

IMPACT  
REPORT  
2021-2022

# Responsible digital entrepreneur since 1973

econocom

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# ‘The circular economy is in our nature’

## A step along a clear path

Since 1973, we have been committed to creating digital tools and services with responsible ends and uses for our clients. **That is our purpose.**

We believe it is vital to support firms in a way that considers the limits of our planet’s resources, while ensuring wealth is created for all. **That is our responsibility.**

We act with determination to offer our users a high-quality working environment. **That is our engine.**

Our strategy is centred on mass development of the circular economy in which we create useful, effective services for as many people as possible.

We design innovative products based on good use for better operational efficiency, for data security and integrity, and for control over greenhouse gas emissions.

We offer financing solutions that help all firms enjoy the best expertise and technology while keeping their environmental footprint in check.

We constantly measure the effects of our actions so we can always improve. This is our steady compass in a fast-changing world.

Ethics underpins all our activities. It is reflected in our procurement charters, in our green transport policies, in our code of business conduct, and in our governance. These are the tokens of our sincerity.

Our teams adhere to our underlying values of boldness, good faith and responsiveness. This can be seen in the good results of our commitment to corporate social responsibility.

That is why the group in its entirety is proud to share with you our first Impact Report on the actions we have been taking as a **responsible digital entrepreneur.**

Jean-Louis Bouchard  
Founder and Chairman of Econocom

# Our key indicators

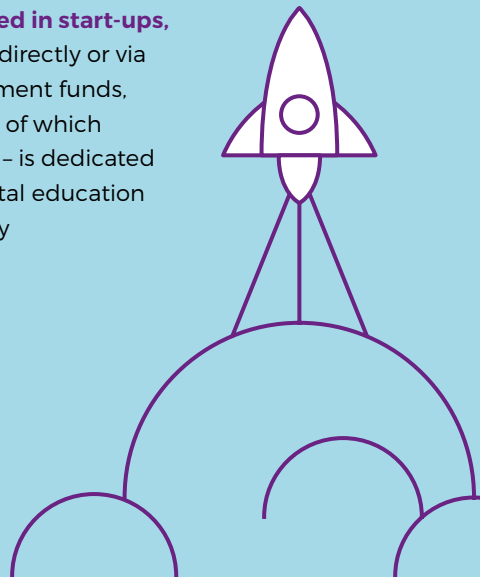
## Circular economy

**430,000** (group figure) items of equipment a year reach the end of their lease and, of these, **95% are refurbished** and given a second life, which represents **40 million** litres of water saved in producing new equipment



**Repairability**  
**800,000** (France figure) **mobile devices under maintenance, managed by our 'Product Care' centre** located in France

**€13m** (group figure) **invested in start-ups**, either directly or via investment funds, a third of which – €4m – is dedicated to digital education directly



## Environment

We have begun a **comprehensive programme to reduce our environmental footprint** for our premises, transport and processes.



Reduction of **10-15% a year** of our **environmental footprint** from **in-house digital technology** over the past four years



Reduction of our **overall environmental footprint** over the past two years (2018-2020) amounting to **-49,3%** (18% of which was because of Covid)



That represents a reduction of 8,143 tCO2 for the group, the equivalent of carbon capture from around 50,000 trees

## Rating

EcoVadis non-financial rating:

**62/100** silver medal



We were among the first **100 signatories of the French government's platform 'Impact'** on non-financial KPIs and of the Planet TechCare charter

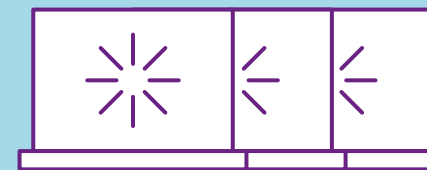


## Social responsibility

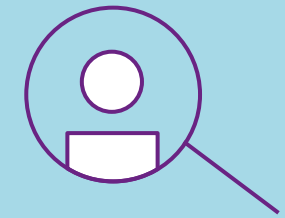
**88%** (France figure) of items handed back after lease are refurbished by firms in the solidarity economy, which has helped create **around thirty jobs on permanent contracts** among our partners



**x2** rate of increase in people with disabilities employed among staff in France in just three years (excluding satellites)



**40%** (group figure) of women in senior management of a business activity or country



**1,778** newly recruited employees group-wide in 2020, including 1,070 in France

**1,000** donations in France in 2020 of laptops refurbished and in perfect condition to help tackle the digital divide

## Corporate volunteering and charity support

**24** charities supported in France and internationally



Since 2014, our support for Passerelles Numériques has meant:

**445** **Cambodian students** have been supported in their education and throughout their vocational training, all the way up to them getting a job.

**117** **weeks of corporate volunteering** 52 projects carried out by 49 employees



# The three pillars of our impact

We are agile and pragmatic. We work resolutely for a real, useful, measurable impact by basing our commitment on three pillars:

- 1 Our clients
- 2 Our ecosystem
- 3 Our employees

## Shared willingness

Corporate social responsibility is a duty that drives our whole group. Implementation of our corporate social responsibility policy is the focus of a dedicated unit working under the direct responsibility of our Vice President France. A steering committee representing the group's main business lines coordinates this work. Through this group-wide operation, considerable results can be quickly achieved. These actions are rooted in the commitments we have made in our manifesto.



### INTERVIEW The choice of ethics and responsibility

We have to be active to tackle the digital divide.

*'Being a responsible digital entrepreneur means resolutely fighting digital waste and the digital divide with conviction, alongside our entire ecosystem.'*

Véronique di Benedetto,  
Vice President of Econocom  
in charge of Corporate Social  
Responsibility

Find out  more

[Read the rest of the interview with Véronique di Benedetto](#)



## The positive impact of digital technology on the ecological transition

We work alongside our clients to offer them effective solutions in the face of our shared challenge to reduce the environmental impact of how firms operate.

Our solutions in digital responsibility are based on four pillars: **measuring the environmental impact of IT systems, reducing it, avoiding emissions, and offsetting any remaining impact.**

By signing the Planet TechCare manifesto, we have committed to supporting clients who would like to incorporate digital technology into their environmental efforts.

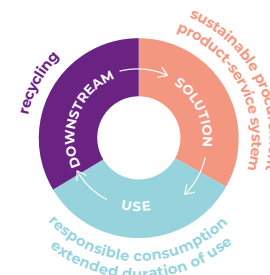
# clients

## Responding to the climate emergency

The environmental impact of digital technology represents **3.5-4% of global CO<sub>2</sub> emissions**. So firms are looking for solutions to reduce their carbon footprint as fast as possible.

With our simulation tool **EcoCarbon**, our clients can measure, reduce and offset the energy impact of their digital activities **by 10-15%**. That is why our solutions are firmly part of the circular economy.

## Putting the circular economy at the heart of our business



We are convinced it is vital to apply the principles of the circular economy to make digital technology more frugal in resources and less harmful to the environment. For nearly 50 years, sales and leasing of refurbished equipment have underpinned our expertise, later enriched with repair centres that extend hardware lifespan. Today, the cloud and the eco-design of new services help optimise use of each solution while reducing its environmental impact.

## 30,000 digital devices have enjoyed a second life with our clients' employees

EcoTwice is a platform through which our clients' employees can buy a smartphone or tablet used for work at a very attractive price. This extends the lifespan of these devices.



## EDF BUYER INTERVIEW


### Comprehensive action

Incorporating digital responsibility into all policies

*'Our policy is to incorporate digital responsibility into all of EDF's policies (pledges, procurement, projects, skills, etc.) to make the EDF group's digital transformation at once low-carbon, energy-efficient, inclusive, ethical and value-added environmentally, for its employees and its clients. From our partners we mainly expect innovations so we can advance together and transparency on the environmental impact of the services and equipment they offer.'*

Richard Bury,  
EDF Digital Responsibility Programme Coordinator



Find out  more  
[Read the rest of the interview with Richard Bury](#)

## Repairing and refurbishing to extend the lifespan of digital equipment

We tackle obsolescence of use by extending the lifespan of certain items of equipment to seven or eight years. This is made possible by our repair and guarantee-extension services, as well as our refurbishing policy. Indeed, each year we collect over 400,000 items of IT equipment (PCs, tablets, smartphones, etc.), 95% of which are refurbished to be given a second life.

## Making it easier to create and share value

Leasing and pay-per-use solutions paired with tailored services all help **drive down costs for close control** of all spending. Firms are looking for economical solutions, for sophisticated tools or experts they need for scalable, flexible uses, including services. Our comprehensive refurbishing policy responds to the development of the circular economy effectively.

## Good faith with our ecosystem

We **fulfil our responsibilities** through our procurement policies. We also help understand the future of work through studies, surveys and the publication of white papers. We are part of an **ecosystem** to which **we contribute** by developing regulatory frameworks and best practices. In return, **we are assessed** on our impact.



Find out  more

Read the rest of the interview with **Brigitte Mouligneau**

### INTERVIEW

## Accelerator of the circular economy

The toolbox for change is digital

*'The circular economy helps maintain our prosperity while reducing use of materials, water, energy and natural resources. With digitalisation, we can track the lifecycle of equipment and receive information in real time, which helps us recycle and re-use that equipment. The backbone of the circular economy is made up of platforms that share equipment and product information; knowledge about reparability and sustainable maintenance; and efficiency of use.'*

Brigitte Mouligneau,  
Circular Economy Transition Manager  
at Vlaanderen Circulair



# ecosystem



## INTERVIEW

### The choice of ethics and responsibility

It is up to us to choose the digital approach we want.

*'The best action we can take for the environment is to extend equipment lifespan so the poorest can be equipped. [...] Our advantage is that young people today no longer want to join firms that disregard the environment.'*

*It's a question of survival for companies. You've got to believe in new generations.'*

Jean-Christophe Chaussat,  
President, Institut du Numérique Responsable (INR)



Find out  more

Read the rest of the interview with Jean-Christophe Chaussat

### Pioneers of digital responsibility

We believe in the virtues of collective action alongside professional organisations. We were among the first signatories of the **Planet Tech'Care manifesto**, which campaigns for digital responsibility and fights digital waste.



**We have been members of the Institut du Numérique Responsable since 2021 and have signed its Digital Responsibility Charter**, which brings together local authorities, firms and research institutes in the same approach by sharing practices, experiences and reflections: digital technology should be **sustainable, inclusive and ethical**.



EcoVadis rating

# 62/100

We are in the top

# 11%

 of firms for performance in our sector

**We are assessed:** each year, **EcoVadis** publishes an analysis that sheds light on the precise level of each firm's performance in corporate social responsibility with a methodology that considers respect for criteria under four themes: environment, labour and human rights, ethics, and sustainable procurement.

ecovadis

**In 2020**, we improved by four points in our overall rating (62/100) and by ten points for the ethics and environment sections. We are in the **top 11% of firms for performance in our sector**.

**EcoVadis ranking and rating system**

**Measuring our impact.** The transparency of economic players is a major question of social legitimacy. We were among the first firms to join **the French government's platform 'Impact'**, which lists RSE efforts and performance levels.





## Producing collective intelligence

Being a stakeholder in an ecosystem means bringing reflections to a shared debate. The Covid pandemic profoundly changed our clients' practices and how firms work. So, through an **Ifop poll**, we sought to understand what our users expected in terms of working conditions, comfort and security.

The white paper '**Digital Technology and Ecological Transition 2020**' is another contribution to shared knowledge: through it, you can compare your firm's performance with key figures and trend analyses, based on a clear methodology to make your digital transformation a success.

# 61%

of employees find that remote working is a source of motivation

# 50%

of firms have not introduced a scheme for maintaining remote working and 66% in the public sector have not done so

around

# 50%

of employees think that a change in IT equipment was what they missed the most for smoothening the shift to remote working



Just like the digital wave that arrived over twenty years ago, artificial intelligence (AI) is now on the rise in all sectors of human activity.

**AI will very quickly and profoundly shake up all jobs** and ways of working, as well as vocational training and qualifications. The challenges are huge. That is why we **are part of the association Impact IA**, which encourages reflection and good ethical practices.

[Link to Impact IA](#)



## INTERVIEW



### Giving the greatest number of people access to the best education

Econocom is the leading investor in the fund Educapital, which was founded by women to develop innovative education.

*'Digital technology is a fabulous tool for reducing the social divide. It reduces gaps in skills by personalising learning.'*

Litzie Maarek,  
Managing partner, Educapital

Find out  more

[Read the rest of the interview with Litzie Maarek](#)

## Helping others learn

The best long-term effects of transformation of society come from **high-quality education and training** for all citizens, even those who are most alienated from digital technology. We play a role alongside foundations, schemes and charities committed to **empowerment** through the acquisition of skills.

**Getting ready for the future through innovative education.** Digital technology offers high-quality educational content to the greatest number of people at lower costs, while adapting to each person's pace of learning. It relieves teachers of repetitive tasks and encourages learner involvement. We have invested €4m in tomorrow's education here in Europe through **Magic Makers**, which offers coding lessons, through **Kartable**, a platform for helping pupils with school revision, and through **Educapital**, the first European capital-risk fund dedicated to education and vocational training. Econocom is committed to building a socially responsible future.



**Kartable**



## Supporting career changes, especially among women, who represent under 30% of employees in the digital sector

By signing Numeum's manifesto on women's career changes in the digital sector, we sent out a strong public message about what we are working on collectively.

### MANIFESTE

#ReconversionFemmesNum



Econocom is a **founding** member of **Femmes@numérique**, which **promotes jobs in digital technology** to embolden young women to take training or change careers to enter the digital sector.



POURQUOI SE PRIVER DE SES DES TALENTS ?

## INTERVIEW



### The positive economy is an economy that prioritises the long term over the short term. It is a patient form of capitalism.

Tomorrow's world is not preordained, but built by us.

*'The Covid crisis jeopardised the push for parity between men and women. From March to May 2020, a third of women stopped working to look after their children.'*

Audrey Tcherkoff, Executive President of the Institut de l'Économie Positive (IEP) / Women's Forum



Find out  more

Read the rest of the interview with [Audrey Tcherkoff](#)

## Our employees are active

Every day, through all our actions, even those we might find insignificant, we are **massively reducing our collective impact on the planet** because there are 9,000 of us who share this determination.

From 20 to 24 September 2021, Econocom took part in Cyber CleanUp Week with the aim of deleting ten million e-mails in two weeks. For this attempt - our first - we managed to delete five million e-mails thanks to our employees' determination.

### Cyber CleanUp week challenge



Society expects rigorous protection of **whistle-blowers** in all economic activities. That is why we have set up processes, managerial training courses and a platform that ensures whistle-blowers remain anonymous.

[Link to 'Protecting whistle-blowers'](#)

# employees

At Econocom, women now represent 40% of jobs in senior management of a business activity or country. There are also dozens of active women ambassadors in the 'Femmes du Digital Econocom' scheme that raises awareness of jobs in the digital sector among girls in schools and engineering universities. The ambassadors coordinate our actions for career changes too.

**To date, we have recruited over 100 women who have changed career.**



## INTERVIEW

### Putting an end to stereotyping

Creating pioneering work prospects for women.

*'Career changes for women who have taken different initial training courses is the focus of our initiatives to introduce them to the digital sector, which we carry out alongside France's national employment agency Pôle Emploi and training firms.'*

*'We showcase our women employees' own career stories. This encourages the development of new careers among the schoolgirls and students our ambassadors work with.'*

*'We're convinced that the sum of our little steps will usher in far-reaching change.'*

*'It'll take time, but we're confident.'*

Élodie François,  
Head of the programme  
'Femmes du Digital Econocom'

Find out  more

[Read the rest of the interview with Élodie François](#)



## Changing workplaces and remote working: the Work 21 scheme



In 2020, the digital transformation also influenced how workspaces are designed. So Econocom revised the design of its premises to make them a place of exchanges where co-creation and cooperation are central.

A major highlight of the year was the creation of The Hub-Paris, the group's new flagship building in Puteaux. Beyond this building, the group's other sites have been equipped with digital solutions. Everything is designed for employees to enjoy digital transformation on a daily basis in their workspaces. So now, around **3,000 employees enjoy working conditions tailored to changes in jobs and lifestyles.**

At the same time, Econocom has signed agreements on remote working for two days a week for all its eligible employees and introduced coordination tools and special training for managers in regard to these new challenges.

### Innovating for inclusion

Econocom encourages career changes into IT professions through a job-specific training scheme from France's national employment agency that makes up for a lack of skills required for a particular vacancy.

In 2018, ten people joined us through this scheme conducive to inclusion, amounting to 1% of newly recruited employees. We greatly increased our efforts in 2019 to reach 114 jobs (8.4%) offered in 2019. **At the end of 2020, this rate reached 9%, with around 40% of these newly recruited employees being women.** This shows we are improving.

### Determined to act

**In 2017, 2.18% of our employees in France were people with disabilities.** Collectively, we decided to improve this proportion quickly. Econocom's HR unit Mission Handicap for people with disabilities calls the whole group into action through concrete initiatives. We basically seek to offer fair prospects of professional development tailored to each person.

The results are online with our aims:

**2.18% of group employees were people with disabilities in 2017 and 4.3% of them were in 2020**

# A committed group

**There is no true wealth other than human wealth: empowerment is reached through education, knowledge and skills development. This guides all our actions.**

## Staying attentive

What makes our group dynamic and inventive is the **diversity of the people** who develop it each day. Ever since Econocom was founded, it has worked in many languages and cultures. We know the **importance of paying attention to others**.

The global crisis of 2020 accentuated the social divide further. This divide makes access to digital technology unequal, so makes access to education and training unequal too.

Our actions alongside people who seek empowerment have met this challenge.



## INTERVIEW



### Everyone is employable

Innovating to give confidence

*'Being responsible means uniting all participants around your purpose and expressing its impact. Your purpose should be embodied in your firm. [...] Responsibility also means keeping people in their jobs and choosing partners and suppliers with high added social value. [...]*

*You need to be creative. The crisis has shown us how pressing the health, social, economic and climate emergencies really are. You have to find the means to reinvent yourself. You have to find the means to include others.'*

Guillaume Herisson,  
Co-Director, ARES Group

Find out  more

[Read the rest of the interview with Guillaume Herisson](#)



## Working with dignity

Firms in the solidarity sector help people with disabilities, or those struggling to get into the jobs market, to lead decent lives.

They promote the values of **empowerment and social integration**. They have been major business partners of Econocom for around ten years, providing their workers with high-quality training and developing local economies.

### All roads lead to humanity.

The charity Ateliers sans Frontières (ASF) works in the circular economy, especially in the recycling of equipment. Since 2003, its social integration projects have helped over **1,000 people find meaning** in their work. In the space of ten years, through its partnership with Econocom, ASF has helped over 100 people get a permanent job after training them to refurbish digital equipment.

**Since 2008, 80% of ATF Gaia's production staff have been people with disabilities.** This charity specialises in collecting and reusing IT equipment. It is based in the Seine-et-Marne department of France and helps around 120 people make a living with dignity in a specially adapted environment.

We believe work helps real social integration. So our procurement policy incorporates people who work in associations for people with disabilities, through the GESAT network, which facilitates connections in this sector. In our ecosystem, beyond our business partnerships, we develop strong trust-based relationships with players in work that incorporates people with disabilities.



Since 2020, we have been members of the charity Tremplin Handicap, a gateway that helps school pupils and students pursue their studies, whatever their personal situation.

## Helping others get equipped

It is an **honour for any firm** to be able to work alongside the teams of the charity Emmaüs, whose moral values are remarkable. The aim of Emmaüs Connect is to help people connect to the digital world. In 2020, for this first shared experience, 500 families have become familiar with digital technology.



For the initiative Connexion d'Urgence, we offered 500 laptops, each refurbished, in perfect condition and quickly prepared with office software to help maintain a bridge between people in difficulty and the education system during the health crisis.



photo © Alex Giraud, MAIF



## INTERVIEW

### Empowering over 100,000 people in difficulty

Social equity through collective intelligence

*'By offering equipment and connection means at socially responsible prices, we help people in difficulty enjoy digital technology. [...] The fight against the digital divide requires a variety of resources in terms of equipment, connection means and training. We rely on an ever stronger chain of solidarity.'*

Marie Cohen-Skalli,  
Co-Director, Emmaüs Connect

Find out  more

[Read the rest of the interview with Marie Cohen-Skalli](#)

The twenty or so schools that **Espérance Banlieues** has opened aim to offer the chance of a personalised, high-quality education. With support from Magic Makers, we support coding workshops so that pupils in Espérance Banlieues schools can master their digital tools.



We joined the **100,000 Entrepreneurs** scheme to help school pupils and apprentices understand firms better. Through this programme, over 80,000 young people enjoyed meetups with business leaders this year on their teachers' initiative.



**84%**  
of young people  
felt they had been  
helped



## Socially minded teams

Our firm encourages intrapreneurship in the development of innovative services. That is why our teams are able to swing into action and coordinate themselves to carry out volunteer projects that make sense locally.

### Italy:

- We support the work of the **Fondazione Marco Fileni**, which helps young students fulfil their aims. Each year, around twenty grants are given, based on merit and grades, for studies in science, law or human sciences.



### Spain:

- Ningun Niño Sin Merienda : No child without an afternoon snack!** This Spanish charity project concerns both education and eating among children. We support this work by teaching the basics of digital technology to children without access to it.



### Belgium:

- The Econocom teams are close partners of the charity call centre and annual fundraising campaign organised by **Télévie** to support Belgian scientific research and fight cancer.



### United Kingdom:

- TechInclusionUK** is a young organisation that recycles, shares and reduces e-waste to share digital equipment for educational purposes with 700,000 British children disadvantaged by the digital divide.



In Madrid, the **Fundación Gil Gayarre** helps the education of children affected by mental deficiencies so they have every chance of fitting into society. The lockdown in 2020 and the remote teaching of school classes caused difficulties for many families. The Econocom Spain teams used their resources to provide IT equipment to maintain a bridge between the schools of the **Fundación Gil Gayarre**, pupils and their support.

In London, a partnership was signed with **Tower Hamlets Education Partnership** to refurbish and share digital equipment, provided by Econocom, for primary school children in Tower Hamlets. Several schools have been provided with around fifty iPads and laptops so pupils can enjoy the resources they need for learning despite the Covid health crisis.



# Our aims

We are striving forward with realism in our actions. Our efforts are only beginning. We all have a role to play if we want to work towards more inclusion and drastically reduce our environmental footprint from digital technology.

It is on all levels – individual and collective, in our group and our social commitments – that each action counts.

At Econocom, we intend to conceive every single one of our solutions based on this aim of positive impact.

## Staying on course with greater strength

We have set a concrete aim to reduce our environmental impact by at least 10% a year through several actions. For example, we will be increasing our fleet of green vehicles to have an all-electric fleet of company vehicles within the next two to three years. Furthermore, we will be hugely increasing the green share of our freight and of our leasing of refurbished or eco-designed equipment.

This aim will also be that of our clients and partners with whom we work closely so that each player can lower their environmental footprint from digital technology to ensure a better global impact.

## Innovating for a new circular economy of sharing

Responsibility is not a restriction. It is a growth-driver creating opportunities that generate shared value. By working with the pragmatism and agility that are in our DNA, by innovating in our reflections and by meeting needs quickly, we can help speed up the shift towards a more circular economy. That is why we define ourselves as a **responsible digital entrepreneur**.



INTERVIEW

### Managing relations between suppliers, financial service providers and clients.

Drivers for radical change

*'Circular entrepreneurship requires other forms of financial cooperation: bilateral financing between a bank and a client is no longer enough. [...] Econocom is in favour of new tax incentives for eco-design, repairability and recyclability.'*

Christian Levie develops financial innovation at Econocom Benelux



Find out  more

[Read the rest of the interview with Christian Levie](#)

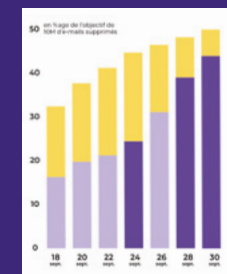
## Being useful beyond our horizons

We have long been bold. And in 2020, we showed this boldness by applying our expertise to a field of activity that is particularly symbolic and eminently responsible: we began supporting Les Abeilles, a French sea tugboat firm dedicated to public service. Today, this organisation serves in all weather conditions to rescue boats in difficulty and get them back to shore. Just like for all our services, we are digitalising these tugboats massively too. We seek to extend their use and reduce their energy consumption. Functionality guides our investments to make these tugboats versatile platforms for new maritime services and work beyond their proven expertise in fighting sea pollution and fires. The bravery, professionalism, boldness and determination of the Les Abeilles crews are a compass for our group.



**We share strong values with the world's inhabitants:** we have incorporated eleven of the seventeen UN Goals into our impact policy. Five of these are top priorities within Econocom: Responsible Consumption and Production; Climate Action; Quality Education; Reduced Inequalities; and Partnerships for the Goals. We intend to intensify our actions in these fields because it is in these areas that we will make the biggest impact!

Level of contribution reflected in our CSR policy	Econocom's contribution to the UN's Sustainable Development Goals
<b>1</b> Priority pledges	
<b>2</b> Active contribution	
<b>3</b> Participation	



Number of e-mails deleted during Cyber CleanUp Week 2021

### Econocom supports Environmental Graphiti®

Environmental Graphiti® is a unique way of telling the story of climate change. Scientific data reflecting change in our world is transformed into striking artwork to inspire action. [See images](#)



# econocom



One digital company  
equipment | services | financing



more info at [www.econocom.com](http://www.econocom.com)

