

# 03

# corporate social responsibility

<b>Our approach</b>	<b>68</b>	<b>2. Support the new responsible uses of our customers and users</b>	<b>86</b>
CSR stakes and mission	68	2.1. Develop our offer of green and responsible products and services	86
The organisation	68	2.2. Promote useful and responsible digital business and the circular economy	87
Our roadmap	68	2.3. Boost responsible innovation in internal and external collaborations	89
<b>Actions and highlights</b>	<b>69</b>	<b>3. Federate an ecosystem to create shared value</b>	<b>90</b>
References and standards	69	3.1. Partnerships in the education and university sector	90
Labels and certifications	69	3.2. Become the partner of choice for innovative companies and integrate them into our offers	94
Commitments to the SDG (Sustainable Development Goals)	69	3.3. Develop our local roots	95
Major aims and achievements:	71		
<b>1. Nurture our excellence through responsible commitment</b>	<b>72</b>		
1.1. Position ourselves as a committed employer	72		
1.2. Conduct a demanding environmental policy	80		
1.3. Be an ethical and responsible player	83		

# Our approach

## CSR stakes and mission

According to a CNRS study of May 2018, digital services represent between 6% and 10% of the world's energy consumption. The same study estimates that only 18% of the materials used to manufacture portable computers are recycled in Europe. The Econocom group views these figures as a challenge, after having made the fight against digital waste a major focus of its CSR strategy.

How will this be done? Firstly by designing and deploying truly useful and responsible digital technologies for end users, that contribute to the overall performance and competitiveness of organisations. Secondly by ensuring the recycling and re-use of equipment. Econocom's mission regarding social responsibility is: to provide our customers and their users with effective and responsible digital solutions, generating a positive impact.

This commitment to useful digital services is evident in, amongst other things, the Group's efforts to improve the energy efficiency of its digital infrastructure, its sponsorship of organisations combating exclusion and its commitment to the re-use and recycling of its equipment through social support organisations. Finally, the Econocom Group's social responsibility cannot be envisaged without an appropriate HR strategy and a responsible environmental policy.

## The organisation

Econocom's CSR policy involves all Group employees and is implemented by a dedicated organisational structure. The CSR Department is headed by Véronique di Benedetto, Vice Chairwoman France. This department presents the CSR policy to the Board of Directors and other management bodies.

The policy is managed by a CSR Steering Committee comprising 7 Directors representing the Group's main functions. It approves the strategic priorities and objectives of the CSR programme and ensures that objectives are met.

A panel of CSR functional and geographical correspondents has been created. These correspondents are part of the operational teams of members of the CSR Steering Committee. They are responsible for meeting objectives in their respective scopes. They are responsible for the operational implementation of the action plans approved in Committees, and they are also the ambassador for the policy with their teams.

## Our roadmap

Econocom adopted a new CSR strategy in 2019 and implemented it in 2019. This ambitious and demanding road map includes all of the significant issues identified in the survey of internal and external Group stakeholders. It highlights the points which Econocom would like to develop over the next few years.

### **NURTURE OUR EXCELLENCE THROUGH RESPONSIBLE COMMITMENT**

- Position ourselves as a committed employer.
- Conduct a demanding environmental policy.
- Be an ethical and responsible player.

### **SUPPORT THE NEW RESPONSIBLE USES OF OUR CUSTOMERS AND USERS**

- Guarantee an extensive and simple user experience, as a service.

- Promote useful and responsible digital business and the circular economy.
- Boost responsible innovation in internal and external collaborations.

### **FEDERATE AN ECOSYSTEM TO CREATE SHARED VALUE**

- Support new uses linked to useful digital business in the education sector, and Green IT.
- Become the partner of choice for innovative companies and integrate them into our offers.
- Develop our local roots.

## **Actions and highlights**

### **References and standards**

- Since 2012, the Econocom group has joined the United Nations Global Compact. Through this membership, Econocom is committed to respecting and promoting the ten principles of the Global Compact. These principles concern: human rights, labour law, the environment and the fight against corruption.
- Econocom was honoured with the Ecovadis Silver medal for its CSR performance.

### **Labels and certifications**

- The scope of the ISO 9001 certification concerns more than 6,000 employees across nearly 50 sites and covering eight countries: Belgium, Spain, France, Italy, Luxembourg, Morocco, the UK and the Netherlands.
- ISO 27001 certifications are managed locally in France, Spain, Italy and Morocco.
- Econocom uses the ISO 26000 standard to ensure compliance with the guidelines in terms of social responsibility.



### **Commitments to the SDG (Sustainable Development Goals)**

Econocom recognises the urgency for private and public sector players to converge together towards the 17 Sustainable Development Goals identified by the United Nations. As part of its commitment, Econocom has identified goals that fall under a priority commitment, active contribution, or participation. 11 goals have been identified and included into the CSR policy.

**PRIORITY COMMITMENTS:**

- goal no. 12: responsible consumption and production;
- goal no. 9: innovation and infrastructure;
- goal no. 4: access to quality education;
- goal no. 10: reduced inequalities;
- goal no. 17: partnerships for global goals.

**ACTIVE CONTRIBUTION:**

- goal no. 13: fight against climate change;
- goal no. 5: gender equality;
- goal no. 8: access to decent jobs.

**PARTICIPATION:**

- goal no. 3: access to health;
- goal no. 11: sustainable cities and communities;
- goal no. 7: use of renewable energies.



## Major aims and achievements:

### Gender balance

**Achievement:** creation and deployment of an internal programme, “Econocom Digital Women” and signature of the manifesto to provide retraining for women in the digital businesses.

**Aim:** the Econocom group aims to improve women’s access to IT jobs by 2022, to attract more female talent and to improve their integration into the Company.

### Environment

**Achievement:** as part of its commitment to reducing IT waste, Econocom has registered a 28% reduction in the consumption of IT equipment by its employees.

**Aim:** by 2022, the Econocom group aims to control and reduce consumption throughout its information systems.

### Solidarity

**Achievement:** 80% of all our reconditioned IT equipment is processed by companies which are partners in the social economy (which every year represents about 500,000 products).

**Aim:** the Econocom group aims to have all its IT equipment processed and re-conditioned by companies in the social economy by 2022.

### Circular economy

**Achievement:** Econocom commits to the circular economy by developing essential project finance expertise for digital projects and technological equipment, *via* “as a service” finance solutions, and offerings which enable companies to manage their digital projects in real time and strictly adjusted to usage.

**Aim:** Econocom is aiming to accelerate, by 2022, the creation of unique financial and technological offerings which reduce the environmental IT footprint of its clients.

# 1. Nurture our excellence through responsible commitment

Econocom's CSR policy is focused on applying good practice within the Group, firstly through an HR policy focused on developing employee satisfaction, and then through its demanding environmental policy, and finally, by establishing itself as an ethical and responsible player.

## 1.1. Position ourself as a committed employer

Through its hiring policy, professional development plans, after-work social events, health programmes and employee satisfaction surveys, Econocom has committed to making its employees the

driving force behind corporate social responsibility (CSR) and the Group's top ambassadors. At 31 December 2019, Econocom had 10,323 employees, with nearly 85% in Services.

### Breakdown of workforce by business

	31 Dec. 2019	31 Dec. 2018
Technology Management & Financing	526	634
Services	8,314	8,891
Products & Solutions	626	441
Holding and support functions	739	728
Total employees	10,205	10,694
Sales agents	118	118
<b>Total</b>	<b>10,323</b>	<b>10,812</b>

### Breakdown of workforce by geographical area

	31 Dec. 2019	31 Dec. 2018
France	7,173	7,444
Benelux	725	740
Southern Europe	1,932	2,001
Northern & Eastern Europe/Americas	493	628
<b>Total</b>	<b>10,323</b>	<b>10,812</b>

Econocom’s Human Resources policy is designed to attract and retain talent, both essential contributors to the Group’s long-term performance.

### 1.1.1. HIRING AND ONBOARDING POLICY

#### Talent acquisition

The Group wants every employee to be able to grow in an exciting and rewarding work environment, by carrying out diversified and meaningful assignments. This begins with putting the right skills in the right places, by managing hiring and mobility. Econocom has defined three priority areas of action to meet the expectations of both current and future employees:

- increase presence on social media. These platforms give applicants and employees the opportunity to interact, and primarily target younger generations;
- make good use of Group employees’ networks to hire people with more targeted profiles who embrace Econocom’s corporate culture;
- promote internal employee mobility.

A new module will be deployed in the second quarter of 2020 and will make it possible, *via* an employee area, to:

- refer potential candidates using the Group’s website or mobile app;
- manage their career with a short procedure for applying to the Group’s job offers;
- share offers on social media.

In 2019, the Group hired 1,840 people in France.

#### Number of new hires by region in 2019

	Number of new hires in 2019
Benelux	76
France (Planet + Exaprobe + Infeeny + other Satellites)	1,840
Spain	291
Italy	30
Other countries	235
	<b>2,472</b>

#### Talent integration

New hires benefit from a personalised onboarding programme aiming to introduce fellow team members, gain a better understanding of the Company’s organisational structure and learn more about the business activity of their department.

To round out the programme, new hires also take part in a nation-wide onboarding seminar known as the Welcome Day, where they are introduced to Econocom’s organisation and businesses. These Welcome Day seminars are extremely popular, with a 100% satisfaction rate with participants.

Employees working at customer sites, on the other hand, attend Welcome Dates. Organised every quarter depending on the region, Welcome Dates allow them to discover the organisation and working of their local branch office and local stakeholders, as well as about national communication tools and the Group’s career development programmes.

### 1.1.2. PROFESSIONAL DEVELOPMENT

#### Training

Econocom group supports the career development of its employees by providing a wide range of training options.

The Group’s training programme offers three main types of courses:

- Learn’up: the digital learning platform accessible to all;
- the Econocom Management Academy aimed at managers;
- training actions that meet the specific needs of the Group’s businesses and activities.

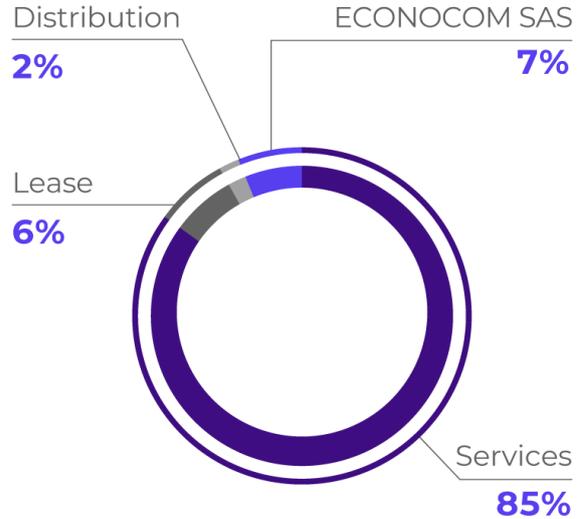
To meet the training requests of all employees and encourage them to engage in self-training, Econocom draws on the wealth of opportunities available through digital technology, and has redesigned its distance training offer. MOOCs are also offered throughout the year, particularly on subjects relating to the digital transformation of the Group’s businesses.

In 2019, Econocom rolled out an innovative digital training offering in a SPOC format on soft skills: project management, flexibility, human resources, conflict management, organising meetings, communication and management. Almost 230 were able to benefit from this distance training, on a voluntary basis, after approval by management.

The Econocom Management Academy was set up to develop managerial skills. Its training courses help managers prepare for the digital transformation and the collaborative, cross-disciplinary practices that come with it.

Econocom believes that training is a key factor in both employees’ professional advancement and the Group’s success. In France, 40,000 hours of training were provided in 2019.

#### Distribution of employees trained by business in France in 2019



#### Internal digital transformation

Econocom has introduced a digital acculturation training programme called the “digital passport”. The goal is to improve employees’ knowledge and awareness of the impact of digital technology on their business, and help them learn to use the new tools available to them so that digital solutions can be a true source of professional development. In 2017, almost 500 employees in France signed up on a voluntary basis to obtain the digital passport. The last training session was set up in 2019, training almost 90 more people.

Digital transformation also involves adapting workspaces. To this end, Econocom has redesigned the layout of its offices to create spaces where people can come together to share ideas under the watchwords of co-creation and collaboration. The Group’s different sites are equipped with digital solutions, such as displays in walkways to enable staff to perform quick tasks (reserve a meeting room, find their way around, check available offices, etc.) and web conferencing solutions that can be used either from a meeting room or a work device, such as a computer, tablet, smartphone, etc. Nearly 3,000 employees benefit from working conditions adapted to changes in their business and work methods.

A “Digital Bar” has been set up at the Group’s main site, and the concept will gradually be rolled out at its other major sites. These physical spaces provide a forum for employees and users to get answers to their questions about digital tools, along with personalised guidance. Technical assistance is also available to help employees and users solve IT and digital issues.

In early 2018, a new in-house tool called OneLink was launched to standardise the Group’s digital practices and resources. OneLink combines all IT solutions and digital communication systems (intranet, Microsoft Office 365, newsletter, social media, CRM, HRIS, etc.) so that employees can access all information, documents and company news on a single platform.

### **Career management**

Career management and professional development of employees are prime concerns at Econocom and part of a structured process to target specific initiatives for different employee profiles. Econocom’s Talent Reviews feature top management from each business line, the Career & Development team and the operational HR team to discuss the business challenges which can be addressed by the human resources strategy. These reviews are conducted to prioritise individual development actions based on identity of employees and to ensure that HR programmes are in line with the requirements and expectations of each business line and with employee aspirations.

### **1.1.3. EMPLOYEE SATISFACTION**

Econocom operates in a highly competitive market and is confronted with labour issues inherent to the digital sector, including high turnover and downtime between contracts. Employee satisfaction is therefore a key performance criteria.

#### **Share engagement programme**

Launched in 2011 in France, Econocom’s Share engagement programme aims to enhance work-life balance and improve well-being in the workplace. The programme is based on four key focuses: Easy Life, Flexi’work, Share Solidarity and We Care We Cure.

#### **Easy Life: facilitate your day-to-day life**

Improving employee well-being in the workplace means providing a variety of services and innovative programmes to support employees and make their day-to-day lives easier.

#### **Flexi’work: adapt your organisation**

Achieving harmonious work-life balance is key to improving employee well-being. Econocom is sensitive to the well-being of its employees and therefore offers teleworking, and more broadly mobile working, and part-time work programmes.

#### **Share Solidarity: support a community cause**

In 2016, the “Engaged, now!” programme was launched. The purpose was to promote charity work performed by employees in their own time. Employees can therefore submit an application to support a charitable organisation for which they volunteer. The organisation will then receive a financial contribution from Econocom to support its development. The organisation’s charitable purpose must also be in line with the Group’s CSR policy. For three years, fifteen associations have received this support. The programme has been a huge success and lets employees draw attention to the action taken by their organisation and recruit potential volunteers.

### 03 corporate social responsibility

nurture our excellence through responsible commitment

In December 2019, the sites of Clichy, Noisy-le-Grand, Les Plessis Robinson, Villeurbanne and Les Ulis offered employees the opportunity to take part in the Father Christmases Green Collection, of Le Secours Populaires Français. In December employees gave new or second hand toys to children from under-privileged families.

In September 2019, following the move from the Puteaux site, a charitable sale was organised with employees, involving the sale of unused IT equipment at attractive prices. The proceeds from this sale were entirely paid to two associations supported by Econocom: Espérances Banlieues and Double Horizon. 30 computers were also processed and reconditioned by our partner Ateliers Sans Frontières and were given to Espérances Banlieues, to be used to train pupils at school in Asnières (92) in digital technologies.

#### **We Care We Cure: protect your health**

In 2017, Econocom launched its employee health programme in France:

This programme takes action in two key areas:

- prevention (awareness, screening, preventive action) is the first step towards improving employee health;
- Day-to-day support for employees in treating illnesses.

#### **Happy Life @ Econocom**

In 2015, the Group launched the Happy Dej and Happy Cheers initiatives at its sites in France. Econocom organises a Happy Dej every year on the biggest sites of France, and a National Afterwork which brings together all the 10 cities concerned. These events allow employees to meet in a friendly and relaxed atmosphere by participating in the various activities offered.

Sports is also a vector for sharing and offering mutual support. That is why the Group holds sports challenges for its employees every year. Since 2016, about 100 runners from across all Group businesses, regions and countries have got together to run in high-profile races, such as the Trail de Porquerolles, Paris marathon, Médoc marathon, Porto marathon and, more recently, the 32-kilometre Run & Bike race through the *Gorges du Verdon*.

#### **1.1.4. DIVERSITY POLICY**

Diversity contributes to openness and collective performance. Econocom has always based recruitment and career development on the skills of each individual, and condemns any form of discrimination.

#### **Gender parity**

Econocom closely monitors gender parity within its workforce and encourages women to join this highly male-dominated industry *via*, for example, recruitment or engagements in favour of gender equality, especially in the digital sector. The Group ensures that fair treatment is applied in terms of representation and promotion to strengthen the balance between women and men. Econocom is particularly attentive to ensuring that men and women enjoy the same career opportunities, especially in access to training, professional development and management positions. Progress in gender parity cannot be made without raising the awareness of management and involving men in the process. The Group has increased the number of women on its Board of Directors. In 2017, three out of the four new Directors appointed were women. One third of it are now women, in line with the target set by the Group.

**Gender equality index: 88/100 for the Services activity in France**

In application of the decree of 8 January 2019, the Services activity gets a score of 88 out of 100 points. This index is based on five indicators:

1. Gender pay gap
2. Gap in rates of individual salary increases between women and men
3. Gap in promotion rates between women and men
4. Percentage of employees returning from paid maternity leave who receive a salary increase upon their return
5. Number of the least represented gender among the ten highest paid employees

**Gender breakdown in France in 2019 (excluding Satellites)**

France	Support functions	Products & Solutions	Services	Technology Management & Financing	Total
Women	58	103	370	65	596
Men	18	41	2,332	26	2,417
<b>Total Non-managers</b>	<b>76</b>	<b>144</b>	<b>2,702</b>	<b>91</b>	<b>3,013</b>
Women	125	48	331	78	582
Men	101	53	1,737	84	1,975
<b>Total Managers</b>	<b>226</b>	<b>101</b>	<b>2,068</b>	<b>162</b>	<b>2,557</b>
<b>Total</b>	<b>302</b>	<b>245</b>	<b>4,770</b>	<b>253</b>	<b>5,570</b>

**Econocom Digital Women (Femmes du Digital Econocom): an internal programme to encourage women in the IT sector**

In June 2019, the Econocom Digital Women internal programme was launched under the aegis of the Services activity. This ambitious programme set **3 targets** :

- create a national community in order to encourage dialogue and interactions between Services employees;
- attract and recruit more women in the workforce;
- innovate and showcase skills and expertise internally.

### 03 corporate social responsibility

nurture our excellence through responsible commitment

Aware of the added value that gender diversity gives to an organisation, Econocom would like to encourage the presence of women in its activities and make digital sectors, where women are under-represented, more attractive. The Group would thus like to take on a major challenge: to make the IT sector more female. By signing the **Retraining Women in the Digital Sector Manifesto**, Econocom is making a commitment, offering a support programme to women who have retrained. The task of Econocom Digital Women is also to raise awareness amongst young women through talks in schools and introductory internships.

#### Anti-discrimination policy

##### Professional integration of young people

For its Services business in France, Econocom group clearly encourages hiring young graduates and final-year students on work-study programmes. Econocom plays an important role in training by supporting young workers every year in internships and work-study programmes. These undergraduate and master's-level training programmes are monitored by tutors in technical and functional jobs. As Econocom's Services business has the highest recruitment needs, it has established special partnerships with more than 40 schools.

As part of this commitment to opening the business world to young people, several years ago Econocom formed a partnership with **Journée Nationale des Jeunes** (JNDJ). Once a year, the Group opens its doors to middle and secondary school students from underprivileged backgrounds so that they can learn more about the business world and the solutions the Group provides for its customers.

The Group works to get its employees involved in its diversity policy and strongly encourages them to participate in local awareness and integration initiatives. Through the Group's partnership with the organisation **"100,000 Entrepreneurs"** and its network of partner establishments, several managers speak at secondary schools all over France to give students greater insight into entrepreneurship, intrapreneurship and the business world in general.

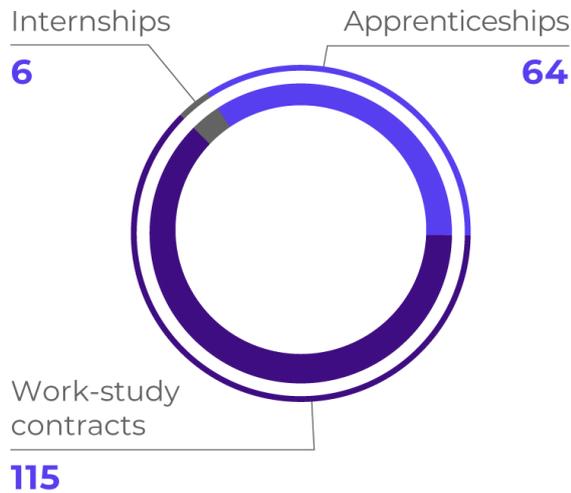
Taking its policy to support the professional integration of young people a step further, Econocom signed a generation contract for its different subsidiaries in France. This contract has **three main goals**:

- facilitate the long-term integration of young people into the workforce by providing access to a permanent work contract;
- encourage hiring senior workers and keeping them in the workforce;
- ensure the transfer of skills and expertise.

This agreement also aims to create synergies among the different generations of employees that make up the organisation and bring their expertise, a source of strength and innovative force. For this reason, the generation contract not only supports younger and older workers but also the generations in between, by giving them a key role in working with young people, transferring skills and training.

In 2019, Econocom gave the opportunity to 50 of its co-workers in France to be Econocom ambassadors through a partnership with the platform **My Job Glasses**, which connects students with professionals. These meetings allow students who have completed their *baccalauréat* to connect with companies, and thus get the best advice on internships and jobs.

**Breakdown of apprenticeships, internships and work-study contracts in France in 2019**



**Supporting employees aged over 45**

Employees in France aged 45 and over can organise a career development meeting to discuss their situation and professional development plans. They are also given the option of having a skills assessment performed by an authorised independent organisation. In addition, these employees enjoy priority access to training programmes and support from the Human Resources Department to guide them through their internal mobility project. Employees aged over 55 also benefit from additional measures. They are granted one paid day of absence every two years to have a health check-up. They can also opt for flexible working time arrangements such as part-time work, adjusted hours and teleworking. In addition, the Group gives them the opportunity to pass on their expertise in a tutoring programme involving younger Econocom employees.

**Encourage the hiring of those who have retrained**

The POEI scheme (Operational Preparation for Individual Employment) trains new employees. The POEI scheme thus closes

the gap between the skills required for the job and the skills the candidate has. It finances all or part of the costs of internal or external training. It allows the unemployed to retrain, acquiring It enables retraining in IT skills.

In 2018 only 10 people (i.e. slightly less than 1% of new recruits) were recruited using this method. In 2019 we significantly developed this source of recruits, recruiting 114 employees on permanent and temporary contracts and on work/study placements via the POEI scheme, representing 8.4% of the 1,352 new staff hired in 2019 for the Services France entity.

For these 114 new recruits, the Group presents the following results:

- 44 women, i.e. 38.5%;
- 14 engineers, i.e. 10%;
- 6 disabled people, i.e. 5.2%;
- average age 30.4;
- 80% permanent contracts;
- the rate at the end of the trial period was identical to that registered for all new recruits (10%).

**People with disabilities**

Econocom has committed to a proactive approach to supporting people with disabilities. After the partnership agreement signed in 2014 with the *Association pour la Gestion du Fonds pour l'Insertion Professionnelle des Personnes Handicapées* (AGEFIPH), Econocom has reached a new level by signing an agreement in 2018 covering all of the Group's activities in France. With this agreement, Econocom is committed to increasing its employment rate for people with disabilities by the end of 2020, by implementing an employment policy which aims to meet **four major objectives:**

- recruit, train and integrate people with disabilities;
- keep disabled employees engaged through appropriate career management and improvement in working conditions;
- raise disability awareness among all internal players and employees of Econocom;
- develop subcontracting with institutions in the protected environment.

The Mission Handicap is very committed internally to raise awareness among all employees to disability, especially during the European Week for the Employment of Disabled People (SEEPH) and in the context of management training and recruitment teams. It is also present at recruiting fairs and school forums and participates in the *Commission Handicap du Syntec Numérique*. Additionally, Econocom has introduced several awareness initiatives aimed at all staff members, such as e-learning modules showing real-life situations of people with disabilities in the workplace, and a special intranet site.

## 1.2. Conduct a demanding environmental policy

In 2015, Econocom expressed its commitment to reducing its CO<sub>2</sub> emissions by 20% across a limited scope. This initial target enabled the Group to more clearly define its goals to reduce CO<sub>2</sub> emissions over a wider scope for its new strategic plan launched in 2018. Econocom has commissioned greenhouse gas emission audits for its businesses since 2012. Based on these audits, the Group has identified the breakdown of its CO<sub>2</sub> emissions and its main emission factors. The results show that the Group's main emission factors are its vehicles and the energy consumption of its buildings.

Econocom has decided to concentrate these actions on two emission sources. It also took actions to reduce the energy consumption of its IT system.

### 1.2.1. ANALYSIS AND CONTROL OF CONSUMPTION OF THE INFORMATION SYSTEM WITH WATT'S GREEN

The share of the digital sector represents almost 52% of the electricity item of the Econocom group, according to the results of the Group's latest Carbon Audit (December 2019). This is one of the reasons why since 2017 the Group has analysed the energy consumption of its information system with Watt's Green.

Watt's Green is a tool, developed by Econocom, for measuring the energy performance of the information system (IS). The tool gives an overview of the IS's electricity consumption and energy performance, helping to initiate or improve a policy to reduce consumption. In order to analyse its information system, Econocom drew up an inventory of data related to datacentres, workstations, mobile equipment and meeting rooms. This data is then incorporated into the Watt's Green solution. Four key energy and environmental indicators emerged:

- annual electricity consumption;
- the weight of emissions in CO<sub>2</sub> equivalent;
- the annual cost of electricity consumed;
- the WEEE (Waste Electrical and Electronic Equipment) weight of the global fleet.

The results were then incorporated into the action plan put in place in 2017 in order to enable comparison between financial years. The aim was to analyse areas for improvement and to note the effects of reducing energy consumption and the consequent carbon impact.

For 2019, Econocom continued its optimisation policy, thanks to the introduction of the Green IT good practices. Energy consumption linked to employees' equipment was reduced by 28% in 2019, notably thanks to:

- the systematic replacement of fixed telephones with mobiles (removal of fixed handsets);
- the widespread use of second-hand mobile telephones;
- the reduction in the consumption of datacentres (rationalisation of servers etc.);
- replacing fixed telephones with the Skype tool;
- the complete renewal of the multi-function fleet (optimised and with energy criteria);
- the optimisation of the number of office and multimedia screens;
- the development of video-conferencing (reduction in travel).

These practices have allowed Econocom to continue to improve its digital carbon footprint and record a major reduction in its CO<sub>2</sub> emissions.

Thanks to this measuring tool, Econocom has significantly reduced the energy consumption of its equipment and infrastructure:

- Equinix Datacenter (Client and Econocom IT) **-18%**;
- Noisy Datacenter (Econocom IT) **-13%**;
- Optimisation of number of servers (Econocom IT) **-15%**;
- 100% renewal and optimisation of multi-function fleet (class A) **-28%**;
- Optimisation of number of multimedia screens **-17%**;

- Optimisation of number of laptops **-23%**;
- Optimisation of number of office screens **-39%**.

We note that, thanks to progress made, the IT organisation of the Econocom group is maturing in terms of Green IT on the "Usage" stage of the equipment life cycle. For 2020, Econocom will continue with its measures to reduce its energy consumption (particularly by its infrastructure) and will launch the environmental analysis of the "Manufacturing" and "End of cycle" stages with the Watt's Green solution.

### 1.2.2. RETHINKING TRAVEL TO REDUCE EMISSIONS

The vehicle fleet is the Group's largest source of CO<sub>2</sub> emissions. The target is to keep average emissions at less than 110g CO<sub>2</sub>/km, for all types of vehicles. Econocom has also incorporated electric vehicles into its fleet. Employees in the Paris region and Villeurbanne can reserve electric vehicles that they can use for short-distance business travel, especially between sites.

With all these initiatives, the Group reduced the CO<sub>2</sub> emissions produced by its vehicle fleet for an average level of 99g CO<sub>2</sub>/km in 2019, which is equal to 3,600 tonnes of CO<sub>2</sub> emissions for the entire fleet.

The Group favours low-emission transport methods and encourages its employees to use the train when possible. For travel by plane, Econocom uses companies which look to reduce their environmental footprint.

### **1.2.3. REUSE OF EQUIPMENT TO EXTEND THEIR USEFUL LIFE**

As part of its Technology Management & Financing business (TMF), Econocom manages the return of its used electrical and electronic equipment (EEE). The Group records 500,000 product returns a year, half of which are specifically in France. Econocom encourages the reuse of all its products to limit the environmental impact caused by scrapping or incinerating, as for example, some components contain heavy metals. This approach supports the social and solidarity economy and is in line with regulations on disability and waste electrical and electronic equipment (WEEE).

### **1.2.4. WASTE PROCESSING AND RECYCLING WITH SOCIALLY SUPPORTIVE STRUCTURES**

The recycling of electronic equipment is paramount in the Group's business. Every year, the Econocom group recovers 500,000 pieces of equipment, half of which in France. In order to process such volumes, essentially consisting of returned rented equipment (computers, screens, servers, tablets, smartphones etc.), Econocom uses *Ateliers sans Frontières* (ASF) and two specialist companies, ATF Gaia and Recyclea, which combine operations in circular and supportive economies.

#### **Partnership with ATF Gaia**

ATF Gaia gives businesses the means to be part of a more inclusive economy. On the one hand, by accompanying them in their compliance for the management of WEEE and on the other hand by allowing them to contribute more directly to the integration of people with disabilities through work. By sorting as closely as possible to the collection points in its approved centres, ATF considerably limits unnecessary transport,

optimising the carbon footprint as soon as the equipment is taken over. After recovery, sorting and survey, the equipment items are directed to the ATF repackaging centres or to the nearest dismantling and destruction sites. The Company also deletes data and preserves the anonymity of the equipment by performing a certified deletion, thus reducing the risks related to data security and guaranteeing compliance with the GDPR. ATF also provides Econocom a complete report, from the collection to the issue of the destruction certificate in compliance with the WEEE directive.

#### **Partnership with Ateliers Sans Frontières**

Since 2012, Econocom also collaborates with *Ateliers Sans Frontières*, an entity of the Ares group specialising in the management of WEEE (Waste Electrical and Electronic Equipment) for reuse and recycling around survey, audit, test, certified data erasure, mastering and dismantling tasks on our fleet of computers upon return from lease. Our goal is to give priority to a new usage cycle to the largest possible number of products by reconditioning them.

*Ateliers Sans Frontières* (ASF) is an integration project, which welcomes over 110 young and vulnerable young people a year, to help them build their life project, regain their dignity and bring them to a stable personal and professional situation. ASF promotes integration through solidarity activities with a strong social or environmental impact (recycling, circular economy, donation of upgraded equipment) that give meaning to the work done by employees and help motivate them. In 2017, ASF became one of Econocom's major partners, to whom we entrust approximately 30% of our French volumes to be processed.

## A two-fold project, social and environmental

In September 2019, Emmanuel Macron and Muriel Pénicaud chose the backdrop of a visit to an *Ateliers Sans Frontières* (ASF) site to present the government's "Pacte Ambition IAE" (integration through economic activity) project. The French President and the Employment Minister could observe the operations of the ASF company, which collects and recycles computer equipment, mainly provided by Econocom. This unique partnership contributes to a two-fold objective: it has a social purpose, providing an opportunity to people in great difficulty, giving them inter-personal skills and know how which will facilitate their return to the workplace; it also plays an environmental role, reconditioning equipment and giving it a new lease of life. This specialised partnership audits equipment, tests it, deletes data and certifies the deletion (in accordance with GDPR) and repackages it, or as a last resort, dismantles it in order to recycle the parts. In accordance with the philosophy of a circular economy, this recycling only happens with a tiny minority of the Econocom equipment, 95% of which currently gets a new lease of life.

Since the start of the relationship between ASF and Econocom, their activity has registered continuous growth in volume and regular improvement in expertise in a climate of benevolent cooperation and mutual personal growth. As part of its CSR policy, Econocom has also extended its collaboration with the association, entrusting it with the preparation of computer donations. Econocom and ASF currently process 60,000 devices per year with a team of 15 people. Since the operation started, about a hundred of them have found a job thanks to this activity.

This effective collaboration with ASF, and also with ATF Gaia and Recyclea, enables Econocom to play a leading role on the reconditioned digital equipment market.

Over the last few years, this has become considerably more structured and professional, thanks to the introduction of more rigorous regulation, growth in large e-commerce platforms (FNAC, Cdiscount, Veepee etc.) and specialist players (Backmarket, Recommerce, etc.), and above all the popularity with consumers. It provides the opportunity to access technologies or brands which, new, would be too expensive, it presents new possibilities in terms of usage or equipment, and there are also environmental motivations. For all these reasons, more and more French people are attracted to the possibility of buying products from previous generations, often formerly owned by professionals and in perfect working order, for a fraction of the original price. This is why demand is extremely high. Econocom and its partners also offer this know-how to businesses, which also have to manage the end of their equipment assets' lifespan. Thanks to the processes put in place and the social commitment of its partners, Econocom contributes in this way to the CSR aims of its clients, ensuring that they respect environmental and safety regulations, as well as the complete traceability of the processing and final destination of the equipment.

## 1.3. Be an ethical and responsible player

Signatory since 2012 of the United Nations Global Compact, the Econocom group commits to respecting and promoting the 10 fundamental values linked to human rights, the fight against corruption and the protection of the environment. The affirmation of these values, underpinned by the Corporate Social Responsibility policy, shows how the Group wants to continue to be a responsible, honest company, embodying and promoting these values within its ecosystem.

### **1.3.1. THE ETHICS COMMITTEE**

To consolidate its desire to operate as a responsible and ethical player in the economy, in 2019 the Econocom group appointed an Ethics Committee, whose job is to support the ethical behaviour of the Company in accordance with the various regulations which make up the Company's legal framework. This Committee is made up of four internal Group stakeholders, chosen according to their experience and additional expertise in ethical issues. It meets several times a year in order to check that the Group is complying with regulations, and also to ensure that the various alerts reported as part of the whistle-blowing mechanism are dealt with and followed up. It also ensures the update of the risk mapping and that employees have taken the ethical principles on board.

As part of its ethical commitment, the Econocom group is currently carrying out compliance work, in particular with the Sapin II law, and within a wider context, to increase transparency in the conduct of its business. The Group is equipping itself with a Code of Business Conduct whose subjects include how to combat corruption and influence peddling, and the publication of which is scheduled for the start of 2020. A whistle blowing mechanism will also strengthen the panoply of procedures and controls guaranteeing transparency and ethics. This mechanism, put in place at the start of 2020, is set to be applied to the entire Group ecosystem. The Group has used its risk mapping to implement measures to reduce risk in its areas of weakness.

### **1.3.2. THE CODE OF BUSINESS CONDUCT**

Econocom has set out to unite all of its employees in support of a Code of Business

Conduct, which lays down behaviours to adopt on a daily basis. This code of conduct, produced in collaboration with unions, is based on the principles set out by the Sapin II law on transparency, the fight against corruption and the modernisation of the economy. The principles enshrined in this Code are intangible signposts set out to guide the actions of all Group employees. Employees must uphold its principles of integrity, respect, compliance, moral leadership, fairness and accountability. There will be a campaign in 2020 to raise awareness amongst all the Group's employees of the Code of Business Conduct, so that they can understand the importance of its principles.

### **1.3.3. WHISTLE BLOWING MECHANISM**

Econocom has rolled out, across the Group, a mechanism for whistle blowing through an external provider, meeting the requirements of the Sapin II law and other European regulations. This mechanism is an external internet platform which any internal or external stakeholder has access to. It guarantees the protection of whistle blowers and monitoring of how reports are processed.

### **1.3.4. RESPECT FOR HUMAN RIGHTS**

The Group operates for the most part in Western European countries, where labour laws and regulations are stricter than required by human rights standards. The Group has defined its HR standards in line with these regulations and applies them in all other countries where it is active. Econocom's staff is essentially made up of skilled personnel who expect human resources practices to meet particularly high standards.

For these reasons, the Group's human rights risks for the most part involve its suppliers and sub-contractors. In keeping with its purchasing practices, Econocom asks its tier-1 suppliers to comply with its own ethical and labour standards. The Group also requires its suppliers to comply with international standards such as the United Nations Global Compact and International Labour Organization fundamental conventions.

### 1.3.5. RESPONSIBLE PURCHASING

Lasting cooperation between a company and its suppliers contributes to driving performance for all parties. In 2015, Econocom group decided to structure its responsible purchasing policy to establish trust-based relationships with its suppliers by encouraging them to implement a CSR programme. As part of this policy, the Group introduced a supplier code of conduct based on the ten principles of the United Nations Global Compact. This code of conduct is systematically sent to all Econocom suppliers to reinforce its responsible purchasing policy.

Tender offers for the top two categories of purchases (mainly outsourced services) now factor in supplier selection criteria (social and/or environmental). Econocom champions the idea that CSR should above all be based on dialogue with its stakeholders and on pooling strengths and resources. That is how the Group and its stakeholders can make the best contribution to sustainable development.

### 1.3.6. GENERAL DATA PROTECTION REGULATION (GDPR)

The Econocom group is keen to protect the private life and data of its employees, clients and partners and in this respect ensures the respect of the applicable personal data protection law, and in particular the European law on General Data Protection no. 2016/679 of 27 April 2016 (GDPR), as well as all the national laws enacted as a consequence, and which may be applicable.

In order to ensure respect for the aforementioned regulation by the Econocom group and its entities, a certain number of measures have been implemented:

- Appointment of a DPO at the Group level;
- Drawing up of an internal charter serving as a framework for the processing of data by Group entities;
- Informing co-workers of how their data is used and raising their awareness about data protection regulation;
- Updating the IT Charter in line with regulations;
- Drawing up of a confidentiality policy for the Econocom group corporate site.

These measures are consistent with the steps to make Econocom group comply with applicable regulation, and they show the daily commitment both by the Group and by each Econocom group entity to a responsible use of personal data.

## 2. Support the new responsible uses of our customers and users

Aware of the challenges related to the environmental impact of digital technology, the Econocom group is innovating to strengthen the green aspect of its offerings, even creating a specific business unit dedicated to energy efficiency. As an expert

in digital transformation, the Group does not seek to promote digital technologies just for the sake of digital technologies. By proposing an approach aimed firstly at meeting the needs of users, it contributes to the fight against digital waste.

### 2.1. Develop our offer of green and responsible products and services

#### 2.1.1. REINFORCE THE GREEN AND RESPONSIBLE DIMENSION IN OUR NEW AND EXISTING OFFERS

Econocom wishes to natively boost the responsible component in 100% of its new offers as well as in its existing offers. The idea is to create new generation support offers fulfilling new uses (autonomy, user experience, etc.) and the need for cost control requested by the DSI. Econocom is therefore trying to provide its clients with solutions for transforming the work environment (physical and digital) and associated infrastructure to increase user satisfaction and productivity while reconciling the responsible dimension in its portfolio of offers.

#### 2.1.2. DEVELOPMENT OF THE GREEN & ENERGY BU

Companies and communities face identical environmental challenges: limiting their carbon footprint, reducing and sustainably controlling their energy consumption and securing their energy purchases.

Through its Green & Energy Department, Econocom meets these challenges by

proposing global solutions ranging from support to the implementation and financing of energy performance projects for enhancing competitiveness and green growth of companies. These solutions accelerate the energy transition of our customers by enabling them to identify their potential energy savings, prioritise their energy efficiency actions while self-financing all or part of these projects through energy savings and usage generated.

#### Smart Lighting, an example of a market area in the energy sector

Econocom's financing business provides its customers with the option of rethinking their lighting by introducing a smart lighting system. The Group's financing solution lets customers combine LED and digital technology with an immediate return on investment. The customer can optimise lighting in its buildings to reduce both costs and consumption. Furthermore, the smart lighting system improves visual comfort and enhances the well-being of building occupants.

Watt's Green, Responsible IT solutions and advice, analyses energy consumption and suggests concrete measures to optimise energy spending.

The objective of Watt's Green is:

- to estimate the energy consumption of digital equipment;
- to implement good practices plans;
- to measure the actions implemented to reduce the environmental footprint.

Watt's Green is a single centre of expertise and four packaged services for managing responsible IT energy projects:

- Watt's Green Flash: audit of the energy consumption of Information System equipment;
- Watt's Green Dynamic: dynamic management of users' workstations;
- Watt's Green Datacentre: audit of the energy consumption of the datacentre;
- Watt's Green CSR: supporting communication and CSR strategy in Responsible IT.

## 2.2. Promote useful and responsible digital business and the circular economy

Econocom wants to offer effective and responsible solutions to generate positive impact for its customers and their users, without promoting digital for digital at any cost. As part of this approach of social responsibility, the fight against digital waste is one of the stakes that Econocom has set for itself.

### 2.2.1. MARS, A BIG DATA OFFERING TO BETTER UNDERSTAND DIGITAL USAGE WHILST IMPROVING EMPLOYEE SATISFACTION

Today, corporate employees are increasingly demanding: they want to work with tools that provide an experience similar to the one that they experience in the private sphere. The digital solutions and equipment proposed by the Group Management must be adapted to employees' digital uses, be they confirmed or novice nomadic, sedentary digital users, while ensuring satisfaction and a good allocation of resources. This, according to Econocom is the key to the success of digital transformation. To support decision-makers in this approach, Econocom developed the MarS (Master all Resources) offer.

MarS provides decision-makers with a cockpit incorporating indicators on digital uses of big data and improving the performance of digital transformation. MarS proposes an indicator for the fight against digital waste, particularly on the resource allocation dimension. This indicator is used to identify the workstations and application solutions actually used or not used, or underused in the company. This real-time identification of dormant digital resources allows the company to conduct investigations to determine the causes. It can thus quickly set up corrective measures for an effective policy to reallocate resources or for recycling. It also reduces the risks in terms of GDPR while improving its environmental impact. The advantage of these indicators is therefore twofold: in addition to optimising the cost of the workstation, they make it possible to implement good practices in the fight against digital waste.

In 2018, the Econocom group deployed the MarS cockpit on its sites. The digital waste prevention indicator allows companies to set targets for reducing costs, both for application-related subscriptions and for computer leasing costs. It saves around 30 euros per year and per workstation, without affecting user comfort or work. For large groups, the MarS offer helps significantly reduce costs on IT equipment and applications

### 2.2.2. A STRONG COMMITMENT TO RESPONSIBLE IT

Since November 2019, Econocom has been a member of the “Digital and Environment” working party managed by Syntec Numérique and bringing together several companies in the sector who want to develop in responsible IT issues. The aim of this working party is to share good practice in relation to responsible IT initiatives in member companies, in order to improve how the entire sector deals with these issues. This project is designed to unite digital players around three commitments:

- to recognise that climate change is a major issue for humanity, that IT companies have an impact and must take action ;
- to mobilise in order to contribute, and their level, to the COP21 target of limiting global warming to 2 degrees ;
- to offer training in responsible and ecologically efficient digital business.

### 2.2.3. TO BECOME A LEADER IN THE FINANCING OF THE CIRCULAR ECONOMY

Econocom is convinced that digital business can no longer be an end in and of itself, but is a means towards the common good. It must be ethical by design – *i.e.*, guided by values of respect for people and their environment, to provide, from conception, solutions to the problems posed. It must be responsible and sustainable, appropriate to everyone’s uses, designed for the long term with a view to an entire value chain. That is the purpose of “tech for good”, which puts innovation behind the common good.

For Econocom, usages are the key to transformation. Usages are, specifically, how we live, consume and work. Thinking of digital transformation in terms of usage provides the client with long-term solutions which respect people, the environment and society.

For over 40 years, Econocom has been supporting companies in their industrial changes, in particular by financing digital and technological solutions and assets. Thanks to this core-business and its technological surveys, Econocom provides companies and organisations with bespoke digital solutions, with contemporary consumer finance. By virtue of its “as a service” business positioning, Econocom participates and acts specifically to meet challenges of the circular economy.

At present, 32 to 47%<sup>(1)</sup> of companies have already adopted the circular approach to the purchase, design, production and recycling of products. However, only 12%<sup>(2)</sup> of them adopt a business model which also offers products as a service. This low proportion of businesses that have succeeded in offering the “as a service” model is a seam of unexploited opportunities.

Specifically, Econocom has essential expertise in the financing of digital projects and technological assets *via* “as a service” financing solutions. Taking this concept further, the Group has specific technological offerings to enable companies to manage their digital projects in real time and closely adjusted to usages. The Group is committed to actively contributing to this change of model.

- Use’n’pay is a payment by usage solution; it is modular and capable of evolving, incorporating all components of digital projects according to the requirements of the company (payment by subscription, usage or license).
- the MarS (Master of All Resources) offering helps measure and understand the real digital usages of employees in a company, in order to improve the performance of the digital solutions deployed internally (optimisation of costs, preventing digital waste, improving user satisfaction) through the management of indicators measuring usage in real time, data analysis, and advice on digital solutions.
- Econocom Belux is a signatory of the “Green Deal”, a government initiative which aims to accelerate the switch to a circular economy. Alongside 229 other

Belgian companies, for two years now Econocom Belux has been making its active contribution to circular solution projects in the country.

## 2.3. Boost responsible innovation in internal and external collaborations

### 2.3.1. LISTENING TO OUR CUSTOMER’S NEEDS AND MEASURING THEIR SATISFACTION

Econocom is convinced that CSR also means listening attentively to customers’ needs: this is the conviction of Econocom. In 2018, Econocom launched an extensive survey programme for its customers as part of its “e for excellence” project.

This programme aims to support the Group’s efforts towards excellence by listening more closely to the needs of its customers and implementing a means to measure the level of their satisfaction.

A representative sample within each business and country was identified and surveyed in order to highlight the key expectations of our customers.

These analyses were then shared with the businesses to bring out concrete solutions to advance these results and thus ensure a high level of satisfaction.

Key figures of the programme in 2018:

- 150 employees involved in building and implementing corrective action plans;
- 750 customers surveyed in five countries;
- more than 20 short- and long-term actions implemented and 40 new actions identified across the Group.

(1) Model of the World Business Council for Sustainable Development and the Boston Consulting Group. See docs.wbcsd.org/2018/01/The\_new\_big\_circle.pdf

(2) Model of the World Business Council for Sustainable Development and the Boston Consulting Group. See docs.wbcsd.org/2018/01/The\_new\_big\_circle.pdf

## 3. Federate an ecosystem to create shared value

The Econocom group believes in the positive impact of digital technology on lifelong learning. The new teaching and collaboration models introduced through digital technologies are important levers to create shared value and develop digital inclusion.

With these convictions, the Group has made education one of the key pillars of its CSR strategy, as much through its partnerships and philanthropic actions as through support for the most innovative edtech start-ups.

### 3.1. Partnerships in the education and university sector

#### 3.1.1. SUPPORT NEW USES LINKED TO USEFUL DIGITAL BUSINESS IN THE EDUCATION SECTOR, AND GREEN IT

Econocom is committed to promoting digital technology in school curricula in order to fight the digital divide and improve accessibility. The French government has decided to encourage the use of digital technology in schools to make up for France's lag in the area. Econocom wants to take action in this movement by providing schools with solutions adapted to the needs of students, teachers, parents and public authorities.

Econocom's goal through its commitment to education is to play a role in the transformation of learning, to ingrain a love of learning in students, to encourage new teaching practices and to promote parental involvement in the education of children.

Two priorities have been set to encourage the integration of digital technology in education:

- **equipment:** the world is changing and giving digital technology an increasingly important role in people's professional and personal lives. Students must therefore be prepared to face the challenges of tomorrow. Digital technology must "physically" enter the classroom so that all students can develop skills in using this equipment;

- **support for teachers:** this is a key point, as it will allow teachers to develop new relationships with their students based on the digital solutions available to them. Econocom regularly organises meetings with teachers to identify their needs and expectations in order to bring the right responses.

In 2018, Econocom's investments in education were extended to higher education, through several activities:

- **the development of a "Campus" offer,** which includes, in particular, the "Green" offers of the Econocom group, well adapted especially to a number of renovation and new campus opening projects, in France and abroad;
- **Econocom established a partnership with "Campus Managers".** Campus Managers is the first French network of French universities and colleges committed to sustainable development. Econocom and Campus Managers share common objectives: facilitate the dissemination and sharing of good sustainable development practices, tools and resources for campuses;

- **Éducapital:** finally, always with the aim of supporting young innovative companies that aspire to reinvent education, Econocom was the first player to invest in Educapital, the leading European venture capital fund dedicated to education and vocational training;
- **Econocom member of Impact IA:** in order to take part in the changes and debates on these issues, Econocom has been a member of Impact Intelligence Artificielle since 2018. Impact IA is a collective focused on reflection and actions with players involved in the area of artificial intelligence. The members share two main objectives: addressing the ethical and societal challenges of AI and supporting innovative and positive projects for the world of tomorrow. Econocom is a stakeholder in the “AI for Good” and Education action groups.

### 3.1.2. INVESTMENT IN EDUCATIONAL START-UPS

#### **Magic Makers, a start-up specialising in developing and leading coding and creative programming workshops for children**

Econocom has acquired a stake in the share capital of Magic Makers, a start-up founded in 2014 to work with experts from the education and digital sectors. It offers three types of workshops: weekly workshops, holiday workshops and events workshops. Magic Makers has developed its own method, which allows children starting at age 6 to learn coding concepts with trained facilitators and innovative tools. Today, more than 1,000 eager children attend Magic Makers coding classes or holiday workshops. Note that Magic Makers introduced the IA in its teaching in 2019.

Magic Makers is also active in middle schools with initiatives designed to help struggling students. Coding courses for educators are available, mainly through the Class'Code

project supported by INRIA and a number of partners, and backed by the French Investment for the Future programme coordinated by the *Caisse des Dépôts et Consignations*. Children of Econocom employees are offered discounts for Magic Makers courses through the Group's Share engagement programme. A demonstration workshop has been held at Econocom's registered office, with the participation of about 15 children.

#### **Kartable, the first full, free learning and study platform**

Three years ago, this start-up opened a platform allowing users to consult programmes, courses and exercises spanning all years of secondary school, free of charge. The idea for Kartable came from a widely shared observation that teenagers and young adults spend more time in front of their screens (computers, tablets and smartphones) than with a book in hand. With that in mind, Kartable set out to break down the barrier of the school textbook by giving young people a tool designed in an area they know and trust, digital technology.

### 3.1.3. SPONSORSHIP PROGRAMMES IN EDUCATION

#### **A solid partnership with “Passerelles Numériques”**

Econocom has been a partner to *Passerelles Numériques* since 2007. This organisation helps young people from underprivileged backgrounds in Cambodia, Vietnam and the Philippines to receive training and find skilled employment in the ICT sector. Since 2007, 480 students have been supported by the Group on the basis of promotions consisting of 50 students and for a period of two years per promotion. The partnership established with *Passerelles Numérique* also works in skills sponsorship.

#### **Joint action with *Fondation Croissance Responsable***

Econocom works with the *Fondation Croissance Responsable* in support of the *Prof en Entreprise* programme. Offered to middle and secondary school teachers in general and technological education, as well as guidance counsellors, the *Prof en Entreprise* programme is coordinated by the *Fondation Croissance Responsable* in partnership with the French Ministry of National Education through the French Centre for Studies and Research into Partnerships with Companies and Industries (CERPEP). This programme aims to support the professional integration of young people into the job market by improving teachers' knowledge about the reality of working at a company and what jobs entail. This workshop also serves as the starting point for partnerships between the host company, the teacher and the school (e.g., a secondary school student does an internship, the company employee speaks to the class, the students visit the company, etc.). As part of this programme, Econocom regularly opens its doors to teachers so that they can learn more about what it is like to work at a company. Discussions are organised with the different Group functions so that they can better understand the company and how it operates.

#### **Econocom, partner to *Double Horizon***

Since 2013, Econocom has been a partner of the *Double Horizon* association which supports the education of under-privileged people in France and abroad. Since 1992 *Double Horizon* has been offering other horizons:

- to children from emerging countries who often lack everything they need to learn, starting with a proper school, or, when this exists, school supplies,
- to children from France, who, in under-privileged districts, do not always have the resources, outside school, to discover the town, culture, the world.

For over six years now Econocom has been supporting the French activities of the association. *Double Horizon* has been operating since 2009 in two schools in the 20<sup>th</sup> district (of the priority education network): the Davout school and the Maryse Hilsz school. A survey at the Davout school, a few years ago, showed that the majority of children from this school had never visited Paris, its sites or museums, even by the end of secondary school. These children often face social, and sometimes cultural difficulties.

The *Double Horizon* projects aim to address this injustice by enabling children to access culture and to try and nurture an enjoyment of studying. The project, which involves the cooperation of teachers in both schools, has four aims:

- access to culture, getting about twenty children to explore Paris and its heritage;
- another kind of school, allowing children to experience school and learning in general as a pleasant and enriching activity and not as an obligation or a dead end;
- access for parents, involving parents in the trips in city of Paris;
- open mindedness, starting mentoring with students which will give them a positive experience of studying through discussion.

As part of this partnership, Econocom invites primary school children to its offices to introduce them to the business world and the digital solutions it provides for its customers. In January 2019, Econocom and Microsoft allowed a dozen children followed by the association to discover technologies and high-tech spaces. Immersed in the heart of this “immersive class” at the Microsoft offices in Issy-les-Moulineaux, the children were able to enjoy a connected space, designed to welcome CEI to secondary school students, to prepare them to play a part in a society transformed by digital technology.

### **Econocom and Digital Security sponsor the first 100% female class on cyber-security at Wild Code School**

Digital technology is unavoidable in everyday life, and yet women are leaving digital professions. Whilst they represented 30% of staff in the 1980s, now the figure stands at 15%. The Wild Code School, in partnership with Econocom, Digital Security and the City of Paris, decided to open the first class of its new training on cyber-security to females only, in a bid to check the disparities between men and women in the digital professions. As part of this partnership, Econocom and Digital Security finance grants to support women involved in this training.

The Wild Code School is a network of 19 schools in Europe which offer web developer training. Founded in 2014, the school currently offers its students two specialities: web development and data analysis. It already has almost 1,500 former pupils and has a post-study employment rate of 87%.

Econocom and Digital Security, major players in the digital sector, both want to attract and recruit talent in order to meet the need for skills in the cyber-security sector. The launch of this new training meets a critical need on the part of companies which are constantly facing new threats. This 100% female class also

addresses a key issue for the Group in relation to the employability of women in the digital professions.

100% of the students in the first class of this training were women. Aware that the gap between men and women in cyber security is increasing, the Wild Code School opened this training to 15 women job-seekers, and they started last December, their professional training lasting three months. This was then followed by a four-month internship period in order to improve their employability and complete their training. Following this training, these women were able to develop their skills, notably by learning to audit an information system, carrying out an intrusion test, or responding to an incident. These women will then be able to apply, depending on experience, for positions as junior cyber security analyst, “pen tester”, ISSM assistant, or security correspondent in companies.

Finally, in order to better support its class of female students, the Wild Code School has turned to the Circle of Women in Cyber Security (CEFCYS), an association whose objective is to encourage and promote the presence and leadership of women in sectors related to information systems security.

### ***Espérances Banlieues***

In September 2019, Econocom formed a partnership with *Espérances Banlieues*. The Group committed itself to supporting the actions of this organisation which creates non-denominational schools in difficult districts. *Espérances Banlieues* is special in that it combines, with the school syllabus, the transmission of cultural and humanistic references and the codes of our country so that children can find their place in society, and grow with confidence and the desire to succeed. Preference is given to tailored educational methods which involve the parents, in order to support every child in discovering their talent. There are now 17 schools across France, welcoming about 700 pupils. Econocom’s support essentially

### 03 corporate social responsibility

federate an ecosystem to create shared value

involves encouraging access and the training of pupils in digital technologies, notably thanks to the joint action of Magic Makers.

#### 100,000 Entrepreneurs

To build bridges between schools and businesses, and to pass on the entrepreneurial drive to young people, Econocom supports the action of the organisation "100,000 Entrepreneurs". "100,000 entrepreneurs" is a public-interest organisation that arranges for entrepreneur volunteers to speak at establishments, from secondary schools to university-level institutions. Led in close collaboration with the French Ministry of National Education and its academic representatives, these talks aim to raise students' awareness about entrepreneurship, provide them with concrete knowledge about the business world and show them the importance of subjects in their curriculum. More than 1,000 students have attended these talks since the beginning of our partnership.

#### Econocom, a founding member of the Femmes@Numérique foundation

To reverse the trend and encourage parity within digital channels, Econocom is one of the founding members of the Femmes@Numérique foundation created in 2018. The purpose of this foundation is to finance the actions undertaken by the Femmes@Numérique collective body to enable them to move to the necessary scale throughout the country and to massively raise awareness among the general and private public organisations, public authorities, players in the area of training and education.

## 3.2. Become the partner of choice for innovative companies and integrate them into our offers

Supporting and growing start-ups is one of the major lines of the Econocom CSR policy. It is also one of the ways of embodying and expressing the three group values: audacity, responsiveness and good faith.

#### The start-up spirit at the heart of Econocom's organisation, with its "Satellite" SMEs

Econocom group has put in place an original integration and governance model for some of these new acquisitions (called "Satellites") so as to preserve their agility, boost their performance and competitiveness and generate synergies at Group level. The founding shareholders of these Satellites have retained a non-controlling interest in the share capital and have a very broad level of managerial autonomy.

#### The Prix des Technologies Numériques

For the past three years, Econocom has partnered with *Prix des Technologies Numériques*, a digital technology organisation, driven by Télécom Paristech, made up of more than 300 leaders and decision-makers. For the 2019 awards, the panel of the *Prix des Technologies Numériques*, including Véronique di Benedetto and other recognised figures from the digital industry, focused on Fintechs, thus giving some limelight to the entrepreneurs who have used their talent and creativity to invent new solutions in this area.

### French entrepreneurship with Partech

Since joining the seed fund “Partech Entrepreneur” in October 2013, Econocom has furthered its collaboration with the fund to support the development of digital entrepreneurship in France. Open innovation has become a necessary component to support traditional R&D efforts of large companies, while start-ups need to be in contact with large companies to accelerate their business. As a Corporate Innovation Partner for the fifth year running, among its other roles in this capacity, Econocom leads an annual calendar of business events on innovation with other organisations involved in Partech.

### Paris-Saclay Fund

Econocom has also invested in the Paris-Saclay Seed fund, which seeks to support and promote innovation and entrepreneurship within the IT, Internet, digital and life sciences, and MedTech sectors. This new investment gives Econocom a lasting innovative edge in digital technology and changes in society to continue offering its customers the best solutions. Nearly 50 young, high-potential companies will benefit from support over the next three years. This position provides direct contact with tomorrow’s talent that could one day be part of Econocom group.

## 3.3. Develop our local roots

Econocom intends to make a positive impact on all of its ecosystem. One of the priorities which the Group set itself is to build lasting relationships with the economic, social and community fabric close to the sites where the Group is active. Every site and subsidiary is therefore encouraged to get positively involved with

its direct ecosystem in order to put down firm local roots.

### Overview of initiatives with positive impact in our subsidiaries:

#### Italy:

During the Christmas festivities, Econocom Italy rolled out an original, meaningful initiative with its co-workers. Acknowledging that there are thousands of children in Milan waiting for medical care, the Italian subsidiary of Econocom thought up a partnership with the “Medici in Famiglia” medical centre in Milan which offers medical visits, check-ups and specialist therapies at affordable prices. The idea was to suggest that employees make a “care” Christmas tree with each bauble representing a particular kind of care provision which Econocom would pay for. All the employees were thus able to contribute directly by choosing the Christmas ball of their choice corresponding to the medical visit to be gifted.

#### Belux:

In April 2019, Econocom Belux was a logistical partner of the 31st edition of the *Télévie*. The *Télévie* is a charitable event which raises funds for F.R.S.-FNRS and which has been taking place in French-speaking Belgium and Luxembourg since 1989. It is organised by RTL-TVI. It raises funds for scientific research in the fight against cancer and leukaemia, in both children and adults. About ten employees volunteered and installed over 200 laptops, used to code the donations.

As part of its quality of life in the workplace programme, Econocom Belux has recently made an electric bicycle available to its employees, to encourage them to use this method of transport for their local commutes.

### 03 corporate social responsibility

federate an ecosystem to create shared value

#### United Kingdom:

In December 2018, Econocom UK suggested to its employees that, instead of the traditional Secret Santa, they should make donations to charities in the city of Birmingham. Econocom UK thus supported two of the charities of the Birmingham City Mission. One of them is a resource centre which distributes food, clothes and furniture to the needy. The charitable organisation distributes over 200 food parcels per month to people in difficulty. The charity has also given presents to about 3,000 children in the city. Econocom employees thus collected food, toys, household items and clothes from

mid-November onwards in preparation for the Christmas period.

In 2018, Econocom UK donated its surplus of surgical masks (over 8,000) to Operation Sunshine, a charity based in the United Kingdom and which works with communities in Africa. The charity works on reducing poverty and difficulties in developing communities in Africa (Zambia, Zimbabwe and Lesotho). It supports clinics, hospitals and schools by providing goods, time and knowledge. The surgical masks were given to rural hospitals and clinics, and also to schools and learning centres.