



## **CSR @ Novasol Chemicals**

### **BarBru 2020 Challenge: 1.600 km on a bike to support pediatric research for sick children!**

Our Corporate Social mission of solidarity has always been in the DNA of Novasol Chemicals. For about ten years now, Novasol Chemicals is committed to support the development of intelligence through applied research in the medical domain, and via specific charity initiatives from its employees. This is not only about our core values; this is about our duty as a stakeholder towards our community.

Six years after reaching Barcelona (Spain) from Brussels (Belgium) on his bike, our co-founder and CEO, Claude Fickers will take on the challenge to close the loop and race back from Barcelona to Brussels. This charity ride is done on a clear purpose: to collect funds for the Belgian Kids' Fund for Pediatric Research (BKF). The partnership between Novasol Chemicals and BKF is going back to the year 2012 and, since then, we have been continuously supporting this Research Institute that is focusing predominantly on saving children's lives and on new nursing techniques development. Research in these domains is expensive, time and energy consuming and requires attention and persistency. Granting one scholarship per annum to a young Researcher has a cost of about 40.000 euros.

Our goal is to reach the highest possible contribution to this annual cost through our corporate and through private contributions.

The departure of **BarBru 2020 is scheduled to take place in Barcelona (Begur) on Tuesday 21<sup>st</sup> July 2020** (Belgian National Day!). Claude will ride about 200km a day and will arrive on Tuesday 28<sup>th</sup> July at the Queen Fabiola Children's University Hospital (HUDERF) in Brussels. You will be able to follow the ride through Garmin Connect and Strava.

If you wish to contribute to the Belgian Kid's Fund and support our Corporate initiative through Claude's cycling project, feel free to donate the amount of your choice to The Belgian Kids' Fund.

**Bank Account details: BE31 3631 6416 4355 - Communication: "Donation BarBru2020"**

Good luck to Claude and let's all be supporter of this great challenge!

## **Novasol Chemicals**

**Distribution. Worldwide, just right.**