#Tech4Values

A guide of best practices by France's tech champions

2021 International Edition (revised)
To meet the social and environmental challenge of our time, our French startups placed their bets on... collective action! The approach is unprecedented: as the pandemic continues to shake the status quo and accelerate the digital transition, France’s tech companies come together to share the environmental and social best practices that have allowed them to stay strong and keep scaling.

The RespUp and France Digitale teams are happy to introduce the revised international edition of the #Tech4Values Guide of best practices by France’s tech champions, the very first of its kind, allowing us to showcase the many tech companies in France with responsible, less carbon-intensive business models and more inclusive practices.

In this guide, twenty leading French startups answer the following question: What responsible practices have you put in place? For what social or environmental benefits? Would you advise other companies to deploy them? These champions share their experience, their vision and their practices, in order to inspire other companies, large and small, by showing that growing responsibly is indeed possible!

As evidence of this growth: since the first edition, published 6 months ago, several of the startups have raised new rounds of funding. As a result, as many as seven of them have achieved unicorn status – out of the 17 unicorns in France!

"France has many tech companies with responsible, less carbon-intensive business models and more inclusive practices."

Frédéric Mazzella
President & Founder of BlaBlaCar
Co-President of France Digitale

To all those who will discover our French tech ecosystem through this guide, I say: Welcome! The #Tech4Values movement, initiated in 2020 by France Digitale, showcases the values of responsibility and impact held by our French champions, creating better products for the world and for their employees. It is thanks to these values that our “respups”, responsible start-ups, attract the best French and international talents, and rise up to meet the challenges of the 21st century.
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#Tech4Values 2021

A guide of best practices by France's tech champions.

What is this Guide?

This guide gathers the main impact figures - economic, social and environmental - of the 20 participating companies, as well as their best practices in creating a positive impact on society. The data was collected during interviews with representatives of each company. To showcase the impact of our ecosystem, we offer 3 key insights:

• An infographic of 20 best practices for positive impact;
• A city map charting the impact of each startup on the territory;
• 20 cards with key impact figures for each company.

Which are the 20 companies?

We invited 20 emblematic companies to join the guide, with the following selection criteria:

A French start-up or scale-up (HQ in France), having raised funds (series A and more), with over 50 employees, over 3 years of activity, and working in one of the key sectors of tomorrow (food and waste management, e-commerce and second-hand, education, Made in France, mobility, health, corporate services).

These 20 tech champions represent:

10,600 jobs created
€3.1 B funds raised
190 M users/clients
8 years half are at least 8 years old
Each of the 20 tech champions shared their best practices for social or environmental impact, across 4 key areas: impact studies, governance, HR policies and business models. These practices can serve as inspiration for committed actors who wish to accelerate their own impact.

### Impact Study

**Vestiaire Collective**
Conducts a Life Cycle Analysis of its service, to assess its environmental impact and identify ways to improve it.

**Ynsect**
Creates an Impact Team that quantifies and analyzes the company’s impact in order to mitigate or eliminate it.

**BlaBlaCar**
Measures and improves the efficiency of its service, by comparing its internal footprint with the carbon savings generated by its activity.

**Nauya**
Engages with a collective of companies in a strategy to reduce its CO2 emissions.

**Recommerce**
Engages in an ISO certification process to manage the quality of its processes and its environmental impact.

**Ecovadis**
Leverages the “network effect” by influencing its stakeholders on the impact of its action.

### HR & Employee well-being

**Doctolib**
Develops an inclusive entrepreneurial culture, invests in training and in the physical and mental health of its employees.

**Back Market**
Takes concrete action for diversity and inclusion: anti-discrimination training, workplace inclusion & job opportunities.

**S’alain**
Creates a strong corporate culture, based on radical transparency and shared responsibility.

**Cityscoot**
Promotes local and quality employment opportunities by hiring 100% of employees on permanent contracts.

**ManoMano**
Sets up a skills sponsorship program to encourage employees to donate working hours to charity projects.

**Joon**
Takes care of its teams with the #ParentalAct and offers a psychological support service.

### Governance

**Phenix**
Achieves B Corp certification and implements an action plan to improve its B Corp rating.

**OpenClassrooms**
Includes its mission in its statutes and sets up a Mission Committee to assess its fulfillment.

**Joon**
Becomes Entreprise à Mission and works on concrete projects to meet social and environmental objectives.

**Springly**
Encourages the creation of cross-functional teams to support various causes: Team Planet, Inclusion, Association...

**Castalie**
Becomes a sponsor of a local philanthropic project linked to its social purpose, and mobilizes its teams around it.

**EkWateur**
Develops a collaborative model centered around the customer: participatory fundraising, after-sales service...

**OVHcloud**
Develops a virtuous model that is respectful of customer data.

**Klaxoon**
Develops an energy-efficient product that limits certain trips and is as efficient and inclusive as possible.
The Impact City

**E-Commerce & Second-Hand**
- Back Market: 5 M customers since its creation.
- ManoMano: 10 M DIY, garden and home improvement products sold to 7 M customers.
- Recommerce: 3.3 M smartphones refurbished since its creation, saving 99,000 tCO2.
- Vestiaire Collective: Over 3 M pre-loved fashion items available on the platform.

**Corporate Services**
- Springly: 4.5 M hours of management saved by its nonprofit clients since its creation.
- EcoVadis: 75,000 suppliers rated on 21 sustainability/CSR indicators across 160 countries.
- Klaxoon: 5,000 organizations and millions of teams collaborating more efficiently on site and/or remotely.
- OVHcloud: 7.9 M websites hosted thanks to 32 energy-efficient data centers.

**Made in France**
- ekWateur: 172,000 customers supplied with European or French renewable energy.
- JOONE: 164 product references manufactured by 8 SMEs in France.
- Le Slip Français: 300 indirect jobs created with 30 partner workshops in France.

**Mobility**
- BlaBlaCar: 1.6 M tCO2 a year avoided by carpooling.
- Cityscoot: 40,000 users sold their thermal two-wheelers.
- Navya: Autonomous electric vehicles in 23 countries.

**Health**
- Alan: 2 minute median response time for its 160,000 members.
- Doctolib: 70 M patient visits per month.

**Education**
- OpenClassrooms: 2 M people trained online per month.

**Food & Zero-Waste**
- Phenix: 120 M meals saved since its creation.
- Ynsect: 200,000 tons of ingredients a year produced with 98% less space than a conventional farm.
- CASTALIE: 105 M plastic bottles avoided since its creation.
20 startups
20 impact cards
The mission

Alan’s mission is to combine the best of people and technology, so that health is no longer considered a daily burden.

Alan wants to become the health partner that allows you to take care of yourself and your loved ones in a fairer, more transparent and personal way, all in one app.

Their pride

Alan is the only new independent health insurance approved by the Banque de France in the past 34 years.

They want to completely rethink the user experience, without any middlemen, by combining the best of people and technology.

At Alan, employee wellbeing relies on a strong corporate culture, as inscribed in our Healthy Business guidebook. To create a healthy working environment that allows everyone to perform well and flourish, we favor radical transparency & shared responsibility. Our decisions are made in writing, we have no managers, our employees can work from anywhere on the continent, without any time constraints, and they decide when to take their vacation. 100% of the team has access to 100% of the information, allowing everyone to make the best possible decisions at all times. Jean-Charles Samuelian, Co-Founder.
# The mission

At Back Market, our mission is to make high quality technology more accessible to the public by providing a place where buying refurbished devices is safe, easy, and appealing so that consumers no longer have a reason to buy new.

Buying refurbished is a proven solution to reducing the environmental impact of tech. The challenge? Evolving the high-tech market and mentality closer to the auto industry. Today, for every 3 new cars sold, 7 are sold second-hand. Inversely, for every 8 new smartphones, only 2 are sold second-hand.

## Their pride

Back Market offers consumers many ways to purchase premium electronic devices at a discount. They put the power back into consumers' hands, offering a sustainable alternative to buying tech electronics. By providing a safe and reliable marketplace, they help reduce e-waste by keeping electronics in circulation for longer.

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### Key numbers

- **2,274 t of e-waste avoided since 2014**
- **144,000 tCO2e saved by reselling smartphones**
- **Available in 16 countries and 3 continents**
- **4 to 5 stars ratings on TrustedShop for 93% of clients**

### Their pride

Back Market offers consumers many ways to purchase premium electronic devices at a discount. They put the power back into consumers’ hands, offering a sustainable alternative to buying tech electronics. By providing a safe and reliable marketplace, they help reduce e-waste by keeping electronics in circulation for longer.

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### In 2020, we made progress on diversity and inclusion by training all managers on the topic of discrimination, by making offices more inclusive by setting up a breastfeeding room, and by revamping our job offers. The road is long, not everything is perfect yet, but we are trying to make progress at our own level as a tech company. Vianney Vaute, Co-Founder.
The mission

To bring freedom, fairness and fraternity to the world of travel, while operating a carbon-efficient transport network. On the carpooling side, the platform connects drivers with free seats to passengers going in the same direction. They share the trip and its associated costs.

Their pride

Their community and the large-scale trust shared by its members. With verified online profiles, BlaBlaCar members share a higher level of trust than with colleagues or neighbors! 87% of them say they have enriching exchanges while carpooling with people they have never met before. Today, it has a community of over 100 million members, ready to share a journey with a stranger they already trust.

BlaBlaCar brings together the largest long-distance carpooling community in the world. By offering short- and long-distance carpooling and buses, BlaBlaCar aims to become the go-to marketplace for shared mobility and fill every empty seat on the road.

BlaBlaCar saves 1.6 M tCO2 a year, which is more than the total annual CO2 emissions generated by road traffic in Paris. Since 2019, we have been carrying out an annual carbon footprint analysis (offices, servers, etc.) in order to continuously reduce our environmental impact. We thus calculated the overall efficiency of our service: BlaBlaCar saves 625x more tons of CO2 than it emits! That’s the beauty of a model that leverages technology to minimize waste. The more the platform grows, the greater the CO2 savings. Frédéric Mazzella, President and Founder.
### CASTALIE

**Headcount & offices**
- 116 employees at Boulogne-Billancourt

**Key numbers**
- 60% of fountains produced in France
- 105 M plastic bottles avoided since 2011
- Carbon footprint up to 88% lower for 1 L of CASTALIE water vs. 1 L bottled water

**Funding**
- €20 M in total

**Clients**
- 2,000 clients

CASTALIE offers businesses, events, cafes, hotels and restaurants eco-designed fountains produced in France and Italy, as well as a range of durable and reusable accessories.

### The mission

To provide **access to quality water** and put an end to our reliance on plastic bottles, thanks to **sustainable and zero waste solutions**: water fountains, water bottles, reusable bottles.

CASTALIE is a circular economy company that offers a sustainable alternative to the **16 billion plastic bottles consumed in France each year**.

### Their pride

In 2019, CASTALIE obtained the **ESUS (Solidarity Company of Social Utility)** accreditation after a process of a few months.

This recognition of the State is the most engaging to date. It enabled them to challenge themselves, to include their mission in their statutes (just like an Entreprise à Mission) but also to optimize value generation.

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We have a partnership with the **Made Blue Foundation**, which facilitates access to drinking water in developing countries. We started with a financial donation at the end of 2019, and after a field trip, decided to set up a sponsorship unit at CASTALIE with the objective of **raising funds to finance water sources in Ethiopia** via Made Blue. This allowed us to engage the team on the social dimension of the project and the critical issue of global access to drinking water. **Thibault Lamarque, Founder**.
Cityscoot offers self-service electric mopeds for fast, safe and low-carbon journeys in city centers. The service is available to everyone – booked in one click, there is no subscription, no commitment.

**The mission**

Offer a clean, efficient, pleasant mobility solution to everyone and make the city smarter: less polluted, less noisy, less congested and less dependent on private cars.

**Their pride**

Before setting up in a city, Cityscoot takes the time to discuss with the city council to build a development plan together, as was the case in Paris.

During lockdown, Cityscoot made its service free for caregivers (CityHelp), offering 20,000 rides, and donated 300,000 hair caps to hospitals and retirement homes in Paris.

* The male-female ratio is largely explained by the fact that there are a lot of mechanics and, due to physical constraints, the ‘looper’ employees responsible for transporting the batteries are mostly men.

At Cityscoot, we favor local employment: 100% of Cityscoot employees are on employment contracts in the cities where we operate. In addition to improving the efficiency and performance of our teams, internalizing jobs allows us to have a stronger social impact in the cities where we run the service. Bertrand Fleurose, Founder.
The mission

Improve patient access to healthcare and patient health. This implies improving the daily life of healthcare personnel so that they have more time for their patients, but it also implies building a team of entrepreneurs who share humanistic values.

Their pride

Doctolib creates useful solutions for healthcare personnel and wants to have a positive social impact in the long-run.

Doctolib co-builds its services with healthcare personnel and patients, and believes data privacy to be the absolute priority.

One of our strengths at Doctolib is our culture of entrepreneurs that lead every initiative we begin. It’s written out in our SCALES Playbook, our operating mode defined by 6 pillars common to all: SERVE, CARE, ACT, LEARN, ENJOY, STRUCTURE. It is within this framework that we are developing our Social Impact policy, which revolves around the positive impact we wish to have on the environment, the community, diversity and inclusion, not just today but in the years to come. Matthieu Birach, HR Director.
EcoVadis

**The mission**

To deliver **reliable sustainability/ESG ratings and scorecards**, based on evidence from diverse data sources, allowing all companies to reduce risk, and improve their overall performance as well as their social and environmental impact.

**Their pride**

EcoVadis’ ambition is to become the world standard for business sustainability ratings. To date, 1,140 billion euros of spend from over 500 multinationals have been directed towards more than 75,000 responsible suppliers from 200 different business activities, encouraging them to use sustainability as a performance lever and a new source of value.

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**Key numbers**

- **41 industries**
- **11 environmental criteria** for companies to evaluate the sustainability of their suppliers
- **2/3 companies** implemented action plans following a CSR evaluation
- **1,203 started producing renewable energy**
- **52 nationalities** in the team

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We are proud to have published our first 2020 Impact Report. It’s the first analysis of the EcoVadis network effect on the evolution of sustainability practices within supply chains. This report shows that **sustainability ratings can be used to accelerate the transition of companies**: with 23,000 ‘buyers/supply chain managers from 750 multinationals engaging 75,000 rated companies on the EcoVadis platform at the end of 2020, our analysts estimate the amount of purchases impacted by our ratings at 1,140 billion euros. From day one, we envisioned a market where sustainability data would influence every business decision and thus help improve economies, the planet and society. Pierre-François Thaler, Co-Founder.
ekWateur is a renewable energy supplier for individuals and professionals in France. It offers 100% renewable electricity, gas and wood.

The mission

To accelerate the energy transition. In doing so, ekWateur commits to increasing the renewable energy consumption of its customers, and to promoting access to self-consumption and initiatives to reduce consumption.

Therefore, ekWateur's objective is to make the choice of energy accessible, simple and transparent. In two years, ekWateur has become the leading supplier of renewable alternative energy and the fifth supplier to the French market, behind EDF, Engie, Total and Eni.

Their pride

ekWateur carried out the largest crowdfunding initiative in France, raising up to 1.12 million euros in 2019 through 739 individuals. After a few rounds of participatory fundraising, 5% of its company's shares are now held by individuals.

At ekWateur, we operate on a collaborative model that places the customer at the heart of our activity. The main purpose: our development must benefit our community. This occurs on several levels. First, our clients can become shareholders through participatory fundraising. In addition, with our self-consumption offer, anyone can become an energy producer, and we buy the excess energy back. Our after-sales service is also collaborative: clients respond to clients, and get commission out of it of course! Julien Tchernia, Co-Founder.
JOONE is the expert in clean and healthy products for the entire family. They offer a range of hygiene and care products for women, kids and babies that are good for the skin and for the earth. Their cosmetics are natural, healthy, organic, and made in France.

The mission
To always offer the best, healthiest and most beautiful products to their customers. Their cardinal values are total transparency towards the customer and high standards for the service and quality of the products.

JOONE wishes to fulfil its mission with joy, creativity and confidence, and to step outside the box with irreverence and a fighting spirit.

Their pride
JOONE is proud to have an inclusive and diverse team, with recruitment not based on resumes but on shared values and case studies.

JOONE ensures equality between men and women. This is why, by signing the #ParentalAct, JOONE committed in 2020 to guarantee 100% paid parental leave for second parents. We also favor more flexible schedules and teleworking to ensure a proper work-life balance for our joonies. As teleworking developed in recent months, JOONE set up an optional psychological support service for employees who need it. This support is carried out 100% anonymously thanks to the Moka.care platform. Carole Juge-Llewellyn, Founder.
The mission

To thrive in teamwork by unleashing individual and collective potential. Klaxoon creates the environment and tools that enable millions of users in 120 countries to collaborate efficiently, creatively and inclusively.

Their pride

Klaxoon received the Microsoft Partner Award 2020 in the “App and Solutions for Microsoft Teams” category, awarded by Microsoft Corporate Worldwide.

Since 2018, the Microsoft R&D team in Seattle and Klaxoon team in Rennes have been working together to better connect their tools. It goes to show that we can change the way teams work around the world all the way from France.

Impact is at the heart of our mission to provide the proper environment and the tools for smarter, responsible and inclusive group work. The question around energy consumption is central: our Board tool encourages time-optimized meetings - with an average duration divided by 3, and video streaming consuming 5-10x less bandwidth than traditional tools. Klaxoon also limits the need for emails, downloads, and trips, thereby reducing the carbon footprint of day-to-day work. Matthieu Beucher, Founder.
Le Slip Français

<table>
<thead>
<tr>
<th>Sector</th>
<th>Clothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation</td>
<td>2011</td>
</tr>
<tr>
<td>Founder</td>
<td>Guillaume Gibault</td>
</tr>
<tr>
<td>Headcount &amp; offices</td>
<td>120 employees in Paris</td>
</tr>
<tr>
<td>Funding</td>
<td>€10 M in total</td>
</tr>
<tr>
<td>Clients</td>
<td>203,000 clients</td>
</tr>
</tbody>
</table>

Le Slip Français is the brand for “bon-à-porter” (good-to-wear): underwear, clothing, accessories, etc... They manufacture “honest clothing” that is good for oneself, for the world and for everyone, and that is designed and made locally to minimize impact.

The mission

To reinvent the French textile industry with flair. At Le Slip Français, manufacturing locally means manufacturing all products within 250 km of your home.

They are convinced that we must change the way we produce and consume, and always aim for the best environmental, social and societal impact as possible.

Their pride

Guillaume Gibault is president of Savoir Faire Ensemble, a group of players in the textile, fashion and clothing industry promoting local production. To that end, the brand is committed to a collective approach to reinventing the textile industry for the collective good.

At Le Slip Français, we became an Entreprise à Mission in 2020 with the ambition to reinvent the French textile industry with flair. We told ourselves at the time that it was ambitious. Two weeks later, we found ourselves creating the first French textile mask from scratch with the Savoir Faire Ensemble association, which coordinated 1,500 workshops to manufacture 200 million masks in order to protect the general public from Covid. It is with this type of project that our mission takes on its full meaning. Guillaume Gibault, Founder.
The mission

To facilitate DIY, home improvement and gardening projects, from the idea all the way to the tightening of the last screw.

They are now fulfilling this mission in 6 markets: France, Belgium, Spain, Italy, Germany, United Kingdom, and have doubled their business volume in 2020, reaching 1.2 billion euros in sales.

In July 2021, ManoMano raised 355 M dollars to accelerate its European expansion.

Their pride

ManoMano promotes responsible e-commerce as a signatory of the E-commerce Charter by the French Ministry of the Economy.

More than 200 people were onboarded remotely in 2020, while the scale-up maintained a strong corporate culture and cohesion around 3 values: boldness, ingenuity and care.

At ManoMano, we set up a skills sponsorship program with a platform called Vendredi. This enabled our employees to give over 105 hours of their time to charity projects in 2020 to share their experiences and skills. This was possible thanks to the development of an official partnership with Label Ecole, the Label Emmaüs e-commerce school. Philippe de Chanville and Christian Raisson, Co-Founders.
The mission

To strengthen businesses and communities by rethinking mobility to make it safe, profitable and efficient. Navya therefore develops and implements electric, autonomous and shared transport solutions for its customers: cities, campuses, airports, industrial sites, hospitals, tourist sites.

Navya's autonomous shuttles are a smart and clean solution that contributes to reducing pollution and congestion in city centers, decreasing energy consumption and maximizing road safety.

Their pride

Navya reached a new level in autonomous mobility with the first operation in full autonomy at level 4 (without a security operator on board) on a closed site in Châteauroux (October 2020).

As a company, Navya is committed to reducing its carbon footprint by joining the 1st Climate Cohort along with over ten other companies in Lyon. Led by Wecount, this program allows Navya to measure the carbon footprint of its activity, establish an action plan and share its climate commitment with other pioneering companies in the field of decarbonization. Besides, engaged in an ambitious CSR approach, Navya has an active policy in this area, as illustrated by the ISO 9001 certification in September 2021. Pierre Lahutte, CEO.
The mission

Their mission is to make education accessible to everyone. The main indicator of success is professional integration, i.e. the number of women and men who found a job or experienced positive professional development thanks to OpenClassrooms.

The objective for 2025 is to place one million people in employment each year.

Their pride

The OpenClassrooms team is predominantly female; the company has implemented a very proactive recruitment policy to promote parity at all levels of the company and in all teams.

OpenClassrooms included its mission in its statutes in 2019; the company set up a mission committee with the company’s stakeholders in charge of evaluating the fulfillment of that mission. The committee published its first mission report in 2020, identifying 5 priority groups (unemployed, living in disadvantaged areas, with disabilities, without a diploma, refugees) and a target (+25% of representatives of these populations among OpenClassrooms students). Pierre Dubuc, Co-Founder.
The mission

“Build your freedom in the cloud”. OVHcloud is committed to ensuring that each customer has the freedom of choice, and to defending a European vision for cloud sovereignty. Thus, OVHcloud is not in direct competition with its customers, by choosing not to provide AI algorithms nor do e-commerce.

Their pride

Their model is uniquely integrated: they build their own data centers, thus integrating material reuse and assembly into their value chain.

In January 2021, OVHcloud obtained the “SecNumCloud” label, the highest cloud security certification from ANSSI, the National Cybersecurity Agency of France.

At OVHcloud, we work on a daily basis to make the cloud a space worthy of trust and innovation. In order to guarantee the full sovereignty of our clients over their data, every level of our organization is designed to free them from extraterritorial threats, while offering them a universe in full compliance with their local regulations. Today, this allows us to embed an ecosystem of over 3,000 companies to collectively generate maximum value and support a wide range of use cases. Michel Paulin, CEO.
The mission

To fight against food waste and food insecurity. Phenix is an inclusive anti-waste solution: on one hand, the Phenix Connect platform connects shops and associations to save unsold items, and on the other, it allows people to buy unsold items on the app from merchants at a lower cost.

Their pride

Phenix is an ESUS (Solidarity Company of Social Utility) and is Made in France. Since January 2019, Phenix is also certified B Corp.

Phenix is the only player to have a complete range of anti-waste solutions: inclusive solutions with the donation of unsold items to charities, and consumer solutions with their app.

As a B Corp, Phenix follows some of the strictest standards in terms governance and impact. This allowed us to confront certain paradoxes: many initiatives (eco-gestures, good teleworking practices) were not taken into account because we did not have a written policy on the topics. We were thus able to formalize them, with the opportunity to improve our score for recertification. We have also implemented an action plan with priorities around reducing the impact of our offices and activities, and around employee training and responsible purchasing policies. Jean Moreau, Co-Founder.
Recommerce

**The mission**
To build the circular economy and fight against resource waste. They want to make re-consumption the preferred mode of consumption for Europeans, starting with smartphones & now tablets and game consoles. They offer take-back, refurbishing and resale solutions, by offering partners access to their tracking platform and taking care of product management all the way to resale via Recommerce.com or partner stores.

**Their pride**
For 11 years, Recommerce enabled its partner Bouygues Telecom to be the European leader of refurbishing: for 10 Bouygues Telecom clients, up to 3 bring their old phone back to the store (12-30% depending on the store), and the vendors are trained to be “circular economy professionals.”

**Key numbers**
- €200 M given back to consumers out of €290 M in accumulated sales since 2009
- 3.3 M smartphones were refurbished
- 150 techniciens in charge of refurbishing
- 99,000 tCO2 saved
- 132,000 tonnes of raw materials saved

We are committed to a voluntary certification process: ISO 14001 certified since 2014 (environmental management standard), ISO 9001 for 3 years (quality management standard) and we are in the process of ISO 27001 certification (management standard and data security). This allows us to challenge ourselves and to improve the management of our waste (eg. batteries) for example. It is a system of continuous and voluntary improvement, which makes us progress as a company. It’s challenging to be audited every year by an organization that checks if we are compliant with regulations and best practices! Benoît Varin, Co-Founder.
The mission

Springly helps nonprofits streamline their organization, diversify their revenue streams and increase their visibility. Springly’s goal is to make their life easier, so they can spend less time on admin and more time enjoying the field.

Their software allows nonprofits to centralize all aspects of their organization, such as memberships, events, donations, merchandise, and accounting. Simplified processes means fewer mistakes and less paperwork.

Their pride

Springly saved its nonprofits 2.3 million hours of management in 2020, and 4.5 million cumulative hours since its creation.

At Springly, employees spontaneously organize themselves into cross-functional teams to support causes they care about: Team Planet sets up initiatives to reduce our carbon footprint, Team Asso facilitates charity work among employees, Team Inclusion ensures that our employment opportunities are accessible to everyone, and so forth. Whether they are created for short- or long-term projects, these teams benefit the company as a whole and allow us to strengthen cross-team collaboration. Arnaud de La Taille, Co-Founder.
The mission

To transform the fashion industry for a more sustainable future, together with its community of fashion activists.

Their strength lies in their global community, as well as a diligent product control process and direct shipping service, which guarantees quality and trust. Members can choose to have products authenticated by Vestiaire Collective's logistics hubs in three continents.

Their pride

Vestiaire Collective is proud of their community: they are Fashion Activists committed to promoting and spreading the second hand message.

In 2020, we carried out a 360 internal assessment of our environmental impacts (life cycle analysis of our service). Following this study, we made logistical adjustments to reduce our transport, in particular by favoring direct shipment services and launching a “Follow the leaf” program to indicate a user’s region. Finally, the Fashion Activist Badge showcases a community that is committed to a more sustainable fashion industry. Sophie Hersan, Co-Founder.
The mission

To reinvent the food chain, by offering consumers around the world a natural, healthy and sustainable diet. It’s about being both Big Impact & No Impact, through building a circular industry with a positive carbon impact.

Ynsect is building the largest vertical farm in the world near Amiens, the first to sequester and avoid more CO2 than it emits, eventually producing 200,000 t of ingredients a year.

Their pride

To respond to the challenges of our time without opposing them: feeding the planet, preserving the environment & fighting climate change. It’s a breakthrough Made in France project!

Ynsect owns 40% of the patents in the sector. France is therefore the world leader in insect proteins, rising to the challenge of food sovereignty and the global protein crisis.

Impact is at the heart of our strategy. We created an Impact Team whose objective is to quantify and analyze all the impacts of the company in order to mitigate or eliminate them. This cross-company team, a cornerstone of the company’s strategy, implemented innovative tools such as an LCA study, instant carbon accounting in addition to traditional accounting, the creation of a minimum wage (SMIC + 35%), and offering 10+ weeks of paternity leave in the name of gender equality. Antoine Hubert, Co-Founder.
The pitch

Crédit Mutuel Arkéa is a cooperative and collaborative bank, serving French regions and their players. It’s an entrepreneurial story that began over 100 years ago in Brittany and the South-West, and is evolving today across France and Europe.

Crédit Mutuel Arkéa has 11,000 employees, 4.9 million customers and €2.16 billion in Net Banking Income for insurance in 2020.

Our engagements

At its core, BreSSSt has a fundamental geopolitical dimension: to participate in the development and attractiveness of the territories in which we are involved. We have very strong assets in the region to create and innovate: schools, project leaders, support structures, communities, industries... We are all mobilized. Together, we’re transforming the local territory into a space for experimentation that meets challenges at the national level.

For example, we created the Defintech challenge, tested 4 times in 2020. The challenge invites students to think of a business solution to developmental challenges experienced by one of our Fintech partners. It’s an original way of boosting the attractiveness of talents while having them develop their professional experience.

Why this guide?

We are proud to support the #Tech4Values 2021 guide, highlighting projects that reconcile both economic profitability and positive environmental and societal impact.

We would like to thank the 20 tech start-ups that played their part with total transparency and openness.

This mutual exchange of good practices aims to inspire and allows us learn from each other. It also allows us to measure and monitor responsible actions and to collectively work toward social and environmental progress.

Yann Loison
Head of BreSSSt by Crédit Mutuel Arkéa
Leboncoin celebrated its 15th anniversary in June 2021.

Our economic, social and environmental contribution has been, for 4 years, under annual evaluation by Archipel & Co: the contribution to the purchasing power of French citizens and to social cohesion, access to employment, but also, the fight against waste and the preservation of resources. On the occasion of our 15th anniversary, we wanted to expand this study to inspire everyone to become an actor in a more positive world. See you on our website laveniradubon.fr to discover the study!

Antoine Jouteau  
CEO leboncoin

#Tech4Values 2021

The pitch

Created in 2006 in France, leboncoin is a marketplace that simplifies second-hand consumption, favors local relations, and makes the digital world accessible to and at the service of everyone.

Leader in the real estate and automotive markets, and a key player in employment and vacations, leboncoin is in France the 4th most useful company (IFOP, 2017) and the favorite app for millennials (AppAnnie 2020).

Our contribution

- **Socio-economic impact**: nearly 800,000 French people find a job each year thanks to leboncoin, 62% on permanent or temporary contracts. leboncoin also creates social ties: 99% of users keep good memories of the people they meet.

- **Environmental impact**: 7.5 M tCO2 on average saved per year (25 M Paris-Marseille round trips by car). 31% of goods sold would have been thrown away if they had not been sold, therefore avoiding the disposal of 35 M goods.


Programs for the territories:

- **Mon centre-ville a un incroyable commerce** (my city center has great commerce) is a competition dedicated to business creation. It honors commerce and craftsmanship in downtown areas, key to local economic development. For the 2020-21 edition, 20 cities were selected.

- **1000 Cafés**: As a partner of Groupe SOS, developed to recreate conviviality in the heart of France’s villages, we commit to increasing the outreach of the program at the national level and providing managers of newly opened cafés an online advertising pack worth €1,200 to promote their café locally and support them in the digitalization of their activity.

Our Partners

leboncoin

- **1,500 employees** (Paris, Reims, Mâcon, Montceau les Mines...), labelled Great Place to Work & Best Workplaces For Women.

- **1 in 2 French people uses leboncoin**: 29 M unique visitors a month.

- **47 M ads online** permanently for a total of €100 M in transactions a year.

- **500,000 pros** use leboncoin and its paying services.

The "raison d'être"

Since its creation, leboncoin has placed exchange, proximity and social ties at the heart of its development model. In 2020, leboncoin defined its raison d'être: to empower everyone to live better, everyday.
The pitch
La French Tech is a unique movement bringing together startups, investors, policymakers and community builders.

Our mission? To make France one of the greatest places in the world to launch and grow global companies that make sense for our future.

Our mission
One of our main goals is to support the growth of tech leaders with a positive impact.

Startups in 2021 cannot afford to overlook their social and environmental impact, both because it affects their growth, and because their investors, employees and customers expect transparency about the way the products or services are being designed, produced and delivered.

Our contribution
We have several projects that directly support startups in their effort to become more socially or environmentally responsible:

- **The French Tech Next40/120 Impact Board**: French Tech Next40/120 brings together the country’s 120 top growth-stage companies. Starting 2021, it will also help them step up their game when it comes to inclusion, gender equality and the environment. This board's mission: develop an actionable standard for impact for all 120 companies, and build out a roadmap of special initiatives to help them get there in 2022.

- **French Tech for the Planet**: This is our flagship program in partnership with the Ministry of Ecological Transition, welcoming 20 of France's most promising greentech startups in spring 2021. These companies will access perks, services and expertise pooled together by over 50+ official French Tech Government Correspondents, covering issues such as funding, international expansion, hiring, regulation, technology transfer and public procurement.

- **French Tech Tremplin**: This is an initiative that aims to identify aspiring entrepreneurs from tougher backgrounds and welcome them into the French Tech ecosystem. We optimise their chances of success through funding, training and mentorship. 200 startups are currently enrolled in the program, with a new batch expected later this year.

Why this guide? “French Tech is stepping in the global competition for top tech talent. And we’re not being shy about it. Within the last couple of years, we rolled out the most open tech talent visa in the world, changed the rules on stock options regime to attract talent, set up the French Tech International Community with Station F to welcome foreigners, and – last but not least – enthusiastically partnered with Tech4Values. The whole ecosystem and government is pulling together to help foreign talent choose France! Glad to have Tech4Values onboard :)” – Kat Borlongan, Director (June 2019 - July 2021).
The pitch

MANGOPAY is a European player in payment solutions for marketplaces and crowdfunding platforms.

Founded in 2013, MANGOPAY is a multicultural company where collaboration, entrepreneurship and diversity are the key values. In September 2021, MANGOPAY employed nearly 230 people in 7 European offices and served over 2,500 European customers.

Our contribution

We are convinced that our companies must reflect the diversity of our society. As a European company, we firmly believe in Europe’s motto ‘United in diversity’, but we like to go one step further and believe we are ‘Stronger in diversity’.

Diversity leads to diverse ideas, in turn promoting innovation and challenging the status quo. It’s not something we just strive for, it is part of who we are, with more than 26 nationalities within the company, a 54:46 gender balance in 7 European offices.

This is why we invest in programs with a strong social impact such as Techfugees or Fighters Days. We created the IDEA program (I for inclusion, D for diversity, E for equity, A for accessibility) to help diversity thrive. And we act collectively with our ecosystem so that our commitment is not just a vain idea.

Why this guide? "Engagement and Action. The world is changing. Society is asking companies to get involved and contribute to a desirable future, which demands vision and boldness to perform. But how can they do this?"

Through the #Tech4Values guide, which we are proud to support, you will find good practices designed to inspire you, guide you so that you can initiate an approach combining social and environmental progress and economic results. We are shaping the world of tomorrow. Let’s be ambitious!" – Romain Mazeries, CEO.

Our mission

We are driven by shaping the future of exchanges by building powerful payment technologies for entrepreneurs to design tomorrow's platforms.

We aim to simplify their activities, enabling them to make their business a success.
Founded in 2012, France Digitale is the largest association of startups in Europe. Co-chaired by Benoist Grossmann and Frédéric Mazzella, it brings together 1,800 member startups and digital investors. Its objective is to create future European digital champions, through two levers of action:

1) **The rise of the ecosystem**: community building, networking, knowledge sharing, the exchange of good practices;

2) **Public relations**, to share the collective expertise of its members and defend the interests of the ecosystem with French public institutions, major economic players, the media and the European Commission.

**RespUp**

Initiated at the end of 2020, RespUp is a working group on impact entrepreneurship, led by Georges Basdevant, Maxence Mathey, Frédéric Mazzella and Francis Nappez. The name “RespUp” is the contraction of “Responsible Startup”, referring to a startup that demonstrates, through its mission or its practices, a true responsible conscience in relation to the challenges of tomorrow.

RespUp's mission is to accelerate the ecological transition at two levels: to showcase the responsible innovations of the French Tech network, and to engage citizens in this transition. By producing this guide, RespUp lays the foundation of their intention: 20 “respups” are honored in this report, illustrating the exemplary nature and responsibility of the French tech ecosystem.

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If you want to benefit from additional insight into these good practices, we invite you to explore the Galion Impact, led by the Think Tank Galion Project: 42 solutions to improve the impact of tech companies. More information on https://impact.thegalionproject.com/

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A question? Feedback?
The #Tech4Values program interests you?

Contact us at contact@francedigitale.org and see you on http://www.tech4values.com/ to learn more!

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