



OPTIMY IMPACT REPORT 2021

WWW.OPTIMY.COM

A letter from the CEO

The past two years were quite challenging and meaningful for all of us. We had to transform our lives and adapt our habits and skills to meet the new requirements of the world.

It wasn't an easy journey, but with the help of our great people, our loyal customers, and our partners, in 2021, we made progress and committed to amplifying our impact globally.

We reviewed our corporate values and prioritized customer success and effectiveness. Our purpose is to expand social impact globally through digital solutions. The success of our customers will always be part of our success. And we are dedicated to growing the value we bring to our customers, people, and communities.

We implemented a social impact program at Optimy to empower our employees so that they can engage with their communities and make a difference.

Our organization is committed to sustainability in every aspect of our professional activity. We believe that small steps today will have a huge impact tomorrow.

More than ever today, we put people first. And we will keep investing in our team's well-being, as this is the only way we can adapt to the change. We have become stronger by sticking together, developing resilience, and supporting each other in the changing environment. The sustainable future is exciting, and we commit to act on it.



Kenneth Bérard

Global impact



Optimy is a social impact company

Our purpose

We believe corporations are a force for good and can make the world a better place. We exist to make it happen

Our vision

A world where every company not only strives to grow profits, but also to improve the human condition

Our mission

Design holistic and flexible solutions to improve the human condition

Our motto

Amplify your impact

We are driven by **Sustainable Development Goals (SDGs)** and strongly believe in their importance, and the urgency of addressing the global challenges we face.





Customers

We are proud to enable more than **350 companies and organizations** worldwide to achieve and amplify their social impact goals. This underlines our solution’s great potential to engage more businesses and expand their impact globally.

Véronique S

"If we hadn't had Optimy, especially in 2020, it'd have been a nightmare because the call for projects generated more than 600 applications (complete files received)!"

Project Manager



Lindsay C

"We went from 7 to 3 minutes per application! With such an increase in efficiency, the team can now focus their time and energy with our partners in local communities."

Community Specialist



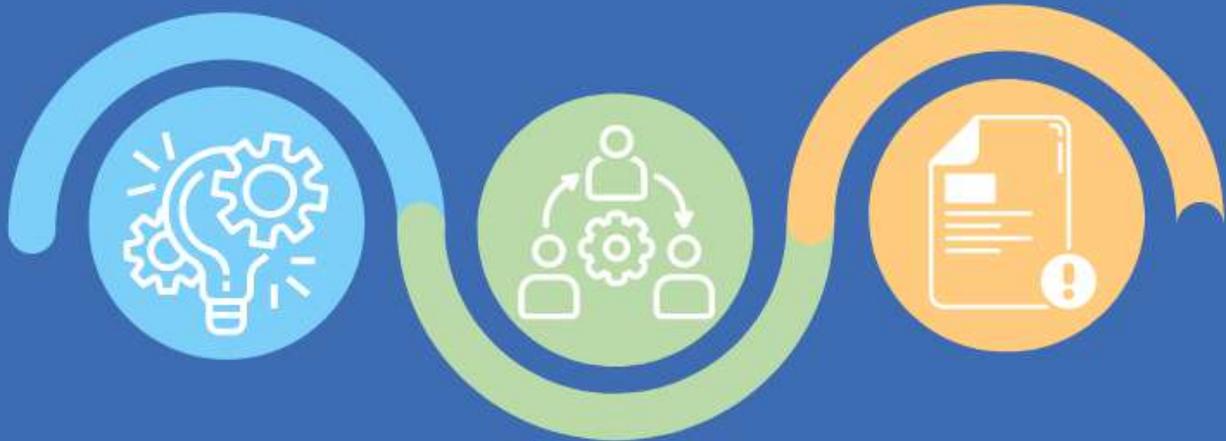
Robyn Schommer

"We would refer Optimy to anyone who is looking for a great way to organize and streamline their community investment activities. Our team now has a much easier time managing corporate giving activities with Optimy's system and customer service support."

Senior Advisor of Community Investment



The Value of Purpose



1.5 mm

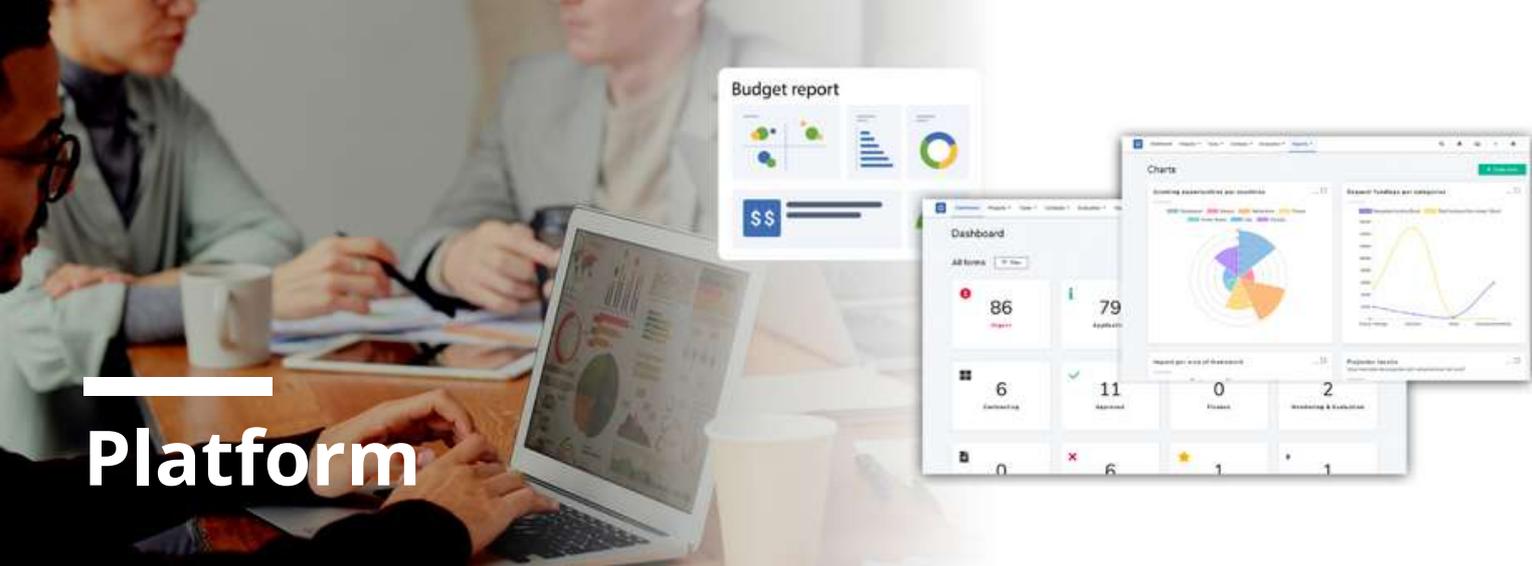
**PROJECTS
MANAGED BY
OPTIMY PLATFORM**

400.000

**ORGANIZATIONS
REGISTERED IN
OPTIMY PLATFORM**

2000

**SUBMISSIONS
OPENED IN OPTIMY
PLATFORM**



Platform

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's platform helps engage more participants in the decision-making process and keeps the decision-making process transparent and effective, reflecting the two targets:

Target 16.6: Develop **effective, accountable** and **transparent** institutions.

Target 16.7: Ensure **responsive, inclusive** and **representative** decision-making.



SDG 17. Revitalize the global partnership for sustainable development

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

Target 17.16: Enhance the **global** partnership for **sustainable development**.

Target 17.17: Encourage **effective** partnerships.



People

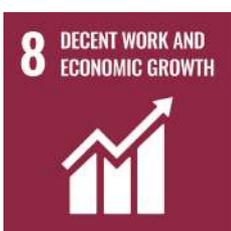
Diversity, Equity and Inclusion



Our company culture is one of **authenticity, transparency, integrity**, and **sustainability**. Our transversal processes and project management system ensure stakeholder involvement and alignment across different teams and roles in the organization, going beyond the traditional top-down approach and fostering non-hierarchical relationships.



At Optimy, we believe that supporting and promoting **inclusion and diversity** across our business and society makes 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 their best work. We celebrate diversity because we believe in a variety of perspectives and ideas, reflecting our multinational environment and driving the most innovative and sustainable growth.



Our goal is to grow as many female professionals as possible and to promote **female leadership** and management in the information and technology industry. We have developed a PDP (personal development plan) and a learning path for every employee in our organization. In 2021 we implemented an e-learning platform for our people to have access to diverse online courses related to their **professional and personal growth**.



Community

Social Good Program



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. In 2021 we published our **Employee Volunteering Policy** and created a **Social Good Committee** as a cross-team body to drive impact and promote social impact activities around all Optimy departments.



Our social good initiatives driven by employees include:

- **clean nature and public spaces:** clean our local parks, rivers, beaches, streets, and forests. We organize our own clean-up events and join World Clean-Up Day to sustain the ecosystem of our local green and water space.
- **humanitarian aid for those affected by war:** fundraising and volunteering for refugees and their families recovering from military conflicts in their countries.
- **skill volunteering:** language exchange, tutoring, and mentoring.
- **giving:** food, clothes, 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



Environment



Climate change and Sustainability



We have committed to fostering **Green Initiatives** as part of our business strategy:

- **sustainability in the cloud** - we use AWS cloud server services which minimize our environmental footprint by focusing on energy efficiency and lowering carbon emissions by up to 80%.



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

- **paperless offices** - we reduced our paper usage to the minimum: all documents and Invoices are produced in digital format.
- **remote working** - even before the 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 homemade food in a container and to drink water from a reusable glass bottle.
- **reduced CO2** - Optimy provides a monthly subscription for public transport to encourage employees to commute in a sustainable way. We do not provide company cars to decrease CO2 emissions.

Goals

Our social impact objectives for 2022

In 2021, 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.

