

White Paper

DESIGNING RESPONSIBLE DIGITAL EVENTS

 **SERGE KAMPF
LES FONTAINES**
Capgemini Campus





Preface

FOR MORE RESPONSIBLE DIGITAL EVENTS!



BERTRAND CHEYROU
CEO, CAMPUS
SERGE KAMPF
LES FONTAINES

For the past year, the world of events has been undergoing deep change. In a context of forbidden physical encounters, traditional face-to-face models of meetings are now dematerialized. New digital habits are emerging for meeting, cooperation and management of teams. These new methods are sweeping everything in their digital furrow and transforming the way of thinking an event, for the final client as well as for the whole event value chain. This is of course the case with venues, like the Campus Serge Kampf Les Fontaines, that invest in brainpower and in technical and technological infrastructures to design and produce digital event technologies that bring about transformation in the long run.

Digital frugality?

Far from the doxa that has been spreading for the past few months, the digital event is not without impact on the environment. Certainly, long journeys that create greenhouse gas emissions, are drastically restricted. But digital events consume massive amounts of energy in the technical resources deployed, the data management, content storage, streaming broadcasts, etc. We are clearly not talking about digital frugality. Other issues, such as the safety

of data or quality of experience for participants, also arise among event organizers.

Sharing our thoughts with you

So, at the Campus Serge Kampf Les Fontaines, we have decided to question, with this white paper, our approach towards the creation of digital events. Since 2008, we have been working for increased responsibility and for an environmentally friendly design of events. We work on the environment of course, but also on economic and social issues. Our environmental, social, and societal engagement is total and proven by numerous standards and labels. In addition, as a subsidiary of the Capgemini Group, we are guided through daily by its purpose: "Unleashing human energy through technology for an inclusive and sustainable future."

Acting and setting an example

With this strong paradigm shift, prescribers and event actors are starting again with a blank page. A golden occasion, like the 10 rules that we deliver to you, to (re) build a sector that is engaged and positive, that acts and shows the example.

Foreword

THE RIGHT EVENT: DO “BETTER” RATHER THAN “MORE”

With this white paper, the Campus Serge Kampf Les Fontaines offers an efficient grid to rethink Corporate digital events far from urgency and exuberance. Thinking a time that is long, beyond the “high point” of an event, makes events the flagship media for sustainable communication and the lever of positive transformation.

All responsible

It's the business of all those involved in the event chain and the meaning behind the ISO 20121 qualification in which we are collectively committed: the venues, the platforms, the scenographers, caterers... more than a hundred combined businesses. It is also the trade of our clients and their audiences. The influence of the latter is decisive and a vector of fast and inevitable change. In an ever-increasing demand, their attention is “earned” with concise and sincere messages. With always more environmentally aware and societal issues, they now force us to do “Better” rather than “More”.

Fair events

As creator of event management platforms, our responsibility is not only ecological, it is also societal, economic, in short global. Even though we're still struggling to assess our

impacts, we are committed collectively to finding the balance between the desire to share strong emotions through dazzling storytelling, and our concern to be more virtuous, energetically frugal, socially inclusive, economically viable ; in one word – that is invented, “eventually” correct.

Let's take action

Our responsibility is to inspire and train, as these ten golden rules do, but also to be creative by offering IT solutions to our customers which make it possible to identify the impacts, to measure them (by factual data consolidated over the course of events), manage and act effectively to reduce our environmental footprint and compensate, but also to improve our societal purpose by promoting, for example random digital encounters between participants, bringing one director closer to a remote employee, or even unknown, getting “out of the box” and creating new proximity. This white paper lays the foundation of events that mix physical (probably multi-site to reduce travel) and digital participation. It invites us to think now about virtuous hybridization so that we have, again and more than ever, pleasure in meeting, whatever the format.



LAURENT BEL
CEO, APPCRAFT
EVENTS



10

GOLDEN RULES

- 1 | Let's eco-create the digital event from its conception
- 2 | Let's distribute our content in a reasoned way
- 3 | Let's set up responsible sourcing
- 4 | Let's guarantee security and confidentiality of data
- 5 | Let's promote access to all audiences concerned
- 6 | Let's ensure diversity in the organization, animation and content
- 7 | Let's always create value
- 8 | Let's give priority to the participants' experience
- 9 | Let's adopt responsible communication
- 10 | Let's engage our participants in a virtuous digital approach

Golden Rule n° 1

LET'S ECO-CREATE THE DIGITAL EVENT FROM ITS CONCEPTION

Anticipating means facilitating the identification, measurement, reduction and compensation of environmental consequences.

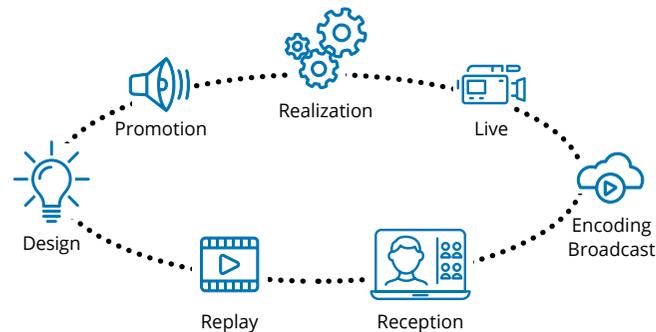


Making Choices, as soon as possible

We expect a responsible digital event to be the lightest possible in terms of carbon emission for the same service provided. This is what we call eco-design. Each production item is identified, understood in its way of functioning and reduced as much as possible... This approach is part of the event design and makes it possible to guide choices on size and implementation of the elements; and this at each stage of the life cycle for a digital event.

Identify, measure, reduce and compensate the consequences of each stage of the life cycle for a digital event

Once the emission for each step has been measured, it is appropriate to consider how to reduce compressible energy and how to compensate the rest. Compensating means choosing a certified program that guarantees compliance with strict specifications such as Gold Standard and Low Carbon Label.



ACTION IDEAS

- Optimize viewing time and level of definition videos
- Identify precisely the needs and eliminate the non-essential platform features
- Reduce the weight of web pages and smooth the tool interface
- Compress transmitted files and images
- Extend the lifespan of equipment and materials
- Promote the interoperability of information systems on several events



SIMON HUNTER
COO @ CAPGEMINI UNIVERSITY

“Sustainability comes from the longevity of the conversation. The most sustainable content is content that you create once but that you can use in many ways.”



DENIS FORTIER
EVENT DIRECTOR @ LES FONTAINES

“Digital does not mean green... A digital event requires less travel, transport, receptive but it requires more technique and extra servers. Digital is never environmentally neutral.”

Golden Rule n°2

LET'S DISTRIBUTE OUR CONTENT IN A REASONED WAY

Thinking about digital frugality means starting by wondering about the usefulness of its digital consumption.



Digital does not mean intangible

We do not always know it, but the data disseminated via the internet has a significant ecological impact on our environment and this footprint will have tripled between 2010 and 2025¹. Indeed, far from being intangible, the internet is made up of a multitude of equipment for storing and transferring data (videos, photos, emails, web pages, etc.) to the domestic or professional terminals. Most of the flows of global data is due to online video (60%). It generates more 300 million tonnes of CO₂ per year².

Adopting a responsible digital behavior

Rethinking the use of digital technology (choice of devices and tools, data storage and hosting, interfaces, etc.) may decrease the environmental impact of digital events. Each decision-making, each action is decisive when aiming at digital sobriety. For example, with more than 300 billion emails sent around the world in 2020, it is estimated that their average opening rate is only 17.8%³; it is essential to define the need, the target and adapt its use.



1 MB email sent to 1 person

20 g
of CO₂



1 60W bulb on for 25
minutes⁴

ACTION IDEAS

- Limit the number of emails, publications and content to what is necessary
- Reducing the size of emails (in particular by avoiding attachments), social media posts, replays and all types of content made available)
- Limit the duration of content availability and publications to view and / or download
- Encourage recipients to delete the email when it no longer useful



SÉBASTIEN PARENT
ASSOCIATE DIRECTOR
@ CANAM PRODUCTION

“The organizer must think about the amount of data transmission. Limiting the weight of a video is possible if we are careful with the weight / quality ratio. So as not to be too heavy and to be easily uploaded on the servers for a replay, the video must not exceed 720p resolution. If there is not much movement, the data can be extremely compressed, audio quality remains the priority.”

SOURCES: 1. GreenIT, 2019 | 2. Shift report Project 2019 on environmental impact of digital | 3. Campaign Monitor, 2020 | 4. Ademe, 2011

Golden Rule n°3

LET'S SET UP RESPONSIBLE SOURCING

To buy well means engaging partners and suppliers around sustainable development issues.



Setting up a purchasing process

When an organization uses suppliers of goods or services, it shares responsibility for the social and environmental impact generated. The client organization, which holds genuine power of influence, can encourage its suppliers to commit to sustainable development. The creation of a responsible purchasing approach consists in redefining its needs by integrating environmental and social criteria, in a logic of the life cycle and overall cost.

The proven commitment of suppliers

Sourcing of suppliers involved in the organization and the production of a digital event is essential to control impact efficiently. The preliminary definition of relevant criteria in the selection process is necessary to choose the right partners, from the platform used to the technical service provider that manages computer hardware, lighting, sound or video, as well as stage design or scenography.



Total mass of digital equipment in France (excluding core network)¹

7 million tonnes



700 Eiffel Towers

ACTION IDEAS

- Extend the lifespan of technical equipment by increasing the time of use for the same material and ensuring its reuse
- Trust the partners who have obtained eco-labels and / or certifications
- Favor cloud storage solutions via servers based in France
- Select local providers
- Promote partners who have an approach in favor of insertion
- Favor providers who use equipment with low-level consumption



CÉDRIC LAROCHE JOUBERT
GROUP IT BUSINESS PARTNER
@ CAPGEMINI

“We are very careful when selecting partners implementing processes that will contribute to a responsible digital event. The choice of technical setup (lighting, screens, etc.) can be done with a goal of sustainability in mind.”



SAMUEL ARAMA
CEO @ STARDUST GROUP

“As a technical service provider, we must be at the cutting edge of technology. We update our equipment approximately every three years. In addition to better quality, we select it because their ecological footprint and cost of use are lower.”

SOURCE: 1. GreenIT, 2019

Golden Rule n° 4

LET'S GUARANTEE DATA SECURITY AND CONFIDENTIALITY

Ensuring data security means being trustworthy in the eyes of the stakeholders.



Protect everyone from cybercrime

Digital security is at the heart of corporate issues; digital events are no exception. It is now essential to provide customers with speakers and participants with trust in good management of their data. The videoconference provider or the publishing platform must be transparent on the subject and be able to provide evidence of security and privacy of data, from start to finish in the communication chain.

A growing demand among participants

Data protection and security represents an obligation for the digital event organizer. It is also a requirement in which participants are increasingly sensitive. They will undoubtedly be even more cautious in the future on these questions.



68% of French people say they are more sensitive to the question of protection of their personal data¹



In 2019, the French organization CNIL received **14,137 complaints** under the GDPR, an increase by 27% compared to 2018 and 79% in five years

ACTION IDEAS

- Favor certified solutions for the protection of data by ANSSI
- Only use applications for which the editor clearly indicates how the data is used
- Check that the publisher has implemented essential security measures, such as end to end encryption of communications
- Secure access to the event according to the degree of protection desired: connection link, unique identifier or individualized, double authentication with SMS confirmation...
- Strictly limit the collecting of information to personal information needs requested from participants



CÉDRIC LAROCHE JOUBERT
GROUP IT BUSINESS PARTNER
@ CAPGEMINI

“Tools and applications used must be analyzed and approved by Cybersecurity teams ahead of all digital events. If no one can guarantee 100% security, we have set up the adequate processes to ensure maximum security level.”

SOURCE: 1. Ifop survey, October 2019

Golden Rule n°5

LET'S FAVOR ACCESS TO ALL AUDIENCES CONCERNED

Developing digital accessibility means allowing people with disabilities to access all content.



Digital events without discrimination

In the age of dematerialization, including events, digital accessibility is a fundamental issue. Because the majority of people with disabilities encounter difficulties in getting around, especially due to infrastructure that is uneasy to access (transport, public spaces, public buildings, etc.), digital events can be a lever to overcome these constraints. It is still necessary to respect some principles considering the different types of disability.

Arrangements that benefit the able-bodied

Digital accessibility is a set of rules and standard graphics – functional, technical and editorial, which make it possible to ensure that the data supports are perfectly accessible to all users. Taking into account accessibility for people with disabilities benefits also the able-bodied participants. For example, setting up subtitles in videos also allows you to follow the event in a noisy environment or to address an audience that does not speak the same language.



12 million out of 66 million French people are affected by a disability¹

ACTION IDEAS

- Integrate text content equivalent to non-text content
- Make summaries and voice description
- Use simple language and focus on large characters, paying attention to the typography used
- Integrate subtitles or language translation signs
- Avoid flashes that can trigger an epileptic seizure
- Make all functionalities usable (for example have an alternative to Captcha)
- Pay attention to contrasts and the use of colors which should not be used alone to give a piece of information but must be associated with text



JESSICA PETERS
BRANDING, MARKETING
AND COMMUNICATIONS DIRECTOR
@ CAPGEMINI UNIVERSITY

“In physical events you have certain social and geographical subgroups which arise systematically. In digital events, with adequate organization, live conduct and animation, you enable participants to connect with one another despite established geographical, status and social barriers.”



ANNE-LAURE URRIEN
INTERNATIONAL CORPORATE
COMMUNICATIONS - GROUP MANAGER
@ L'ORÉAL PROFESSIONAL PRODUCTS

“We are sensitive to accessibility for people with disabilities. As part of our events, including digital ones, we ensure that speeches are translated into sign language or subtitled.”

SOURCE: 1. People with disabilities, suffering from a disability or activity limitation according to the HID survey by Insee, 2001

Golden Rule n° 6

LET'S ENSURE DIVERSITY IN ORGANIZATION, ANIMATION AND CONTENT

Promoting differences means strengthening visibility and expression for all.



Making the digital event a diversity accelerator

Although screens separate us, we can make this barrier a strength by giving voice to those who rarely, if ever, have it. Digital technology can indeed be a fantastic vector of openness toward others. The digital format is particularly ideal for this (no geographical, physical or social segregation) by limiting social or cultural self-esteem and by opening up the field of interactions.

Diversity as a source of wealth

Beyond the apparent differences within the groups of organizers and speakers, the diversity of profiles, expertise and sensitivities allows the building of rich content in the service of strong experience. Rather than acting as a token of good conscience, diversity must be put at the service of the event experience through the abundance of viewpoints and experiences that it brings.



83% of people are "perceived as white" in TV programs¹



41% of women are on air, even though they represent 52% of the population²

ACTION IDEAS

- Ensure parity between the speakers
- Be cautious on the representativeness of the different audiences
- Highlight young speakers
- Give everyone the opportunity to interact during the event: chat, collective intelligence, co-creation ...
- Have inclusive content in the respect of everyone's identity



SANDRINE FOUILLÉ
CSR DIRECTOR @ CAPGEMINI FRANCE

"An event that strives to be responsible must ensure, in its content and in the speakers put forward, that there is equality between men and women and a mix of points of view."



ANNE-LAURE URRIEN
INTERNATIONAL CORPORATE COMMUNICATIONS - GROUP MANAGER @ L'ORÉAL PROFESSIONAL PRODUCTS

"When you are an international group, the digital event has the advantage of reducing travel. But above all, it allows us to take more employees and share the same information with them at the same time. It's deeply democratic."

SOURCES: 1. CSA study, 2018 |
2. CSA study, March to May 2020

Golden Rule n°7

LET'S ALWAYS CREATE VALUE

Making sense of a digital event means delivering elements of understanding and action to the audience gathered.



Consistency between meaning, content and format

Like a physical event, a digital event brings together communities, internal and/or external. It always aims at uniting them, creating links between individuals, structuring commercial relationships, developing strategic thinking or sharing knowledge. In short, to stage an event means above all answering the question: What added value should it bring to the participant?

Producing reflection and action

To opt for a responsible approach in the organization of the event means not only ensuring the virtuous way in which the event is conceived and implemented, but above all always seeking to generate meaning by offering people gathered a space for reflection and action. Consistency between the meaning, substance and form of content is a priority to capture audience attention and meet their objectives. It is certainly the best guarantee of a successful digital event.



90% of French people
have participated in an event activity
in the last 3 years¹



93% of French people
felt a lack during the period
of lockdown and shutdown
of activities due to Covid-19¹

ACTION IDEAS

- Analyze the audience's needs and expectations to get to know them well and offer them the best of experiences
- Offer interactivity continuously to involve live participants with content
- Capture attention with authentic, sincere and instant content
- Focus on testimonials, sharing experience, humanity in action



DENIS FORTIER
EVENT DIRECTOR @ LES FONTAINES

“You always have to put the participant at the centre of event thinking. But the first step is the content, the message to bring across, the strategic and commercial transformation that the company seeks to carry out. So there are clear objectives, a timetable and then an agreement on the best formats to achieve them.”



LAURENT DELATTRE
MARKETING DIRECTOR
@ LES FONTAINES

“In a corporate event, the message must be powerful and encourage action. Creating value means sharing key messages, representative of the company's values, that set participants in motion.”

SOURCE: 1. Unimev Manifesto, 2020

Golden Rule n°8

LET'S GIVE PRIORITY TO THE PARTICIPANTS' EXPERIENCE

To capture attention means offering the audience a strong personal and common moment, which comes out of the ordinary.



The fight for attention

The digital event has this unique feature of bringing together participants who are alone in front of their computer screen and therefore often disturbed by an environment unsuitable for this type of exercise. Its success therefore depends on its ability to create an experience strong enough for the attention of hearings to be captured over time and for participants to find fulfillment and well-being. This experience starts with the interface of the platform, which must be intuitive, therefore very easy to use.

Transmitting emotions via a screen

It is also built with content adapted to the circumstances, often playful and interactive. A digital event cannot be a cut-and-paste of the live event. The digital experience relies mainly on two directions: sight and hearing. Attracting attention and conveying emotion are therefore more difficult and involve intense work on content. All the more intense and stronger when you want to create impact on your audience sustainably and do everything to keep this good and beautiful moment in memories for a long time.



The average concentration time of adults on an intellectual task is **3 minutes**¹



Take a 15-minute break every 2 hours when performing a task on screen²

ACTION IDEAS

- Anticipate the environments in which participants will attend the event: device & viewing context...
- Imagine a set design that multiplies the formats
- Write content that will essentially be seen and listened to
- Highlight short testimonials, carried by speakers who have a strong message or story to tell
- Create rhythm around content and vary their formats
- Create moments of interactivity to energize the sequences: chat, quiz, cloud of words, collaborative tools ...
- Immerse participants in worlds that come out of the ordinary



ÉRIC DE QUATREBARBES
HEAD OF EUROPE CLUSTER BU
@ CAPGEMINI

“You have to surprise and interest to keep the participants in suspense. The idea is to organize short sequences around a red thread and a global theme, not to have interventions that are too long; you need to alternate different types of content, and to deliver everything in an animated and rhythmic way.”



VIRGINIE RÉGIS
GROUP MARKETING AND COMMUNICATION DIRECTOR, GROUP EXECUTIVE COMMITTEE MEMBER @ CAPGEMINI

“The attention span is very limited in front of a screen. The format of the digital event must therefore be radically different: we must be cautious about the duration of the sessions, adopt a strong editorial approach, vary the formats of the sequences and offer an ergonomic and user-friendly platform.”

SOURCES: 1. University of California Study, 2012 |
2. Recommendation of the Inrs

Golden Rule n°9

LET'S ADOPT RESPONSIBLE COMMUNICATION

Valuing the responsibility for your event means aligning your promotional actions with your messages.



A communication strategy consistent with its messages

Digital communication (website, digital advertisements, e-mailing, social networks... but also digital events) is now essential to the functioning of our society, to the visibility and reputation of its economic and institutional actors. But this inevitable dematerialization of marketing and communication is not without consequence.

An eco-designed communication plan

Promoting responsibility for an event requires first of all to appreciate the true value of the impacts of technologies. Better identified, they then allow the organizer to consider relevant changes in his communication plan and limit the tools and means to what is strictly necessary to inform and engage his audiences. They will also be sensitive to transparency and the transmission of concrete data, justifying actions and their impacts.



3 times more Greenwashing
on social media¹

ACTION IDEAS

- Define communication strategy by applying the principle of eco-design
- Be sincere and transparent in the messages carried out
- Be precise and based on concrete facts
- Choose the most relevant channels
- Focus the quality of messages over quantity



LAURENT DELATTRE
MARKETING DIRECTOR
@ LES FONTAINES

“To be responsible, we need to pay as much attention to form as to the substance of the messages we convey.”



MAUD PARÉ
SUSTAINABLE IT PROJECT MANAGER
@ CAPGEMINI

“A communication that is responsible requires transparency of the data communicated and the scope concerned.”

SOURCE: 1. ARPP and Ademe Environment Advertising Review, 2017

Golden Rule n° 10

LET'S ENGAGE OUR PARTICIPANTS IN A VIRTUOUS DIGITAL APPROACH

To raise awareness of more responsibility is to increase the chances of reducing its impacts.

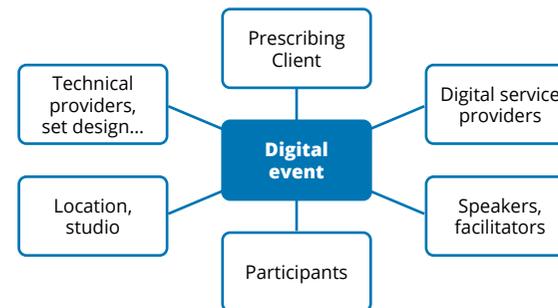


Mobilizing the entire value chain

Every participant in the digital event has a positive role to play in the promise, implementation and success of a responsible approach. The participant can guide by his/her point of view decisions that are taken and be affected by the actions of others. Global success depends not only on this mutual influence, but also on the ability of all actors to achieve the same objective of reducing negative impacts.

Informing to inspire initiatives

Hence the urgent need for the prescribing clients to ensure that the location, agency, suppliers, providers, stakeholders and even participants are informed of CSR commitments and concrete actions implemented, and that they interact. Everyone in their profession, their expertise, their role... can contribute by cooperating, enriching the process and raising awareness among others. Every link in the event value chain is to be involved.



ACTION IDEAS

- Listen to the expectations of all stakeholders
- Challenge suppliers on their own CSR approach and work with them on more virtuous solutions
- Motivate participants to take part in the process by encouraging them to adopt the right actions: nudges, awareness messages...
- Make prescribing clients aware of the golden rules for a responsible digital event

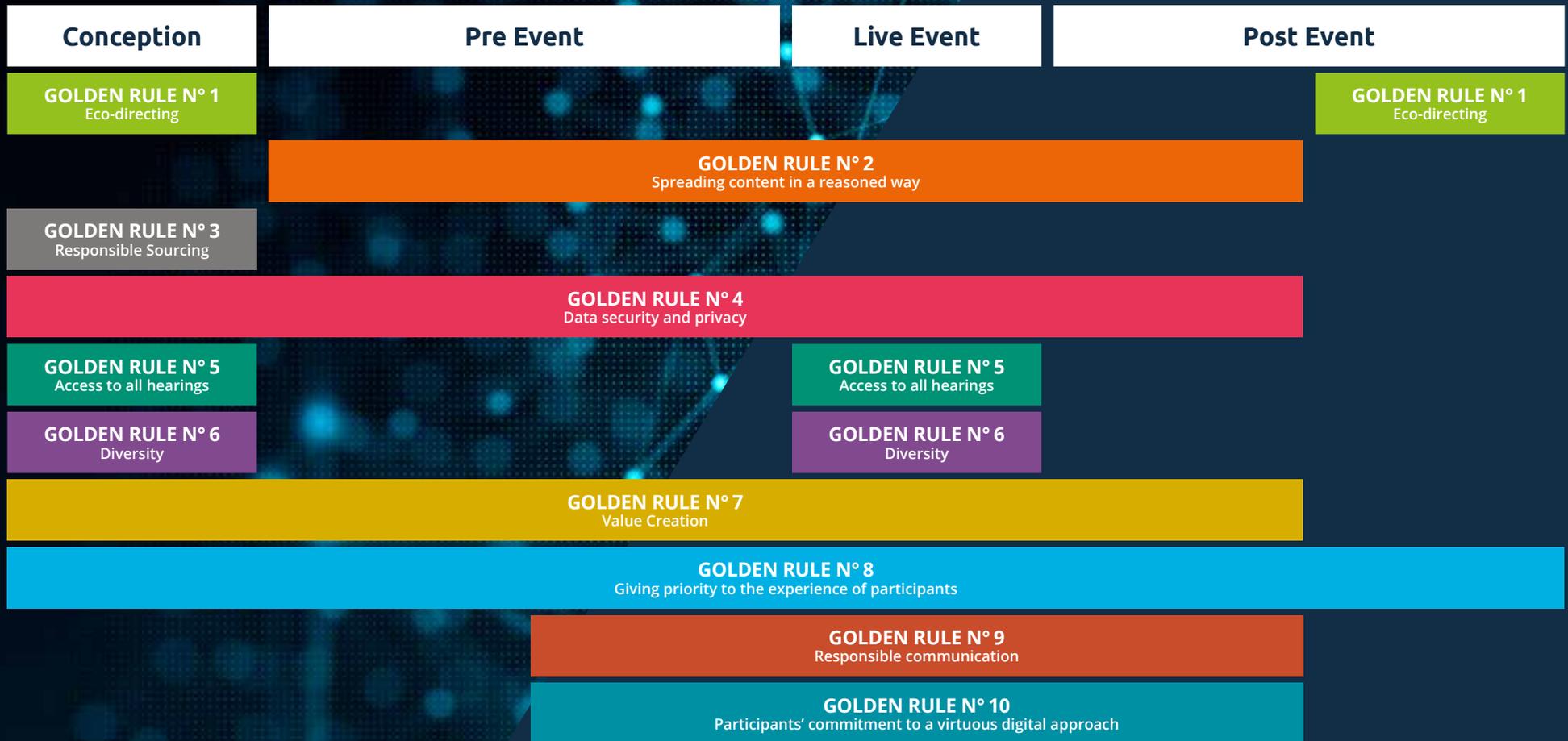


DR JAMES ROBEY
GLOBAL HEAD OF SUSTAINABILITY
@ CAPGEMINI

“We have to ask ourselves the right questions. How can we use the opportunity of people being in the same physical or digital space to take them on a personal sustainability journey? How can we build our connections from a sustainability perspective to print out a memorable story? It all comes down to finding the right hooks.”

PLAN TO PUT THE GOLDEN RULES INTO ACTION

Deconstruct the event to better rebuild it.





HANAÉ BISQUERT
HEAD OF PUBLIC AFFAIRS AND CSR
@ UNION DES MARQUES

“To create new experiences, it's important to reinvent yourself. For example, it is possible to send objects to each participant's home that make the digital event a sensory and physically shared experience.”



YANN ATTUYER
EVENT MANAGER INTERNAL
SEMINARS @ BNP PARIBAS

“We have very positive feedback on digital events. They help maintain the link, provide interactivity and convey the Management's messages. Nevertheless, the presenter is still popular. There's a real need to get together.”

Conclusion

TOMORROW'S EVENT IS TO (RE)INVENT

The health crisis is accelerating the use of digital events. Companies, institutions and organizations that want to maintain a link with all their stakeholders (collaborators, customers, influencers, etc.) have no choice but to integrate it into their management or communication strategy. The participant's experience, often alone in front of his screen, is improving. Efforts to foster interactivity are notable. All of this is going in the right direction.

Environmental, social and societal impacts

Nevertheless, the environmental, social and societal impacts of digital events are not neutral. Digital as a whole consumes energy, both in the production of connected materials and in their use. There is also a real challenge to reduce the digital divide, to fight against “illectronism”, to adopt more inclusive, more responsible behaviors... Are the organizers and their various partners sensitive enough to these challenges and the eco-design of digital events? At the Campus Serge Kampf Les Fontaines, our ambition is to accompany

them even more to measure their impacts, reduce them and compensate them. Starting by sharing these 10 golden rules, before having the pleasure to welcome guests again on the Campus...

“Man is a social animal”

Because the desire and the need to be with others physically is plainly obvious. Live events are essential to the development and development of the communities they bring together. Digital isn't everything. “Man is a social animal” – this statement has been repeated over and over again, since Aristotle. Man needs to confront others in order to grow. The Clients may decide then between the digital event, which brings together often larger audiences, and the live event, ideal for co-creation and serendipity. Unless it bets on the best of both formats and mounts hybrid events, both physical and digital. In any case, the event, whatever its format, should always be (re)invented. And we, at the Campus Serge Kampf Les Fontaines, intend to bring our stone to the building.



ABOUT THE CAMPUS SERGE KAMPF LES FONTAINES

The Campus Serge Kampf Les Fontaines is involved in the transformation of companies and of their employees. To do this, the Campus designs and organizes corporate events, in present, hybrid and digital formats that transform sustainably. Each year, nearly 250 events mobilize 3 specific know-hows: Transformation / Hospitality / Events.

To do this, it relies on the 7 core values of the Capgemini Group of which it is a subsidiary. These values, at the heart of our approach as an ethical and responsible company, are: honesty, boldness, trust, freedom, fun, modesty and solidarity.

We acknowledge the fact that our activities have an impact on the environment, the economy and society. That is why we are committed to identifying and complying with all relevant legal requirements and to continually measuring and improving our performance on these topics. Our Sustainable Development Policy is available on our website | www.les-fontaines.com



ABOUT CAPGEMINI

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries.

With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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