

INVENT FOR SOCIETY

One brochure, one planet, one social impact promise



FOREWORD

Cyril Garcia,
CEO Capgemini Invent



Digital technologies are causing massive, global disruptions. They are enabling new ways of doing things across all areas: From the economy, environment, health, education, defense, and agriculture, to social systems, sports, and culture.

This changes the way society thinks, communicates and acts – bringing huge opportunities for good. As a globally renowned technology and digital leader, here at Capgemini we have the responsibility, the ambition and the means to contribute to solving major societal questions that are shaping our future world – and at Capgemini Invent we are contributing to realizing this ambition.

We use our multidisciplinary expertise both to achieve business results for our clients and to tackle some of the biggest challenges society is facing. To this end, throughout our business we aim to minimize environmental impact, support disadvantaged people, contribute to society, and share the value we create.

That's the rationale behind Invent for Society. It demonstrates how social impact is part of the fabric of what we do every day for our clients. Within Capgemini Invent, our team members are engaged in projects that shape the future in areas that include waste reduction, energy transition, education, digital inclusion, predictive healthcare, employment, poverty prevention and housing. And the list continues to grow.

What's unique about our business is our ability to conceive new ways of doing things and bring them to life through our multidisciplinary approach – combining strategy, technology, data science, and creative design. The essence of our mission is to deliver breakthrough ideas.

And for this reason, we combine our creative and technological skills with a will to contribute to a better society and drive positive change. One big ambition. And it's 100% compatible with Capgemini's seven values: Honesty, Boldness, Trust, Freedom, Modesty, Team Spirit and Fun.

Our impact would be impossible without our customers, employees and partners and we thank them for their continued support!

In the following pages we describe some of the projects and partnerships in which these characteristics have helped us to make a difference.



Jean-Baptiste Perrin,
Invent for Society Global Leader



We, citizens of the world, have all witnessed growing inequalities. Most of us are seeking a greater sense of purpose in what we do and how we can impact society.

All businesses and all industries have a responsibility to act quickly and find answers to the climate, care and social crises we are facing.

For Capgemini Invent, with the diversity of our people and brands, this means rapidly developing our own knowledge and applying it to all sustainability challenges. Consulting practices and technology can make a big difference in addressing social and environmental issues, and we're committed to being at the forefront of both.

Today, our Invent for Society initiative is reinforced with enhanced expertise in human-centered design through frog; in breakthrough innovation and R&D from Cambridge Consultants and Synapse; and in building social movements with Purpose, reaffirming our leadership in transformation, invention and reinvention, to develop appropriate solutions for our clients and get the future we want.

PURPOSE

Purpose uses public mobilization and storytelling to help leading organizations, activists, businesses, and philanthropies engaged in this fight, and creates campaigning labs and new initiatives that can shift policies and change public narratives where it matters most.

Part of Capgemini Invent

frog is a leading global creative consultancy applying creativity, strategy, design and data to re-invent businesses, drive growth and orchestrate customer centric transformation with the objective of shaping a regenerative future that is both sustainable and inclusive for businesses, people and planet.

Cambridge Consultants Part of Capgemini Invent

Cambridge Consultants is one of the world's leading product development and technology consultancy firms innovating for the triple bottom line through critical, quantitative and qualitative insights leveraging emerging technologies and cutting-edge developments from AI, to bio innovation, lifecycle thinking and circular economy approaches.

Within Cambridge Consultants, Synapse drives innovation and aims at introducing cutting-edge devices that positively impact society.



CARE

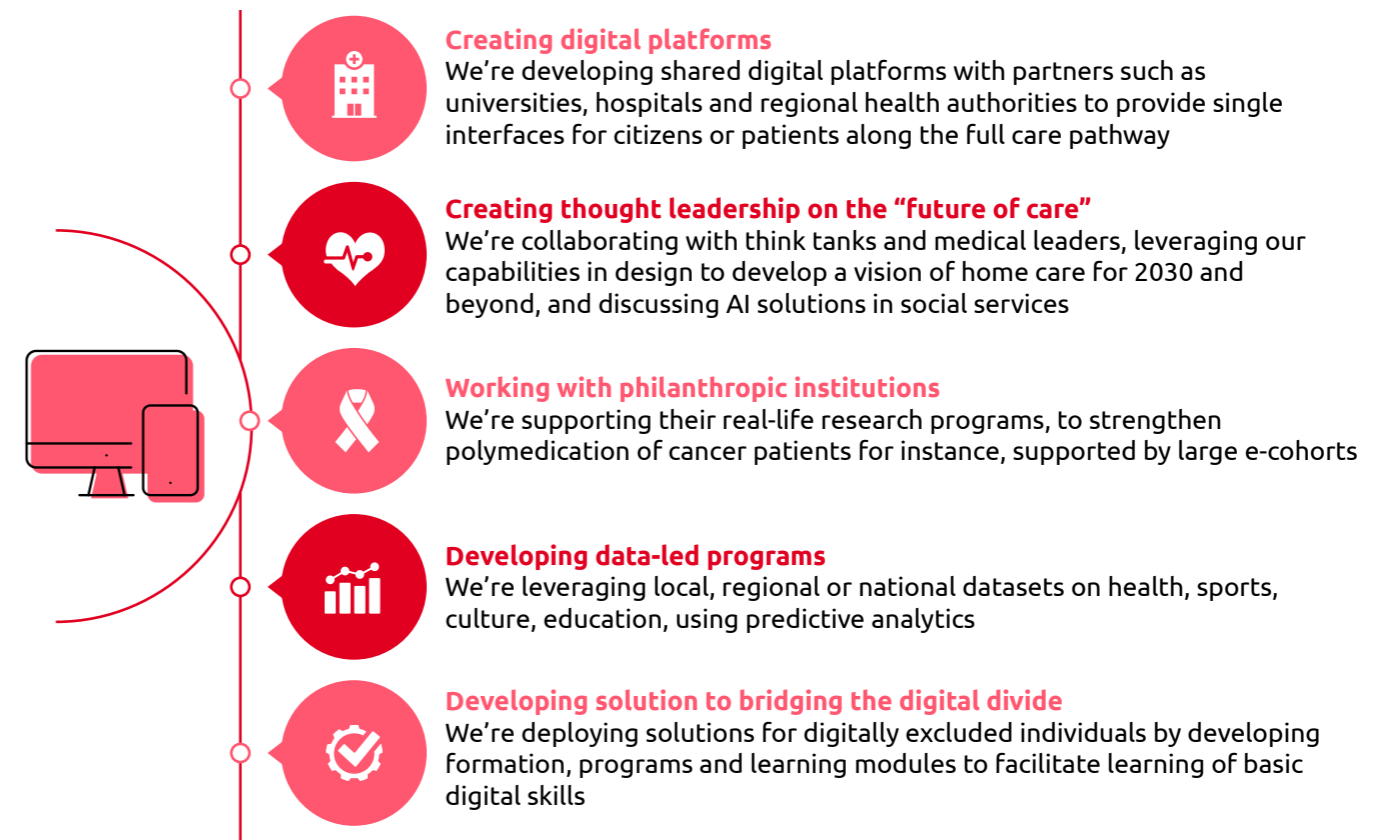


Helping our clients to reinvent the way health and social care are provided to citizens



The digital revolution offers countless opportunities to transform the provision of health and social care as well as to drive forward inclusion. Our CARE pillar illustrates our ability to deliver social impact across all main dimensions enabling the citizens to access simplify and revamp journey to get education, health and ensure inclusion for all.

We work with hospitals, public organizations such as ministries and health authorities, philanthropies, life sciences companies and international organizations, helping them to deliver new value by:



Key projects

Fighting digital illiteracy in France

We work with a major public financial institution and a National Agency to fight the digital divide in France. Our team has been mandated to manage the project by the French Government.

In September 2020, the French Government announced a € 100bn recovery plan based on 3 pillars: competitiveness, green transition, and social and territorial inclusion. Around €200m will be dedicated to the recruitment of 4,000 “digital advisors”. Our project covers the full scope, from the identification of the advisers and their future employers / employment structures to the actual funding. Invent France is designing all the processes that will help reach this objective.

The project has created 4,000 jobs for people, aged between 16 and 64.

Our teams have set up training courses for digital advisers, procedures for selecting the best profiles by region and employment/welcoming structures able to make difference at the local level- as well as the operations excellence processes.

Helping our client to reinvent the way health and social care are provided to citizens with analytics-based solutions

Capgemini has been appointed by the Scottish Government to support the development of new analytical services to improve their response to Covid-19 by anticipating demand, to inform the Scottish Public Health response recovery strategy for future services, and to identify potential pressure areas due to delayed treatment.

Building a group-wide volunteering strategy

Our client wanted to actively pursue a CSR agenda as a group, and while numerous volunteering efforts already existed, obtaining a unified perspective of the existing projects proved problematic due to the conglomerate’s size, complexity, and fragmented structure. The group wanted to coordinate these activities and create a community of people and best practices across its brands through this project. Our objective was to develop a group-wide volunteering strategy that would promote collaboration and implement the appropriate technology to make it happen. One of our focus areas was piloting a digital platform to facilitate the creation of programs, communicate and report on KPIs, and ultimately enhance employee engagement.

The primary issue was creating a program that covered a wide number of people from different countries with different business identities. We compared best practices in employee volunteering programs and offered our client insights and recommendations on a wide range of programs. The project was completed remotely in its entirety, with clients based in Canada, the United Kingdom, and Asia. This is why we coached the client on facilitation tools to have greater impacts.

While the primary goal has always been to bring all of the Group’s companies together to have a large-scale influence on communities, a secondary goal was to instill a sense of purpose in the workforce. The Group’s larger Sustainability strategy in Asia was strengthened by offering every worker the chance to participate in social inclusion (one of the Group’s key pillars) and help local communities.

Through a one-year collaboration with Capgemini, the group launched the volunteering program in Hong Kong by organizing 9 volunteering activities and events (packing of goods, food donations, boating, yoga, reading of books to children, etc.). During this test phase, we also chose a digital partner to encourage volunteering, with the Swiss-based company assisting us with coordinating and publicizing the projects. We collaborated with 14 non-profits and benefited over 11,000 individuals, including the elderly, individuals recovering from mental illness, and low-income families! As a result, this initiative falls under our Invent for Society Care pillar, which places a strong emphasis on social inclusion and impact.

We have helped our client to use data analytics to safely transition from a Covid-19 crisis state to a recovery phase through 3 key workstreams:



Understanding COVID-19 pathways –

This provided a clear view of the patient demographics and the flows between different healthcare services. The analysis enabled health boards to explore trends for admitted patients, insights on early warning, and alert health boards of increased future demand.



Covid-19 Scenario Planning –

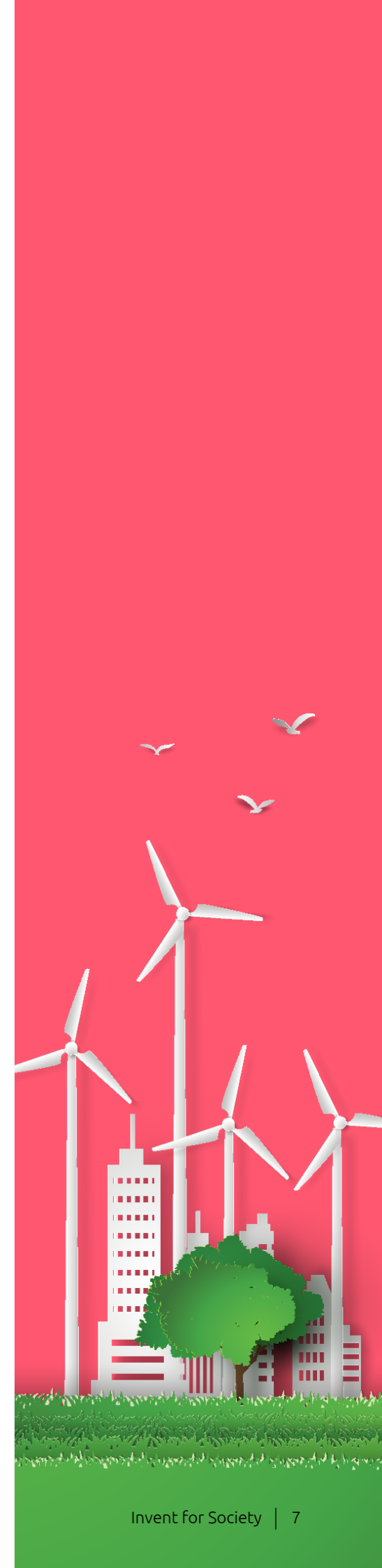
We have created a visual and interactive forecasting tool allowing the investigation of possible trajectories of disease development using an SEIR (Susceptible, Exposed, Infectious, Recovered) model.



Service Recovery Model –

We are supporting the organization with the recovery planning of secondary care services. We have developed a proof of concept (POC) for predicting Non-COVID19 demand focusing on elective (non-emergency) and non-elective (emergency) care.

Understanding COVID-19 pathways – This provided a clear view of the patient demographics and the flows between different healthcare services. The analysis enabled health boards to explore trends for admitted patients, insights on early warning, and alert health boards of increased future demand.



ENVIRONMENT



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Helping our clients build and deliver their low carbon strategies
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In 2021, the sixth assessment report of the Intergovernmental Panel on Climate Change (IPCC) stressed the negative impact of human activities on the climate with a clear message: We are running out of time and only drastic cuts in greenhouse gas emissions through this decade can prevent us from raising global temperatures to a point of no return. And the private sector has a pivotal role to play.

At Capgemini Invent, our ambition is to help our clients reducing 10 million tons of CO2 by 2030. We firmly believe that a sustainable future is only achievable through deep industry-wide collaboration with our clients, suppliers and partners. We have hence structured specific offers to help them throughout their sustainable transition:



Net Zero Strategy & New Business models
 We help our clients and partners defining their sustainable purpose and pathway to decarbonization by building the right organizational structure and governance, implementing transformative business models and engaging all stakeholders to support the transition.



Sustainable Products & Services
 We help our clients and partners designing and developing low carbon customer experience and products but also design and implement circular products and services strategies.



Sustainable Operations
 We help our clients and partners implementing sustainable procurement strategies and enabling low carbon energy supply to decarbonate factories and supply chains.



Sustainable IT
 We help our clients and partners assessing and reducing their environmental impact of IT by implementing green equipment, apps and infrastructure.



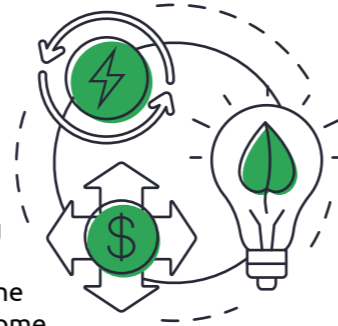
Data for net zero strategy
 We help our clients and partners modeling, monitoring and reporting environmental impacts through ESG criteria to mitigate risks associated to their operations, leveraging Sustainable AI.

Key projects

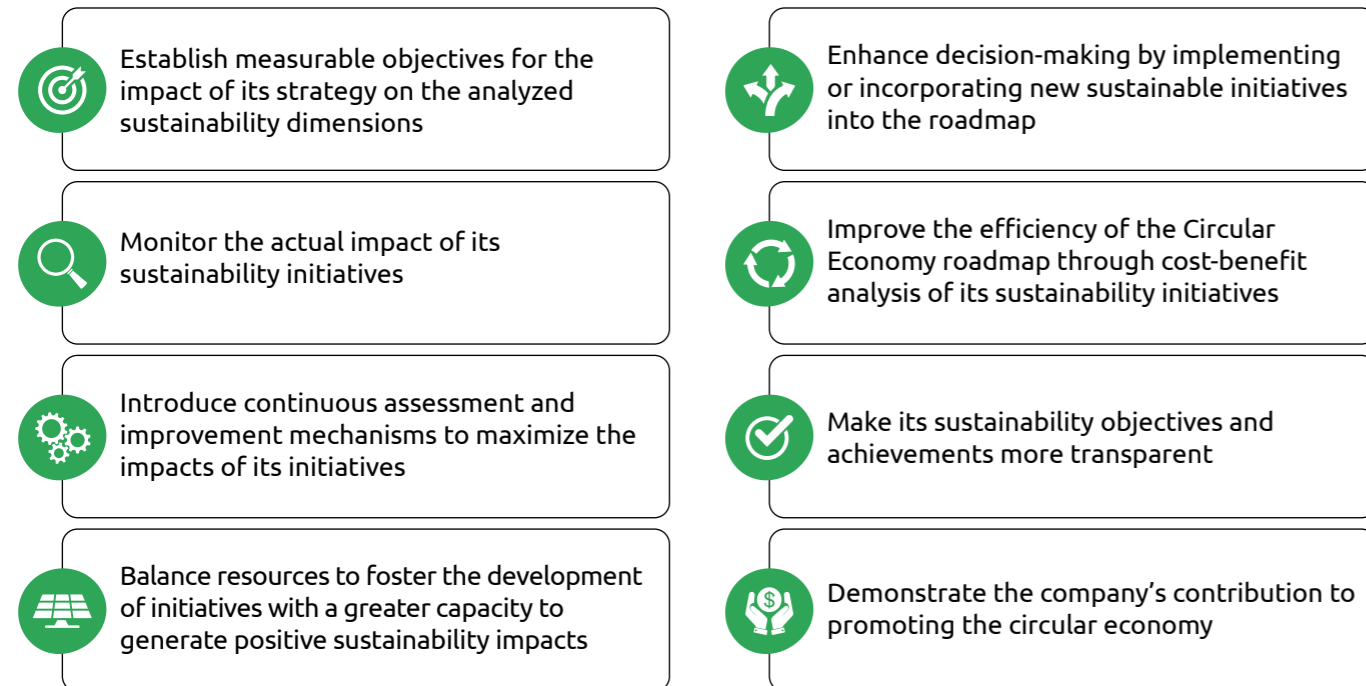
Monetizing the sustainable impact of circular economy

We have provided Red Eléctrica with a powerful tool to assess the positive externalities generated by the company's strategy, and to determine its viability and efficiency.

Together, Red Eléctrica and Capgemini Invent developed a model to calculate the monetary value of the individual and aggregate sustainability contributions resulting from the company's actions as part of its Circular Economy strategy. This work has provided Red Eléctrica with a powerful tool that informs decision-making based on the impact of the organization's sustainability initiatives and their direct effect on its income statement. As a result, the business can now assess the positive externalities generated by the strategy and determine its feasibility and efficiency. The model can monetize the impact of the roadmap initiatives on the circular economy's five dimensions: materials, water, energy, greenhouse emissions, polluting emissions, and waste and contaminated soils. This covers the end-to-end resource life cycle, beginning with obtaining and transforming the raw materials and continuing all the way through to their disposal or recovery.



Implementation of this model has enabled the organization to:









This enabled Red Eléctrica to demonstrate its commitment to sustainable transformation. The initiatives in the Circular Economy roadmap cut across the organization and involved multiple areas. The commitment and involvement of all areas, particularly sustainability, which led the project on behalf of Red Eléctrica, were key to the success of the project.

Defining GASAG's transformation journey to carbon neutrality by 2045 at the latest

By combining GASAG's future vision and industry knowledge with Capgemini Invent's extensive experience in sustainability consulting within the energy and utilities industry and beyond, the organizations were able to develop a CO2 savings roadmap that highlights and prioritizes concrete measures to reduce emissions. Part of the solution is also a tool that shows the effect of the measures on the company's carbon footprint. The roadmap was drawn up and adapted in close consultation with all GASAG business units and clearly indicated the measures that should be implemented, as well as when and how, in order to achieve carbon neutrality by 2045 at the latest.

In close cooperation with Capgemini Invent, GASAG was able to achieve the following results:

-  A cross-unit company strategy for emissions assessment and reduction
-  Measures with a total reduction potential of approximately 2.5 million tons of CO2 annually
-  A tool for reporting emissions and potential savings, which can be used for future planning and tracking measures
-  Raised awareness among the business units and their stakeholders on the topic of climate transformation
-  Backing carbon neutrality targets with a realistic implementation path and focus on green business models
-  Clarified image for sustainability ambitions among competitors, as well as customers and employees

With the help of Capgemini Invent, GASAG has created transparency for its company-wide CO2 emissions and is now able to identify measures to reduce them effectively. The project defines effective and cost-efficient measures to achieve carbon neutrality by 2045 at the latest. By implementing these measures, GASAG, takes on a role as an energy supplier leader regarding environmental protection and the fight against the climate crisis.

Designing Sustainable IT strategy for a big bank in France

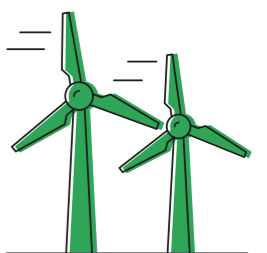
IT has major environmental externalities, accounting for up to 4% of global emissions which is equivalent to 1.5 times aircraft emissions. So far, IT's impact is already significant, however, its rise is not under control: recent research projected that by 2025, the proportion of IT in emissions would double if we do not start to act immediately. Our client has set an ambitious goal for itself to become a leading player in Sustainable IT in the European banking industry by 2025.

A few years ago, the group initiated the execution of several structural projects addressing Sustainable IT. Today, the creation of new guidelines on the topic (ecodesign, RoHS, DEEE) and the evolutions of client expectations have confirmed the group's need to develop their actions and ensure a Sustainable IT strategy at all levels.

To achieve their ambition of becoming a referenced player in Sustainable IT in Europe, our teams have developed an effective strategy to implement a Sustainable IT strategy across the group. As part of the CSR Strategy of the group, this strategy mobilizes all stakeholders on the topic, ensuring that ESG criteria and Sustainable IT principles are fully integrated within solutions developed by the group.

The approach has helped structure existing initiatives designed by the group, defining a clear action plan articulated around four main topics: Sustainable Strategy, Sustainable People, Sustainable IT, and IT for Sustainability. It has helped create one Sustainable IT community within the group and identified over 70 key actions to achieve the group's objective by 2025.

The client benefited from our teams' solid and efficient methodologies, where analysis of existing infrastructure, as well as the prioritization of critical actions and quick wins, assisted the group in defining ambitious targets and developing solutions to reduce and minimize the impact of IT while bringing teams on board to transform the organizations from the inside, and using IT as a catalyst for change.



TRUST



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Helping our clients making the most of data and artificial intelligence, while reinforcing digital human rights
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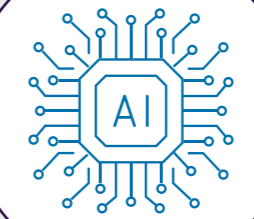
Technology innovation and adoption are advancing at a rapid pace, while all areas of the economy pursue digital transformation. This challenges not only regulators, but all actors in the technology industry to uphold strong ethics and values.

We partner with clients to combine data and AI, business performance and human rights, as a cornerstone of tomorrow's leadership. We reinforce citizens' privacy by protecting their personal data and giving them control of it. And we place trust and ethics at the heart of our development of AI, making AI fair, regulated and reliable by design, preventing bias or discrimination as well as harm to people or the environment.

We work in collaboration with:

Institutions, international organizations, regulators and think tanks –

We're reinforcing human rights and fundamental freedoms within civil society by contributing to the New Governance initiative – linked with institutions and regulators (including the European Commission and French CNIL) – that are designing technological, legal and business standards for personal data protection and circulation. We are also addressing trust and ethics issues in AI as a founding member of the Impact AI think tank through the analysis of tangible use cases and through the provision of feedback to European Commission guidelines for trustworthy AI.



Private companies and public organizations –

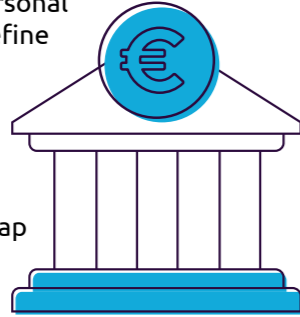
We help our clients implement major data protection programs to ensure they comply with GDPR, respect citizens' privacy rights but also fight money laundering, terrorism and digital threats to democracy. We help them embed privacy in any new projects involving personal data. We're also working with our clients to design and implement their 'sustainable AI' visions, and we help them deploy oversight frameworks to ensure the design and use of a fair, reliable and governed AI. We practice what we preach and within Capgemini we apply the highest privacy and ethical standards in our day-to-day operations.



Key projects

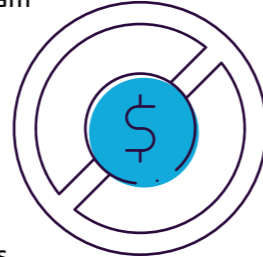
Assisting a major European Bank in ensuring ethical use of AI

We are assisting a major European bank in its ambition to take a best-in-class approach to trusted data and the ethical use of AI. This sees us supporting, at Group and Business Units levels, the design and implementation of a major GDPR program, significantly reinforcing the protection of employees' and clients' personal data, and helping the bank define its ambition to address trust and ethics in AI. This involves evaluating their maturity in relation to European Commission guidelines on AI, creating policies and a roadmap to apply the principles of sustainable AI by design in their projects.



Developing solution to fight money laundering and terrorism financing for a major Nordic Bank

The bank aims to be at the forefront in the fight against money laundering and terrorist financing to prevent harm to society as a whole and the financial sector in particular. Invent is hands-on supporting the bank to counter money laundering and terrorism financing. One example we have done so was by centralizing AML activities and establishing a new unit of about 300 people working daily with investigating potential high-risk customers, another was through the development of a risk classification model built on machine learning that can efficiently detect suspicious behaviors. The program has been challenging but also rewarding. It is fantastic to see that Capgemini's and the bank's joint efforts have resulted in ongoing crimes being stopped, suspicious criminal activity being reported to the financial police, and suspicious customers being handled faster and more proactively.



Digitalizing the World Food Program's South Sudan operations

As of January 2020, in South Sudan, 5.5 million people out of a population of 11 million, are in need of food assistance. **The WFP South Sudan country office, 16 field-offices, and 80 cooperating Partners assist around 1 million people per month, distributing each month 15,000 metric tons of food and \$1 million in cash-based transfers** (source: WFP public report here). Such operations demand several levels of logistics, planning, and reporting, from several years of strategic planning to monthly reactive planning and reporting. Current operations are managed through classical IT tools, significant human expertise and will. We are working with the WFP to bring new solutions to the WFP staff members in South Sudan with the DOTS data platform to support them in their daily work, around three main activities:

Planning the next year after reconciling the identified needs gathered by field experts and independent organizations to launch procurement of commodities and field level agreements with local cooperating partners.

Planning the next month's distribution and reacting to unforeseen events such as shortage of commodities, flooded roads that isolate regions, population displacements due to clashes and epidemics. This will involve the development of supply chain reality and needs.

Keeping track of what was distributed from the cooperating partners, where and to which recipients. This data gathers important demographic data from the field that will be used to do the next distribution planning.

These will help the agency to:

- Increase overall data quality and provide a single source of truth,
- Provide data analytics capabilities of their own data,
- Unlock new use cases by linking the country operation data to the WFP corporate ontology,
- Reduce time spent by the staff on these operations.

Method used:

To deliver this project, we worked fully remotely as a team with WFP staff members from the HQ and from South Sudan with a methodology mixing consulting, data expertise, and software engineering.



Consulting

We conducted a number of interviews with as many staff members, users, and experts as we could contact to understand the context, their constraints, their needs, their ways of working, and their current processes. This enabled us to map the user groups, define features, prioritize features, identify early adopters, and detect strong constraints such as a lack of good internet connectivity in the field offices.



Data expertise

From those interviews and data and tool mapping, we co-designed a data model fitting the information they manipulated and the workflow they followed. We also made sure that this data model was compatible with the global WFP terminology and data landscape.



Software Engineering

We used the agile methodology to implement the features on DOTS, the Palantir Foundry-backed WFP data platform. We implemented the workflow and the data model using Spark data pipelines and proprietary technologies for user-facing applications.



WORKING WITH PARTNERS: COMMITTED TO A BETTER FUTURE TOGETHER



At Capgemini Invent, we work with global institutions including the United Nations, Women's Forum, and World Economic Forum, to demonstrate how private companies can come together as change agents and help society move forward positively.

We are the global and main partner of the World Climate Foundation that is organizing local World Climate Forums and, during COP, the World Climate Summit.

Additionally, our teams comprise experts who share insights on energy transition and sustainability – including at RE100 Global Events, International Electric Vehicle Symposiums, Energy Week, Vivatech, Solar Power events, etc. We have worked on impactful editorials in the media, and we publish the World Energy Markets Observatory once a year, and our newsletter the Energy Transition Observer. Capgemini Invent is wholly in tune with the broader Capgemini Group's ambition to be shaping positive futures for our employees, clients, partners and stakeholders.

We'll do this for you, we did it for ourselves!

Over the last few years, we have put sustainability at the heart of our day-to-day actions, strategy and initiatives. We have first started to transform ourselves internally, setting ambitious climate and ESG targets. And this how we did it.

How net zero became our new normal – our progress towards ambitious sustainability targets

In 2020 we announced our new ambitious sustainability targets to commit to becoming a net zero business and be carbon neutral by 2025. Achieving this radical transformation, requires leadership from the top of the organization, and at Capgemini our Group CEO Aiman Ezzat has publicly stated: "I have put acting on climate change at the heart of our Group priorities with a focal point of our ambitious target of being committed to become net zero by 2030." This leadership direction is enabling the unlocking of the Group's entrepreneurial spirit and provides the mandate at every level to transform.

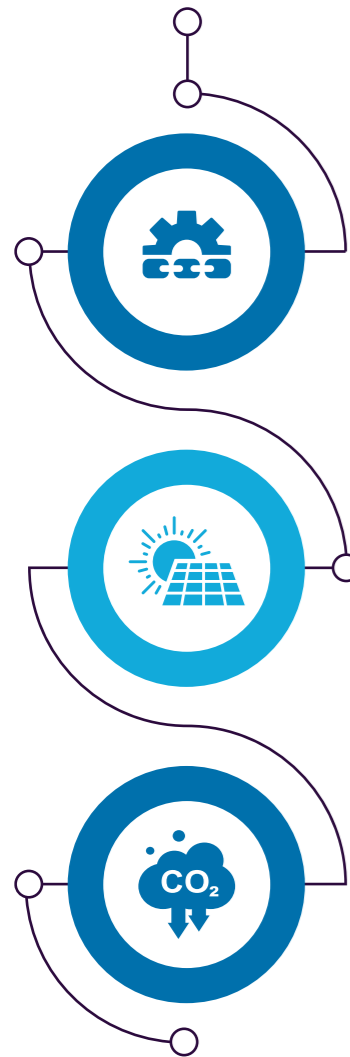
How we are accelerating our net zero transformation

The program started with establishing executive governance, and last summer we created our net zero board including both our CEO and CFO as well as other Group Executive Board members. This was complimented with our net zero cross-functional committee, bringing together executives at the operational level. These two groups, supported by a dedicated team from our Invent consulting business, enabled us to rapidly accelerate our sustainability actions.

Our new carbon reduction targets are validated by the Science Based Target initiative (SBTi) as being in line with 1.5oC climate science. We also committed to switching to 100% renewable electricity by 2025 joining RE100, the global corporate renewable energy initiative.



Driving change in our core impact areas



Supply Chain emissions

Operationally, we are making significant progress on energy transition to 100% renewable electricity. By the end of 2020, Capgemini's operations* in Belgium, Brazil, Denmark, Finland, Ireland, Italy, Luxembourg, the Netherlands, Spain, Sweden and Switzerland were fully running on renewable electricity. In parallel, the integration of the real estate portfolio from our acquisition of the Altran organization commenced with Altran sites being added into our renewable electricity transition program.

Energy

Work has also commenced to double the onsite renewable energy generating capacity at our Indian campuses, and we have already installed another 8,400 solar panels this year bringing online an additional 3.1 MW of generation capacity. Our global real estate team has also developed one of the first GreenLease frameworks in our sector, which sets out the selection criteria for new sites and which will have significant impact on the future sustainability of our portfolio. The criteria, which will be applied when choosing buildings as well as renewing leases, includes renewable energy, energy efficiency and monitoring, sustainability accreditation, electric vehicle charging points, and proximity to public transport. This program has recently been recognized through the Green Lease Leader program.

Offset

While our primary focus must be on reducing our carbon emissions, we recognize that there will always be a proportion of our carbon footprint that cannot be eliminated. To compensate for these residual emissions, we are currently finalizing carbon-offsetting approach (with our focus being on nature-based removal projects).

Capgemini Invent for Society will draw on the inventive mindset of our people to deliver on these important sustainability aspirations within our program to provide health and social care for people, protect our environment, and develop trust in an intelligent world. What will you do?

WANT TO KNOW MORE?

Global IFS leadership



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About Capgemini Invent

As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in more than 36 offices and 37 creative studios around the world, it comprises a 10,000+ strong team of strategists, data scientists, product and experience designers, brand experts and technologists who develop new digital services, products, experiences and business models for sustainable growth.

Capgemini Invent is an integral part of Capgemini, 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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YOU WANT**

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