



Baba Sylla (Managing Director and founder of Orange Babies) and Stephanie Dekker (General Manager of Orange Babies in the Netherlands) visiting Noble Relocations to sign the cooperation agreement. Representing Noble in the photograph are Maarten van Zutphen and Desiree Mulder.

Noble Relocations starts cooperation with Orange Babies

Commitment for the long haul

Many companies are currently keeping their wallets closed because of the economic conditions, but in contrast Noble Relocations recently decided to embark on cooperation with Orange Babies. The international removals and relocations company has pledged its commitment for three years to an infant orphanage run by Orange Babies in Namibia.



By taking this step, Noble Relocations, based in Alphen aan den Rijn, has shown that its sense of responsibility for the environment and society is embedded in the culture of both the company and its employees. This latter point was exactly why the board of management actively involved the workforce in choosing the social project with which Noble Relocations would associate itself. Desiree Mulder, Head of Financial Accounting, was the person who put forward Orange Babies. "The good cause championed by Orange Babies appeals to me; helping pregnant women with HIV and their children in Africa," she says. "Similarly, the work done by Orange Babies appeals to our entire customer base, regardless of whether they are private individuals, business clients or international agents. It also fits in with the international nature of our company. As an international removals and relocations company, we operate worldwide, also in Africa."

Exclusive support for 3 years

The board of management agreed entirely with Mulder's vision and acted accordingly. The cooperation was formalised on Monday 13 February, when Managing Director and founder Baba Sylla visited the Noble Relocations offices in Alphen aan den Rijn for the official signing of the cooperation agreement. The signature of the board of management sealed the exclusive support that Noble Relocations will give the Orange Babies complex in Windhoek, Namibia, for three years.

Desiree Mulder, named internally as ambassador of the project, said: "We are effectively adopting this entire orphanage. It houses more than 20 orphans aged 4 to 6, including some infected with HIV. The children are cared for by the same 'mothers' until they are adopted, for example by Dutch parents. This frees up space for new young occupants of the infant house. A three-year agreement demonstrates how

involved we feel with this project. This year we will certainly go to Windhoek to visit the complex and to get to know the children who live there and their carers."

Long-haul commitment

Mulder is proud of her employer for putting itself in the picture in this way. "Many companies don't find it easy to support social initiatives in times like these. But we regard it not just as something that costs money, but as something that very definitely also produces a result. This is possible only by giving this type of long-term commitment. It's typical of us to make emphatic choices in matters of this kind."



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Noble Relocations visit
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