Our contribution to UN Sustainable Development Goals

13. Climate action
Goal: Take urgent action to combat climate change and its impacts
Criteo’s contribution:
• Publication of Criteo’s environmental strategy and action plan: We strive to minimize the environmental impact of our Data Centers by increasingly relying on renewable energy sources and increasing our compensation efforts.
• Focus on reducing our carbon footprint by limiting travel and implementing various green office practices and initiatives led by our “Green Community”.
• Signature of the Planet Tech Care manifest to promote Tech as an enabler of sustainable solutions.

12. Responsible consumption and production
Goal: Ensure sustainable consumption and production patterns
Criteo’s contribution:
• While we acknowledge that advertising generally encourages consumption, our supply partners are subject to content restrictions to ensure we promote responsible consumption, as outlined in our Supply Partner Guidelines (available here).
• As a prominent member of the Tech for Good initiative since 2019, we are partnering with other industry stakeholders to define development models that put digital and technology at the service of a more sustainable future.

10. Reduced Inequalities
Goal: Reduce inequality within and among countries
Criteo’s contribution: With 92 nationalities represented in Criteo’s global workforce, we are proud to have a very diverse organization. As part of our commitment to improving our culture of diversity, equity, and inclusion every day, we are focused on reducing inequality through several programs, for instance:
• Our ‘Black, Indigenous, and People of Color (BIPOC) Community’ promotes initiatives to fight against racial inequalities and racism.
• Our Global Disability policy (available here) ensures our “Criteenable Community” is also focused on improving the experience of employees who have disabilities at Criteo.

9. Industry, Innovation, and Infrastructure
Goal: Build resilient infrastructure, promote sustainable industrialization, and foster innovation
Criteo’s contribution: Our company’s purpose is to support a fair and open Internet that enables discovery, innovation, and choice. Specifically, our research and development department is pioneering innovations in computational advertising. As a center of scientific excellence, our AI Lab delivers both fundamental and applied scientific leadership through published research, product innovations, and new technologies.

4. Quality Education
Goal: Ensure equal access to quality education for all and promote lifelong learning opportunities
Criteo’s contribution: Internally, we are investing in educational and training initiatives that help our employees continually elevate their skills and create new career and growth opportunities.
Externally, we are focused on expanding access to education through our “Education Community”. Our goal is to support and help the under-represented segment of the employment market. In addition, we encourage community involvement with access to Volunteer Paid Days for all employees.

5. Gender Equality
Goal: Achieve gender equality and empower all women and girls
Criteo’s contribution: We have made significant contributions towards the empowerment and development of girls and women in the countries in which we operate, with a specific focus on removing barriers for women in the tech sector. For instance:
• As part of our Pay Parity action plan, we have reduced the gender pay gap to zero at Criteo in 2021 and have an action plan in place to monitor this indicator and ensure that equality is maintained.
• Since 2019, we have committed to empowering staff from all backgrounds to fulfill their potential, achieving 30% of women in leadership roles by 2030, and 30% of women in tech roles by 2030.
• Women@Criteo Community is an inclusive Employee Resource Group promoting the advancement of women in the workplace through initiatives such as training and coaching, networking, and mentorship.
• Our commitment to Diversity, Equity, and Inclusion extends to everything we do at Criteo, as highlighted in our DEI policy (available here).

8. Decent Work and Economic Growth
Goal: Promote inclusive and sustainable economic growth, employment and decent work for all
Criteo’s contribution: We strive to promote respectful, safe, and inclusive work environments wherever we do business:
• The health, wellness, and safety of our workers is a top priority. Our flexible working policies and best-in-class health and well-being benefits also contribute to enhancing our employees’ overall quality of life.
• We ensure equal opportunities for all employees and job applicants, and do not tolerate discrimination of any kind.
• We embed and integrate respect for human rights throughout our business (Human Rights policy here).

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1. Peace and Justice
Goal: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels
Criteo’s contribution: We strive to promote a fair and open Internet that enables discovery, innovation, and choice. Specifically, our research and development department is pioneering innovations in computational advertising. As a center of scientific excellence, our AI Lab delivers both fundamental and applied scientific leadership through published research, product innovations, and new technologies.

2. Prosperity and Growth
Goal: Ensure sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all
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7. Responsible Consumption and Production
Goal: Ensure responsible consumption and production patterns
Criteo’s contribution: We are committed to reducing our environmental impact and promoting sustainable practices. We have set targets to reduce our carbon footprint and increase the use of renewable energy sources. Additionally, we implement various green office practices to minimize our environmental footprint.

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11. Sustainable Cities and Communities
Goal: Make cities and human settlements inclusive, safe, resilient and sustainable
Criteo’s contribution: We are committed to building a sustainable future for our employees and communities. We strive to promote respectful, safe, and inclusive work environments wherever we do business:
• The health, wellness, and safety of our workers is a top priority. Our flexible working policies and best-in-class health and well-being benefits also contribute to enhancing our employees’ overall quality of life.
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