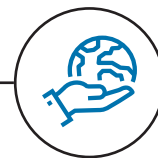


Alexandra Knupe, Global Head Corporate Social Responsibility, Atos



Integrating digital ethics in Corporate Social Responsibility

By deploying the immense power of digital innovation within a robust ethical framework, information technology companies such as Atos can shape progress towards a digital society that is more inclusive, fair and sustainable.

In recent years, and in response to rising concerns from investors, other stakeholders and society in general, most large enterprises have been steadily incorporating the principles of Corporate Social Responsibility (CSR) into their operating practices, value systems and reporting procedures.

CSR has long been a leading priority for Atos. In recent years we decided to explicitly extend this to a commitment towards Corporate Digital Responsibility to develop a culture of ethics and compliance that encourages the deployment of artificial intelligence and other digital innovations for the benefit of all society. In early 2019, we became the first company in France to publish a "Raison d'être" or "Sense of purpose" which commits us to enabling our customers, employees, collaborators and society in general to "live, work and develop sustainably and confidently in the information technology space."

Our culture of Corporate Digital Responsibility provides us with the robust ethical foundations we need to execute our short-, medium- and long-term business strategies. Our sense of purpose, which is fully integrated into our bylaws, our daily operations and our annual and multi-annual targets, serves as the star by which we are guiding Atos into a future replete with opportunities, where we are able to deal effectively with emerging ethical dilemmas.

Sharing our experience of successfully mapping out an ethical journey, we are now putting our insights and know-how to work in the service of our customers. Different organizations will have different values and principles, and their destinations may be far apart, but all their journeys will need to be informed by a deep understanding of the ethical risks ahead.

Sharing our know-how

In our landmark report, Journey 2022, Atos Thought Leaders identified the central challenge facing our customers as that of the art of possible versus the art of the permissible – the 'could we/should we' dilemma – when it comes to the implementation and exploitation of emerging digital technologies.

Guided by this awareness of the scale of the ethical challenge, we are working with our customers to deploy digital innovations in an environmentally and socially responsible way across many sectors, through reducing wastage in electricity and water networks or to cutting the incidence of reoffending in the justice systems.

In many of our digital solutions for our clients, we incorporate what we call a "Design for Good" approach which aims to maximize accessibility and inclusiveness through our policy of Ethics by Design.

For example, we have established customer experience labs which specifically seek to ensure that demographics at risk of exclusion, such as the hard-of-hearing or the elderly, can still benefit from our customers' innovations.

Using technology to help counter discrimination, we created an app for one of our clients which tests people's latent prejudices in certain difficult situations, helping to raise awareness across the organization of the dangers and risks of unconscious bias.

At Atos we have worked hard to become recognized leaders in corporate responsibility, and we continue to do so. Our goal is to help our customers to create their own visions of CSR and to develop the ethical digital solutions that will guide humanity to a more inclusive and sustainable future.

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