

# CSR, THE LINK BETWEEN THE PLANET AND MY COMPANY



The Oïkos Foundation works to develop responsible business in the direction of a better and fairer world. Its mission is to promote, disseminate and test good practices to all.

The members of the Foundation, convinced that the world of tomorrow will not be built without a major evolution of economic practices and eager to contribute to the construction of tomorrow's enterprise, aware of its impact and acting as an actor, are committed to bringing the best practices of sustainable development to the benefit of future generations wherever they can.

## **The Foundation's topics of engagement**

The foundation sheds light on all economic matters.

To facilitate awareness-raising among as many stakeholders as possible, it has organized a breakdown between topics of social (to internal stakeholders), societal (to external stakeholders), environmental or economic impact. These topics are listed on the participatory site [www.wikiimpact.org](http://www.wikiimpact.org) and cover all business activities and all impacts on our society and the planet.

Some examples of topics:

- Create the conditions for rule- and value-based practices within its teams.
- Develop the impact of its activity on the local ecosystem.
- Control raw material consumption.
- Know your financial health, origins and prospects.
- ...

## **Geographical scope and ambition**

CSR cannot be confined to the actions of companies in an isolated area. By construction, the existence of stakeholders for each enterprise implies that the "development of the responsible enterprise" is a universal issue. The Oïkos Foundation is therefore called upon to take action on all the territories of our planet.

This can be done through a territorial anchor and a digital service offering. The foundation is therefore called upon to create branches. By construction, the existence of stakeholders for each enterprise implies that the "development of the responsible enterprise" is a universal issue. The Oïkos Foundation is therefore called upon to act on all the territories of our planet.

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## **Means of action**

The objective of the Foundation is to reach out to all economic actors to encourage them to improve their practices:

- employees
- independent
- business creators
- SMEs, SMEs, SMEs, large groups, institutions and communities
- ...

Every year, it achieves this objective through meetings, awareness-raising events, and collective reflection on CSR themes. It is also thanks to practical tools that it makes available to the greatest number.

## **Content distribution**

To inspire economic actors, the Oïkos Foundation disseminates content that it produces or that its partners and ambassadors identify and relay. These contents provide a reflection, an example, a description to understand and inspire the reader so that he can act in his own activity.

This may include

- of press articles
- from blog posts or social networks
- videos of documentaries, shows, webinars or interviews
- podcasts of documentaries, shows, webinars or interviews
- Mooc

Through the Cité de la RSE, which makes them available for physical meetings or publishes them via its media ‘Impact & CRS’ , it enjoys a large and varied audience.

In November and December 2020, there were 100,000 consultations of the content published on all communication media:

- directly on <https://citeddirectement> sur <https://citedelarse.fr/impactrse>
- on the YouTube channels of CSR and the Oïkos Foundation
- LinkedIn, Facebook, Twitter, Instagram of the Cité de la RSE and the Oïkos Foundation
- on the ‘Impactothèque’ tool of the Oïkos Impact platform

The Oïkos Foundation also publishes on its own communication tools (Youtube channel, social networks, website, and partner space on the Oïkos Impact platform) the inspiring content corresponding to its actions.

The Foundation’ s ambassadors have access to these tools to propose content that they identify as inspiring on their subjects and that they address to the Foundation for dissemination.

They are also invited to propose the creation of recordings of new content allowing to make known experts or subjects that correspond to their commitment.

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## **Training**

To enable the development of the responsible company, the Oïkos Foundation works with its current and future internal stakeholders. Employees in positions such as future employees or young entrepreneurs can thus usefully be trained in the various practices that make it possible to improve the positive impact of their economic activity.

In this capacity, the foundation mobilizes the ambassadors for interventions, sharing of experience, in partnership with the institutions concerned and on the subjects they have chosen.

Support, advice - the transmission

Ambassadors carry knowledge that they can share and transmit. They may thus be called upon to play the role of mentors, speakers, and experts with economic actors, with the aim of helping them to engage more easily in improving their professional impact.

## **Relationships**

To enable the development of responsible business, the Oïkos Foundation links economic actors. Large groups, experts, independent, start-ups, SMEs, share their experiences, best practices, and skills.

Whether it is during physical or digital events (conferences, meetups, broadcasts...) or via the Impactconnect networking platform, these meetings allow the reciprocal fertilization of each of the stakeholders concerned.

Ambassadors are the first contacts for many of these companies. By observing economic actors, they identify the commitments, needs and services offered, and invite to the meeting. On their proposal, the foundation can facilitate the organization of events facilitating exchanges: conferences, discussions...

## **Economic model**

The mission of the Oïkos Foundation is extensive and requires substantial financial resources. Their perennialization is a key issue. Therefore, the first funds available were intended to start economic activities up to their point of profitability, when they become contributors to the foundation.

To finance the start-up of these activities, the Oïkos Foundation depends on the donations granted to it. Its status allows its donors to exempt from tax the sums paid to it (66% for natural persons, 60% for legal persons).

Part of the activity is therefore to mobilize sponsors, natural or legal persons, individuals or companies who wish to contribute to the development of the ideas put forward by the foundation.

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Individuals can make donations through <https://www.helloasso.com/associations/fondation-oikos/>. Companies become sponsors by signing a partnership agreement.

By developing an economic model based on the ownership of a set of enterprises operations paid tools ("shareholder foundation"), the Oikos foundation must have:

- awareness-raising actions on the urgency of rethinking the economy
- communication to promote tools for change
- employees performing its tasks
- of business communities engaged to influence
- to finance its new activities and its operating needs
- security through diversification of its sources of income (companies in difficulty must be able to be financed by those in good health)

Those undertakings may use financing from investors outside the Foundation, which may organize itself to buy back their investments later.

In addition to the economic model, there are activities without financing that can be envisaged, which make it possible to respond to the global emergency without being limited to profitable activities.

## **Governance**

The Oikos Foundation is an endowment fund. Based on the organization of associations, its governance follows the model, with a board of directors that gives the guidelines and an office that organizes the actions.

It is also called upon to follow the advice of a scientific council and a development council, which determine, for one, the criteria for selecting its actions and, for the other, the methods for developing them.

## **Business and NGO**

The Oikos Foundation aims to gradually recover all the shares held by its founder in different companies, to replace him. This system was introduced gradually so as not to endanger the foundation when companies are in the process of being created or still fragile before profitability.

The undertakings concerned are

- SCOPARL News Media 3.1, which operates "Le Journal Toulousain". Created in 2014, this company allowed a team of journalists to take over their title, develop it in the form of a "solution media" and develop a business model based on the marketing of legal ads in Haute-Garonne.
- the SCIC ISJT (Higher Institute of Journalism of Toulouse) who trains at the journalism diploma in Toulouse. Created in 2015, this company allowed an educational team to take

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over a failed school, specialize it on journalism and orient it towards the logic of "solutions media".

- SAS Oïkos Development, which operates the Cité of CSR, will be transferred later. Created in 2016 and initially expected to become profitable in 2020, it was impacted by the Covid crisis, which forced it to modify its development plan by permanently closing the 2 sites that were prevented from operating while they were, for Paris being marketed and for Lille at the end of works on 03/2020. Efforts were focused in 2021 on restarting the activity of the only site in Toulouse, finalizing digitalization activities with the creation of an online platform and software, and developing intellectual services.
- SAS Cofund, which is developing a business financing activity (crowdfunding centers, fundraising, banking relationships) under the 'Bankapart' brand, is in a recovery phase. Its founder, Frédéric Honnorat, left his place and the majority in June 2021 to allow the resumption of the dynamic.

In addition, ISJT and News Media 3.1 will see the creation of spin-off with the launch of

- JT-News, company responsible for developing an online solutions journal based on other French metropolises
- MesAL, legal advertising company responsible for marketing legal ads, financing JT-News and News Media 3.1
- Mediabaron, online media company
- JT-training (provisional name), company responsible for marketing professional training related to media activities (podcast, media-training, webtv, ...)

In addition, 2 associations are being started for one and restarted for the other: Greenwatch and Momentum4Impact (M4I).

- Greenwatch is a citizen watchdog to respond to the danger of false economic change. While there is an urgent need to change the way many companies operate, many will only make that change if they are constrained by their markets, stakeholders, or regulations. As the market requires change, they can choose whether change is easy or not. To prevent this from flourishing, Greenwatch proposes to receive whistleblower reports and publish the list of inconsequential companies.
- At the other end of the engagement, Momentum4Impact is the association bringing together all the players who engage in a virtuous approach and wish to make it prosper. By joining M4I, these companies benefit from recognition of their commitment and easier access to all the tools offered by the Oïkos Foundation.



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## **Research and Development Activities**

The concept of responsible enterprise is not yet the subject of a universally recognized definition. The Oikos Foundation is launching the “International CSR Congress” from 13 to 15 October 2022 to support the emergence of such a definition. The aim is to have an annual space-time that brings together all academics, CSR actors and interested companies, to advance research and coordinate lobbying activities that will enhance the development of CSR worldwide.

Following the 3 years of thesis conducted within the Foundation (2017-2020), the Foundation is intended to host, participate, or facilitate any research work corresponding to its social purpose. A partnership is being defined to create a chair with 3 universities (France & Japan) on the development of a database of companies’ performance and their link with their commitments.

In the same vein, the foundation participates in the work of the “Bastille Comity” think-tank, which aims to move government measures towards greater consideration of the issues of organizational responsibility.

Finally, the foundation makes all its tools available to the territories in the form of a “CSR observatory” that allows the identification of the players at the forefront, to encourage the territories to progress and to monitor the alignment between the commitments made and the achievements put in place.

## **Active Members, Ambassadors, Sponsors, and Investors**

The Foundation is operational through a network of companies, active members, and ambassadors. Active members are members of the Board of Directors, Development Board or Scientific Board. Ambassadors are not members of any board but are the Foundation’s spokespersons to their stakeholders.

Sponsors and investors, on the other hand, are natural or legal persons who have chosen to support the foundation through sponsorship or through investment in one of its companies. They are grouped in a club of funders of the Oikos Foundation.

## **My commitment as Ambassador**

An ambassador of the Oikos Foundation provides a geographical or sectoral link between the Foundation’s team and economic actors, whether natural or legal persons.

It takes over one of the subjects advocated by the Oikos Foundation and proposes a mode of action whose main steps it validates. Its objective is to encourage economic actors to improve their positive impact on this subject, to publicize the work of the Foundation and to emphasize its financial needs.

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The topic that I think is important to make known and that I want to represent  
is .....  
.....  
.....

By becoming Ambassador of the Oikos Foundation, I undertake to:

- Contact the economic actors concerned by my subject to encourage them to make known their good practices or to take an interest in the good practices already identified.
- Present the foundation to these actors.
- Organize physical or digital events to increase awareness of the Impact & CSR approach: a webinar, a conference, an inspiring meeting... In this respect, I undertake to communicate to the Foundation all information concerning this mobilization event

<b>A logo “Ambassador Oikos Foundation”</b>	<b>Access to a Zoom room</b>	<b>An Ambassador Oikos Foundation access to the Oikos Impact platform</b>
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Date & sign of foundation

Date & sign of ambassador