

Mission Report

Full Year 2023

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01 Introduction

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



Quentin Bordage
Founder & CEO
Kolsquare

2023 was the year Influencer Marketing grew up. Escalating public demand for greater transparency in influencer marketing led to significant legislative reforms and heightened industry professionalism.

Kolsquare was at the forefront of industry discussions that resulted in France's pioneering law in June 2023 to regulate influencer marketing and curb unethical practices. It's development underscored the growing recognition of influencer marketing's economic significance.

I firmly believe this shift not only enhanced transparency but also solidified the industry's commitment to ethical standards, reflecting a broader trend toward accountability in digital marketing practices.

A concrete example is the creation of the first IM trade body in France (UMICC), to which we contributed in 2023, and that gathers already 50 agencies, agents, KOLs and technology platforms. Elected to the Executive Committee, I had the pleasure of actively participating in the professionalisation of our industry locally.

At Kolsquare, our growth allowed us to continue our donations to Generation Numerique, and to expand our financial support to Marion Le Main Tendu, a French NGO working to support victims of cyberbullying. I was particularly moved when its founder, Nora Fraisse, joined a monthly team meeting to present her story, the association's work and explain how her organisation would use our funding.

Nonetheless, we continued to encounter issues in identifying and vetting new NGOs for financial support. Although we finalised unpaid NGO donations from 2022 in Q1, we still ended 2023 with a deficit on payments to NGOs at the end of 2023 that we will donate in 2024.

We also accelerated our commitment to develop a pioneering responsible product, launching a filter to find KOLs who hold the ARPP Certificate of Responsible Influence in France, and the 'Compliance Score', a revolutionary innovation that ranks French KOLs' compliance within the legal framework for transparency of sponsored content.

I'm extraordinarily proud of everything we achieved in 2023, but it's just the tip of the iceberg. We know there is more to do in 2024 and we're up for the challenge.

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 made 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.

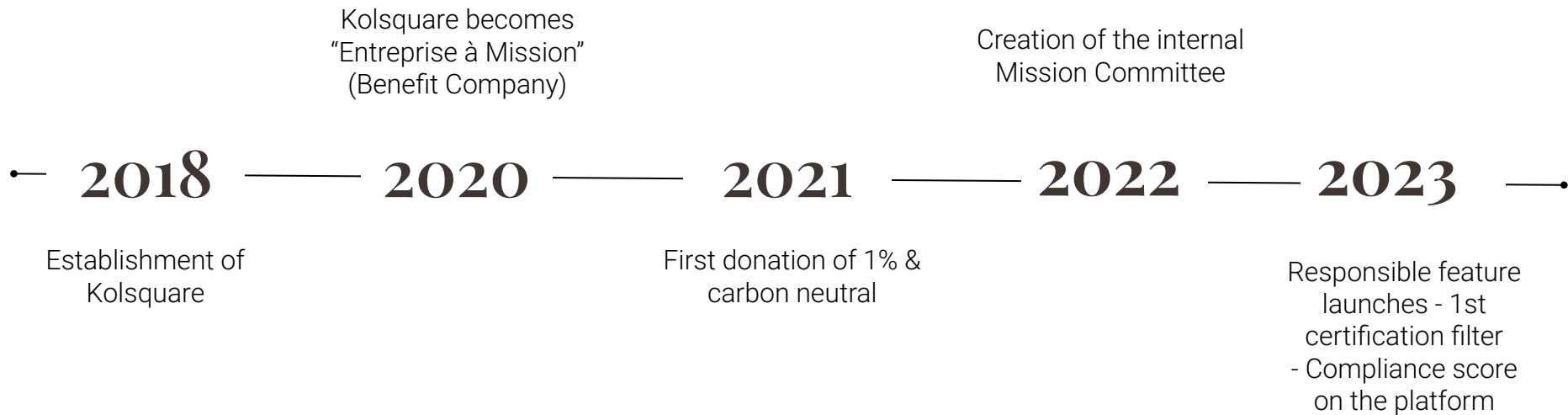
Obligations of a Benefit Company

- ❑ Formulate a mission statement and make commitments, included in company's bylaws
- ❑ Create a mission committee
- ❑ Define commitments in measurable objectives
- ❑ Biannual independent audit by a third party



Marita Kavelashvili

A few key dates



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.**

Our Commitments

- 1. Empower all people, organisations and ideas that positively impact the world with our KOL Marketing technology and expertise**
- 2. Train, empower and inspire future « change makers »**
- 3. Financially support concrete solutions to social and environmental**
- 4. Conduct a responsible business to have a positive impact at our own level**

Our Commitments in details (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...

For more information about Kolsquare's commitments, visit our Culture Book [here](#)

Our Commitments in details (2/2)

3

Provide financial support to concrete social and environmental issues solutions implementations

- **Donate 1% of sales, or 10% of 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, ...

For more information about Kolsquare's commitments, visit our Culture Book [here](#)

Mission Committee

Kolsquare is driving influencer marketing towards a more ethical, transparent, and impactful future. We empower brands and creators to build authentic, responsible influence.

The mission committee plays an important role in ensuring that the company remains aligned with its social and environmental objectives. They are helpers in integrating purpose-driven actions into Kolsquare operations, going beyond profit to serve a greater societal good.

The mission committee is responsible for defining the roadmap of objectives and actions, implementing the actions within teams with helpers outside of the committee, and monitoring and evaluating how well the company fulfills its stated mission.

By providing oversight and guidance, the mission committee helps the company stay true to its commitments, reinforcing trust and transparency with stakeholders while driving long-term positive impact in line with its mission statement.

Quentin Bordage,
CEO, Kolsquare



Alexis Klahr,
CFO, Kolsquare



Sophie Douez
Journalist, Kolsquare



Janet Serreau,
BDR, Kolsquare



Philipp Greulich
Account Executive Germany



02

Achievements

KPIs 2023

	Unit	2020	2021	2022	2023	Total / avg. 2020-2023
Total Donation	€	0	18,000	33,000	50,000	101,000
Cash Donation - total budget	€	0	18,000	33,000	50,000	101,000
Cash Donation - achieved	€	0	18,000	6,140	63,860	88,000
Cash Donation - still to achieve	€	0	0	26,860	13,000	13,000
Carbon impact (net)	tCO2	<i>Unknown</i>	0	-2	-41	-43
Carbon impact (gross)	tCO2	<i>Unknown</i>	307	339	502	1,148
Carbon offset	tCO2	0	307	341	543	1,191
Carbon impact (gross) / € turnover (approx.)	gCO ₂ per €		170.56	102.73	77.23	116,84
Children trained through donation	#	0	0	2,700	2,700	5,400
Children received therapeutic support	#	N/A	N/A	N/A	16	16
Organizations ⁽¹⁾ using Kolsquare for “good” (% of total clients)	#	27 (13%)	43 (14%)	63 (13%)	93 (15%)	118 (14%)

(1) NGOs, foundations, Governments & Public utilities, and all purpose driven companies

In 2023, Kolsquare successfully passed its first audit as a Société à Mission

- As a **société à mission** (benefit company) in France, Kolsquare is legally required to undergo an independent audit every three years to ensure it is fulfilling the social and environmental objectives stated in its mission charter. Successfully passing the audit not only reaffirms Kolsquare's credibility as a purpose-driven company but also strengthens stakeholder trust in its commitment to responsible influence and having a positive impact.
- The audit as a **société à mission** was conducted by Endrix CSR for the period of January 1 to December 31, 2022. The independent reviewer concluded that **Kolsquare had implemented appropriate measures to pursue each of its declared social and environmental objectives**. While the company had not yet finalised the external mission committee or defined specific target outcomes for 2022, it had established an internal committee and launched concrete initiatives, such as identifying associations to support. The auditors noted no significant issues and validated the company's compliance with its mission commitments, **confirming that Kolsquare respects the legal requirements of its status**.



RAPPORT DE L'ORGANISME TIERS INDEPENDANT SUR LA VERIFICATION DE L'EXECUTION DES OBJECTIFS SOCIAUX ET ENVIRONNEMENTAUX

Version 1

KOLSQUARE

23-SàM-05

Date de clôture : 31/12/2022



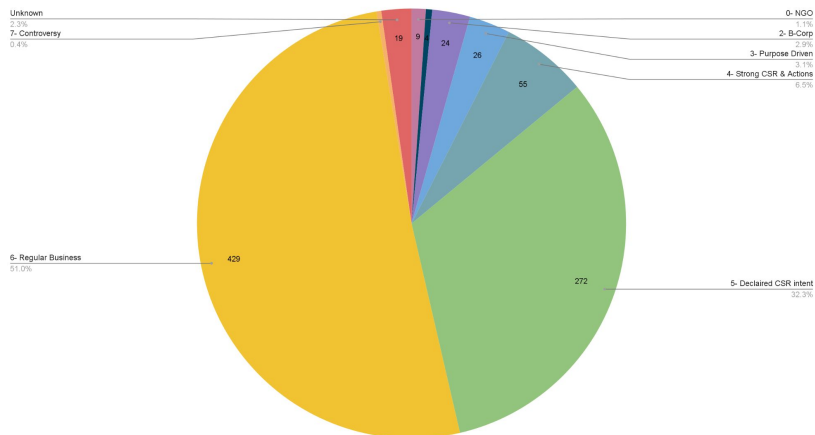
01

Empower all people, organisations and ideas

that positively impact the world with our KOL
Marketing technology and expertise

Kolsquare is used by 93 organizations for “good” in 2023

Volume of clients per category - All time



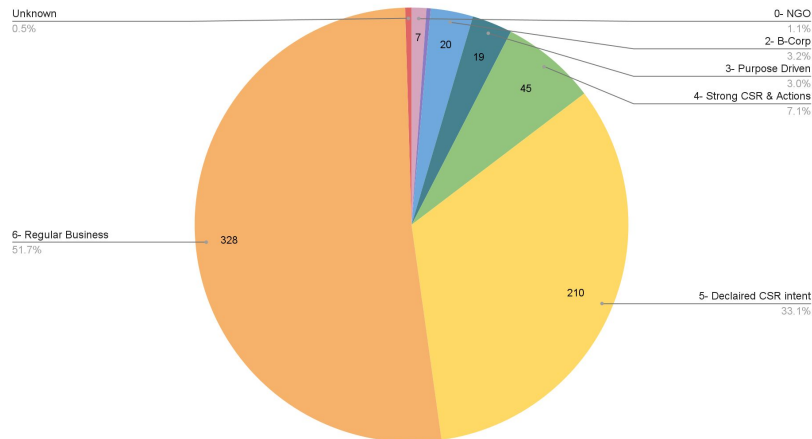
Total : 841

9 NGOs
clients⁽¹⁾

4 Public Sector
clients⁽²⁾

105 Purpose Driven
clients⁽³⁾

Volume of clients per category - 2023



Total : 634

7 NGOs
active users⁽¹⁾

2 Governments
clients⁽²⁾

84 Purpose Driven
clients⁽³⁾

(1) NGOs benefit from a **90% discount** on a Kolsquare Enterprise licence

(2) Public entities (3) 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

Overall, 118 purpose driven companies have already used Kolsquare to fulfill their mission

- **24 B-Corp** have used Kolsquare since 2020
- **94** 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	2023	Total unique
B-Corp	5	8	16	20	24
Purpose driven	5	13	15	19	26
Other "for good" companies	17	22	32	54	68
Total	27	43	63	93	118

Examples of purpose driven companies having used Kolsquare since its creation



How Kolsquare supports NGOs: Surfrider Foundation

- Surfrider Foundation Europe is dedicated to protecting the ocean and coastline through activism, education, and lobbying.
- **Surfrider Europe became a Kolsquare client** with the aim of launching data-driven influencer campaigns to amplify its mission, and increase its reach across Europe.
- The partnership includes 1 Kolsquare license at affordable pricing for the NGO, and benefits from Kolsquare's commitment to promote its missions with our technology.
- In parallel, our CEO Quentin joined Surfrider Blue as an ambassador, and Kolsquarians participated in a **Surfrider beach clean-up**, raising awareness of the ocean pollution problem, and responsible recycling practices.
- When using Kolsquare, Surfrider achieved 2.9K conversions, 1.2M reach for its Blue Up! campaign to encourage participation in the European Parliamentary elections.



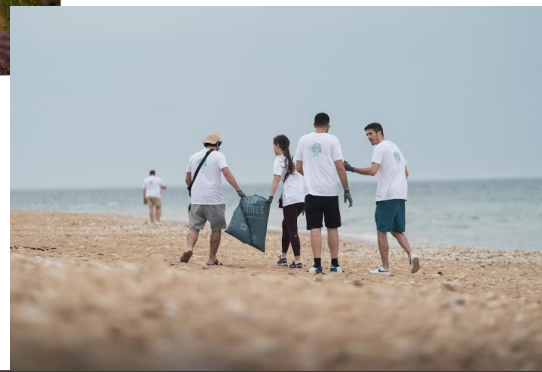
SURFRIDER
FOUNDATION

NGO

ACQUISITION

VISIBILITY

RESPONSIBLE INFLUENCE





02

Train, empower and inspire

future « change makers »

Building a digital media resource library

As part of Kolsquare's commitment to train and inspire the future 'change makers', 2023 saw us accelerate our delivery of useful, informative and inspiring content centred on Responsible Influence topics.

Amongst them, Kolsquare published a series of articles detailing the debate around France's new influencer marketing law, and explaining its implications to key stakeholders.

We also highlighted the work of some of our amazing NGOs in dedicated articles about internet literacy and the fight against cyberbullying.

27 blog articles published

4 languages:



1,875+ organic views

3 downloadable PDF guides

405+ downloads

To inform stakeholders of developments in the creation and implementation of France's groundbreaking influencer marketing law, Kolsquare Founder Quentin Bordage launched a Responsible Influence newsletter in 2023 called "Influence Responsable".

890 subscribers, **10** editions, **14,277** views, **23** countries reached

Promoting inspiring people and projects

Kolsquare spent a day with Génération Numérique, accompanying one of their experts during a workshop at a Normandy middle school.

We wrote and published two articles from this event in four languages. The first detailed the workshop, its contents and the children's reactions, and the second an in-depth interview with animator Sami Charfi about his nearly 10 years' experience working with children and Génération Numérique.

[HOME / RESOURCES / BLOG](#)**RESPONSIBLE INFLUENCE**

POSTED ON JUNE 27, 2023

Génération Numérique:
20 years of teaching
the internet to kids

[HOME / RESOURCES / BLOG](#)**Q&A**

POSTED ON SEPTEMBER 6, 2023

Génération Numérique:
interview with
animator Sami Charfi

Promoting inspiring people and projects

To mark France's National Day against school bullying on November 9, 2023, we wrote and published an article highlighting the issues, and featuring the work by NGOs **Marion la Main Tendu** and **Bündes Gegen Cybermobbing**. The article also interviewed a Dutch academic about recent research on the impact of social media platforms efforts to curb online bullying.

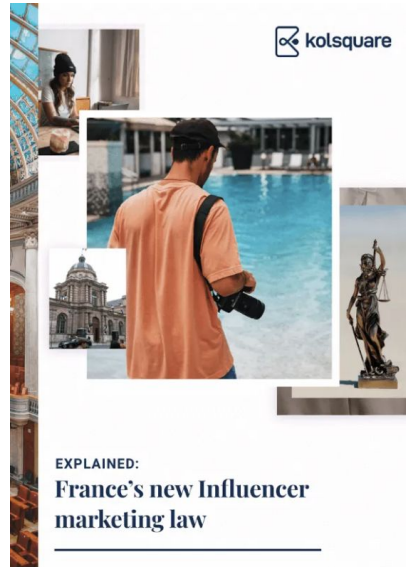
[HOME](#) / [RESOURCES](#) / [BLOG](#)**RESPONSIBLE INFLUENCE**

POSTED ON NOVEMBER 1, 2023

Preventing bullying in schools and online: “the hardest work is yet to come”

Across Europe, the scourge of cyberbullying amongst children and young people continues to ravage families and communities. November marks a month of action in Europe and the UK to raise awareness and ramp up prevention efforts around the issue.

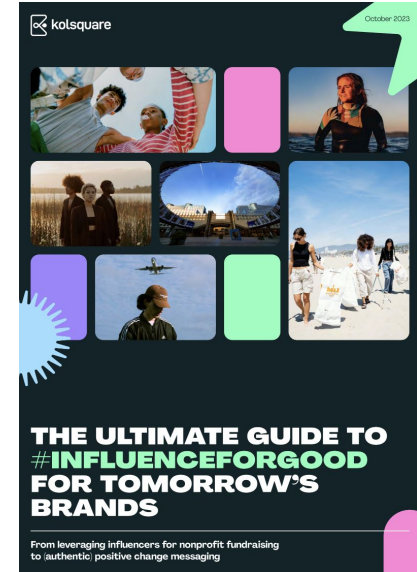
Responsible Influence resources



French Law Guide
197 downloads
 FR, EN, DE



EU Law update
1800+ organic views



Influence For Good guide
243 downloads
 FR, EN, ES, DE

In 2023, Kolsquare launched the IMK – Influencer Marketing Club, the original community for Influencer Marketing Experts.

With a view to connect influencer marketing experts and **support them on industry standards, best practices and #influenceforgood**, Kolsquare officially launched the IMK: Influencer Marketing Klub, with a first edition in Paris on January 4th 2023.

This networking event aims to bring together industry players (brands, agencies, agents, creators, platforms) to discuss and learn about key issues and best practices in a relaxed environment, but also to stimulate innovation and collaboration within the eco-system.

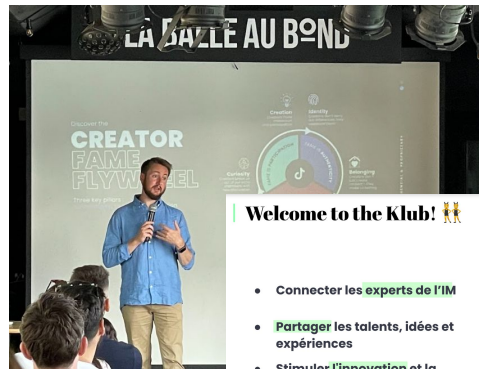
Our ambition : extend of the format in Spain and Germany in 2024.

5

IMK organized in 2023
(France only)

220

Participants



Welcome to the Klub! 🍷👋

- Connecter les experts de l'IM
- Partager les talents, idées et expériences
- Stimuler l'innovation et la collaboration
- Utiliser le pouvoir du marketing d'influence pour susciter des changements positifs

Meet our community



Contract and Ethical Charter templates

Kolsquare introduced the **Ethics Charter and contract template for Influencer Marketing** within the platform to simplify processes for users and ensure responsible marketing practices within influencer partnerships.

- Why It Was Created: To ensure transparency, ethical practices, and audience protection while preventing misleading promotions and unethical behaviors.
- What the Charter Includes: Influencers must commit to authenticity, transparency, and compliance, while brands ensure fair collaborations, creative freedom, and long-term ethical partnerships.

By implementing this charter, Kolsquare strengthens **trust, accountability, and professionalism** in influencer marketing.



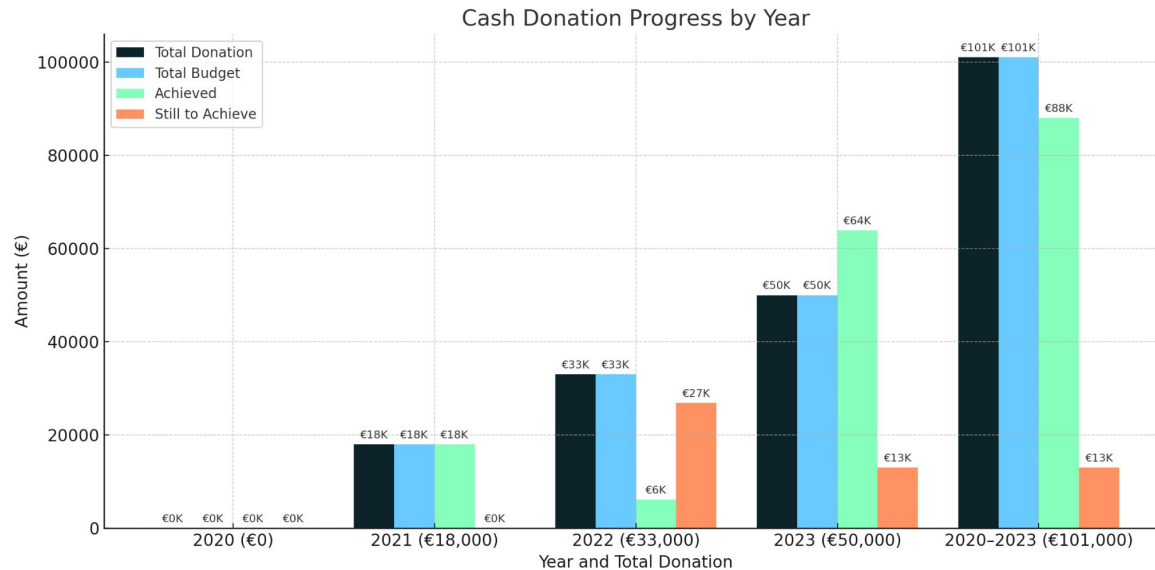


03

Provide financial support

to concrete social and environmental issues
solutions implementations

Kolsquare donates 1% of annual revenues to NGOs in Europe fighting social & environmental issues



Combating cyber-bullying



€8,000



€8,000



€8,000

Internet education



€18,000

Tree-planting



€10,860

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



For our latest 1% revenue donation, we are once again supporting Génération Numérique, an association approved by the French Ministry of Education. Using funds from our 2023 revenues, we are proud to contribute to their ongoing mission of educating young people on responsible digital usage. Each year, Génération Numérique provides essential training sessions on internet safety, social media, and digital literacy to some 400,000 children, teenagers, and their parents across France.

By continuing our commitment, we aim to help empower the next generation with the knowledge and tools they need to navigate the digital world safely and responsibly.

"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 — 90 training courses — 2700 (approx.) children

Kolsquare donation in
2023

in secondary and high
schools all over France

and teenagers trained
through Kolsquare
donation

In 2023, Kolsquare started to support Marion la Main Tendue in its fight against cyberbullying in France

As part of our 1% revenue donation initiative, Kolsquare is supporting Marion la Main Tendue, a French nonprofit dedicated to combating school bullying and cyberbullying.

Approved by the Ministry of Education, the association raises awareness, educates, and provides support to thousands of students, parents, and teachers each year to prevent violence among young people.

Through this contribution, we are proud to help create a safer and more inclusive environment for future generations.

"The €8,000 donation enabled us to provide individual therapeutic support for 8 people, with 8 sessions per person, totaling 64 hours of therapy,"

Nora Fraise, Founder, Marion la Main Tendue



€8,000

**Kolsquare donation
in 2023**

64 hours

of therapy for victims

16 children

supported

In 2023, Kolsquare also started to support A.E.P.A.E in its fight against cyberbullying in Spain

Kolsquare expanded its support to include its first NGO in Spain: Asociación Española para la Prevención del Acoso Escolar (Association for the Prevention of School Bullying), which works to help children deal with the scourge of school bullies.

"The donation of 8,000 euros was used to cover 8 scholarships for the summer camp for severe victims, which took place from September 3 to 9 at the rural house "El nido de las mariposas", in Fresnedilla de la Oliva (Madrid).

The main challenges we face are a greater demand for services at all levels: prevention, detection, intervention and therapeutic support. For this reason, we have expanded the teaching team and strengthened the areas of cyberbullying and legal guidance." Enrique Pérez-Carrillo de la Cueva, President, AEPAE



A.E.P.A.E.

Asociación Española para la
Prevención del Acoso Escolar

€8,000

Kolsquare donation
in 2023

1

summer camp

8 children

supported

In 2023, Kolsquare technology was used by several NGOs for free or at affordable pricing

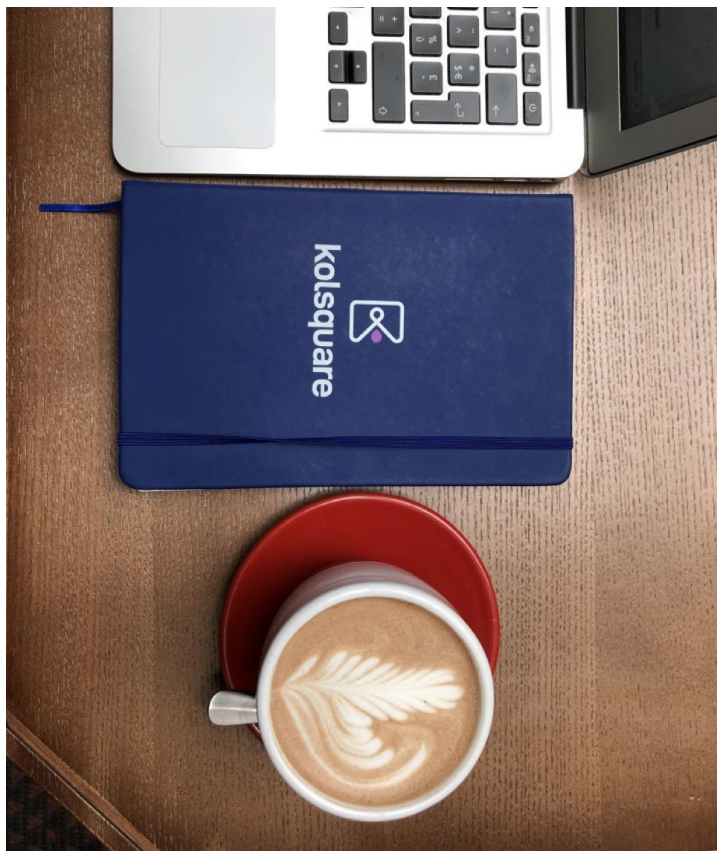


Seven NGOs benefited from Kolsquare's special pricing policy for the non-profit sector in 2023.



Tech for Good

Kolsquare donated use of its platform to **Solidays**, a French non-profit musical and solidarity festival that raises money to raise awareness and funds in the fight against HIV/AIDS, and to promote social and humanitarian causes.



04

Conduct a responsible business

to 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 equipment

Employee balance

On demand “Work from Home”

2nd parent birth leave

Carbon Impact Reduction

Measure Kolsquare
carbon impact

Reduce servers carbon
impact

Kolsquare is committed 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.

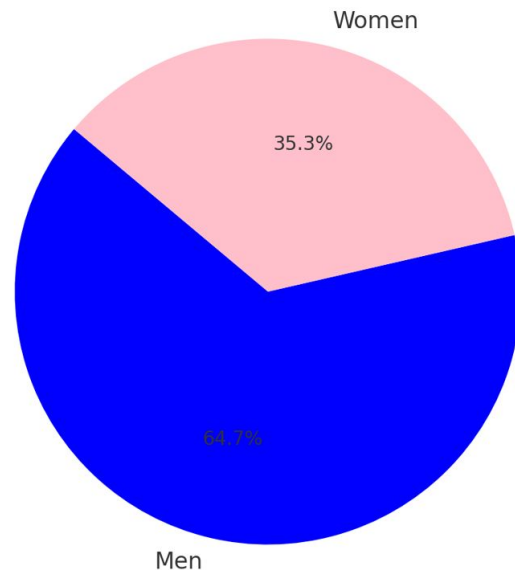
In 2023, the OpEx (executive committee) is composed of 3 women and 5 men (37,5%).

In Q4 2023, the Kolsquare team has 34 talents, including 22 men and 12 women (35,3%), slightly higher than the 33% of the tech industry (source: syntec). A specific focus on balancing gender equality was done in new recruitments in 2023, with 40% of women among new Kolsquarians.

14 nationalities are represented among Kolsquarians.

Kolsquare didn't implement a specific policy for disabled yet, but **our Work From Home policy implemented since 2020 enables a barrier-free work by design.**

Kolsquare Gender Distribution (Q4 2023)



Source Payfit Kolsquare

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

Kolsquare started to implement a tailored CSR Policy

Reducing the impact of our operations

- In 2023 we contracted with Rzilient, an IT service provider that enables us to use refurbished/recycled IT equipment whenever possible. Despite our growth, 2 computers provided to Kolsquarians in 2023 were refurbished, not new.

Reducing the impact of our events

- Kolsquare is promoting low carbon impact transportation, and Kolsquarians systematically favor train to plane whenever possible.
- For internal monthly events, we favored local and vegetarian meals (75%) in 2023
- Our goodies, distributed at internal & external events, were produced favoring sustainable suppliers and local production to limit transportation.
- For our annual seminar 2023, we chose a destination in France that would limit our carbon impact (as most of our employees live in France), and be easily accessible by train. The location was highly committed to CSR (Slow Village - Ile de Ré)
- Best Environmental Practices for WFH Policy
- Commitment to use local and sustainable suppliers



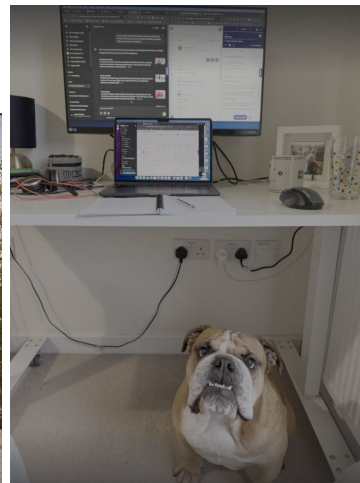
Kolsquare Work From Home Policy helps us reduce our impact and improve our quality of life

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 resources. We think it promotes flexibility and a results-driven culture. And it empowers team members 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 the shortcomings of in-person work (travel 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), Hackathons, on demand presence on any Spaces office in the world (400 cities)



Kolsquare's carbon footprint is growing slower than revenue growth, but surging per employee

Kolsquare partnered with SAMI to measure its carbon footprint for 2023, which **increased by 48.1% to 502 tCO₂**, from 339 tCO₂ in 2022, less than revenue growth (+68% in 2023 vs 2022).

The majority of Kolsquare's carbon footprint - **51%** - (down from 53% in 2022) **is generated by digital activities**, servers mainly, while **28.6%** (down from 35% in 2022) **is generated by our service suppliers**.

As Kolsquare grows faster than the size of its, so is our carbon footprint per employee, which **increased by 56.4% per employee** from 1.4 tCO₂ in 2022, to 2.5 tCO₂ in 2023. This is due largely to our growth in 2023 (+68%) and our international expansion (Spain, Germany) which in 2023 increased our **international travels, the impact of which more than tripled** from 15.3 tCO₂ in 2022.

Our operations are also becoming more carbon-efficient, with CO₂ emissions per €1,000 of revenue decreasing for the second consecutive year (99.82 kgCO₂ in 2021, 90.47 kgCO₂ in 2022, 79.60 kgCO₂ in 2023.)

C'est l'équivalent de...



9100 m²
de forêt mature
française



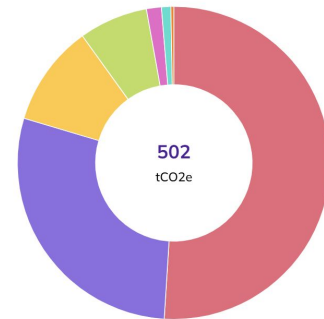
279
aller-retours Paris /
New-York en avion



66
tours du monde en
voiture diesel



50 personnes
à raison de 10
tCO₂e / an en
moyenne par
Français



Numérique	256,1 tCO ₂ e
Achats de services	143,8 tCO ₂ e
Déplacements	52,5 tCO ₂ e
Restauration et hébergement	35,8 tCO ₂ e
Achats de petites fournitures	7,8 tCO ₂ e
Télétravail	4,8 tCO ₂ e
Locaux	1,5 tCO ₂ e

Kolsquare CO₂ footprint, annual metrics

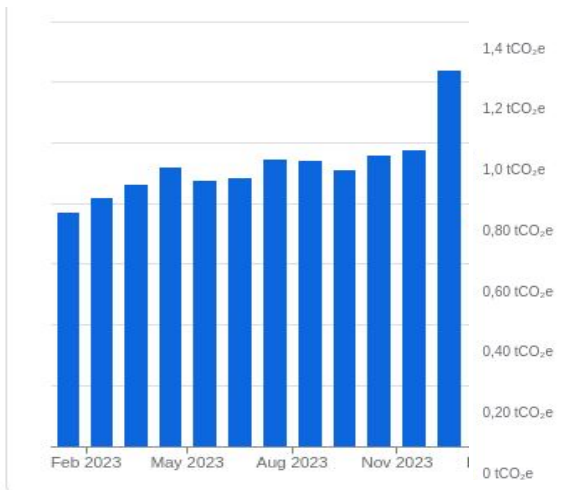
As the table below shows, Kolsquare's carbon footprint is growing slower than revenue growth (-20pts at 48% vs 68% of revenue growth). Our operations are also becoming more carbon-efficient, with CO₂ emissions per €1,000 of revenue decreasing for the second consecutive year.

Year	tCO ₂ Footprint	YoY growth YoY: tCO ₂ Footprint	tCO ₂ Footprint HQ*	Growth YoY: tCO ₂ Footprint HQ*	Growth YoY: Revenue €	tCO ₂ per Employee (Ksq)	Growth YoY: tCO ₂ per Employee	kg CO ₂ per Client	Growth YoY: kg CO ₂ per Client	kg CO ₂ per €k Revenue (Ksq)	Growth YoY: kg CO ₂ per €k Revenue
2021	307	n/a	26	N/A	N/A	1.2	N/A	965	N/A	99.82	N/A
2022	339	+10,4%	32	+23.5%	+21.8%	1.4	+20.8%	711	-26.4%	90.47	-9.4%
2023	502	+48,1%	83	+162.5%	+68.3%	2.5	+79.7%	792	11.4%	79.60	-12%

* HQ : calculated by SAMI. Emissions related to employees' professional activities to ensure the carbon intensity per employee is meaningful and comparable. Using total emissions would distort the metric and make it less useful for setting relevant reduction targets.

In 2023, we managed to again reduce the carbon impact of our servers

Market-based monthly carbon footprint estimate



13
kgCO₂
/client

1.67 gCO₂
/€
turnover

2021 18,1 tCO₂

2022 11,9 tCO₂

2023 10,5 tCO₂

Kolsquare servers' carbon consumption has been minimised thanks to the choice of our supplier Google Cloud Server.

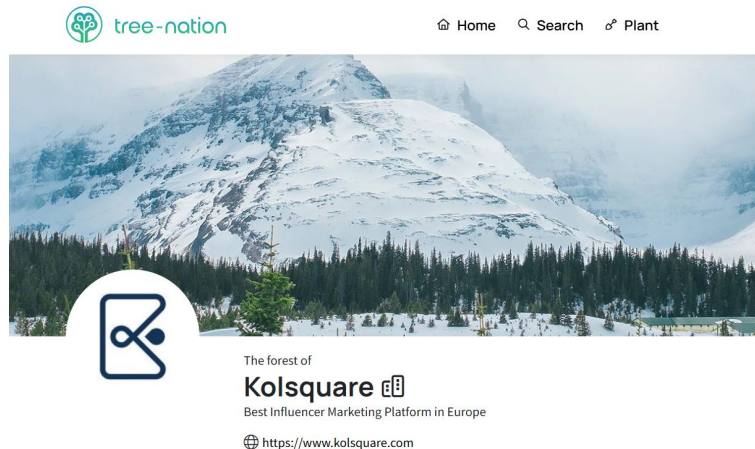
It has improved by 1,4 tCO₂, representing **a drop of 13% YoY in 2022**.

This performance is mainly due to the implementation of **a new storage policy for data collected** (especially photos and videos) that are stored for a shorter period.

As we start 2024, the **surge in video formats volumes published by KOLs** (reels, stories, TikTok videos, YouTube shorts), and collected by Kolsquare for our clients, seems to have a negative impact on our servers' carbon consumption that will have to be monitored during the year.

Source : Google Cloud Platform, Genesis Server, April 2023

Kolsquare has been planting trees with tree-nation to not only offset our CO2 emissions, but also inspire our users



€10,860

Cost to offset
Kolsquare's 2023 CO2
footprint by planting
trees

Kolsquare partnered with global reforestation tech solution Tree-Nation to offset the company's CO2 emissions in 2023.

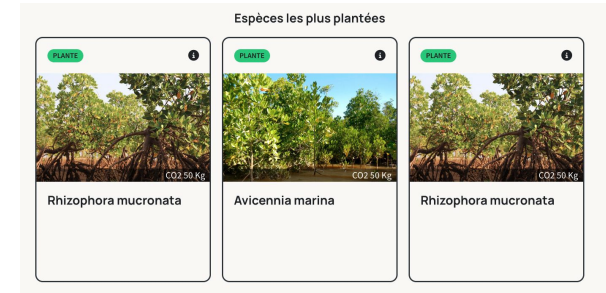
Tree-Nation aims to reforest the world by planting 1tn trees by 2050. It is a digital platform that enables companies and individuals to offset their carbon footprint by planting trees. The platform hosts hundreds of reforestation projects around the world, offering transparency and traceability for every tree planted.

In 2023, Kolsquare planted 6,895 trees through Tree-Nation, bringing the overall total to 13,040 trees planted since our launch.

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.

Tree Nation data detailing Kolsquare's donations

Évolution du nombre d'arbres plantés et du CO2 capturé



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

Kolsquare has been heavily involved in the market regulation and education in France in 2023

Our founder and CEO, Quentin Bordage, actively participated in a series of roundtable discussions organized by the French Ministry of Economy and Finance (Bercy), from December 2022 to June 2023, and that led to the creation of a dedicated French Influencer law in France (June 2023), the first in Europe.



These meetings aimed to regulate the influencer marketing sector and address its challenges. Kolsquare contributed his expertise by sharing insights on the industry's landscape and advocating for responsible practices. During this time, he published a Responsible Influence newsletter to keep industry players informed and encourage their participation in the discussions. He highlighted the necessity of establishing trust among influencers, brands, and consumers, emphasizing the importance of transparency and ethical conduct in influencer marketing.

This law signals a major shift towards a *regulated and responsible influencer marketing ecosystem*, reinforcing accountability across brands, agencies, agents, and content creators.

In parallel, Kolsquare actively contributed to the creation of UMICC (Union des Métiers de l'Influence et des Créateurs de Contenus), the first industry trade body in France that defends Influencer Marketing professionals, supports their growing professionalisation, while promoting a more responsible influence. Quentin has been elected to first Executive Committee.

Kolsquare: pioneer of Responsible Influence

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)

2022-23

Kolsquare took part to the **Roundtables for Responsible Influence organized by the French Ministry of Finance at Bercy** (numerous 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.

2023

The roundtables at the French Ministry of Finance in Bercy continued, fostering discussions on key industry topics. The **UMICC (Union des Métiers de l'Influence et des Créateurs de Contenu) was officially launched, with Quentin Bordage, CEO of Kolsquare, elected as a member of its Executive Committee**. As part of its commitment to ethical influence, Kolsquare participated in the 2023 **Observatory of Responsible Influence** (ARPP) both as a data provider and as a key contributor to the task force.

We pioneered innovative features to help our users have a more responsible approach to Influencer Marketing

Kolsquare accelerated its work in 2023 to introduce features to help its clients implement more responsible influencer marketing campaigns. These included:

- **Filter for KOLs who passed the French ARPP Certificate of Responsible influence.** 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.
- **Compliance Score.** Kolsquare launched a tool that measures KOLs' compliance with regulations and ethics, positioning the company as a pioneer in the IM sector. The tool was launched for French and German KOLs. With increasing sector-specific regulations, like transparency laws, this tool aims to streamline and automate compliance checks for brands and advertising self-regulatory organisations like the ARPP.



Certificat de
l'Influence
Responsible
par l'ARPP

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.

 **ARPP certified**

Compliance score

Only available for French, German, Spanish, Italian, and UK Instagram accounts (stories not included). Calculated over the last 3 months. More details [here](#).

 **56%**

Represents the percentage of content identified as sponsored by Kolsquare, throughout all content.

VERY GOOD 

 Compliance with ASA (UK) recommendations for sponsored content.

@ 1.1

Average mentioned brands per content (organic or sponsored).

Action plan

...

Kolsquare Action Plan for 2024

Our engagements

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

2 Train, empower and inspire future « change makers »

3 Provide financial support to concrete social and environmental issues solutions implementations

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

Ambitions for 2024

- Add filters on Kolsquare Search to promote KOLs willing to support initiatives
- Voluntary work: encourage Kolsquarians to take a paid leave day to volunteer for charity
- Promote inspiring brands and KOL on our SM
- Website page dedicated to employment in Influencer Marketing
- Newsletter Influence Responsable in France
- Donate 1% of our revenues in NGOs and extend to new countries (especially Germany)
- Create a foundation to encourage other companies to join our mission to fight and alleviate the negative impacts of social media, especially those that impact children and mental health. (1% for Social Dilemma)
- Reduce our carbon footprint per client, and per € of revenues, by 20%
- Become a certified B-Corp
- 45% women vs 55% men (vs 35%/65% 2023)
- Expand responsible features (compliance score and responsible influence certifications) to more markets
- Create open source tool to measure carbon footprint of influence campaigns
- Initiate European Responsible Influence Initiative