

# Keolis Rennes becomes the first public transport operator in Europe to achieve B Corp certification



Keolis Rennes, a subsidiary of the Keolis Group, has earned the prestigious B Corporation® (B Corp™) certification, joining a global community of businesses committed to the most stringent social and environmental standards. The operator of the STAR network on behalf of Rennes Métropole, Keolis Rennes leads the way in public transport, promoting a more inclusive, equitable, and regenerative economy. This accolade highlights the company's dedication to a sustainable business model that benefits passengers, employees, and the wider Rennes community.

Attaining B Corp status means that Keolis Rennes meets the highest standards of social and environmental performance, has made a legal commitment to stakeholder governance, and demonstrates accountability and transparency by publicly disclosing its non-financial impact.

## B Corp certification: a rigorous transformation process

The B Corp label is not merely an assessment of current impact but involves a commitment to continuous improvement. Keolis Rennes underwent a comprehensive audit to measure its positive impact on the environment, local community, clients, and employees. This process gave the company a chance to rethink and improve several of its practices. Since 2019, Keolis Rennes has voluntarily published non-financial performance reports verified by an independent third party. The company's key areas of focus include:

**Environment:** Since 2018, Keolis Rennes has been providing accessible public transport solutions while minimizing its carbon footprint[1] and promoting sustainable mobility. The company's climate policy, certified in January 2024 by [the Science Based Targets Initiative \(SBTI\)](#)[2], aligns with the Paris Agreement.

**Local engagement:** Operating exclusively within the greater Rennes region, 64% of Keolis Rennes' procurement spending is with local suppliers. The company is also one of the first signatories of Rennes Métropole's circular economy charter, aiming to enhance circularity in local mobility equipment and promote the bicycle production sector within the social and solidarity economy. Keolis Rennes actively partners with local organizations in culture, health, environment, and social inclusion, including the University of Rennes, Agence Locale de l'Energie et du Climat, Collectif Handicap 35, We Ker...

[1] Greenhouse gas emissions decreased from 75g of CO<sub>2</sub> per passenger kilometre in 2022 to 50g of CO<sub>2</sub> per passenger kilometre in 2023.

[2] SBTi (Science Based Targets initiative) is an independent international organisation that certifies corporate climate action strategies as being aligned with the 2015 Paris Agreement, which aims to limit global warming to 1.5°C above pre-industrial levels by the end of the century.

## CONTACTS

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**Passenger customers:** Keolis Rennes promotes social and environmental causes, including annual disclosure of its transport services' greenhouse gas emissions through signage at metro stations and on buses. It facilitates the co-design of mobility services through the coordination of the STAR network's Citizen Workshop.

**Employees:** In 2023, Keolis Rennes:

- strengthened its health and safety governance to reduce workplace risks.
- enhanced its policies to support young people in apprenticeships, internships, and permanent contracts, while facilitating part-time work for senior employees with full pension contributions.
- fostered diversity in recruitment through partnerships for inclusion, job fairs, and initiatives to introduce young people to various careers.



*"We are extremely proud of this certification, which validates our commitment to a sustainable model that cares for people and the planet. It marks a significant milestone for Keolis Rennes, which is now an example for our other subsidiaries. By joining the B Corp community, we are reinforcing our commitment to a responsible and inclusive business model, both locally and globally."*

Marie-Ange Debon, Chairwoman and Group Chief Executive Officer of Keolis

## About Keolis:

Keolis is a pioneer in developing public transport systems and works alongside public authorities who want to enhance shared mobility systems to grow the appeal and vitality of their regions. A world leader in operating automated metro and tramway systems, Keolis and its partners and subsidiaries Cykleo, EFFIA, Hove, Keolis Santé, Kisio and support the core business with innovations offering new and bespoke shared mobility solutions for modes including trains, buses and coaches, trolleybuses, on-demand transport, transport for people with reduced mobility, driver and sea shuttle services, bikes share services and long-term rental, car sharing and fully electric driverless shuttles.

In France, Keolis is the second largest provider of parking management solutions through its subsidiary EFFIA, and the country's leader in medical transport since the creation of Keolis Santé in July 2017. The Group is 70%-owned by SNCF and 30%-owned by the Caisse de Dépôt et Placement du Québec (Quebec Deposit and Investment Fund) and employs 68,000 people in 13 countries. In 2023, it posted revenue of €7.0 billion.

\* Australia, Belgium, Canada, China, Denmark, France, India, the Netherlands, Qatar, Sweden, the United Arab Emirates, the United Kingdom, and the United States

## About B Corp:

B Corp certification is a globally recognized designation for companies that meet high standards of social and environmental performance, transparency, and accountability. For more information about B Corp, visit [bcorporation.fr](https://bcorporation.fr)

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