

5 YEARS OF INDIVIDUAL AND COLLECTIVE TRANSFORMATION

Since 2018, the People'sLab4Good allows employees to transform a positive impact business idea into a project ready to be tested in the company, thanks to a 20-day incubation spread over 6 months.

THE OBJECTIVES OF THE PEOPLE'S LAB4GOOD



PEOPLE'S TRANSFORMATION

Encouraging a new intrapreneurial mindset towards a fairer economy.



ACCELERATION OF BUSINESS4GOOD

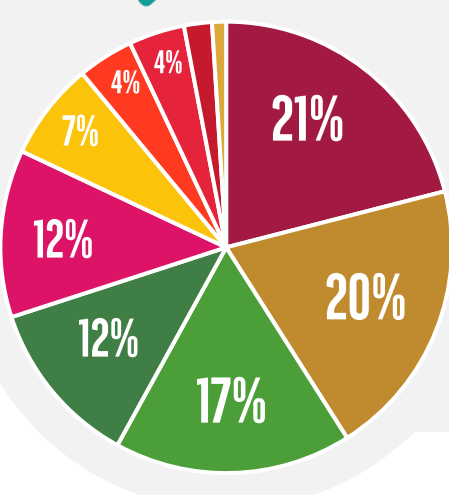
Building Business solutions with strong potential and positive impact.



ATTRACTIVENESS & EMPLOYER BRAND

Helping employees to align personal convictions with their professional activity.

The **United Nations Sustainable Development Goals** addressed by intrapreneurs' projects over the last 5 years



THE IMPACT OF THE PEOPLE'S LAB4GOOD

IN 5 YEARS

87

employees incubated in 9 countries and 3 companies

1/3

tested and/or developed projects

4000

People reached by the People'sLab4Good internally and externally, directly or indirectly

AND MORE
ESPECIALLY
IN 2022

97%

of intrapreneurs recommend the People'sLab4Good to their peers

+35%

of working time dedicated to issues with societal impact

79%

of those directly concerned by the programme feel more committed to their company

HOW?

42 hours of theoretical training

Impact design, Impact business model, Impact measurement, Pitch, Storytelling, Leadership,...

35 hours of inspiration

Social & Environmental Culture, Meeting with intrapreneurs and entrepreneurs of the Social and Solidarity Economy

63 hours of practice

during coaching sessions with internal and/or external experts



LLD4GOOD

Barbara FEAUGAS

Facilitating access to a fleet of professional vehicles for healthcare staff.



A reintroduction of +3,000 vehicles on a circular route for priority professions by 2025

« My colleagues feel concerned, because they make the connection with someone close to them who could be interested by the offer : a niece who is a nurse, a relative who needs home care... Arval's commitment to this societal project of long-term leasing, is impressing them, in a time when the used car resale market is rising »

- Barbara FEAUGAS, incubated in 2022



**DISABILITY
STRIKES BACK**

Remi THELU

A collaborative serious game to raise awareness of the life path of people with a visible or invisible disability.



3 000 beneficiaries trained by 2025

« In less than a year, thanks to the People'sLab4Good, I have created my new job! BNP Paribas gave me the opportunity to fully work on my project for the next 6 months. I don't know a lot of companies that offer this to their employees. It also shows the strength of BNP Paribas' commitment to the subject of disability. »

- Remi THELU, incubated in 2022



**MY CARBON
FOOTPRINT**

Fabien BENOIT

A digital solution to estimate and reduce one's ecological footprint from one's banking transactions.

More than 1,5 million downloads of the functionality

« The programme has been a personal and collective trigger. I now animate Climate and Biodiversity Frescoes for the Group and I co-organise the Data Cleaning Week. It's easier now to access to this knowledge, and at the same time the number of interested employees is growing, who want to have the means to act. »



- Fabien BENOIT, incubated in 2019