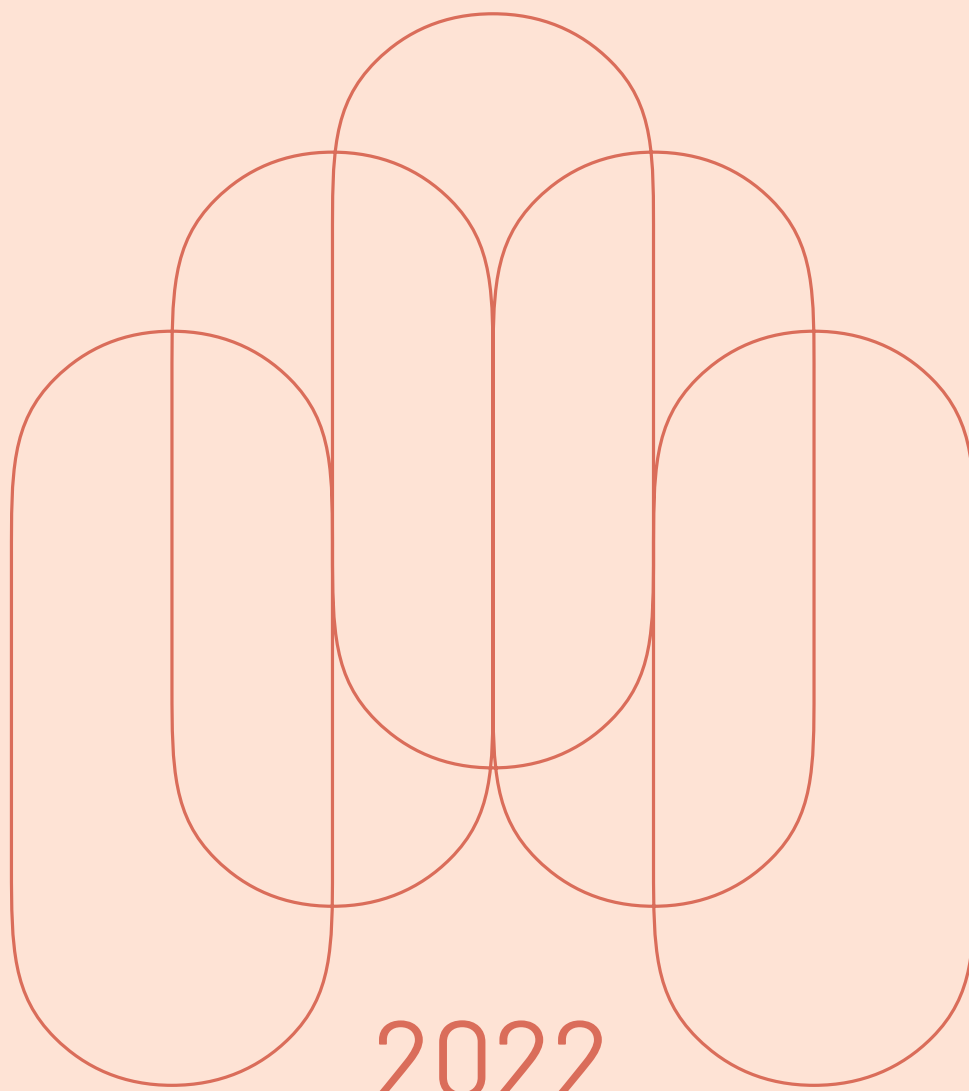
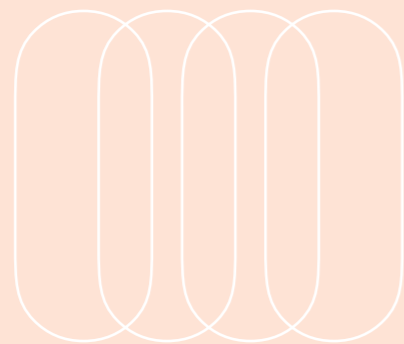


# CUISINE LAB

SOCIAL GASTRONOMY  
REFUGEE INTEGRATION  
ENVIRONMENTALLY CONSCIOUS



## ACTIVITY REPORT



## TABLE OF CONTENT

LETTER FROM THE PRESIDENT	PAGE 2
OUR MISSION & VALUES	PAGE 4
KEY FIGURES 2022	PAGE 5
TIMELINE	PAGE 6
CUISINE LAB CATERING	PAGE 8
CUISINE LAB RESTAURANT	PAGE 10
CUISINE LAB RESTAURANT START-UP TEAM	PAGE 11
FUNDRAISING	PAGE 12
SOCIAL PROGRAMS	PAGE 14
OUR TEAM	PAGE 16
OUR PARTNERS	PAGE 18
FINANCES	PAGE 19
IN THE MEDIA	PAGE 23



## LETTER FROM THE PRESIDENT

After three years of anticipation, reflection, and hard work, we are delighted to announce the realization of our dream with the “unofficial opening” of Cuisine Lab restaurant in September 2022. Nestled at Rue Michelle-Nicod 2, in the heart of the Cité Internationale, our establishment offered a unique culinary experience with private events, take-away, and catering services.

This endeavor was made possible through the generous support of our esteemed partners, including Loterie Romande, Terra & Casa, Ville de Genève, and Fondation KADO / Philanthropia, who played pivotal roles in our successful fundraising efforts during 2022. Working in collaboration with the renowned Genevois architects «BUREAU,» we meticulously designed our home and laboratory, transforming it into a space dedicated to refugee culinary and hospitality training, showcasing their rich traditions and talents.

In 2022, our startup fundraising reached an impressive milestone of 1.2 million CHF, a testament to the unwavering dedication of our volunteer team. Despite challenges arising from construction delays due to COVID19- and administrative hurdles in obtaining the «permis d’exploitation» (restaurant opening permit),

we overcame these setbacks. In September, we proudly employed four refugees, marking a significant stride towards their economic independence from social support since their arrival in Switzerland.

At the time of writing this letter, I am thrilled to share the exciting news that Cuisine Lab “officially opened” its doors for in-house dining on February 14th, 2023, upon receiving the eagerly awaited «Permis d’exploitation.» The response from our patrons exceeded our expectations, leading to the unforeseen challenge of managing high demand and the need to turn away customers. However, we embrace this challenge with enthusiasm and gratitude.

Guided by our core principles of «Social Gastronomy, Refugee Integration, Environmentally Sustainable,» we remain steadfast in our commitment to pioneering innovative collaboration, production, and consumption methods. Our efforts align with the sustainable development goals and the Swiss integration agenda.

Cuisine Lab's culinary excellence has garnered attention from the Swiss Government, affording us opportunities to provide event and catering services for distinguished figures such as

President of the Swiss Confederation, Ignazio Cassis and Swiss Ambassador to the UN Geneva, Jurg Lauber. Located strategically within International Geneva, we have hosted private events for esteemed International Organizations, providing invaluable growth and training opportunities for our restaurant team. Our journey has been marked by tremendous achievements, thanks to the dedication of the Cuisine Lab team and our supportive community. We express our gratitude for the collaborations with prominent organizations and individuals, contributing meaningfully to the culinary landscape. We take immense pride in our journey, focusing on diversity and inclusion in every culinary creation.

We eagerly anticipate the pleasure of welcoming you to Cuisine Lab, where our commitment to excellence, diversity, and inclusion in culinary arts comes to life.

Sincerely,

Sarah Hoibak  
President, Cuisine Lab



## OUR MISSION

We take great pride in providing a supportive training and employment platform for asylum seekers and refugees who aspire to build a career in the hospitality industry.

Our program is designed to empower them by offering opportunities to develop professional skills, gain valuable restaurant industry experience, and secure meaningful employment. Our goal is to successfully help refugees achieve economic independence and foster social integration into their new community.

## OUR VALUES

At our core, we value honesty and openness, which allow us to build trust and strong relationships with our colleagues and customers.

We strive to approach every interaction with kindness and professionalism, treating everyone with the respect and dignity they deserve. We believe that creativity is key to driving innovation and growth, and we encourage and embrace it in everything we do. Above all, we seek to cultivate joy in our work and in the lives of those we touch, bringing a sense of purpose and fulfillment to all we do.



© Marc Petzoldt

## KEY FIGURES

6  
Refugees trained and employed

46  
Events managed by the catering department between September and December

431  
Take-away meals sold at Cuisine Lab Restaurant

50%  
Of employees are refugees from five different nationalities

1'302'000 CHF  
Fundraised for the design development and opening of Cuisine Lab Restaurant

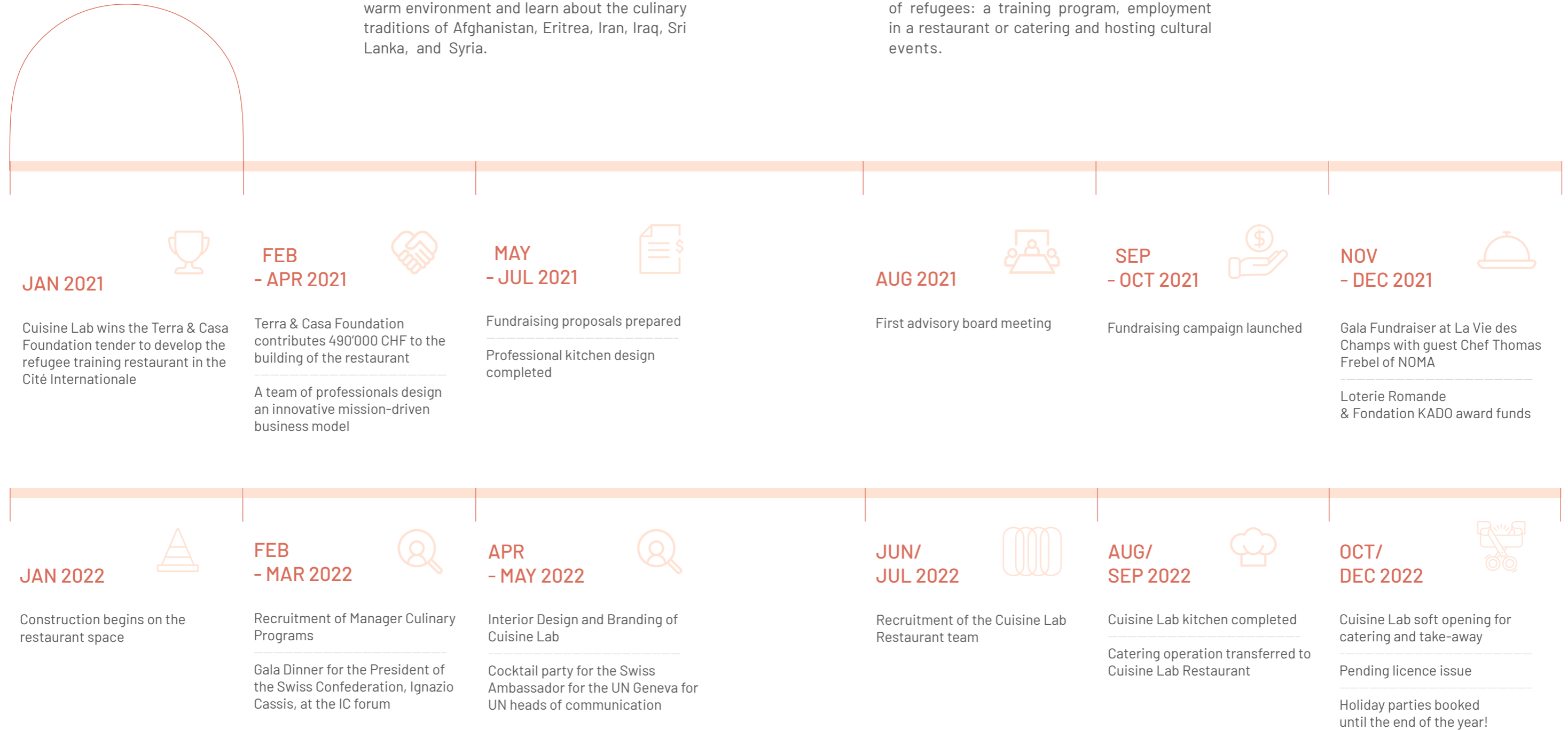
168'668 CHF  
In revenue generated by the commercial activity

## TIMELINE

### Transforming our promising & valued project into a sustainable venture

Cuisine Lab's journey began in November 2016, when social entrepreneur Dan Stein organized, with the support of community specialist Rene Bangert and former chef and public health specialist Sarah Hoibak, welcome dinners for asylum seekers and refugees in Geneva. These were occasions to share meals in a warm environment and learn about the culinary traditions of Afghanistan, Eritrea, Iran, Iraq, Sri Lanka, and Syria.

These informal meals grew organically into an association in 2017 and later into a social enterprise with a team of passionate refugee chefs providing catering and event services. After six years of incredible experiences and learnings, Cuisine Lab matured into a true laboratory for social and economic integration of refugees: a training program, employment in a restaurant or catering and hosting cultural events.





© Christian Meuwly



© Jetaniel G. Silva

## CUISINE LAB CATERING

Cuisine Lab catering activities have remained the cornerstone of the social and economic integration program of the association. The scale of the operations was significantly impacted during the Covid-19 pandemic. Cuisine Lab's primary catering clients are International Organizations who host meetings and conferences, most of which were canceled during the 2020 to mid-2021 period.

**2022 was a strong return to the office and the catch-up of postponed meetings. The catering operations flourished and the number of events organized surpassed pre-pandemic years.**

Cuisine Lab was selected to cater for several high visibility events attended by renowned individuals. A tremendous honor for the team. March 31st, his excellency, the honorable Ignazio Cassis, President of the Swiss Confederation, requested Cuisine Lab to host the high-level dinner for the International Cooperation Forum. The theme of the Forum was "transformational sustainability" and Cuisine Lab delivered the most sustainable meal possible. They worked with local supplier Ferme de Budé, foraged items and used food scraps to produce sauces and finishings. (image left)

**On May 11th, the Swiss Ambassador to the UN, Jürg Lauber, hosted a cocktail dinner for the United Nations Heads of Communication, including Assistant Director General Melissa Flemming. A glorious evening at the Ambassador's residence overlooking the Jura (image above)**

# CUISINE LAB



© Marc Petzoldt

## THE CUISINE LAB RESTAURANT START UP TEAM

### COMMUNICATIONS

EIGER Visuals  
Social Media

Studio Maga  
Web design

### NUTRITION & SUSTAINABILITY

Ana Gerlin Hernandez  
Bonilla Mabeck  
Cuisine Lab Committee

### PROJECT MANAGEMENT

Francesca Onorati  
Cuisine Lab Advisory  
Board / RTS

Sarah Hoibak  
Cuisine Lab Committee

### CONSTRUCTION

Bonnard & Woeffray  
Architect

Ginox Kitchen

Irbis Coordination

Steiner Developer

### PARTNERSHIPS

Boza Séry-Kore  
Cuisine Lab

Fitore Pula  
Cuisine Lab Committee

Daniel Stein  
Cuisine Lab Committee

# CUISINE LAB

### INTERIOR DESIGN & BRANDING

BUREAU  
Interior design

Georges Torbey  
Graphic design

### FUNDRAISING

Daniel Stein  
Cuisine Lab Committee

Boza Sery-Kore  
Cuisine Lab

Sarah Hoibak  
Cuisine Lab Committee

Abena Lauber  
A Community

### MENU ENGINEERING

David Amy  
& AGORA chefs  
Cuisine Lab

Thomas Frebel  
Cuisine Lab Advisory  
Board / Noma

### TRAINING

Katherine de Fontaine  
Cuisine Lab Advisory Board  
/ HAT

EHL Student Business Project

Nello Russo  
Cuisine Lab

## FUNDRAISING

A tremendous team of staff, consultants and volunteer advisors & members have committed themselves to fundraising with enthusiasm to see this incredible venture come to fruition.

In 2023, the first full cohort of 12 refugees in the catering, kitchen and front of the house operations will be in place.\*

\*Cuisine Lab's flagship refugee culinary training restaurant was opened in February 2023.



© Christian meuwly



© Jetaniel G. Silva

## FUNDRAISING SUCCESS

Efforts have resulted in the financing of **100% of the restaurant start-up costs**

LOTIERIE ROMANDE*	467'500
FONDATION GENEVOISE	100'000
Fonds KADO* de la Fondation Philanthropia	50'000
PRIVATE COMPANY*	25'000
FONDATION SANDOZ	30'000
GINNOVE (VILLE DE GENÈVE)	20'000
FONDATION MEYRINOISE	20'000
ERNST GOHNER	50'000
SIG IMPACT CROWDFUNDING	32'000
ANONYMOUS FOUNDATION*	18'200
TERRA & CASA	490'000
<b>TOTAL COLLECTED</b>	<b>1'302'700 CHF</b>

\* Funds raised in 2021

## The SIG Impact Crowdfunding Campaign

In May 2022, SIG Impact supported Cuisine Lab to design and run a crowdfunding campaign to finance its sustainability initiatives. The campaign was launched in the "Jardin des Nations", adjacent to the Cuisine Lab restaurant site. It was the opportunity to meet the chefs and taste some of the rewards you could receive when a donation was made. The fundraising goal of 32,000 CHF was met. These funds were to create courses and workshops introducing refugees and the community to sustainability, nutrition, waste reduction and energy-saving principles. This to ensure farm-to-table menu design at Cuisine Lab and allow the chefs to engage in the farming process with the agriculture Association Geneve Cultive.



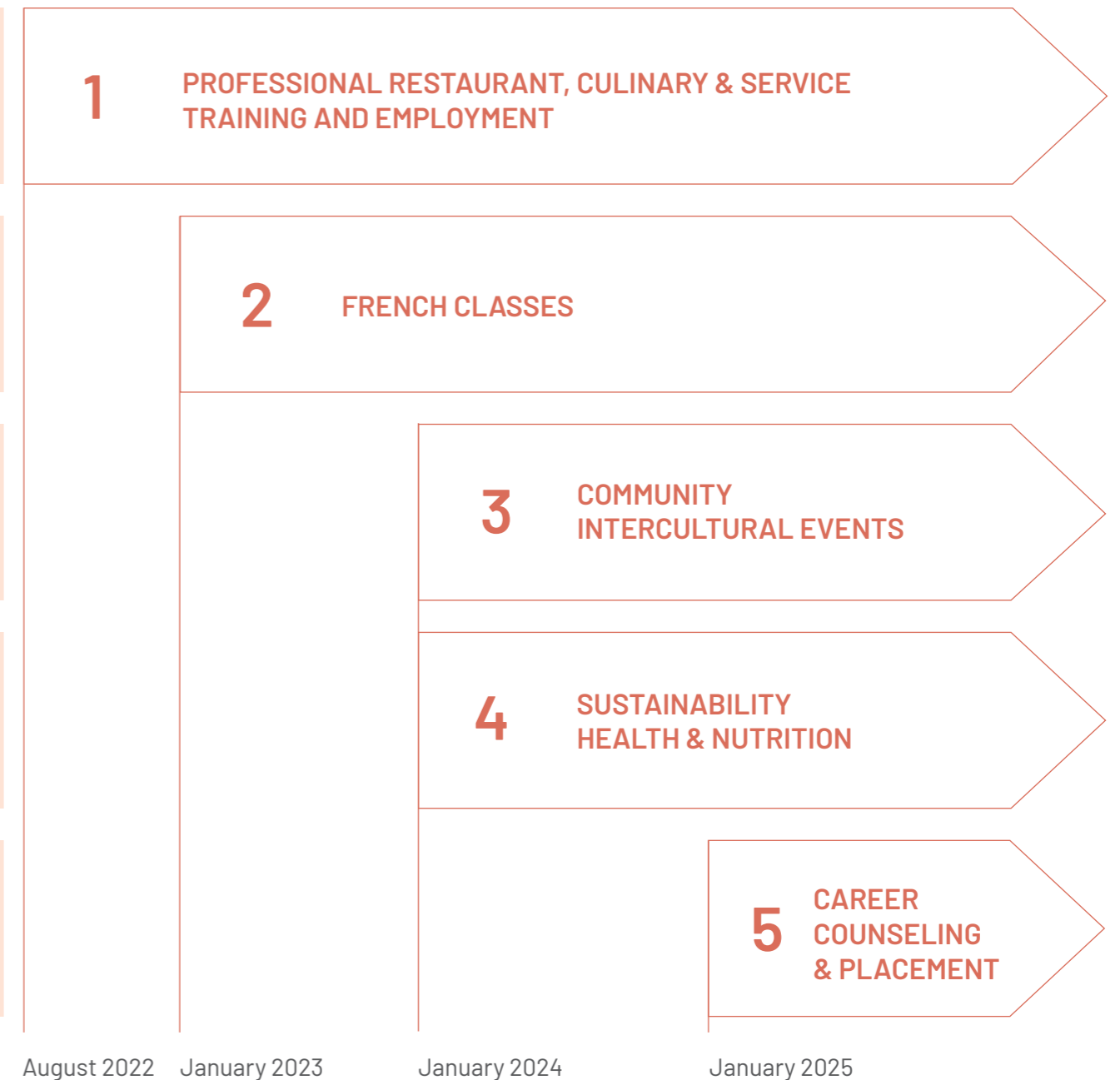


## SOCIAL PROGRAMS

Five social programs are the pillars of Cuisine Lab.

Cuisine Lab's objective is to provide a holistic solution to the obstacles that impede the refugee population from achieving sustainable social and economic inclusion.

- 1 PROFESSIONAL RESTAURANT, CULINARY & SERVICE TRAINING AND EMPLOYMENT**  
 - 80% achieve AFP\* or acquire certificate at the end of the training  
 - 100% employed at Cuisine Lab
- 2 FRENCH CLASSES**  
 80% B1+ Level achieved. Courses tailored to culinary field and to each refugee's background.
- 3 COMMUNITY INTERCULTURAL EVENTS**  
 12+ events/year with 1000 people (including 500 refugees)
- 4 SUSTAINABILITY, HEALTH & NUTRITION**  
 80% acquire and apply sustainability and nutrition notions in their daily operations in the kitchen at Cuisine Lab
- 5 CAREER COUNSELING & PLACEMENT**  
 80% of refugee students are employed or pursue further studies at the end of training



\* Attestation fédérale de formation professionnelle



## OUR TEAM

### Our Comittee



Sarah Hoibak  
**President /Co-founder**  
Canada/ UK



Marc Petzoldt  
**Administration**  
Germany



Ana Gerlin Hernandez Bonilla  
**Sustainability & Environment**  
Guatemala / Sweden



Fitore Pula  
**External Relations**  
Switzerland /Kosovo



Francesco Moschetta  
**Advisory Board Liaison**  
Italy



Sajad Fotuhi  
**Integration**  
Iran

### Our Management



Aniello Russo  
**Director of Culinary Programs**  
Italy



Boza Sery-Kore  
**Director Social Programs**  
Switzerland /Cote d'Ivoire

### Our Restaurant & Catering Staff



Chloé Villevieille  
**Head Chef**  
Scotland / France



Fabrice Legof  
**Chef Trainer**  
France



Talal Rankousi  
**Cook**  
Syria



Georgia Alzhar  
**Assistant Catering Manager**  
Syria



Gaayathri Sathasivam  
**Cook**  
Sri-Lanka



Christophe Genevay  
**Restaurant Manager**  
Switzerland



Drake Barry  
**Waiter**  
Guinea / Senegal



Remi Mermillod  
**Maitre d'hôtel**  
France



Saba Temelso  
**Cook**  
Eritrea

## OUR PARTNERS

### Development of The Restaurant and Training



### Migrants And Refugees Support



### Sustainability



### Social Gastronomy



## FINANCES

Cuisine Lab's financial model is a social enterprise. The association's revenue streams finance its operations, the restaurant and catering, and the training programs. The first revenue stream is from commercial activities: the restaurant and catering services. The second revenue stream is donations through the government, foundations, private donors, and individuals.

The financial situation at the close of 2022 showed the impact of a delayed opening of the restaurant for in-house dining (delayed permit & exploitation). This negatively impacted the end of year working capital. Key asset investment into the restaurant construction, design, installation, and refurbishment of the facility was completed. Only some of planned works were postponed into 2023.

Expenditures were driven by the labour costs and social charges. As a social restaurant, the ratio between trainer and beneficiaries (head chef and refugee chefs) is much higher to meet the fulfillment of criteria from the **Direction Générale de l'office pour l'orientation, la formation professionnelle et continue** to be an accredited training facility. The training program and employment of refugees and trainers commenced without the revenues from the restaurant. This ensured that beneficiaries in the kitchen, front of house and catering were trained on essential skills to operate in a professional environment.

The second highest expenditures were costs for the restaurant build-out, including construction, installation of kitchen, cold room and bar, and the interior design. These were primarily Swiss-based suppliers who provided a kitchen equipment (Ginox, Cash Hotel, Bragard). During the construction and installation phase, Cuisine Lab had experts from the advisory board in place to manage and oversight the process.

The revenue from catering and private events (January - December) and take-away (October to December) was 168'668 CHF (39%). The revenue from unearmarked and earmarked donations was 266'802 CHF (61%). The goal of Cuisine Lab is to move to a 80% commercial and 20% fundraising ratio for 2024.

In line with expert advice from the advisory board on financial management, the financial statement has been produced by third-party accounting services (FIDEO). The statement is in line with Swiss accounting standards and does not require an external audit.

KEY METRICS

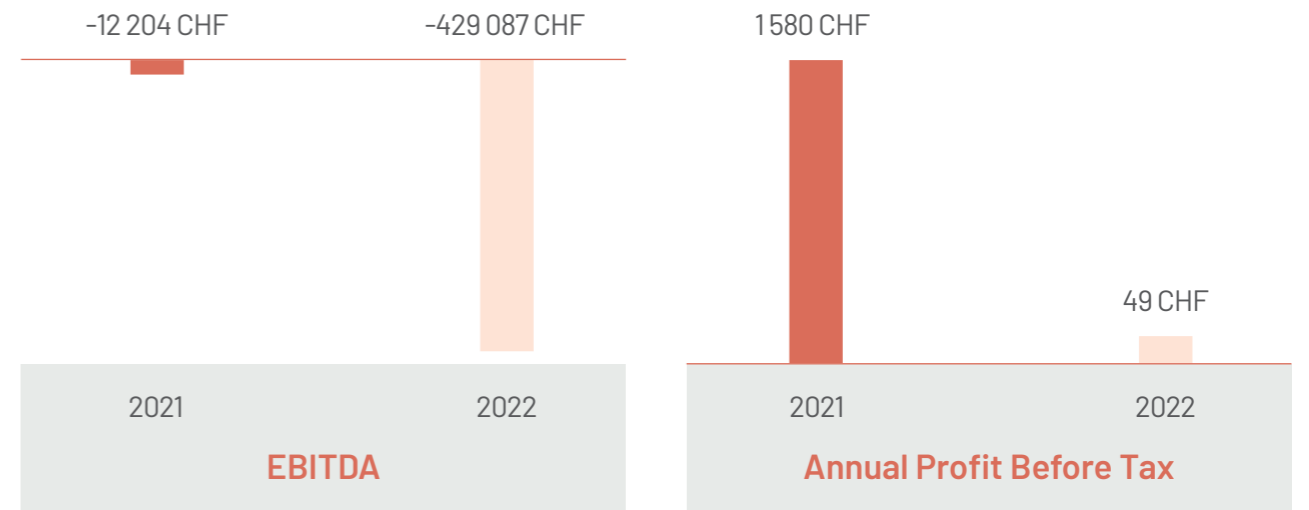
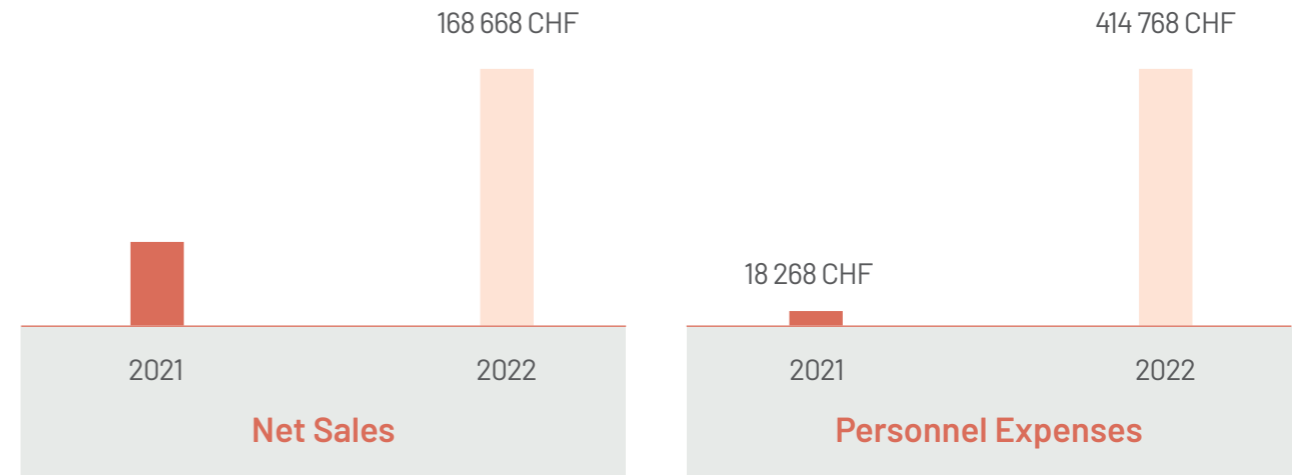


● Sales ● Donations/ Grants



● Foundations ● Crowdfunding  
● Grants ● Corporations

KEY METRICS



## KEY METRICS

ASSETS in CHF	2022	2021
Total current assets	75 285.38	583 706.70
Total fixed assets	398 912.55	22 128.00
Total assets	474 197.93	605 834.70

LIABILITIES in CHF	2022	2021
Total short-term liabilities	61 055.32	21 920.03
Total long-term liabilities	0.00	0.00
Total restricted capital	395 055.12	561 361.18
Total shareholders' equity	12 268.49	12 268.49
Total liabilities and shareholders' equity	474 197.93	605 834.70
Total assets	474 197.93	605 834.70

## IN THE MEDIA



### Cook and savor to integrate the refugees

A restaurant like no other hopes to open in December. The dishes will be concocted by people who have obtained asylum, who will ultimately aim for federal certification.

<https://www.20min.ch/fr/story/cuisiner-et-deguster-pour-integrer-des-refugies474030548360->



### Standing with Refugees: Cuisine Lab

(...) we did want to mark the occasion by launching a series of articles highlighting local actors helping refugees: Standing with Refugees. For our sixth article we met with Sarah Hoibak and Gaayathri Sathasivam, co-founder and chef, respectively, at Cuisine Lab, a social-minded company which provides catering services and employs passionate refugee chefs

<https://www.letemps.ch/lifestyle/geneve-cuisine-outil-dintegration-refugies>

## LE TEMPS

### In Geneva, cooking as a tool for integrating refugees

Next spring, Agora, a multicultural restaurant, will open in the Nations district of Geneva. A project to discover and support, during a pop-up associating refugee chefs with the star chef Thomas Frebel.

<https://www.unrefugees.ch/en/news/standing-refugees-cuisine-lab>

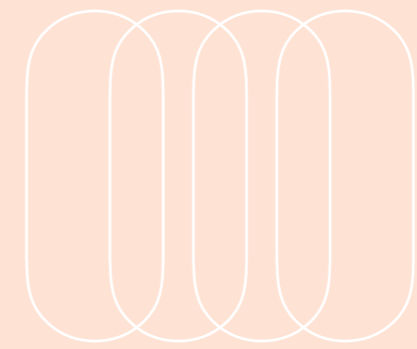


### Tables that bring people together land in French-speaking Switzerland

(...) Another project in the making, other restaurants, the one that refugees are preparing to open in June in the Nations district.




(...) There is the language barrier but when it comes to cooking we don't need to talk a lot

<https://www.rts.ch/play/tv/redirect/detail/12899588>



ASSOCIATION CUISINE LAB  
2 Rue Michelle Nicod 2, 1202 Genève

[info@cuisinelab.ch](mailto:info@cuisinelab.ch)  
[cuisinelab.ch](http://cuisinelab.ch)

  [@cuisinelab.ch](https://www.instagram.com/cuisinelab)  
 [@cuisinelab](https://twitter.com/cuisinelab)

COORDONNÉES BANCAIRES  
BANQUE CANTONALE DE GENEVE  
No IBAN: CH4800788000050730378