

#carbon

#ideas

#impact

**A PLATFORM OFFERING ACTIONABLE STEPS FOR INDIVIDUALS AND BUSINESSES TO FIND WAYS TO REDUCE THEIR CARBON FOOTPRINT.**

Structure : KOOM



Citizens, businesses, and cities—let's work together to tackle the climate challenge!

Koom is the crowd-acting platform that shows the collective impact of our individual actions!

Koom is a platform that helps everyone find ideas for taking action to reduce their carbon footprint.

- Individuals can:
  - Find concrete actions that make a difference for the climate
  - See how many people have already signed up for each of these actions, especially in their city
  - See the average CO<sub>2</sub> equivalent saved thanks to all participants, and thus the impact on the climate
  
- Businesses and organizations can organize “climate” challenges to:
  - Engage their employees in climate-related actions that go beyond basic CSR issues
  - Initiate an initial internal momentum, which often warrants being extended through an evolution of the company's business model to align with climate challenges

- Demonstrate that employees' climate action leads to corporate social action, putting people at the center (the core principle of the challenge on Koom).

## Corporate Services

Koom invites you to share a collective experience with your prospects and clients through challenges centered on sustainability and CSR.

For example: "IF 1,000 residents commit to buying seasonal products, THEN a certain retailer commits to donating to a specific local community project."

"IF X employees commit to cycling to work, THEN the company will install a shower."

Koom is an online platform that allows you to:

- Build connections with your prospects/customers by taking action together through challenges.
- Enhance your brand image by making your sustainability initiatives visible and transparent through a "dedicated profile" on Koom.org.
- Motivate your employees as part of a CSR initiative

## Liens

<https://www.koom.org/#>

## Galerie d'images

