

Global Community Engagement Awards

Investing in the charities closest to our hearts



In 2014, we launched the **Global Community Engagement Awards** to champion, recognize and celebrate the success of our people who go above and beyond to make a difference to the communities in which we live and operate – adding value to our brand and to our business.

Origins

Capgemini has a long tradition of engaging with our local, national and global communities. Our responsibility to contribute to the development of the wider communities in which we operate is core to our company values.

We know that thousands of our employees are actively engaged in their communities, giving up their spare time and energy to help others. The Group's senior executives, wanting to recognize and celebrate the superb community work our team members do around the world, launched the Global Community Engagement Awards in 2014.

Funding Community Projects

Each year, Capgemini awards over **€22,000** to charities and community initiatives close to our people's hearts, through a company-wide application and selection process.

The awards are divided into four main categories, with each category judged by an independent panel. The winner of each category receives **€3,000** and the two runners up in each category receive **€1,000**. Additionally, employees can vote for their favorite community program in the People's Choice Awards and the winner will secure an additional **€2,500**.

In the 2014 Awards:

-  **140** employees submitted entries for the awards
-  **17** countries were represented in the applications
-  **7,000+** employees voted for the People's Choice Award



Categories

- **Best Fundraising**
Awards a fundraising activity that has demonstrated something special – whether it is the innovative way funds were raised, the team it involved or the impact it made
- **Volunteer initiative of the Year**
Awards an outstanding individual or team who's community volunteering demonstrates the best of Capgemini's core values
- **Community Innovation**
Awards projects that have taken a less than conventional approach to addressing a social challenge and have had a measurable impact on society
- **Best Client Collaboration**
Awards projects where Capgemini's expertise, and our clients' assets, know-how, and competencies have all been used to the benefit of a community or social project.
- **People's Choice Award**
This is your choice; your opportunity to vote for your favourite of the 12 shortlisted entries – the one that has touched your heart, inspired you or impressed you the most.



Business Benefits

There are a number of ways in which community engagement benefits our business and our brand:

- ✓ **Aligning with Clients** – Many of our existing clients, including Coca-Cola and Unilever, are industry leaders in community participation and look to us to play our part
- ✓ **Securing Investment** – Many investors are looking to invest in sustainable and responsible businesses (e.g. FTSE4Good Index, Dow Jones Sustainability Index)
- ✓ **Attracting Talent** – A recent Deloitte study found that 61% of Generation Y (those born between 1980 and 2000) would consider a company's commitment to the community when making a job decision
- ✓ **Increasing Productivity** – A recent Gallop study found that more engaged employees worked 57% harder and were 87% more likely to stay with the business
- ✓ **Developing Skills** – In a recent Business in the Community survey 90% of human resources professionals said that pro bono volunteering is an effective way to develop employee leadership skills.



“ The GCEAs enable Capgemini to learn more about the community engagement activities being undertaken around the world, promote an active attitude towards solving social issues, and help the company build an even greater leadership culture. ”

Hubert Giraud
People Management
& Transformation Director



Case Study – The Jammu & Kashmir Fund (India)

Winner in the Best Fundraising category 2014:

In autumn 2014, floods caused massive destruction in the Jammu and Kashmir regions of India, displacing hundreds of families. Capgemini volunteers responded immediately. They organized relief material collection, transport and fundraising across all our Indian offices; €300,000 was raised to provide critical shelter, water, cooking and hygiene support.

Entrant: **Ruchi Tibrewal**



Case Study – Project Theatre (Poland)

Winner in the People's Choice category 2014

Project Theatre is a charitable play performed entirely by Capgemini employees. All are volunteers who fundraise for young people's education. In 2014, 26 colleagues played live to more than 1,000 people during five days and raised €4,500. The play was subsequently made available for people with sight disabilities with audio-description.

Entrant: **Katarzyna Zolna**



“ Anyone can enter the awards, which launch in September every year, with voting in Community Week in December. We're really looking forward to seeing your entries, and wish everybody the best of luck! ”

Amy McCusker
Head of Community



About Capgemini

Now with 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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