

CSR Charter

2023

This charter outlines our **beliefs** and **commitments** that are part of a **sustainable** and **voluntary** approach.

The BAE group is committed to engaging in **social** and **environmental responsibility initiatives**.

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Human beings at the **heart**
of our **concerns**

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.

ACTION 2

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.



ACTION 3

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 **employee-parents** with an environment better suited to **family responsibilities** 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.



Promoting the **improvement**
of **responsible economy**
at the **local level**

ACTION 1

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**.



g r : v : t
alliance data & media

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



Remove 500g of plastic from the ocean

To act against the tons of plastic polluting the oceans.



Plant 5 trees in France

To restore biodiversity and save numerous species



Offering 1 day of internship to 1 young person

To help an unskilled youth access employment

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.

ACTION 3

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**.



Looking to the **future** with
sustainable development

ACTION 1

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?

ACTION 3

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.

