

3

KEY REASONS

that make BlueKango
the shared tool for
transparency and ethics
in **GOVERNANCE AND THE
EXECUTIVE COMMITTEE**

FOREWORD

CORPORATE TRANSPARENCY IN A DIGITAL WORLD

Our society is changing fast. Information is instantly accessible via internet and social networks. **The impact of human activity on the environment has become a major concern of the population.** Employees are particularly attentive to their company's values and sensitive to the culture in which they want to find themselves.

In an open and connected world transformed by digital technology, **the time has come for transparency. It is undeniably a necessity for companies.** First of all towards customers (and society in general) who are increasingly seeking to know what they consume (origin, composition of products, respect for the environment...). Then towards employees who are more and more suspicious and wish to be more involved in the company's major decisions.

The stakes are high for companies since it is a question of **ensuring the transparency of decisions taken and activities carried out** (this principle of transparency does not, of course, require the public disclosure of information that is exclusive or confidential or that would violate legal, commercial, security or privacy obligations).



Jean-Marc BRIAND
CEO of BlueKanGo

REASON 1

CORPORATE GOVERNANCE GUARANTEERING ETHICS AND TRANSPARENCY

Good governance (Executive Board for example) sets rules and practices to be followed, guided by ethics.

For Aristotle, the purpose of ethics is "to define what must be" according to the people. **Transparency and ethics are intimately linked and constitute two pillars of the company under the control of governance.** Governance protects the rights and interests of shareholders, but also those of other stakeholders (managers, employees, customers, suppliers, banks...) to ensure the sustainability of the company. **Governance must therefore reconcile interests** that may prove to be divergent, particularly between shareholders and operational decision-makers (the executive committee).

Today with the media and social networks, companies that do not play by the rules of transparency are suspected of being unethical. **This is a risk that governance and the executive committee can no longer run.**



REASON 2

A FAVORABLE LEGISLATIVE CONTEXT (1/2)

Governments around the world are putting in place laws promoting ethics and transparency.

For example the particularly favorable French legislative context:

The **Sapin 2 law of 2016** relating to transparency, the fight against corruption (Obligation to ensure that the accounts do not conceal facts of corruption).

The **2017 Duty of Vigilance Law** to Combat All “Serious Violations of Human Rights and Fundamental Freedoms, Human Health and Safety and the Environment” (Supplier and Subcontractor Control Plan) .

The **PACTE law of 2018** encourages governance to define the raison d'être of the company combining the pursuit of profit, the creation and sharing of its value but also a collective interest which gives meaning to the action of all collaborators.



REASON 2

A FAVORABLE NORMATIVE CONTEXT (1/2)

New standards for the company :

- **EFQM (European Foundation for Quality Management)**
It focuses on anticipation, innovation and forecasting, strategy, ethics and social responsibility. Its goal is sustainable excellence, in all aspects of performance. It encourages becoming agile, better suited to the rigors of the current global economic context.
- **UN Global Compact**
With a simple, universal and voluntary frame of reference, which revolves around 10 principles.
- **ISO 26000 (CSR) standard**
Guidelines and evaluation benchmarks (not certifiable) for socially responsible behavior that respects the environment, which is a key factor for success (sustainable development and overall performance).



REASON 3

THE ROLE OF GOVERNANCE

The governance provides the framework. It is up to him to define:

- **The Raison d'être** of integrating all stakeholders and taking into account the social and environmental issues related to the activity (CSR)
- **The long-term vision** serving all stakeholders
- **The customer promise** with essential strategic positions

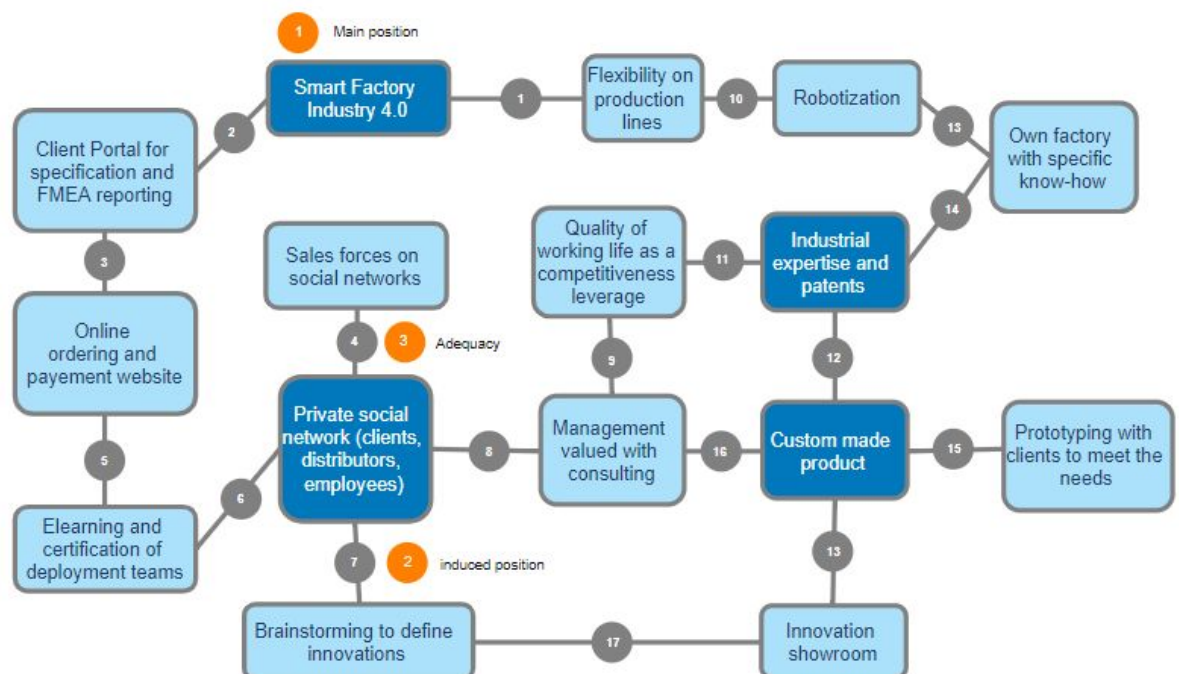
The governance chooses the executive director:

- He appoints the **Director General** (who must himself constitute the Executive Committee)
- He controls and verifies **all the points that he believes should be monitored** in order to meet the client's rationale, vision and promise.

Finally, the governance exchanges with the shareholders and ensures:

- Align the will of the shareholders with the economic and societal context to ensure the sustainability of the company
- Communicate to shareholders the distribution between investments to sustain or accelerate the business and the liquidity and valuation of shares as well as the payment of dividends to compensate the audacity and the risks taken by the shareholders to finance the entrepreneurial project.





BLUEKANGO

TO MEET TRANSPARENCY AND GOVERNANCE CHALLENGES

The expectations of governance towards the Executive Committee are clear: to respect its vision without it having to interfere in operational management. The BlueKanGo solution fulfills this promise by bringing transparency and ethics to businesses.

- The solution **guarantees the communication of governance expectations to the executive committee.**
- It is the **steering tool of the executive committee** to meet the expectations of governance.
- BlueKanGo is also the **dashboard of indicators for this steering** intended for the executive committee and governance.

BlueKanGo provides, through monitoring tables and indicators, a 360 ° view of strategy, management, culture and quality of life at work, brand identity and customer experience, CSR, operational excellence.

Value proposition What are our main offers and how do we want them to appeal to our customers and other stakeholders? QHSE Management augmented by a digital solution in an all-inclusive subscription with no time commitment	Relationship What should be the nature of our relationships with our main customers and other stakeholders? At the service of the client by listening to their needs and dedication	Positioning What positioning are we looking for in the market in the hearts and minds of our main customers and other stakeholders? A single highly configurable tool to manage QHSE processes from field to strategy
Expression mode What makes us identify, even from afar, in the way we communicate and express ourselves? Dynamic and original with a blue kangaroo on an orange background	BRAND IDENTITY What do we promise and what are the core values that sum up our commitment? Free and confident customers through a commitment to result from BlueKanGo and its employees	Personality To what combinations of attributes or human qualities does our company owe its specificity? Digital and QHSE business expertise continuously enriched by customers
Mission and vision What is our commitment (mission)? What direction and source of inspiration are we following (vision)? Make organizations around the world more sustainable & CSR through digitalization.	Culture How do we qualify our way of doing things, how do we work and how do we behave? Startup spirit, agility, personal development	Skills What are our strengths and what puts us above the competition? 18 years of engineering and continuous learning



Fun

Learning

Result

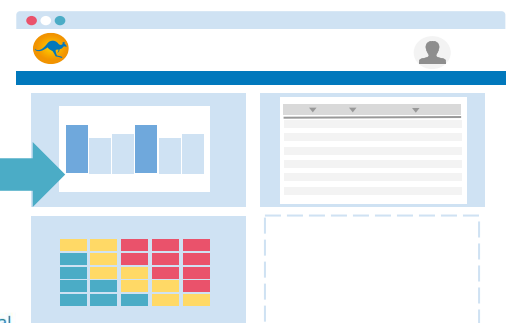
Authority

Security

Ideal

Cocooning

Order



BLUEKANGO

PURPOSE AND MISSION

BlueKanGo applies this mission to itself for the development and satisfaction of its employees and stakeholders.

The Raison d'être of BlueKanGo is:

Positive contribution to QHSE and CSR management of organizations through digital solution so that they deliver quality, sustainable and environment-friendly products and services while helping to improve safety and quality of life at work for employees and stakeholders.

The mission of BlueKanGo is:

To make organizations around the world more sustainable and CSR through digitalization.

The information received and shared with BlueKanGo employees helps them to carry out their tasks but also to better understand how BlueKanGo works as a whole, where BlueKanGo is going and why.

Transparency has built trust in management and has a direct impact on well-being at work and performance, in particular by facilitating exchanges between team members to resolve problems more quickly.

At BlueKanGo, employees are as much involved as top management. Employees and stakeholders are convinced that BlueKanGo is more efficient thanks to this strong involvement.

With confidence, the teams feel more valued. Transparency reduces turnover and the costs of recruiting new profiles. Similarly, employees do not hesitate to recommend and co-opt people around them to come and join them at BlueKanGo.

Transparency is therefore a key element of BlueKanGo's corporate culture.

The mode of relationship that BlueKanGo offers to its shareholders, employees, partners, suppliers, customers is based on a shared project and a common future. The result is the creation of more value.





DIGITAL MANAGEMENT SOLUTION

18

years of
existence

3200

customers

1,3

millions
of users

92%

customers
recommend
BlueKanGo *

100

collaborators
in the world
(55 in Rennes)

23%

of growth
in 2019

50

partner consulting
firms and monitoring
software publishers

60 000

Applications created
with the platform

* BlueKanGo survey - June 2017

MORE THAN 3,200 CUSTOMERS IN MULTIPLE FIELDS

