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Human beings at the heart of our concerns

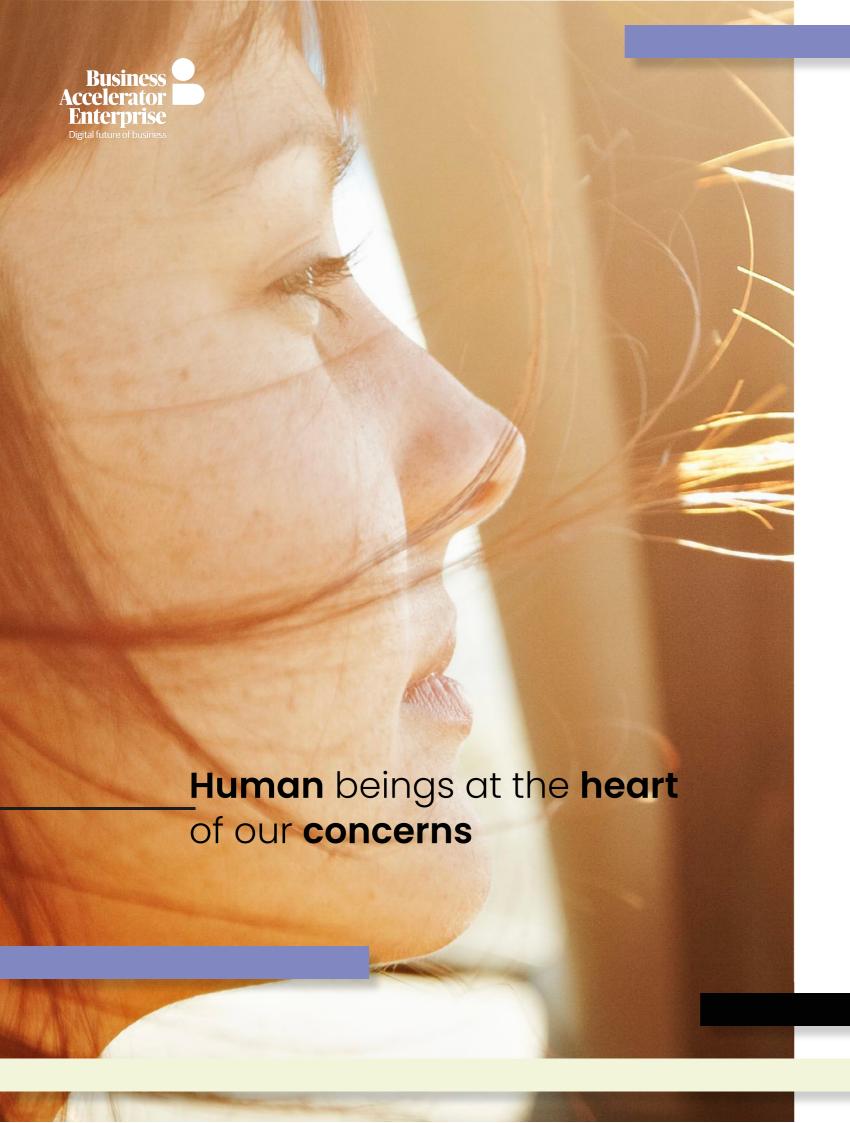
O2 Driving local economic improvement

Looking towards the **future** with **sustainable development**

For any questions related to our commitments in this CSR policy, please contact:

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ACTION 1 **Equality among our employees**

32 employees of the Business Accelerator Enterprise Group.

- 80% of our hires are permanent contracts (CDI).
- 4 apprenticeship contracts since 2022, of which
 50% have become permanent contracts.
- 60% of our employees are female.
- **Equal pay** for equivalent positions between men and women.
- **9 executives** are **women** within the group.

Promote social diversity

- We hire people from all **backgrounds** and **nationalities**. We currently have **7 nationalities** within the group: French, Algerian, Canadian, Italian, Turkish, Ukrainian, and Kenyan.
- In recruitment, we promote the **professional integration** of individuals in career transition.
- We recruit our employees solely based on our needs and the unique skills of each candidate.
- We ensure the development of their professional skills and responsibilities without any discrimination whatsoever.
- We contribute responsibly to ensuring that the work environment is respectful of everyone's dignity and welcomes differences.

- We are committed to promoting the **employability** of our employees.
- We present an **annual report** to the members of the Works Council to provide an update on the Human Resources policy, working conditions, staff changes, and training. This report also outlines the various measures taken by our company regarding recruitment and diversity management.
- Each employee is invited to:
- behave with **integrity**, **courtesy**, and **respect towards** colleagues and partners,
- adopt an **open attitude** in their work with colleagues and partners.

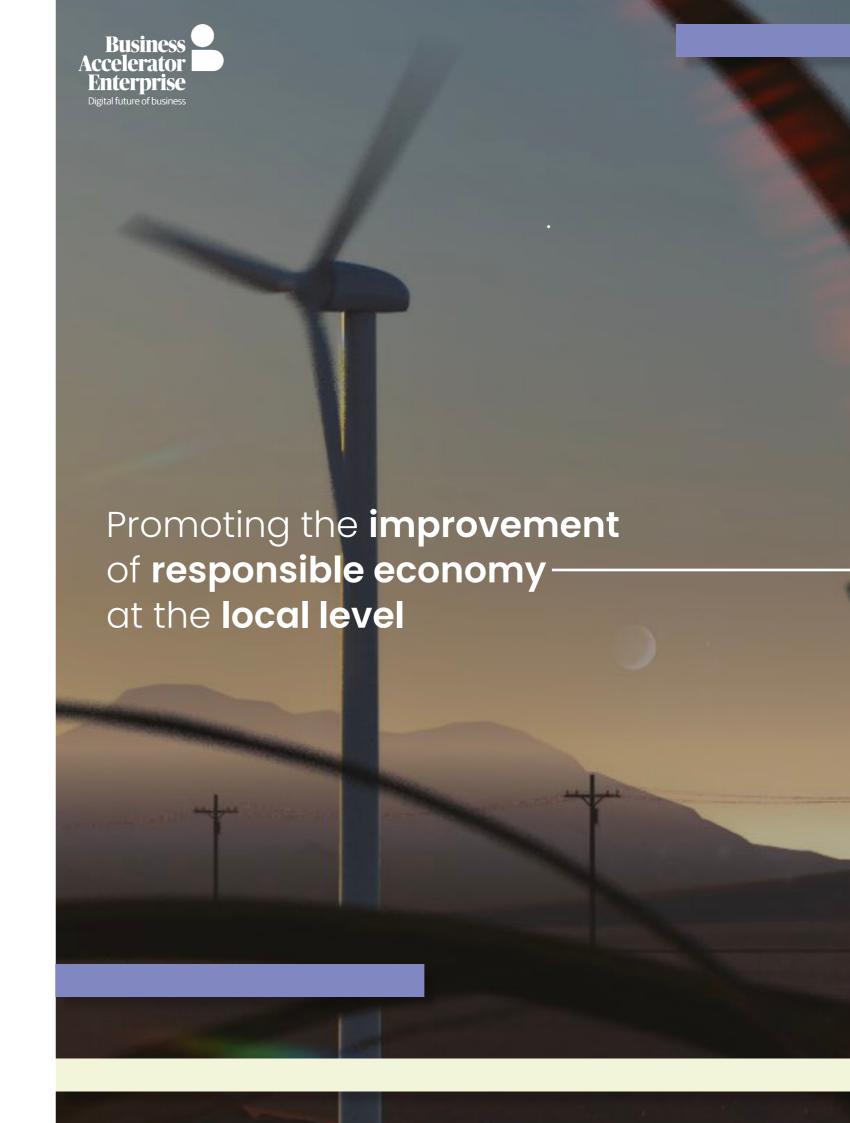


Promoting the fulfillment of our employees

- We are committed to ensuring the health, safety, and well-being of all employees.
- We offer all our employees **training courses** to develop and enhance their skills, such as management training, social media training (Snapchat, Tik Tok, Instagram, Facebook), SEO, growth marketing, law, etc.
- 75% of our employees report being satisfied with the quality of life and health at work.
- Since Covid-19, we offer our employees **2 days of telework** per week.
- we are signatories of the **Parental Charter** to provide our **em- ployee-parents** with an environment better suited to **family responsi- bilities** and **constraints**.

This charter allow us to:

- Provide all our permanent employees with measures related to parenthood, regardless of length of service.
- Inform all our employees about their rights during their maternity leave.
- Authorize and remunerate the absences of employees applying for adoption for mandatory appointments that take place during working hours.



Developing a local economy

Our partners

We select, as far as possible, **partners who have a CSR approach** (Alliance Gravity) and who allocate a portion of our clients' investments to **finance sustainable development actions**.



Our partner Alliance Gravity funds environmental and humanitarian actions through media campaigns with allcolibri:



We choose **French partners** close to our local agencies.

OURS CLIENTS

We support local small businesses in their **digitalization journey** with offers that are accessible to all and tailored to their specific needs.

We advise our clients on the importance of a **CSR** (Corporate Social Responsibility) **approach**.

ACTION 2

Be a job creator

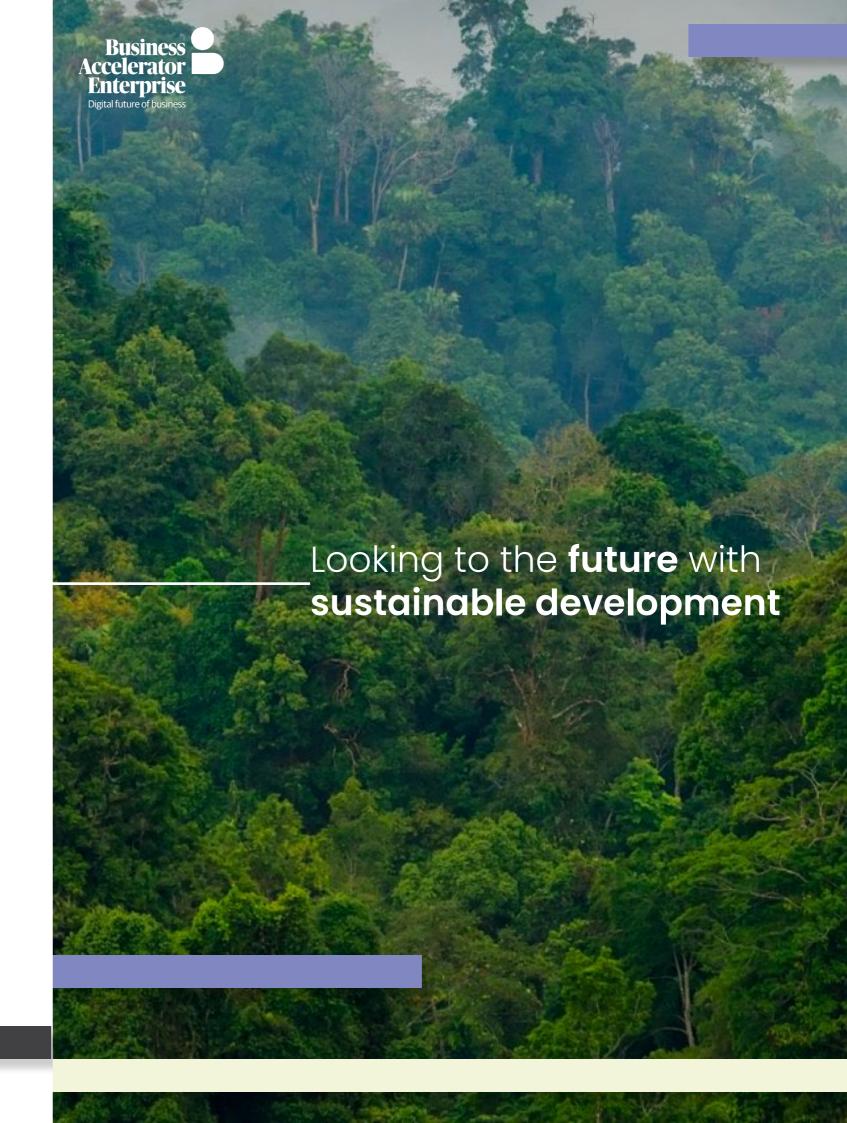
- 12 hires in 2022.
- Of these hires, **10** are on permanent contracts, **1** is an intern and **2** are on work-study programs.
- Regular presence at **local trade shows** to boost regional employment.
- We promote access to employment for young people: **70%** of our employees are between 20 and 29 years old.

Contribute to a responsible purchasing policy

- **38** computers repaired and returned to **usable condition**.

 AdQuality participates in #BalancePasTonPc
- Choice of computer suppliers with an eco-responsible approach and favouring **eco-sustainable products**.





Reducing our carbon footprint

- We encourage our employees to use **public transportation** and **cover** almost **all of their transportation tickets**.
- We use tools to clean our email boxes and thus save about
 156 kg of CO2 per year.
- We have chosen an **eco-friendly workspace** that minimizes our energy consumption, both in terms of **electricity** and **heating**.



ACTION 2

Promoting recycling and the use of reusable products

- We limit our waste (use cups instead of disposable cups).
- We take care to **sort our waste** in dedicated trash cans.
- Any non-repairable IT equipment is **handed over** to an **electronic equipment recycling company**. We have joined the **#Balancepastonpc movement** to fight against the digital divide and to provide support to those who need it the most.



On rejoint le mouvement #BalancePasTonPC pour un numérique plus durable et plus accessible. Et vous ?*



*We have joined the #BalancePasTonPc movement for a more sustainable and accessible digital world. And you?

Instilling the values of sustainable development

- Our employees participate in **conferences** on **sustainable development issues.**
- Our employees are involved in the ecological issues promoted by the BAE group by proposing **concrete actions** to implement on a daily basis.



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