

Amplify Your Impact

# Optimy Social Impact report

2022 annual report





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## CEO Note



**Kenneth Bérard**  
Chief Executive Officer  
Optimy

"I am delighted to present to you our annual Corporate Social Responsibility (CSR) report, highlighting our commitment to sustainable business practices and the positive impact we strive to create in our society and the environment.

At Optimy, we believe that businesses have a responsibility beyond profit generation. Our purpose is to be a force for good, contributing to the well-being of our stakeholders and the communities in which we operate. We recognize that sustainable development is not an option but an imperative, and we are dedicated to integrating environmental, social, and governance (ESG) considerations into our core business strategies.

Over the past year, we have made significant progress in various areas, and I am immensely proud of our accomplishments, which I am glad you will discover in this 2022 CSR report.

While we celebrate these achievements, we also acknowledge that there is still much work to be done. As a responsible corporate citizen, we are committed to continually improving our practices and striving for greater impact.

I would like to express my sincere gratitude to our dedicated employees, partners, customers, and stakeholders for their unwavering support on this journey. Together, we can build a more sustainable future and leave a positive legacy for generations to come."





## About Optimy

Optimy's configurable, all-in-one CSR platform helps organizations streamline social impact programs of all types

- Grant management
- Community Investment management
- Sponsorship management
- Employee volunteering
- Research grant

**One Social Impact Platform for  
different use cases**

Optimy is a social impact company. Our purpose is to help our customers, employees and communities create a sustainable future by amplifying their social impact.

# Optimy Key Results





350+ Happy Customers  
Worldwide



25+ Countries that we are  
active in



1.5M+ Projects managed  
through Optimy



22+ languages supported  
by the platform



1000+ Users worldwide



2000+ Submissions  
opened

# Optimy Commitments



# Optimy SDGs engagement

At Optimy, we exist to amplify social impact of our customers and to support them in changing the human condition.

We are driven by Sustainable Development Goals (SDG) and strongly believe in the importance and urge of all of them.

## Our digital solution contributes to SDG 16 and SDG 17

- **SDG 16.** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Optimy Platform helps engaging more participants in the decision-making process and keeping the decision-process transparent and effective. This reflects the Goal 16, focusing on the two targets:

- **Target 16.6:** Develop effective, accountable and transparent institutions.
- **Target 16.7:** Ensure responsive, inclusive and representative decision-making.

We are proud of what we have achieved today with 350 customers using Optimy platform to amplify their impact and help the world achieve the SDG goals. Yet, we are very ambitious and positive about the great potential of our solution to engage more businesses and expand their impact globally.

- **SDG 17.** Revitalize the global partnership for sustainable development.

Optimy Platform enhances global partnership for sustainable development in all countries, in particular developing countries. Those are unique partnerships between governments, the private sector and civil society built upon shared goals with people and planet as the main focus.

- **Target 17.16:** Enhance the global partnership for sustainable development
- **Target 17.17:** Encourage effective partnership





# Optimy culture

- Culture is simply “**How we do things around here**”.
- **Values** guide decision-making and a sense of **what's important** and **what's right**.
- **Culture** is the **behaviours**, business practices and processes that make up the work environment.

We have identified our 6 Values and associated to them behaviors that we believe make up Optimy Culture.



# Our Optimy Values



## Belonging

We can be our authentic selves, and feel comfortable enough to be transparent with those around us. We connect with each other despite our differences and appreciate what others bring to the group in their unique way. We feel like we're at the right place for us.



## Respect

People deserve to be treated with respect, so we work hard to only give constructive feedback to employees. We trust our people and give them autonomy to use their strengths to achieve our common objectives.



## Caring

We take a genuine interest in the success of our peers and consider their needs our own. We work hard to maintain a customer-centric culture and constantly seek solutions to solve their challenges.



## Ownership

Our team is driven and self-motivated. We believe ownership is the secret to developing the leaders of tomorrow, and we give our employees opportunities to own their success and contribute to corporate goals, no matter their seniority.



## Growth

We are open to new challenges and are given the freedom to take risks. At every opportunity, we are curious and open to learning new things. We encourage employees to act on their ambition in an inclusive and healthy way.



## Composure

Sharing wisdom and perspective in times of crisis helps foster a sense of calm and shared responsibility throughout the organization. We are kind to our people and stress the need to think before reacting, communicating, or acting.

# Our Culture Value Proposition

We believe that supporting and promoting inclusion and diversity across our business and society will **make the world a better place for all.**

We're committed to creating **an inclusive culture** that helps employees know they are valued, respected and empowered **to do the best work of their life.**

We **celebrate diversity** because we believe in the variety of perspectives and ideas, that reflects our **multinational environment** and drives the most innovative and sustainable growth.

We provide a **personal development plan** (PDP) and a **learning path** in online learning platform for every employee in our organization.



# Optimy support to the community



Optimy gives back to the communities in which we live and work, using our employees' expertise and our company's resources to address unmet needs and improve lives.

We encourage our employees to engage in internal volunteering and giving projects. Each Optimy employee has 16 hours to dedicate to a cause of their choice.

In 2022, our Optimizers did 100 volunteer hours!

# Our Social Impact Committee

In 2020 we published our Employee Volunteering Policy and created a Social Good Committee as a cross-team body to drive the impact and promote social impact activities around all Optimy departments.



## Our 2022 Social Good activities

Our social good initiatives driven by employees include:

- **Clean nature and public spaces:** clean our local parks, rivers, beaches, streets and forests. We organise our own clean-up events and join the World Clean-Up Day to sustain the ecosystem of our local green and water space.
- **Humanitarian aid for those affected by war:** donation and volunteering for refugees and their families recovering from military conflicts in their countries
- **Skill volunteering:** language exchange, tutoring and mentoring
- **Giving:** food giving, clothes giving, lunch bags collection
- **Supporting non-profit associations:**
  - Vrienden der Blinden, training guide dogs for blind and visually impaired people in Belgium
  - La Scientotheque, with the main mission to reduce social inequalities by supporting young people and education professionals using a multidisciplinary approach: Sciences, Technology, Engineering, Arts and Mathematics

**Optimy strives for more  
sustainability**





## Transport

Optimyz provides the transportation monthly subscription to encourage employees commuting by the public transport. We do not provide company cars to decrease the CO<sup>2</sup> emission.



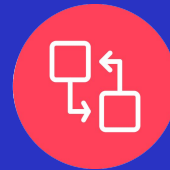
## Office Policy

**Paperless offices** – we reduced our paper usage to the minimum: all documents and Invoices are produced in digital format.

**Remote working** – even before pandemic it was allowed to work 1 day from home. We have people from other cities and even countries working for us remotely

**Environmental procurement** – recyclable packaging, fruits for office snacks.

**Reduced waste** – we encourage our employees to use home-made food in a container and to drink water from a reusable glass bottle.



## Technology and communication

We have committed to foster the Green Initiatives as part of our business strategy: sustainability in the cloud – we use AWS cloud server services which minimizes our environmental footprint by focusing on energy efficiency and lowering carbon up to 80%.

[Read more](#) about the steps Amazon is taking to sustainability.



# Optimy strives for better – Our 2023 Focus and Perspectives





In 2022, we tested gathering new information and collecting relevant data. Going forward, we will track our social impact progress and report on Key Performance Indicators. We will set ambitious but realistic goals to ensure our efforts as an organization bring real and sustainable results.

### Our Social Impact Objectives for 2023

#### Step 1

**Zero Paper** – all internal documents are digital

#### Step 2

**Zero Plastic**– no plastic in the office, only recyclable packaging

#### Step 3

**365 hours** volunteered – 1 hour of social good per day

#### Step 4

**100%** of employees engaging in social impact activities

#### Step 5

**100%** of employees adopting online learning platform

# Thank you

Reach out to us at [info@optimy.com](mailto:info@optimy.com) for further information.

