



Sector: *Software & Computer Services*

Employees: 615

Criteria 16: The COP describes strategic social investments and philanthropy.

Description and implementation process:

Within the context of a University/Company partnership, SAB has invested in order to bring these two worlds together namely teaching and business.

- In 2003, SAB helped create an IT engineering school. Since then different actions have been set in motion including regular participation in security commissions and examination boards and support of grad school thesis. In addition 3 cyber security apprentices have been hired from 2013 to 2016.
- In 2013 created "SAB Trophy for Sustainable Finance" in partnership with the academic world.
- This approach fits perfectly with SAB's culture, strongly committed to a sustainable development approach in its core business that is technology serving finance. For this reason, SAB decided to create this award for the best scientific thesis on sustainable finance: this was in line with its core business.

Challenges encountered and response(s) provided:

The 3 apprentice recruitments have involved some logistical difficulties (every other month, the students based in the province, work in the company's headquarters in Paris. For their leadership, dedicated service has been established and has developed over time.



Impact and results:

SAB Trophy:

This trophy, by rewarding technological progresses, is a bridge between the world of business and education. It enables SAB to feed its own R & D activities in order to constantly propose innovative products and services.

Cyber security:

Security of IT systems is paramount and it was important for SAB to support this new training. The service created for this purpose has raised employees' awareness of the importance of having an internal information system security policy.

Links to reference documents / Links for more information:

Link to SAB Trophy: [Click here.](#)



Sector: *Travel & Leisure*

Employees: 70,156

Criteria 16: The COP describes strategic social investments and philanthropy.

Description and implementation process:

The Holistic Conservation Program for Forests was launched in 2008 by Air France, the GoodPlanet Foundation, Etc Terra and the WWF. Since 2013 the program has included new partners (French Agency for Development – AFD and the French Global Environment Facility – FFEM), also involving Madagascan authorities.

Covering a 240,000 hectare area spread across two locations, the aim of the program is to reduce deforestation and forest degradation, to participate in the development of local communities while protecting Madagascar's unique biodiversity. The program also aims to contribute to further progress in scientific measurement of forest carbon stocks.

Impact and results:

Results of First Phase (2008-13) show that all project objectives set in 2008 have been met. The second phase of the project (2014-17) aims to strengthen conservation activities, expand and improve the propagation of sustainable alternatives to deforestation, and to validate the project under one of the existing REDD+ international label.

Links to reference documents / Links for more information:

Link to the annual reports, Registration document and the CSR report: [Click here](#).

Photos and videos:

Link to the video "The Holistic Program to Preserve the Forests of Madagascar": [Click here](#).



BNP PARIBAS

Sector: *Financial services*

Employees: *200,895*

Criteria 16: The COP describes strategic social investments and philanthropy.

Description and implementation process:

At the end of 2014, BNP Paribas chose Finance Solidarity week to announce the reinforcement of its already significant commitment to social enterprise. Since 2013, BNP Paribas French Retail Banking has been developing a support mechanism for social entrepreneurs with a network of around fifty advisors (project managers + risk analysts) in its Business and Entrepreneur Centres. BNP Paribas has launched two new funds to finance social entrepreneurs:

- a savings product for its clients in France, the “BNP Paribas Social Business France”;
- an investment fund to finance this fund: “BNP Paribas Social Business Impact France”.

BNP Paribas Social Business France is the first solidarity fund offered to private clients of the French Retail Banking. The fund, known as Finansol is made up of a minimum of 90% assets selected according to the Principles of Socially Responsible Investment and of between 5 and 10% of investments in social economy enterprises. By investing their savings in these funds, clients will have the opportunity to add a social impact to their savings by supporting French companies such as the Groupe La Varappe, the Réseau Cocagne and Habitat et Humanisme which create jobs and whose objective is to respond to problems such as the fight against social exclusion, recycling, use of waste material etc.

Challenges encountered and response(s) provided:

The solution found to fund this investment fund was the parallel creation by BNP Paribas Investment Partners of the Social Business Impact France investment fund, which supports the development of French companies with social objectives. It is reserved for professional investors: the solidarity based employees' saving funds managed by BNP Paribas Investment Partners (637M€ at the end of June 2014) and professional investors who wish to make an investment of a "social impact investing" nature.

Impact and results:

With an objective of 10M€ by mid-2015 and 40M€ within three years, BNP Paribas Social Business Impact France wishes to grow quickly to support around thirty French companies with social objectives by the end of 2016. Personalities who are emblematic in "social impact investing" have accepted to join the strategic fund steering committee: Olivier de Guerre, President of PhiTrust Partenaires, Nicolas Hazard, President of the Comptoir de l'Innovation, and Fanny Picard, Associate Founder of Alter Equity.

Links to reference documents / Links for more information:

Link to article "BNP Paribas accroît son engagement pour l'entrepreneuriat social, en lançant deux nouveaux fonds dédiés, avec un objectif de 40 M€ investis en trois ans" : [Click here](#).

Link to "Avec nous soutenez l'entrepreneuriat social": [Click here](#).