

Mission Report

Full Year 2022

Kolsquare mission & commitments

Kolsquare is Europe's leading Influencer Marketing platform, a data-driven solution that allows brands to scale their Influencer Marketing strategies and implement authentic partnerships with content creators. Using our technology, professionals can identify the best KOL profiles (Key Opinion Leaders), fully manage their KOL Marketing campaigns, measure their results and benchmark their performance against best practices. Kolsquare offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora, El Corte Ingles, Kiko Milano, etc.) the latest Big Data, AI and Machine Learning technologies to activate inspiring and genuine partnerships with 3 million KOLs (Key Opinion Leaders) with more than 5,000 followers in 180 countries on Instagram, TikTok, Twitter, Facebook and YouTube.

KOL Marketing is today described as a revolution, a major transformation in the media and digital world. It has also become a real gold mine, creating high hopes but also bringing its share of myths and legends. Everyone knows it works and can have an amazing impact on brand awareness or customer acquisition, but not everyone knows exactly how to do it. At Kolsquare, we firmly believe in this new media and are convinced that it's the best way for ideas, people and organisations to grow and reach their greatest potential. We also believe that it's a great way to create positive impacts for a better world.

Our mission is therefore to empower all ideas, people and organizations with KOL Marketing in order to positively impact the world. We decided to use all the resources we have – our tech, our voice, and our tribe – to inspire and implement solutions to social and environmental issues.

To incarnate our mission, Kolsquare decided to become a Benefit Company in September 2020 (an "Entreprise à Mission" in the French law), and took 4 ambitious commitments.

Kolsquare took 4 commitments in 2020:

- 1. To make our technology accessible to ideas, individuals and organisations that positively impact the world.** To help associations, foundations, public utility companies, companies with a mission as well as training organisations and schools to master our platform. We also want to highlight KOLs (Key Opinion Leaders) and content creators who want to support ideas, individuals and organisations fighting social and environmental problems for free ([#influencerforgood](#)).
- 2. Train, inspire and empower future «change makers»** to find a sounding board for their ideas in social networks. Offer them a community to exchange their good practices. And to promote the responsible practice of influence.
- 3. Donate 1% of our annual revenues to social and environmental initiatives.** And encourage industry players to contribute.
- 4. To have a positive social and environmental impact** (carbon neutrality, gender equality, eco-responsible IT, ...), by creating an Influencer Marketing Charter, and by highlighting the good social and environmental practices of brands and KOLs within our own platform.



Quentin Bordage
Founder & CEO
Kolsquare

No human economic activity is yet sustainable to the earth and its inhabitants. Our KOL Marketing industry is no exception to the rule, as it promotes consumption and leverages social media, that have both significant environmental and social impacts. But there are degrees of harm, and it makes a difference to do less harm. That's what we call conducting a "responsible" business.

However, we believe that both people and organisations need to seize every opportunity, no matter how big or small, to take action and change things for the better.

A responsible company like Kolsquare owes a return not only to stockholders, but to what we call our stakeholders: employees, customers, communities, but also nature and society. And to try to positively impact the world, we need first to measure Kolsquare's impact on our stakeholders, then favor improvement through actions and projects, and share what we have learned.

This is the purpose of this first internal Mission Report.

I'm very proud of the numerous impactful initiatives we have launched since 2020, but there is still a long way to go as most of them only started. Some even stayed in the starting block. We know that lots of other inspiring ideas are waiting to be materialized, and it will be our focus in the months to come.

About this Mission Report

This Report has been initiated in Q1 2023 by Kolsquare's internal Mission Committee. Beyond presenting a vision, a roadmap or a strategy, the Mission Report testifies to the achievement of the mission, it describes the progress made by the company on a yearly basis. This report is complementary to the one that is produced by the external Mission Committee (under creation), objectively attesting the progress made. The 2 reports are used by an independent third party to verify the achievement of operational objectives, the means implemented to achieve them, and the internal or external circumstances in which the company has evolved.

Kolsquare's internal Mission Committee is composed of voluntary Kolsquare employees, particularly involved in Kolsquare mission and committed to the achievement of its ambitious engagements. The Committee leads Kolsquare mission inside and outside the organization, with the close support of Kolsquare CEO, and is in charge of coordinating Kolsquare's efforts as well as external stakeholders in order to fulfill the engagements targets.

Kolsquare's internal Mission Committee in Q1 2023 :



Ludivine Gibier
Product designer



Philipp Greulich
Country Manager
DACH



Janet Serreau
BDR



Lucie Torres
SEO & Content
Manager



Anaïs Sabin-Darget
Digital marketing assistant

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01 Introduction

Status of a benefit company, about us, our mission,
engagements, mission committee members

The status of a benefit company

- ❑ Formulate a mission statement and make commitments, included in company's bylaws
- ❑ Create a mission committee
- ❑ Decline commitments in measurable objectives
- ❑ Be audited every 2 years by an independent third party

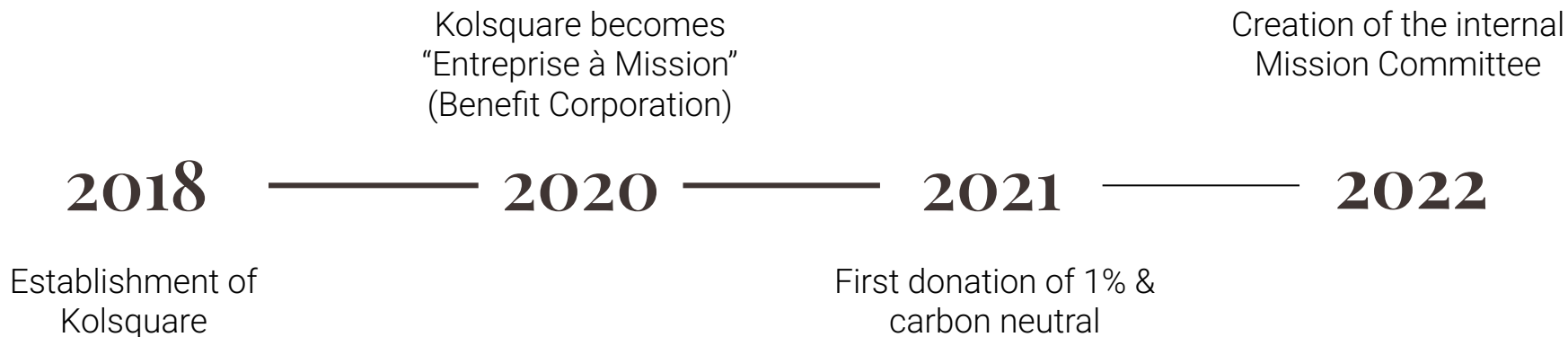


Marita Kavelashvili

Our mission

Empower all ideas, people and organizations with KOL Marketing in order to **positively impact the world.** We use all the resources we have – our tech, our voice, and our tribe – **to inspire and implement solutions to social and environmental issues.**

A few key dates



Our 4 Engagements (1/2)

1

Empower all ideas, people and organizations that positively impact the world with our KOL Marketing technology and know-how

- **Empower all associations, foundations, governments and public utilities companies** with our KOL Marketing technology, according to their financial means
- **Empower all benefit companies** as well as all companies having a mission statement that positively impact the world with our KOL Marketing technology with attractive conditions
- Actively **support people and organizations to better use KOL Marketing** in their initiatives to positively impact the world (including managing campaigns by Kolsquarians on voluntary level)
- **Promote all KOLs** willing to freely support ideas, people and organizations to fight against social and environmental issues (#influenceforgood)

2

Train, empower and inspire future « change makers »

- Create a **KOL Marketing academy** to train the greatest number of people to KOL Marketing (Kolsquarians, Marketers, KOL, Students, Entrepreneurs,...)
- **Teach the KOL Marketing Community**, through essays, videos and other contents, influence best practices, but also the concept of influence for good.
- **Create a digital media** to inform people about Social Networks and Influencer Marketing
- **Promote inspiring people, K.O.L, projects but also brands** that are fighting social and environmental issues, including our own initiatives at Kolsquare: communicate on Kolsquare's communication tools, but also on our Tribe communication tools (eg. clients website or social networks), create contents (not only digital), publish books, creating awards...

Our 4 Engagements (2/2)

3

Provide financial support to concrete social and environmental issues solutions implementations

- **Donate 1% of sales, or 10% or pretax profits** (whichever is greater) to initiatives fighting against social or environmental issues
- **Implement solutions to encourage our Kolsquare Tribe** (employees, customer brands, KOL, suppliers, shareholders, alumni) donate to selected initiatives fighting against social or environmental issues
- **Dedicate pro-bono FTE** to initiatives fighting against social or environmental issues
- **Encourage industry players**, ie Social Networks and IM players (platforms, agencies, brands) to donate to initiatives fighting against social or environmental issues

4

Conduct a responsible business to start positively impacting the world at our own level

- Build a socially and environmentally **responsible business**: green IT (servers), green HR (WFH), promote equality, ...
- Prompts brands and KOL to abide by responsible business rules by creating an **IM Charter** (inform fans about partnerships #sponsored #ad, assume partnerships, ...), and a responsible digital business charter (promote local business, ...) ...
- **Launch initiatives** to make the industry evolve towards more social and environmental responsibility
- Build a **product promoting social and environmental responsibility**: “green” tag on brands or product to help KOL choose, Yuka integration, “responsible” tag on KOL, ...

02 Achievements

By engagements

KPIs for 2022

	Unit	2020	2021	2022	TOTAL
Total Donation	€	0	18,000 €	6,140 €	24,140€
Cash Donation - total budget	€	0	18,000 €	33,000 €	51,000€
Cash Donation - achieved	€	0	18,000 €	6,140 €	24,140€
Cash Donation - still to achieve	€	0	0 €	26,840 €	26,840 €
Carbon impact (net)	Kg CO2	<i>Unknown</i>	0	-	-
Carbon impact (gross)	Kg CO2	<i>Unknown</i>	307,000	<i>Under calc.</i>	-
Carbon compensation	Kg CO2	0	307,000	<i>Under calc.</i>	-
# of children trained through donation	Nb	0	0	2,700	2,700
# organizations ⁽²⁾ using Kolsquare for “good” (% of total clients)	Nb	70 (29%)	88 (27%)	133 (27%)	189 (29%)

13 NGOs
active users ⁽¹⁾

0 Governments
active users ⁽³⁾

133 Purpose Driven
active users ⁽⁴⁾

6140 trees
planted

600+ guides
Responsible Influence
distributed

(1) NGOs pay a special fare to access Kolsquare technology (10% of catalog price) (2) NGOs, foundations, Governments & Public utilities, and all purpose driven companies

(3) Governments entities (4) Purpose Driven companies, including Entreprise à Mission in France, but also B-Corp and other companies that proved CSR at the very heart of their business



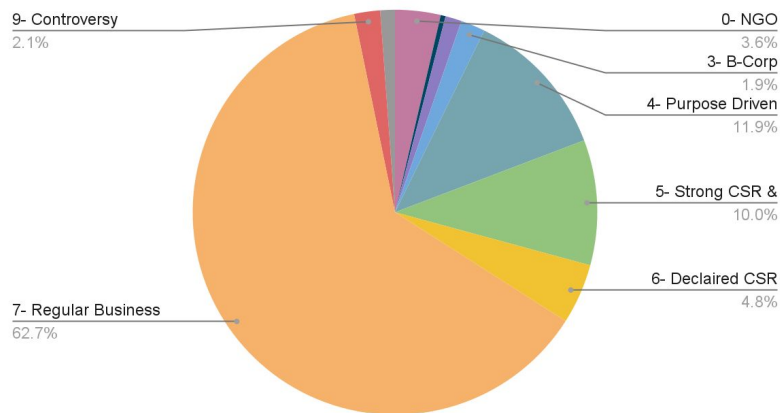
01

Empower all ideas, people and organizations

that positively impact the world with our KOL
Marketing technology and know-how

Kolsquare has been used by 189 organizations for “good” so far

Volume of active users per category - All time



189 Purpose Driven
active users ⁽³⁾

(1) NGOs pay a special fare to access Kolsquare technology (10% of catalog price)

(3) Governments entities (4) Purpose Driven companies, including Entreprise à Mission in France, but also B-Corp and other companies that proved CSR at the very heart of their business

Since 2020, 28 NGOs & public organizations have been using Kolsquare for “good”

- From our creation to December 2022, **18 associations, foundations, governments and public utilities companies were granted a free access to Kolsquare technology** in order to positively impact the world
 - During Covid19 pandemic in 2020, Kolsquare decided to help Governments and companies of the world to fight against Covid-19 by providing them with free access to our platform during the pandemic (Fondation Abbé Pierre, Solidarité Sida, ...)
 - In 2022, Kolsquare renewed this offer to Ukrainian government and NGOs supporting Ukrainians during the war in Ukraine (Unicef, Red Cross, ...)
 - Kolsquare regularly grant free adhoc access to organizations on requests (Solidays, ...)
- **10** other organizations have been using Kolsquare for “good” according to their financial means
- NGOs pay a special 10% fare to access Kolsquare (clear NGOs pricing online)

NGOs & public organizations using Kolsquare for “good” In volume, per year

	2020	2021	2022	Total unique ⁽¹⁾
NGOs & foundations	9	4	13	25
Governments & Public utilities	2	1	0	3

Total**29**

(1) Since beginning of Kolsquare history

Illustrations of Kolsquare actions to empower NGOs & governments during crisis since 2020



Technology ▾ Pricing Influencers Customers Resources ▾

MAR 2020 / ABOUT KOL SQUARE / TECH

Kolsquare offers free access to its Influencer Marketing platform during the #Covid-19

In this time where solidarity against Covid-19 must be a universal concern, Kolsquare has decided to provide free access to its Influencer Marketing platform during the #Coronavirus crisis.

Providing the world with an access to a **+1.5 million social influencers** global database (Instagram, Facebook, Twitter, Youtube & TikTok), we want to contribute in helping everyone to:

- Use **Influencer Marketing** to better target populations on Social Media (especially 10-35 yo),
- Efficiently spread and relay prevention messages.

We also want to help companies with an alternative communication channel to sustain business and activity, and ultimately help them secure jobs.

As an answer to the FrenchTech's request for solidarity, Kolsquare has decided to help Governments and companies of the world to fight against Covid-19 by providing them with free access to its Influencer Marketing platform during the #Coronavirus global crisis. You can ask us for free access to Kolsquare if you are:

- French Government,
- International Governments,
- Public Sector & Institutions,
- Associations and Foundations,
- Public Interest companies,
- MedTech companies,
- Any Italian company.

May you need more information, please contact us at solidarity@kolsquare.com

MENU

STRATÉGIES

7 START-UP QUI INNOVENT EN CETTE PÉRIODE DE CRISE

19/03/2020 - par Cécilia Di Quinzio

L'heure est à l'entraide et aux idées nouvelles. Les start-up sont sur le pied de guerre pour proposer leurs outils durant cette période de crise.



• Kolsquare

La plateforme d'influence marketing Kolsquare offre gratuitement l'accès à ses outils pour continuer à connecter ses influenceurs aux associations, aux gouvernements, aux institutions, aux secteurs public, aux entreprises d'utilité publique, aux start-up de medtech, etc. Il s'agit de permettre à tous de mieux utiliser les réseaux sociaux pour cibler efficacement le grand public (notamment les 10-35 ans), de diffuser les informations de bonnes pratiques (numéros vert, quand appeler le 15), de relayer des messages de prévention

#NoWarInUkraine !

Kolsquare's technology is now free for:

Ukrainian government

NGOs supporting Ukrainians



Overall, 161 purpose driven companies have already used Kolsquare to fulfill their mission

- **8 Benefit Corporations** have been using Kolsquare since our creation
- **153** other companies having a mission statement that positively impact the world (but not officially Benefit Corporations) started using Kolsquare

Purpose driven companies using Kolsquare

In volume, per year

	2020	2021	2022	Total unique
Benefit Corporations	2	5	5	8
B-Corp	4	8	11	13
Other Purpose Driven companies	53	71	104	140

Total

161

Examples of purpose driven companies having used Kolsquare since its creation



3,500+ KOLs have expressed their willingness to offer their influence on Kolsquare (#influenceforgood)

- Created by Kolsquare during the pandemic in 2020, the hashtag **#influenceforgood** has also become a filter on Kolsquare search engine, allowing organizations to simply identify **3,500+ KOLs willing to offer their influence in order to positively impact the world**, and freely support ideas, people and organizations fighting against social and environmental issues.
- Kolsquare was awarded a Grand Prix de l'influence (Bronze) by the media Strategies in 2020 for general interest campaign.





02

Train, empower and inspire

future « change makers »

Kolsquare offers extensive KOL Marketing training to internal and external stakeholders

- Training future change makers starts with Kolsquarians, and Kolsquare implemented a **“free training policy”** since 2020 that has been used on demand by 25 team members so far for all kind of training, incl. responsible (GDPR, Ruby on Rails, foreign languages, Google Cloud, Management,...)
- Kolsquarians actively took part to teaching initiatives : 200 Crealise students, HEC Master Students (Kolsquare usage for case study), Sup de Pub in France... We also supported a Master creation at La Sorbonne (Master “PLACEMENTS DE MARQUE SUR LES MEDIAS SOCIAUX : caractéristiques, typologie et efficacité” by Hela Ben Miled Cherif, ...)
- A Kolsquare Academy has been launched in 2019 targeting KOLs with 5 webinars (videos available on Youtube) gathering hundreds of KOLs. It was stopped at the end of 2020 after a team reorganization.
- So far, the current main focus on market education about KOL Marketing has been on content production : industry reports, KOL marketing guides, etc.
- Finally, a Culture Book has been produced to share our vision and best KOL Marketing practices with our stakeholders (employees, suppliers, clients, shareholders, etc.)



Illustrations of actions

Kolsquare Academy for KOLs



in 2019

Teaching initiatives



in 2021



Placements de marque sur les medias sociaux : caractéristiques, typologie et efficacité

Sarah Ben Bouyahia, Hela Ben Miled-Cherif

DANS *DÉCISIONS MARKETING* 2022/1 (N° 105), PAGES 55 À 76

in 2022

Educational content production



Our ambition is to create the n°1 media about KOL Marketing in the World



- In 2022, Kolsquare hired a Journalist (Sophie) to create inspiring expert contents on a daily basis, and we received amazing feedbacks from then.
- Kolsquare newsletter (called Influencer Marketing Digest) is received by 45 000 subscribers in january 2023. It is now shared in 4 languages (German, English, French and Spanish).
- In 2022, we also created a “Jobboard” section on our public website to share European job offers in influencer marketing industry

We started promoting inspiring people, K.O.L, projects and brands fighting social and environmental issues

Communications promoting inspiring people, K.O.Ls and brands in 2022



NOV 2022 / G&A

PayeTonInfluence: Encouraging influencers to help fight climate change

From the promotion of fast fashion and excessive consumption, to K.O.Ls travelling in p... every sector — has an environmental impact. While some in the sector are aware to it...



DEC 2022 / G&A / RESPONSIBLE INFLUENCE

Sami: helping startups and SMEs reduce CO2 emis:

Golsquare partnered with carbon footprint audit platform Sami to measure its impact on the enviro... actions to reduce and offset its CO2 emissions. In this interview, Sami co-founder Tanguy Robert... plans to help startups and SMEs play their part in the fight to limit global warming to 1.5°.



OCT 2022 / G&A

Interview with Lush Communications Manager for France, Belgium and Luxembourg, Chloé Chazot

Founded in 1989, UK cosmetics brand Lush has built a global empire on an ethos of innovation and ethics. The creator of...



DEC 2022 / G&A / RESPONSIBLE INFLUENCE

Tree-Nation: the social network dedicated to reforesting the planet

Kolsquare recently partnered with global reforestation tech solution Tree-Nation to offset the company's CO2 emissions and incorporate action to fight climate change into its daily activities. In this interview, Tree-Nation Climate Growth Officer Olivier Gantois outlines the NGO's strategy for planting 1 billion trees by 2050, and how companies can play a vital role in the mission.



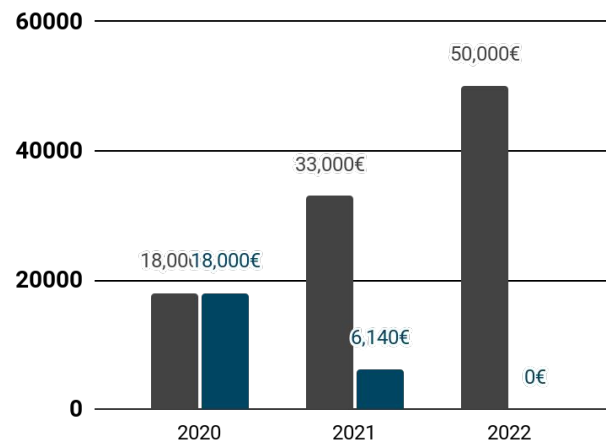
03

Provide financial support

to concrete social and environmental issues
solutions implementations

In 2020, we decided to donate 1% of Kolsquare revenues to fight against social & environmental issues

1% donation budget and investment achieved
2020-2022



Total donation budget since 2020: **101,000€**

Total donation invested since 2020: **24,140€**

Detail of donations already achieved
2020-2022



18,000€

to Génération Numérique to fight against social media impact on children



6,140€

to Tree Nation to fight against climate change (plant trees), and be carbon neutral

The selection of suitable associations for other donations took more time than expected, but should be achieved in S1 2023 in order to catch up with the total budget to donate 2020-2022 (**76,860€ still remaining**)

Kolsquare first donation in 2021 was focused on fighting against social media impact on children



For the first donation of 1% of our 2020 revenues, we have chosen **Génération Numérique**, an association approved by the French Ministry of Education, offering information and training days on Internet, social media, and digital at large for 400,000 children, teenagers and their parents every year.

"Kolsquare's contribution has increased our resources (public subsidies, sponsorship, donations, etc.) to intervene in front of a greater number of children."

Cyril di Palma, President of Génération Numérique



18 000 €

30 days of
trainings

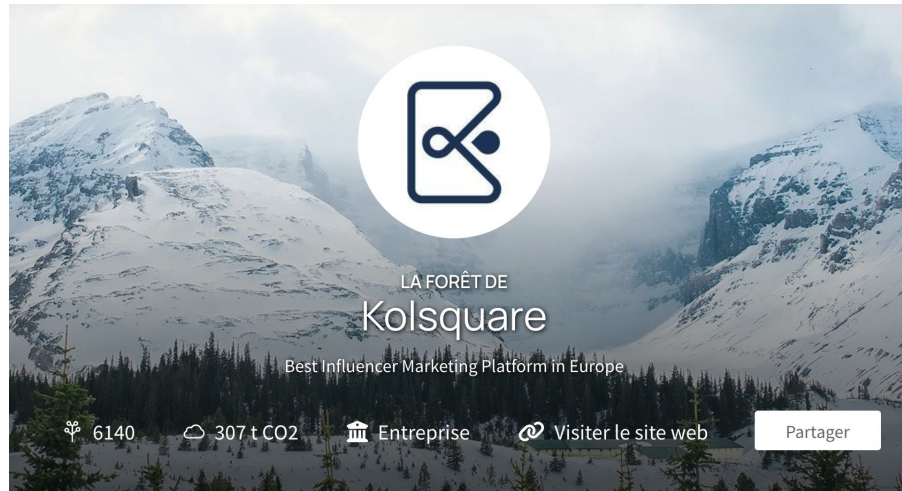
2 700
children

Kolsquare donation in
november 2021 for GN
2022 actions

in secondary and high
schools all over France

and teenagers trained in
2022 through
Kolsquare donation

Kolsquare 2nd donation was focused on fighting climate change (plant trees), and be carbon neutral



Kolsquare partnered with global reforestation tech solution Tree-Nation and decided first support financially the association, and offset the company's CO2 emissions at the same time.

Kolsquare has also been exploring opportunities to incorporate actions to fight climate change into daily activities (mainly product features and marketing actions that trigger planting trees). More to come.

Link to Kolsquare forest

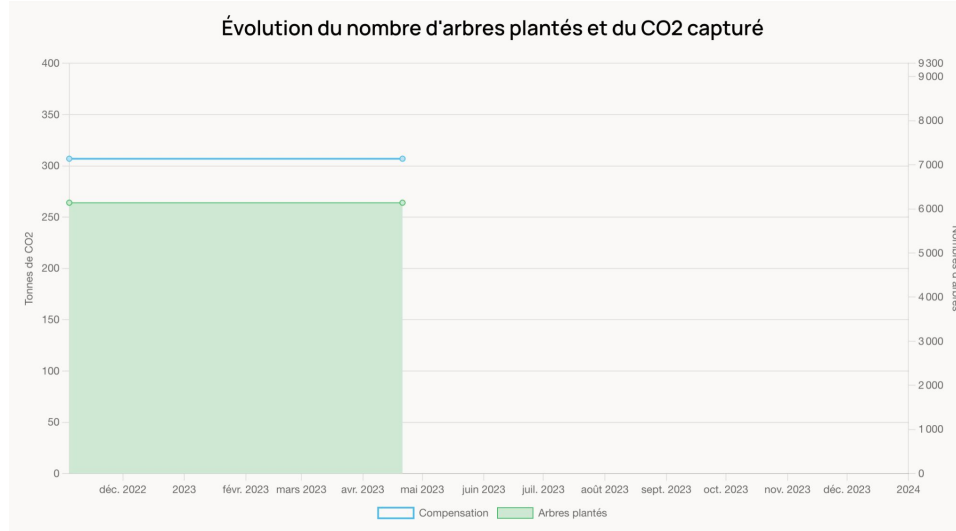
>> <https://tree-nation.com/fr/profil/impact/kolsquare>

6 140€

Kolsquare donation in
2022 for planting trees



Data from Tree Nation about Kolsquare donation



Source : Kolsquare Forest page on Tree Nation >> <https://tree-nation.com/fr/profil/impact/kolsquare> (april 2023)

In 2022, Kolsquare joined initiatives to support Ukrainians, notably through fundraising

In 2022, Kolsquare was a **founding member of "Ensemble Ukraine"**, a collective created by about 50 tech entrepreneurs in France, with the support of the France Digitale association, the Galion Project and the Mission FrenchTech. The association brings together a multidisciplinary team of entrepreneurs, engineers, logisticians and citizens whose mission is to help the Ukrainian people.

Among actions, Kolsquare

- opened its platform for free to the charity Ukraine-Hilfe Berlin, Red Cross Ukraine and Unicef
- Displayed a banner and pop-up on its website redirecting to how-to-help-ukraine-now (listing several recognized charities), and inciting our Tribe to donate

ENSEMBLE
UKRAINE

PARTICULIERS

ENTREPRISES

NOS ACTIONS

QUI SOMMES NOUS

Я УКРАЇНЕЦЬ



Tous unis pour le peuple d'Ukraine !

Actualité : un outil de traduction instantanée FR-UA

Ensemble Ukraine met à disposition un outil gratuit de traduction instantanée sur Telegram, du français à l'ukrainien, pour faciliter l'installation et l'accompagnement des réfugiés ukrainiens 🇫🇷 🇺🇦

[En savoir plus](#)

792 136 €

Collectés pour financer nos actions

[Participer à la cagnotte](#)



4000

Tonnes de matériel de première nécessité acheminées en Ukraine grâce au collectif

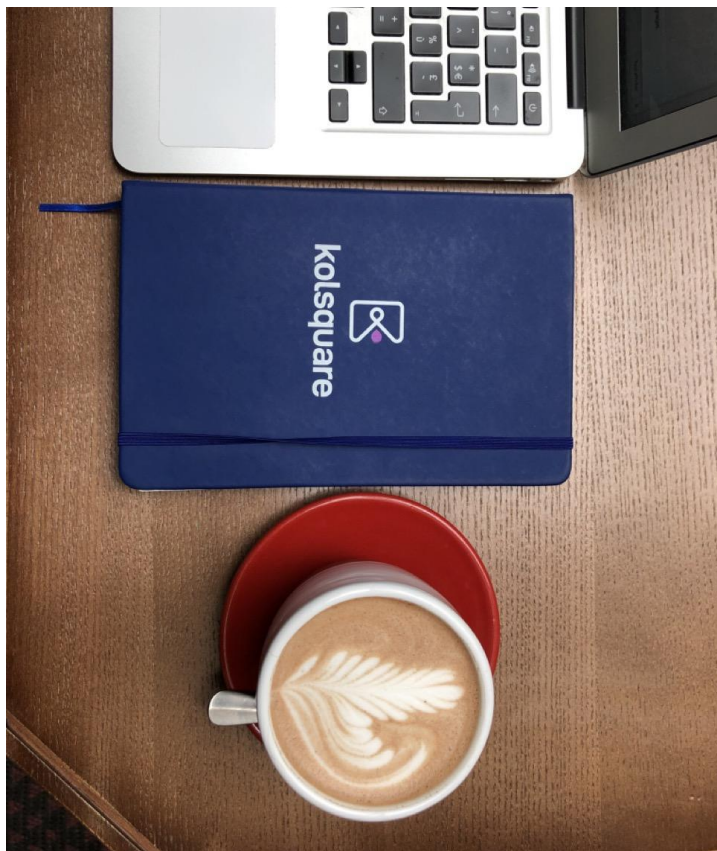
[Découvrir toutes nos actions](#)

Plus de 36

Initiatives locales soutenues

[Découvrir toutes nos actions](#)

Source : <https://www.ensembleukraine.fr/entreprises/>



04

Conduct a responsible business

to start positively impacting the world at our own level.

Kolsquare is building a socially and environmentally responsible business around 3 axes

Social Responsibility

Diversity & Equality

Favor local &
responsible suppliers

Refurbished
equipments

Employee balance

On demand “Work from Home”

2nd parent birth leave

Carbon Impact Reduction

Measure Kolsquare
carbon impact

Reduce servers carbon
impact

Kolsquare is engaged to diversity and equality

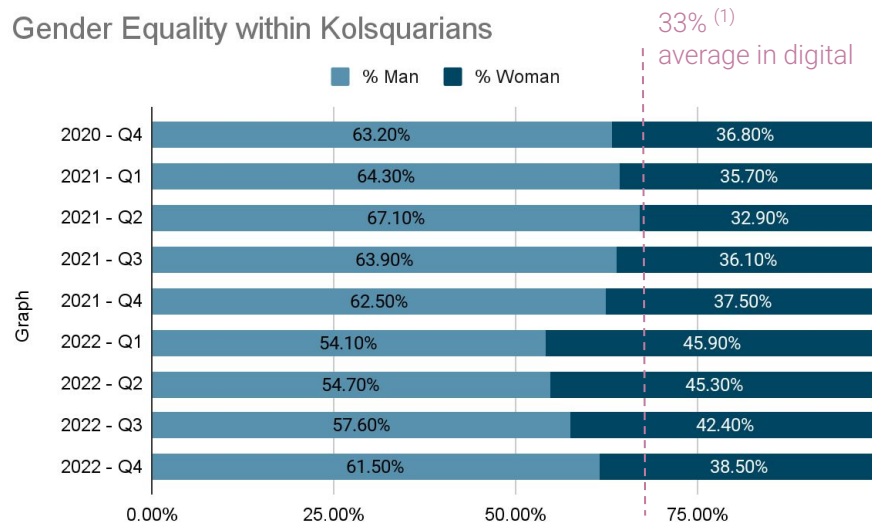
In 2021, Kolsquare signed the **Galion Project Equality Charter** that proposes 45 simple and concrete solutions to promote gender equality in companies.

In 2022, only **25% of the Direction** (called OpEx) is composed by women (1 among 4 members).

On an average number of 26 Full Time Kolsquarians in Q4 2022, **14 different nationalities** are represented carrying a broad spectrum of cultural diversity to the company culture.



Gender Equality within Kolsquarians



Source Payfit Kolsquare

(1) average % of woman in French digital companies (source : Galion Project, 2017)

Favor local & responsible suppliers

Kolsquare didn't formalized yet a specific purchase charter (in progress in 2023).

However, since 2020, we have been focused on limiting our impact on any purchase.

1- Local sustainable suppliers

- **Food during Monthly seminars** : we exclusively select local suppliers and favor inclusive ones (for emigrants for examples)
- **Goodies** : we limit goodies for fairs to almost none, we favor our tribe (our responsible clients), we print locally even if it is more expensive (in the US for IMS NY, in Germany for Dmexco, etc.)

2- Limit drastically our transportation carbon footprint for events related to our activity

- Limit our **seminars to France** (as most of Kolsquarians are French)
- Favor **train transportation whenever possible** (even for destinations of 6 hours +)



Kolsquare donates its unused electronic equipments to reduce carbon impact and fight social exclusion



First Kolsquare donation to Emmaus Connect
(Feb 2022)

At Kolsquare we strongly believe that we can contribute to reduce digital and social exclusion. That is why we have been regularly **donating our unused electronic equipment to Emmaus Connect since 2022** : computers, screens, mobile phones, iPads, ...

Since 2013, Emmaus Connect has been supporting the most isolated people by working on the three main levers of digital inclusion: access to connection resources at a fair price, cheap refurbished equipment and free training to acquire essential skills.

Applying for a job, finding accommodation, making a doctor's appointment, paying taxes, accessing one's social rights, keeping track of one's children's schooling... it is now necessary to go online to access most of the services of daily life, even though 48% of people experience at least one obstacle that prevents them from making full use of digital tools and the internet (Baromètre du Numérique 2022).



Refurbished computers helped save 0,1% of our carbon footprint in 2022

In 2022, Kolsquare initiated a partnership with Rzilient to manage its IT fleet and reduce the carbon footprint due to IT purchases.

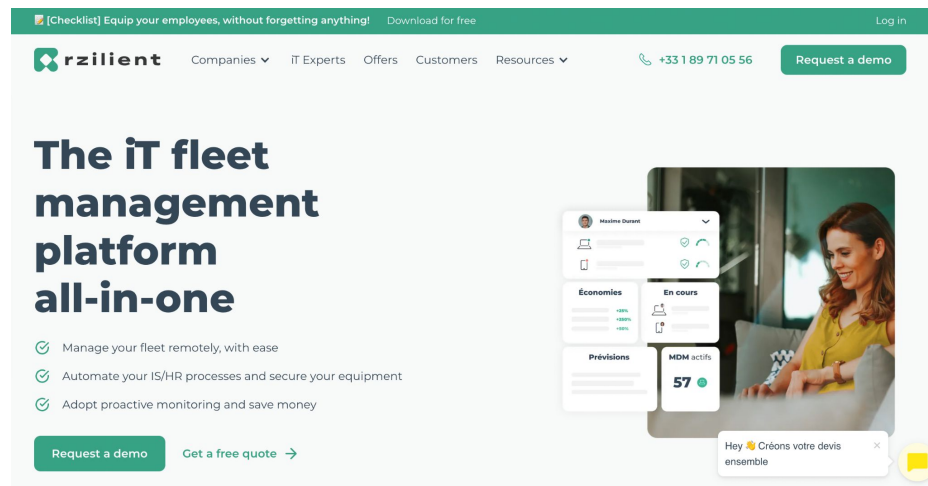
Computer purchase by Kolsquare

In volume, per year

	2020	2021	2022	Total unique
New	N/A	N/A	9	9
Refurbished	N/A	N/A	11	11
Total				20

297 kg CO₂e
saved through refurbished laptops in 2022

= 0,1% of Kolsquare
yearly carbon footprint



Source : Ademe, 27 kgeqCO₂ per year for a laptop computer (= 82km by car) . More [here](#)

Kolsquare “on demand” Work From Home

Since it eliminates commuting, there is a tendency to think that WFH is fully beneficial to the environment. However, the rebound effects must be well controlled. In total, all the **negative rebound effects reduce the environmental benefits of work from home by an average of 31%**. However, if we add the positive effects the environmental balance of WFH remains very positive overall.

Positive impact (+) Rebound effects (-)

Less transportation pollution	Home energy consumption not optimized (+10% with WFH)
Less air pollution	Home electronic equipment
Less office energy consumption	Visio energy consumption
Less plastic consumption	
Less fast food	

Kolsquare “On Demand” Work From Home Model

Once seen as a constraints (during Covid19 Lockdown), Kolsquare decided to see WFH as an opportunity. And launch an experiment in 2020 to invent our own WFH model.

Our priority is to improve team members quality of life and happiness by addressing work-life balance. It is the best way to hire and collaborate with remote talents, and scale team growth. We think it is the most responsible way of working, preserving the planet and ressources. We think it promotes flexibility and results driven culture. And it empowers collaborators with autonomy and trust they need to reach their goals.

We don't believe in a 100% WFH model without any physical events. We want to replace physical working shortcomings (time lost, focus, stress...) with WFH advantages, without losing the advantages of working in the same office.

Digital: Hiring process, offboarding, daily standup, weekly 1to1, semestrial performance review,

Physical: Onboarding, Monthly Seminar in Paris (1 day), on demand presence on any Spaces office in the world (400 cities)

Source : ADEME 2022

2nd Parent birth leave

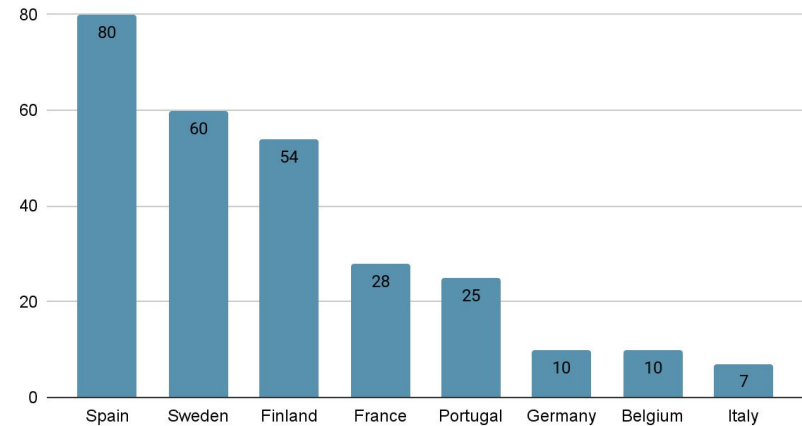
In 2020, Kolsquare joined other pioneering companies (mainly Galion members in France) and committed to a paid second-parent leave of at least one month.

At that time, some companies and collective agreements, on the basis of "professional equality" agreements, already provided for a supplement to compensate for the loss of salary for parents, particularly men. But Kolsquare wanted to go further.

This movement led to a new French law passed in 2021 extending this second-parent leave to all French companies.



Paternity leave per country (in days)



Source : LeaveNetworkOrg (2020) quoted by Le Parisien, excluding parental leave that can be added to the paternity leave in some countries

Measuring Kolsquare carbon footprint for 2021 will allow acting on reducing our environmental impact

In 2022, Kolsquare partnered with SAMI to measure its carbon footprint for the full year 2021 : 307 tCO₂e.

Our WFH model has a significant positive impact on carbon footprint, but still **56% is related to digital activities** (Google Cloud servers mainly), and **35% to service suppliers**.

307,000 kg CO₂e

Carbon footprint 2021

307

tons of CO₂e

Footprint per revenue

83

kgCO₂e / k€ of revenue

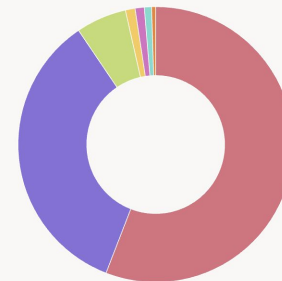
Footprint per employee

1.2

tCO₂e / employee

Your carbon footprint in PDF

[Download the report](#)



IT	55.9%	Purchase of services	34.6%
Meals and accommodation	5.9%	Trips	1.1%
Small supply purchase	1.1%	Remote work	0.8%
Premises	0.5%		

This is equivalent to...



34 persons

at an average of 9 tCO₂e / year per French person



5,600 m²

of French mature forest



171

round trips Paris / New York by plane



40

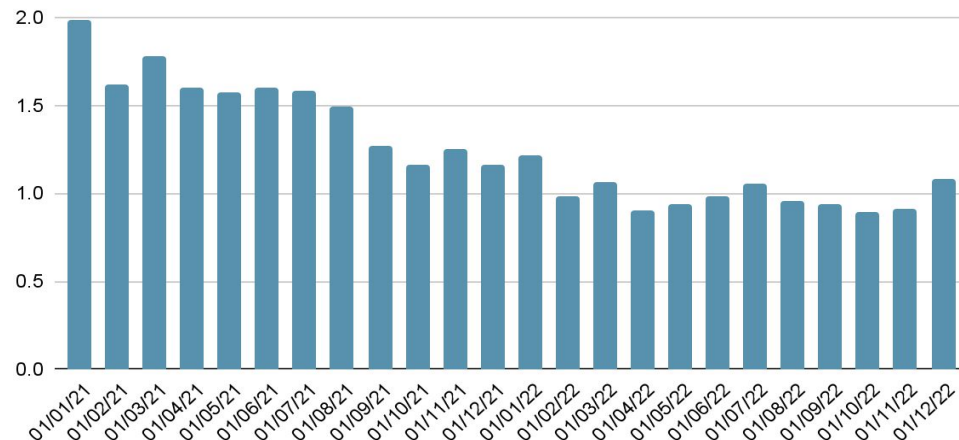
world tours with diesel car

<https://app.sami.eco/en/footprint/Egfpvm1RVaAA4p1zBVUyEr>

Reducing server Carbon Impact

Servers carbon consumption at Kolsquare

In tCO2 per month



Source : Kolsquare Cloud Platform April 2023

2021

18,1 tCO2

2022

11,9 tCO2

Kolsquare servers carbon consumption has improved by 6,2 tCO2, representing **a drop of 34% YoY in 2022**.

This performance is mainly due to the implementation of **a new storage policy for data collected** (especially photos and videos) that are automatically erased after certain time.

As we start 2023, the **surge in video formats volumes published by KOLs** and collected by Kolsquare for our clients, seems to have a negative impact on our servers carbon consumptions that will have to be monitored during the year.

A climate fresk helped Kolsquarians better understand potential actions at individual and company level

In June 2022, we conducted a Climate Fresk workshop with all Kolsquarians in order to sensibilise to the carbon impact on an individual and company level.

Beyond initiating discussions about potential actions, several ideas have been identified in order to help Kolsquare reduce its carbon emissions as well as it's indirect impact (through clients usage, campaigns and KOLs) : reduce data storage duration, reduce servers consumption, measure IM campaigns carbon footprint, etc.



Kolsquare suggested an Responsible Influencer Marketing Charter for the French Market



Quentin Bordage • Vous

Founder and CEO at Kolsquare

3 mois •

...

Ne faudrait-il pas créer un statut pour les [#influenceurs](#), avec une charte déontologique distinguant leurs devoirs et leurs droits ? 🤔

...voir plus

Charte déontologique du marketing d'influence (proposition)

12 devoirs et 4 droits des KOLs/influenceurs/Créateurs de contenus

Devoirs	Droits
1. Faire la promotion authentique de donneurs d'ordres (produits, services, organisations, etc.) afin de ne pas chercher à tromper son audience sur l'affinité évoquée 2. Être transparent sur la relation commerciale avec le donneur d'ordre 3. Être responsable du contenu diffusé sur ses comptes 4. Limiter les contenus promotionnels à 30% de ses contenus 5. Vérifier systématiquement la véracité des informations relayées dans les contenus (origine, promotion, etc.) 6. S'interdire tout manquement éthique (achat de followers, de likes, participation massive aux pods, etc.) 7. Respecter les règles du commerce (mentions légales) 8. S'interdire toute collaboration avec des donneurs d'ordres de secteurs régulés si son audience contient une part significative de mineurs 9. S'interdire toute pratique commerciale déloyale ou trompeuse (niveau de promotion, origine, nombres de visites et commandes en cours ou passées, avis clients, délais de livraison, etc.) 10. S'interdire la promotion de produits défectueux et arnaques 11. S'interdire tout plagiat, calomnie, diffamation, accusation sans fondement	1. Propriété des contenus créés et publiés sur les plateformes 2. Accès libre aux données liées à son activité sur les réseaux sociaux 3. Droit d'information de la part des réseaux sociaux sur les comptes et leurs statuts (banned, flagged, etc.) 4. Ne pas être contraint à accomplir un acte professionnel ou à exprimer une opinion qui serait contraire à sa conviction ou sa conscience

Dec 2022 Table Ronde Marketing d'influence - Contribution écrite de Kolsquare

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Jean-Pierre VIMARD et 63 autres personnes

22 commentaires • 2 republications



J'aime



Commenter



Republier



Envoyer

To prompt brands and KOLs to abide by responsible business rules, Kolsquare worked in 2022 on an Influencer Marketing Charter proposal for the French market that was published online in Q1 2023.

This charter, along with other proposals (Woo Agency, etc.) inspired notably the French government that ruled on paid influencers at the end of Marc 2023.

Kolsquare has been pioneering Responsible Influence since day 1, and launched several initiatives

2018

Kolsquare **joined ARPP** and took part to the launch of the **Observatory of Responsible Influence** at ARPP France (Advertising Regulation authority in France).

2019

Kolsquare initiated and lead the first **IAB (Interactive Advertising Bureau) task force on Influencer Marketing** created in Europe, aiming at improving market practices (harmonize definitions, metrics, responsible practices).

2020-22

Kolsquare actively took part to **UDM/SCRP/Alliance Digitale task force on Influencer Marketing** for better regulation (this task force is the new format of the IAB task force initiated by Kolsquare in 2019)

2022

Kolsquare took part to the **Roundtables for Responsible Influence organized by the French Ministry of Finance at Bercy** (13 workshops and bilateral discussions). This led to a dedicated law for Influencer Marketing in order to better prevent consumers for IM excesses, but also to give a sustainable framework for our young & growing industry.

Kolsquare started to implement social and environmental responsibility directly in the Product

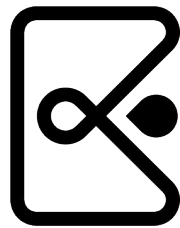
#influence4good

Created by Kolsquare during the pandemic in 2020, the hashtag #influenceforgood has also become a filter on Kolsquare search engine in 2020, allowing organizations to simply identify 3,500+ KOLs willing to offer their influence in order to positively impact the world, and freely support ideas, people and organizations fighting against social and environmental issues.



in Q4 2022, Kolsquare started to work on integrating a filter for KOLs who have passed the ARPP Responsible Influence Certificate (Advertising Regulation authority in France). Kolsquare was the first platform in Europe to release this filter in Q1 2023.

This certification ensures that KOLs have been made aware of the ethical and legal framework of influencer marketing and have obtained at least 75% correct answers to the exam. The ARPP encourages advertisers and their agencies to favor their partnerships with KOLs who are part of such an ethical and responsible approach.



Mission Report

Thank you!