



Between 6th and the 9th June, Brian and myself accompanied 4 social media influencers to visit the wonderful world of Blue Skies Ghana. Our plan was to show the influencers some of what makes our ice cream and ice lollies what we consider to be the best in the world!

We planned a full-on schedule which took them through the entire process, from visiting the farms, then following the fruit in to the factory and then how it is lovingly processed and turned in to our AMAZING dairy free ice cream. We also took them to some of the foundation projects such as Chinto school, where we had a fantastic time playing games with the kids and the influencers even sat in on a lesson and realised how much algebra they had forgotten!! The compost tour was also a big hit with the sustainability minded influencers, they were blown away by how much Blue Skies cares and how much thought and action we put in to our sustainability targets.

Overall the trip was a rousing success, each of the influencers loved every part of this amazing experience and we certainly left a lasting impression on them. They each went above and beyond to tell all of their combined 200,000 followers about what an amazing company Blue Skies is and how that love and affection for everyone and everything translates in to the most amazing ice cream they have tasted. Between them, they generated 241 pieces of content which gained 1.1 MILLION(!) engagements (that's a view, a like or a comment to you and me), and there is still more to come!

Please have a look at some of their posts on Instagram and I think you will be blown away by how much they loved the trip and all of us: @Kate.Ovens, @TheLittleLondonVegan, @YasmineCamilla, @ScottCanEat.

Thank you to everyone that helped arrange this tour and a special thanks to Blue Skies Ghana for being such an amazing place to be and for going above and beyond every day in everything you do! - Rich Railton

## Brand sampling campaign kicks off in the UK



We are currently in the middle of a 5 week sampling campaign in London for our incredible ice cream. During our current Waitrose promotion (£1.50 off!), we are giving out free samples outside 25 Waitrose stores. So far, we have covered West and North London, it's Central this week then South next week and then finally we are in East London. If you are about, please go and have a chat with the guys and see our fantastic ice cream cart in full swing! So far, we have been a massive hit with everyone and we are getting some great feedback: "I can believe it's so creamy, absolutely amazing", "Wow is this really not dairy?!", "I am not vegan but I would definitely choose this ice cream next time I do my shopping"

Keep an eye on our social media pages for more updates! (Instagram: @BlueSkies\_UK). The weather is warming, sales are lifting and people are showing a lot of love towards Blue Skies. This has all the makings of a brilliant year for Blue Skies in the UK! - Rich Railton

## New juice bottle launched in Egypt



Blue Skies Egypt have recently launched a new format, bottle shape and label for their freshly squeezed juice range. The new 250ml format (pictured), launching in 47 outlets, will have a greater shelf stand-out with the launch of the iconic blue lid. Supported by next month's digital and in store campaign, consumers will have even more reason to pick out and try our truly fresh juice.





# Blue Print Update

Our plan for a sustainable business



## Blue Skies joins plastic debate at World Circular Economy Forum, Helsinki

Chief Sales and Marketing Officer, Hugh Pile, recently appeared on an expert panel hosted by the United Nations Conference on Trade and Development (UNCTAD) at the World Circular Economy Forum in Helsinki, to discuss the future of plastics and the circular economy. Blue Skies is looking to work with UNCTAD and the UK's Department for International Development (DFID) to help find ground-breaking new technologies to address the growing problem of plastic pollution.



## Enter our 2019 Blueprint Awards

The 2019 Blueprint Awards are now open! If you've been involved in a project that has helped make a difference to people or the environment, or you would like to nominate someone who has, please share the good news by entering our Blue Print Awards and stand a chance of winning a fitness watch!

You can enter the awards at:  
[www.blueskies.com/blueprintawards](http://www.blueskies.com/blueprintawards)



Do you have an idea that can help us

### Send us your Big Ideas!

It could be an idea for a new product, ways to become more environmentally friendly, ways to enhance how we work together or ways to become more efficient. Send us your ideas by completing the online form at:

<http://www.blueskies.com/ideas/>

## Zulu celebrates five years



The Blue Skies farm in Ghana 'Zulu' has recently celebrated its fifth birthday. They celebrated with sports and a talk on the company culture. There was also a training session on the safe use of agro-chemicals in accordance with GlobalGAP standards.

## Blue Skies Corby make it to semis finals in charity football tournament



On the 26th of May our brilliant Blue Skies Corby football team took part in a football tournament 'The Red Kite Cup' in aid of the Red Kite Academy, a special school specifically designed for children from early years through to sixth form with severe learning difficulties and autism.

The team made it through to the semi-finals having won 7 of their 8 qualifying matches, competing among 28 teams. The Corby team are pictured above, from top left – Pawel (captain), Kamil, Piotr, Maciej, Adam (trainer and goal keeper), Grzegorz, Tomek, Daniel, Patryk, Rafal.

## Blue Skies gives fruit to schools



Blue Skies Pitsford recently donated fruit for an event held by Pacesetter Sports and Wellbeing for Primary Schools in Northamptonshire. The aim of the event was to create 'Magnificent Mind Champions' to promote Wellbeing within their schools. There were over sixty students in total who had a go at Yoga and talked about having a positive mindset.

## Rich conquers 3 peaks



What a difference a year makes! As some of you are aware, over the spring bank holiday weekend, I planned to complete the national 3 peaks challenge which is to climb the tallest mountains in Scotland, England and Wales, one after another. This was to raise funds and awareness for the RTS support group. Some of you may remember that I attempted this last year and managed 2 of the 3 peaks and that stung. So much so that I even signed up for personal training to go from couch potato to mountain climber. Well, it paid off and in a time of around 30 hours in horrendous conditions, the team, including me (!), completed all three peaks! Just to brag a little more, that's 24.8 miles of walking and 9,723 feet of elevation. It was a massive challenge for me, but more important than my own pride is the charity that we managed to raise over £5,000 for: The RTS support group. This group is there to offer help and support to families that are affected by RTS, a condition that causes developmental and cognitive delays. Some people with RTS never learn to walk or talk yet it is such a rare condition that most people, including doctors, don't know what it is. The support group help people adapt and come to terms with this life altering condition.

Thank you for all of your support to drag myself to the top of the mountains and thank you for any and all donations to this amazing support group.

*Report by Rich Railton*



**FUTURE  
FRESH**

## Pelican FC wins May Day Football Tournament



Congratulations to the Pelicans, our Ghana Football Team, who recently won a May Day Football tournament organised by HPW fresh and dry. The team are pictured above celebrating with the cup.





## Foundation Focus

AN UPDATE ON OUR LATEST PROJECTS



### Foundation opens new three classroom block in Nsumia

As part of its ten year celebrations, representatives of the Blue Skies Foundation opened a new classroom block for Nsumia Primary School in Ghana on the 18th of June. The classroom was opened at a special ceremony attended by special guests and dignitaries, including members of the Blue Skies Foundation Board and representatives of the Foundation in South Africa and Egypt.



## Ten Year Impact Report Published



The Blue Skies Foundation have commissioned Dr Linda Kleemann of the Kiel Institute for World Economy in Germany, to highlight the impact of the Foundation through the perspective of some of the people who have benefited from it over the last ten years. You can read their stories and find out how the Foundation has transformed lives by downloading our new Ten Year Impact Report at: [www.blueskies.com/foundation10](http://www.blueskies.com/foundation10)

## 100 Projects. 10 Years. 100,000 People



Discover how together we're changing lives at [www.blueskies.com/foundation](http://www.blueskies.com/foundation)