

Corporate responsibility in action

Interview / Philippe Mareine, Executive Vice President, Atos Group General Secretary in charge of Corporate Responsibility



What do you see as the main corporate responsibility achievements at Atos during 2013?

Philippe Mareine: Keeping the Global Reporting Initiative A+ certification for the third year in a row is a very important achievement, as this certification sets stringent and demanding standards. This year we had more sustainability indicators positively certified, as well as greater coverage. GRI A+ means that Atos is part of the top 15% of companies assessed by the Global Reporting Initiative worldwide. The fact that we entered the Dow Jones Sustainability Index World also positions Atos among the top 10% of companies worldwide in terms of sustainability performance. And, according to the Carbon Disclosure Project, Atos is ranked in the top 10% of companies in terms of transparency of information, and performance in reducing carbon emissions. In addition, the Great Place to Work® surveys have resulted in awards to three Atos geographies - Austria, Poland and Turkey.

All of these awards reinforce our positioning in the market as a global Tier One player for corporate responsibility. It is part of the strategy of the Group to be recognized as the preferred European brand when it comes to sustainability. These awards increase Atos' attractiveness with potential customers, investors and employees and they show that we are on the right track in terms of sustainability and corporate responsibility.

To what extent is Atos' approach to corporate responsibility now integrated into Atos' overall business strategy?

Philippe Mareine: We are in a process of transformation. When we launched our corporate responsibility initiative in 2009, it was very much driven from the top. Now we are going deeper into the organization, so that everyone feels engaged with our

corporate responsibility initiative at the global and at the local level. The global corporate responsibility governance is fully endorsed by local management in all our geographies. In 2013, we introduced sustainability objectives as part of the share incentive plan for our top 700 managers, so that their compensation partly depends on Atos' GRI rating and other sustainability indicators. We also dedicated one full day to sustainability topics as part of the Wellbeing@work week and organized monthly workshops with the sustainability leads to design, implement and monitor main axes of actions and targets.

By raising awareness of sustainability at all levels, reinforcing training in sustainability, and linking senior compensation to sustainability indicators, we are making sustainability part of our DNA.

How do you engage your stakeholders to respect and support your approach to sustainability?

Philippe Mareine: We continue to reinforce our engagement with all our stakeholders. It is absolutely critical for Atos to have this external feedback. We have organized several meetings with our partners who are involved in our sustainability initiatives. Our stakeholders have been involved in producing our Corporate Responsibility Report, particularly in the materiality assessment. Internally, as part of our corporate governance strategy, we set up a new Participation Body in 2013 with employee representatives from the European Work Council to share information on strategic and critical topics for Atos, which are discussed at the Board of Director's level. This Participation Body is unique for French companies.

What roles do ethics and fair play perform in Atos' approach to business?

Philippe Mareine: Last year, we set up the Ethics Committee, composed of highly respected personalities from outside Atos. This Committee has reviewed our Code of Ethics and has presented a number of constructive proposals to the Board of Directors for consideration. This shows the importance we place on working with external parties to help us progress with corporate responsibility.

What would you say has been the most successful employee program in 2013?

Philippe Mareine: In recent years we have been guided by the vision of creating the work environment of the future. This involves using new technologies, such as blueKiwi, the Atos enterprise social network, to work in a more collaborative way, as communities, and as a global team. The concept of these virtual communities has been well received by our Business Technologists, they tell us the new work environment created by our enterprise social platform is conducive to sharing knowledge, best practice and stimulating innovation. We have also seen a dramatic reduction in the use of emails which is in line with our Zero email™ ambition.

Which of Atos' sustainability initiatives have been particularly successful with your customers?

Philippe Mareine: Our customers want to reinvent their organizations to better comply with sustainability requirements and gain competitive advantage through operational efficiency and reputation. Within some markets, such as Manufacturing, sustainability is actually a key lever. What we have done is to strengthen our ecosystem of partnerships so that we can go to market together with some compelling 'end-to-end' solutions for customers.

For example, in partnership with SAP, we were one of the first companies to deploy tools to measure sustainability performance and intelligent sustainability reporting for our customers. Leveraging this partnership with SAP we intend to make sustainability performance management tools part of our Cloud Canopy offering. Atos was also the first IT services company to offer its customers carbon neutral datacenter services. This kind of differentiator is increasingly important and has been very well received in the marketplace. In particular, our strategic alliance with Siemens has meant that we can apply our combined knowledge and experience of operating building end datacenters to help our customers decrease their carbon footprint, managing the datacenter infrastructure to make energy savings. There is also a lot of customer interest in the Smart Campus offering we developed with AOS Studley.

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What has been the reaction from the financial community this year?

Philippe Mareine: We held an Analyst Day in Bezons in November 2013 to present our new three-year ambition (2014-2016). Corporate responsibility was a significant part of our corporate presentation which reflects that sustainability is increasingly important for investment decisions. Nowadays the investor community tends to scrutinize sustainability indicators as much as other factors and we are fully prepared to disclose our information on this.

How will Atos continue to assert its leadership position when it comes to sustainability in the next few years?

Philippe Mareine: The key ingredients to remaining a leader in sustainability are first of all to retain the externally-assessed certifications and awards. Within our organization, we will reinforce each manager's engagement with sustainability topics and embed sustainability in the core DNA of our organization. At the same time, we will maintain our keen focus on innovation. We will continue to challenge ourselves to find new ideas and to be the frontrunners in the new trends of today and tomorrow.

A+ status

Atos is among the top 15% of companies assessed by the Global Reporting Initiative worldwide

