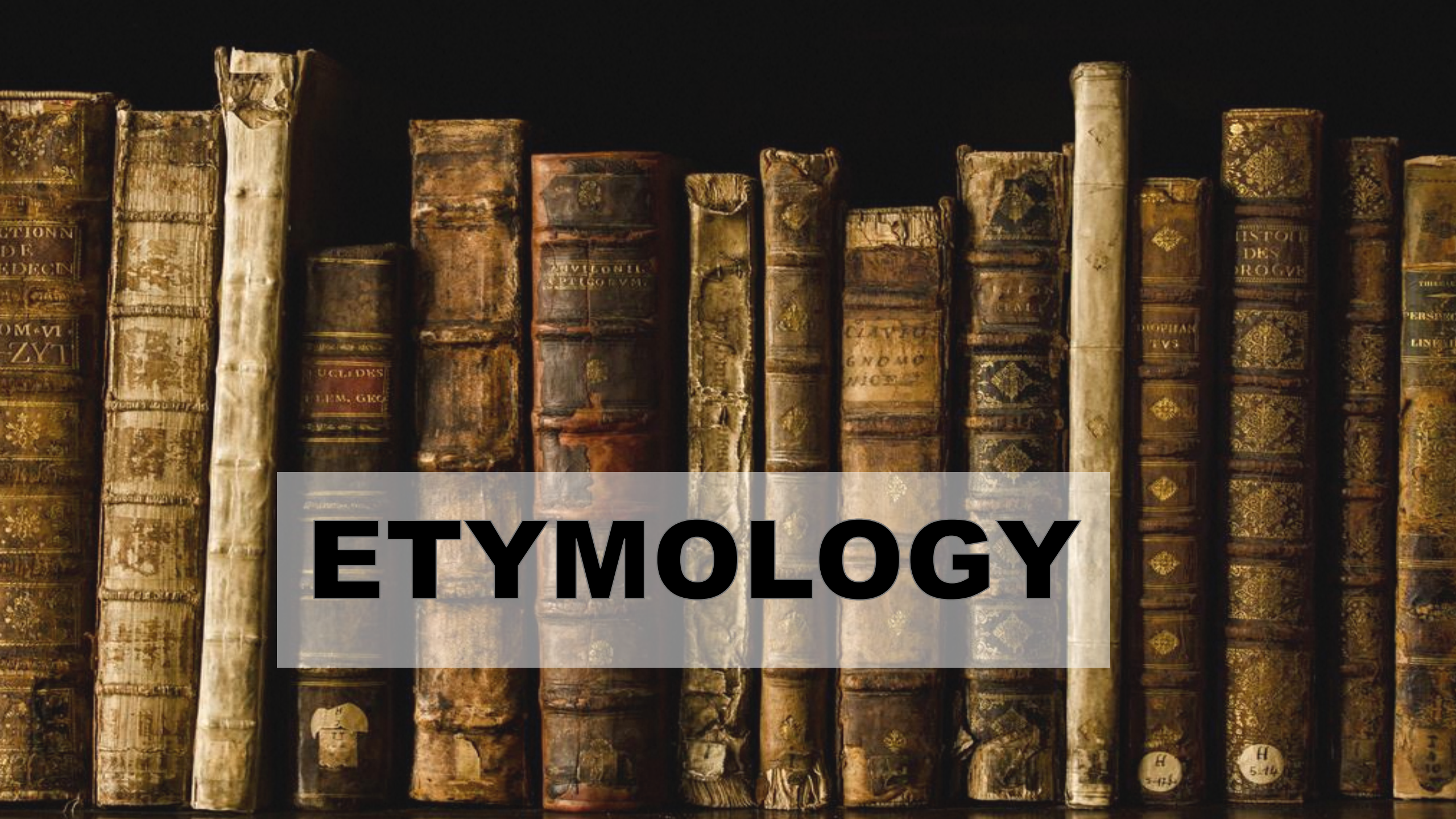




Public transport and Philanthropy

A story of People and Territories



ETYMOLOGY

A detail from Raphael's fresco 'The School of Athens'. On the left is Plato, an older man with a long white beard, pointing his right index finger towards the sky. On the right is Aristotle, a younger man with a dark beard and curly hair, gesturing with his right hand palm-down towards the earth. A semi-transparent text box is overlaid on the center of the image.

Philanthropy : (n) – From ancient Greek « *Philanthropia* »
meaning :

Kindliness, Benevolence, Love to Mankind

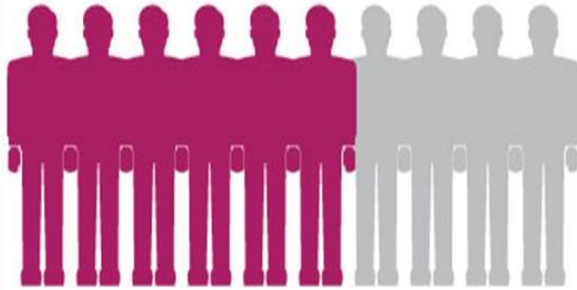
WHAT IS IT?

Corporate Philanthropy ?



Customers will pay more for products from a company with good values:

6 out of 10 people



WILL PAY MORE FOR REPUTABLE BRANDS

CECP Report 2014

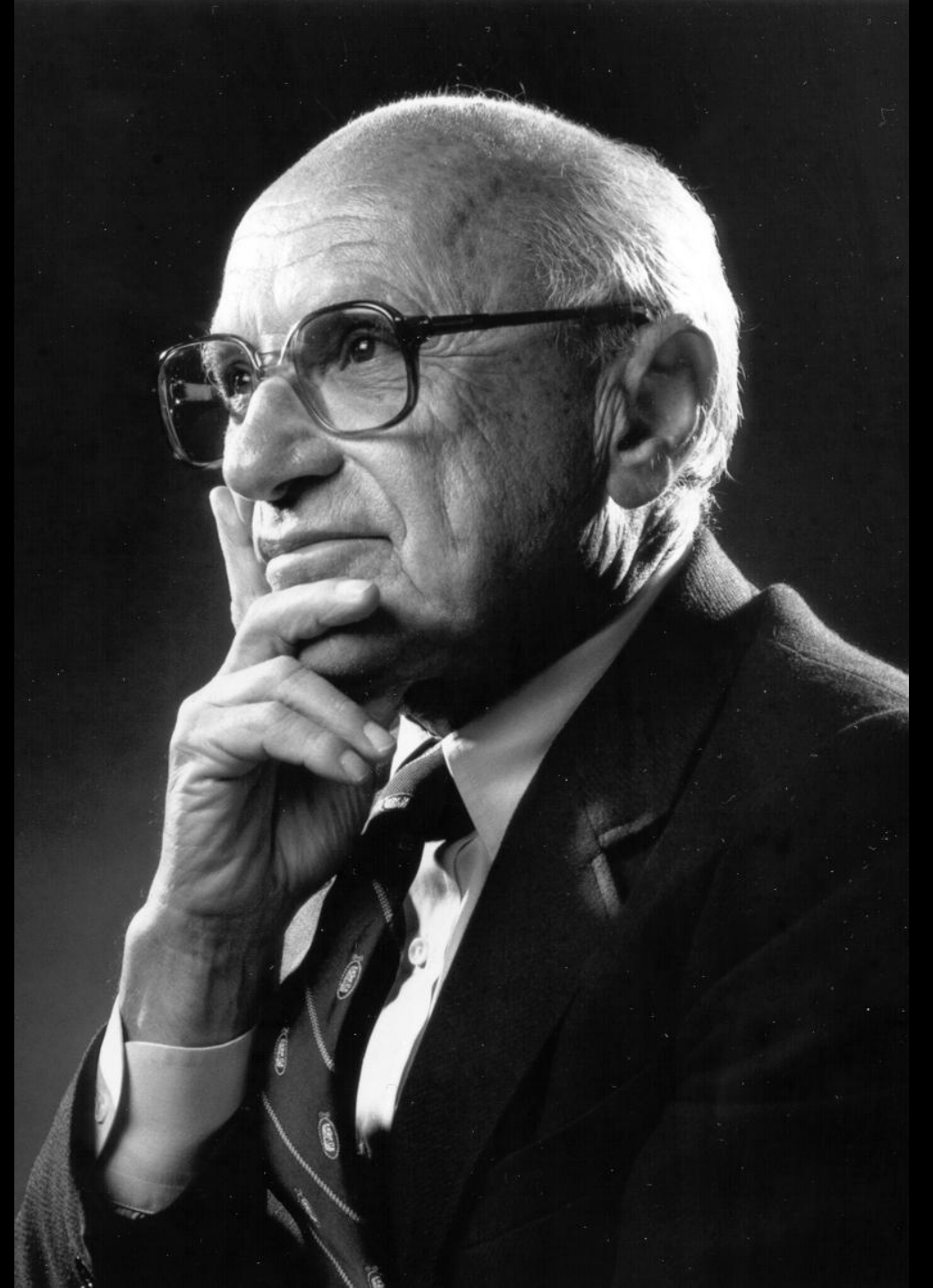
A matter of reputation?

An error for Business?

Milton Friedman

The corporation is an instrument of the stockholders who own it. If the corporation makes a contribution, it prevents the individual stockholder from himself deciding how he should dispose of his funds.”

Capitalism and Freedom



Or a smart bet on future?

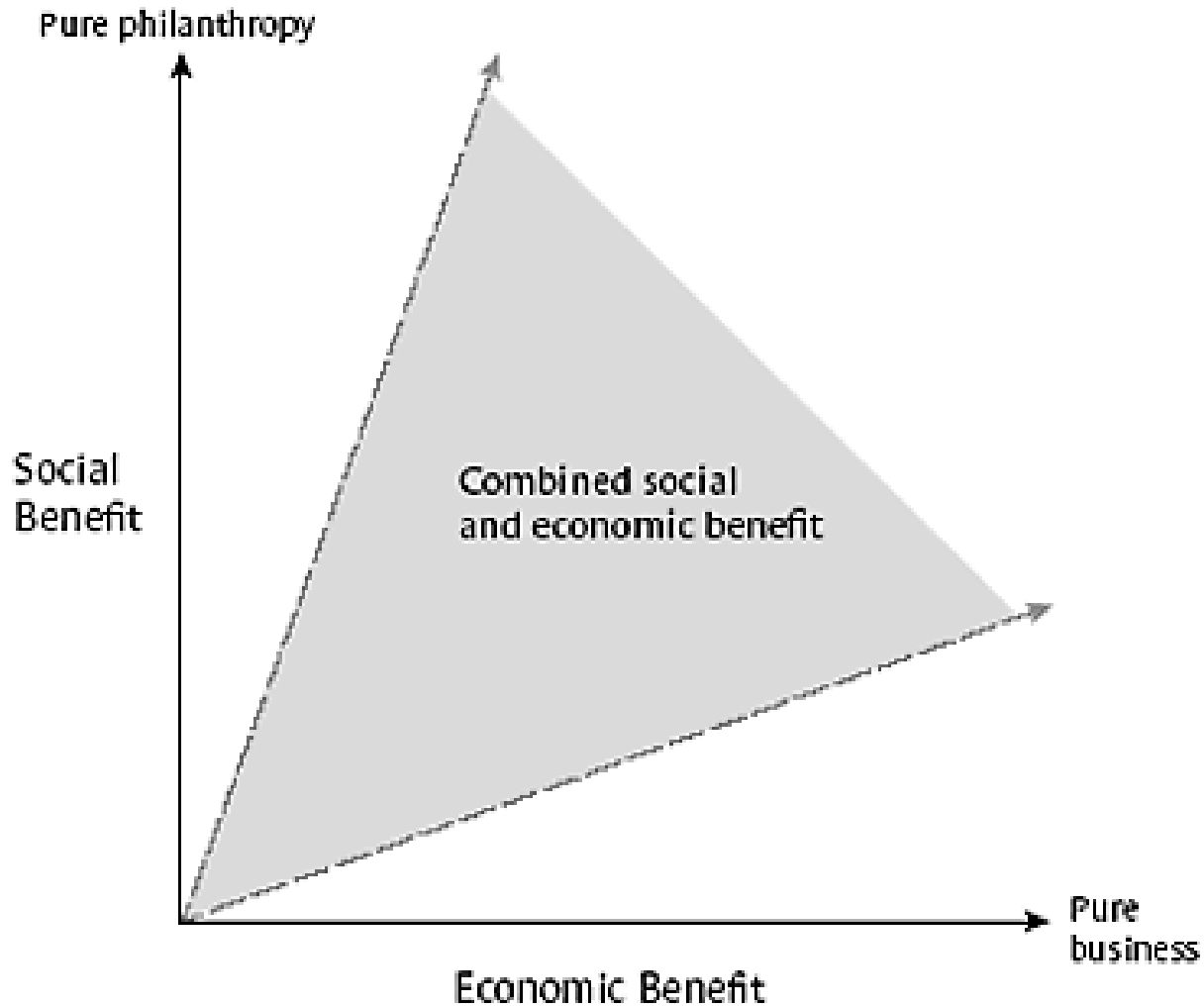
Michael E. Porter

“Corporations can use their charitable efforts to improve their *competitive context* —the quality of the business environment in the location or locations where they operate. Using philanthropy to enhance context brings social and economic goals into alignment and improves a company’s long-term business prospects »

The competitive advantage of corporate philanthropy (Harvard Business Review) 2002



A Convergence of Interests



A wide potential overlap between business and philanthropy when addressing issues that improve competitive context



A few examples...



CISCO Networking Academy : **Building the skills employers demand**

1 MILLION PEOPLE EACH YEAR

80% of students in a program in Cambodia **found work within 3 months**

85% of women

in a joint program with the University of Belgrade, Serbia,
found employment



Google Global Impact Challenge



“The Google Impact Challenge “Bay Area” rallies the community around bold ideas to make our neighborhoods even better”.



Nonprofits Apply

Nearly 800 nonprofits apply and, together with their advisors, Google selects 25 finalists.



Public Votes

The Bay Area community votes on the top 10 nonprofits to decide who receives the highest level of funding.



Awards Announced

The top six projects will each receive a \$500,000 grant and the remaining four will receive \$250,000 grants. The 15 additional finalists will receive \$100,000 each.



Ongoing Support

All 25 finalists will receive support from Google volunteers and partners to help turn their ideas into reality

Key Factors of Success



A photograph showing a man in a dark coat and a woman in a green coat and red bag walking together on a train platform. The man is holding the woman's arm, suggesting assistance. They are standing near the open door of a white train car. Other passengers are visible in the background, including a person in a dark jacket walking away from the camera. The scene is brightly lit, likely by station lights.

Some Initiatives from Public Transport's Operators



DEUTSCHE BAHN
STIFTUNG

Set up in 2013, the Deutsche Bahn Stiftung is funded annually by up to 0.5 percent of the operating profit of Deutsche Bahn AG.

3 Guiding Principles :

Safeguarding connections

"We practise solidarity with people on the edge of society »

Creating links

"We overcome barriers between people"

Paving the way

"We offer people opportunities for the future"

2015 :

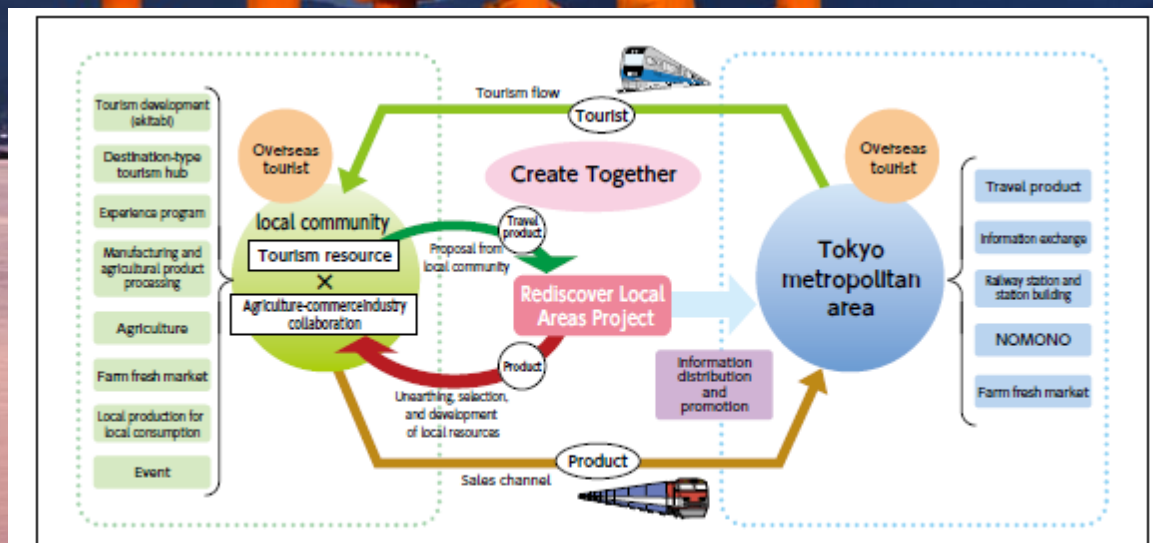
2,854 M€ of donations and expenses for charitable projects



EAST JAPAN RAILWAY COMPANY

“The JR East Group’s very existence depends on the health of the east Japan area and of Japan as a whole. As a company responsible for a form of social infrastructure (i.e., railways), and as a member of the community, we work together with communities in order to take actions aimed at achieving their desired future.

In addition, we actively implement community vitalization and tourism promotion measures that leverage the unique capabilities of our group”.



Conceptual diagram of "Rediscover Local Areas Project"

What about RATP Group?



METROPOITAIN

Our objective : Boosting sustainable mobility and smart cities on a day-to-day basis in all our territories.

Our approach :

✓ *Doing :*

Balancing the needs of economic growth and social development with the conditions for environmental conditions.

✓ *Sharing:*

clients, shareholders and employees/
neighbours / associations / local authorities
suppliers

✓ *Telling :*

CSR reporting since 2013

A diverse group of approximately ten people of various ethnicities and ages are smiling and standing in front of a white bus. The bus has the RATP logo on its side. The background shows a residential street with houses and utility poles.

FONDATION
GROUPE
RATP

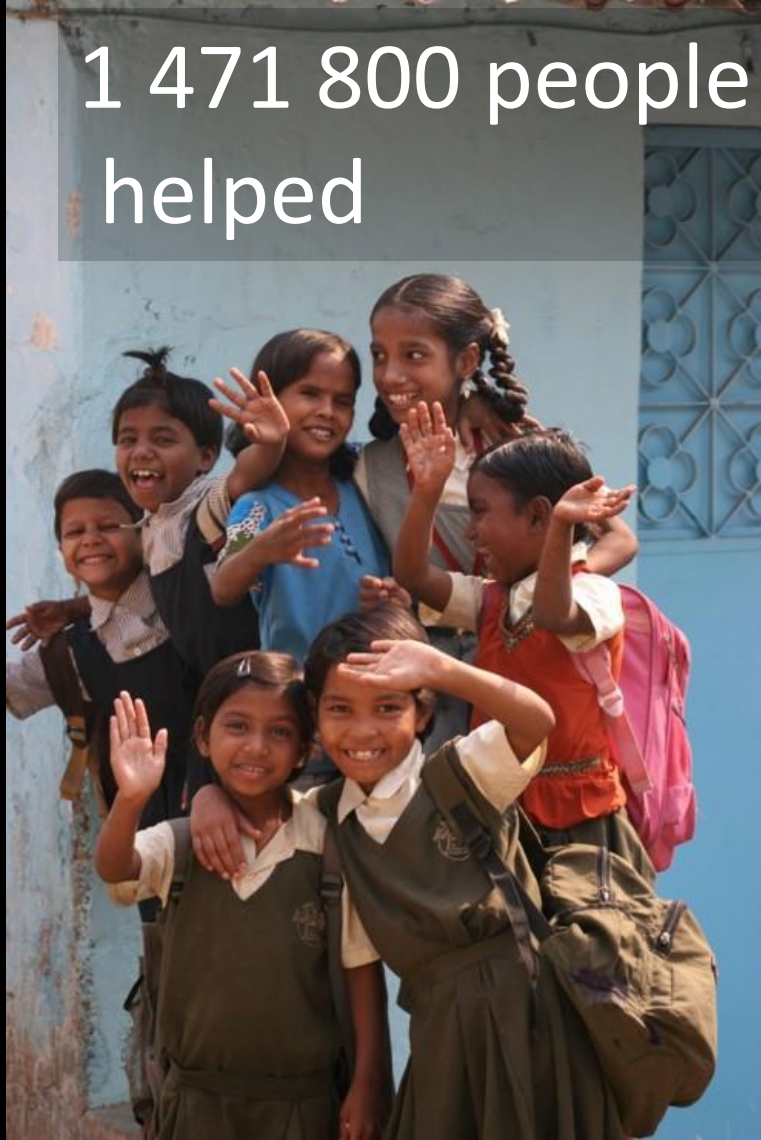


Favoring social ties on the RATP Group Territories

Promoting employees volunteering

Since 1995...

1 471 800 people
helped



18,55 M€
to support charities



1866 projects



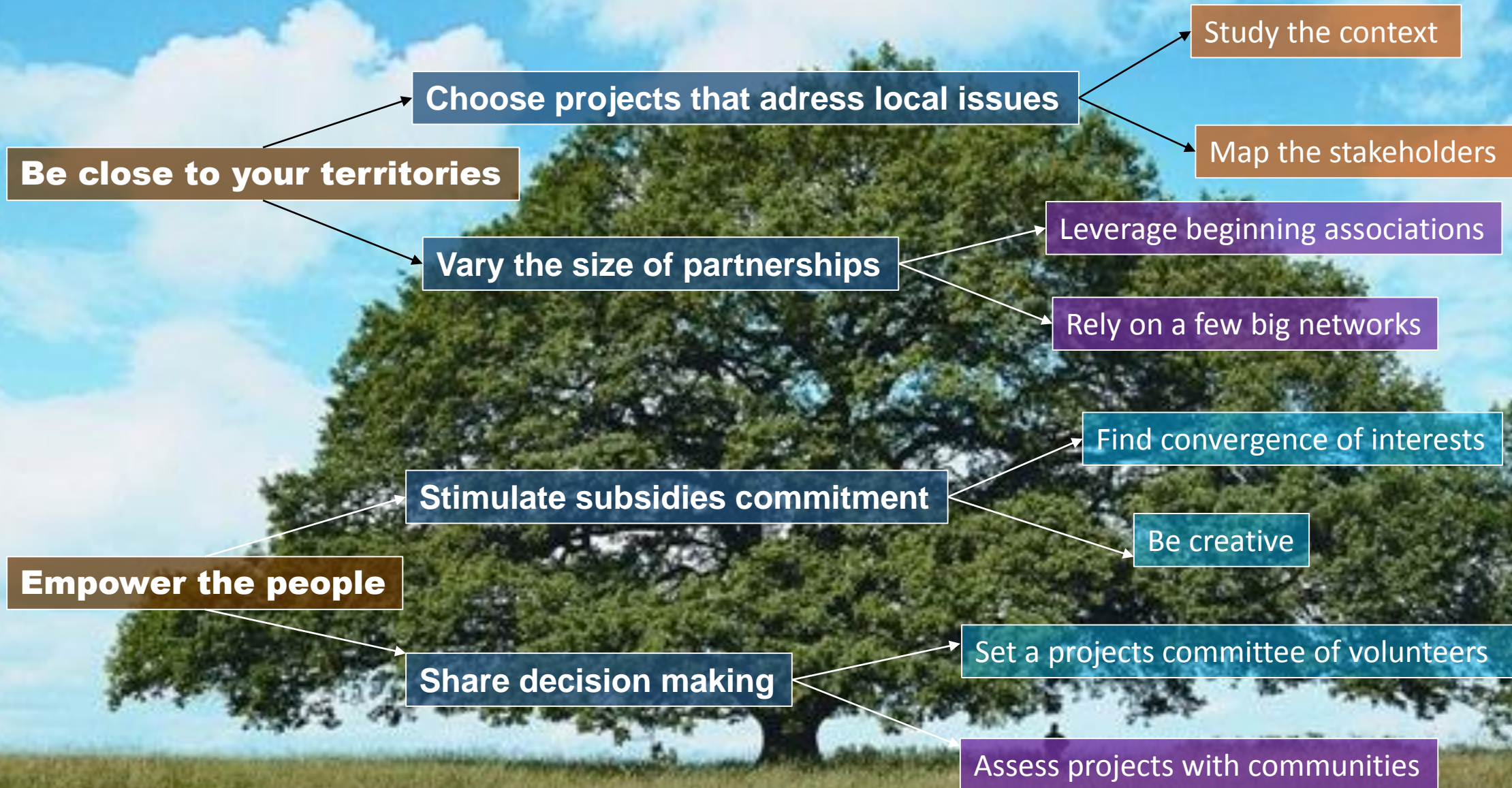
3 programs

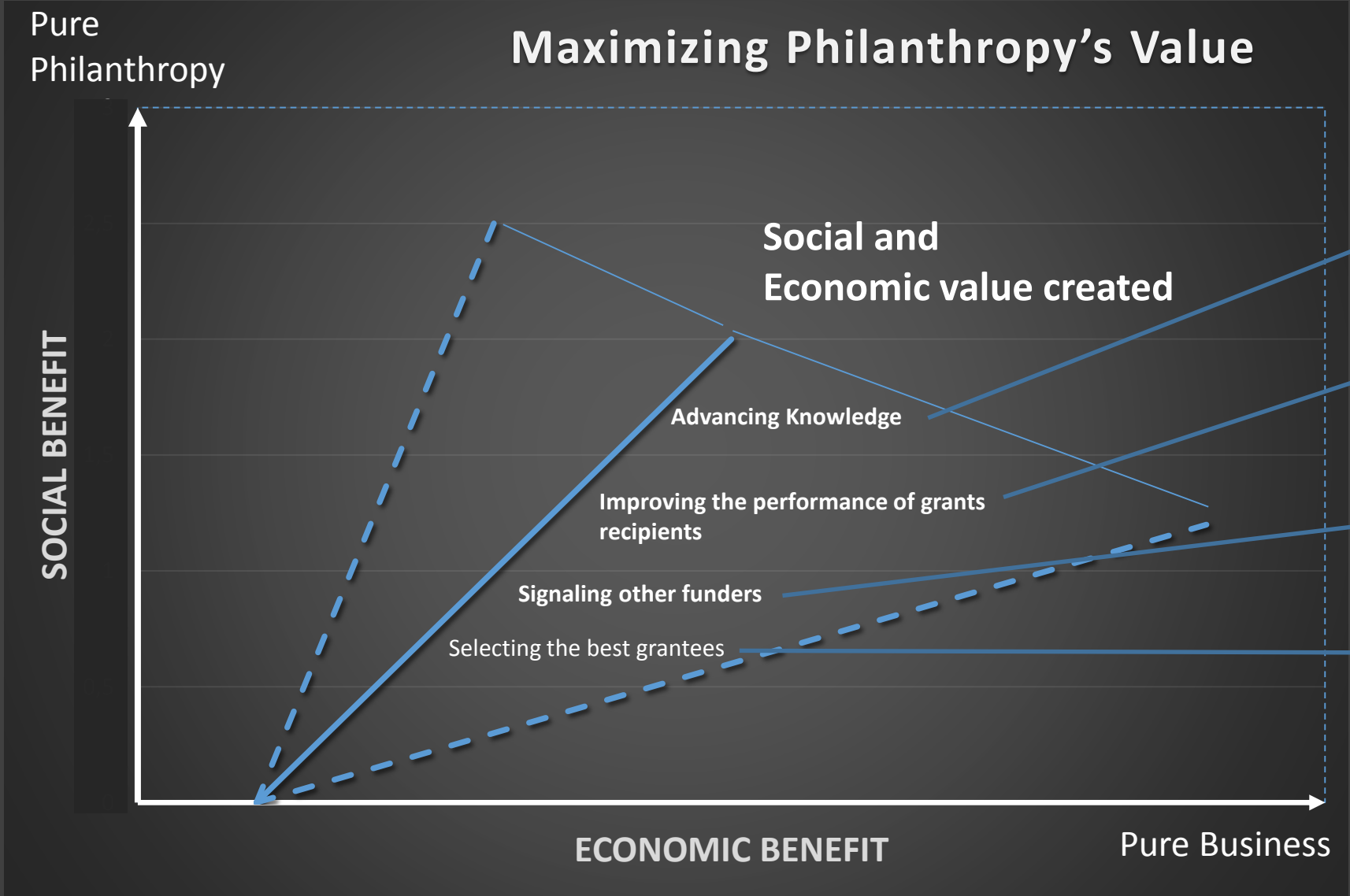
**Access to
education**

**Access to
culture**

**Access to
employment**

Our tree of principles





(From M.Porter)

Key learnings

Philanthropy is a door to a better knowledge of your company's social and economic environment

Philanthropy is a leverage for people's commitment

- Philanthropy belongs to the CSR field with a few specificities :**
- **It is focused on associations and partnerships**
 - **It is less framed so... potentially more creative!**

Thank you for your attention 😊