



# Press release



December 2021

## Qualifio organises their first 'Have an Impact Week'

December 15th, 2021 - Throughout the first week of December, [Qualifio](#), the leading European SaaS platform for interactive marketing, data collection and loyalty, organised their first 'Have an Impact Week'. Each day of the week was dedicated to a different charity and a different activity.

In the run up to Christmas, the team at Qualifio wanted to do something a bit different than the usual end of year festivities, and to have more of an impact in their local communities. From December 6th to December 10th, a different activity was organised each day in partnership with an association or a charity.

Quentin Paquot, CEO of Qualifio, explains: *"Initiatives like our "Have an Impact Week" are essential in my view. It gives meaning to why we work at Qualifio. Working for a company today is not just*



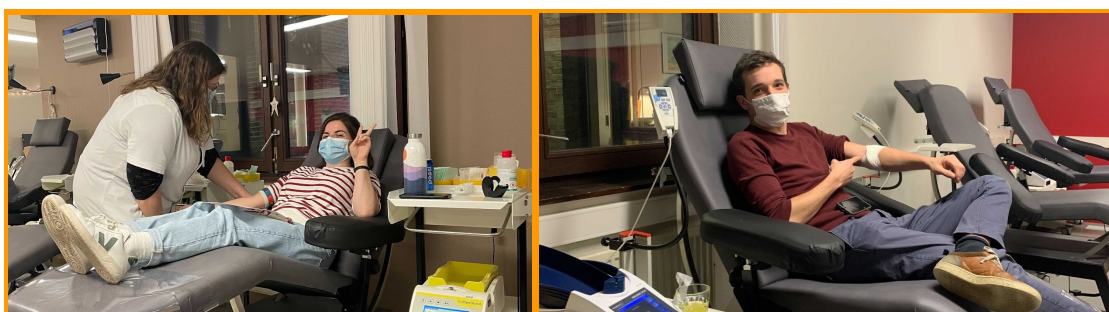
*about working to achieve your goals. It is about living according to your values and sharing them with others. We have to be creative and offer this kind of concept to meet the expectations of our teams, especially the younger generation."*

Following on from their lockdown walking challenge in March 2021, where the Qualifio team walked 1678 kilometers in a month raising money for the [Denis Mukwege Foundation](#), the company wanted to organise another charity activity that they could do together this time.

On Monday, a team of Qualifio employees spent the evening in Brussels with [Opération Thermos](#), preparing and distributing 100 hot meals for the homeless and less fortunate in the Botanique metro station. They prepared a meal of mashed potato, roast chicken and apple compote, a much-loved Belgian dish, accompanied by soup and a cup of coffee.



Tuesday was blood donation day with the [Belgian Red Cross](#), an activity that employees do regularly throughout the year as the Qualifio headquarters are in the same building as the Louvain-la-Neuve Croix Rouge facilities.





On Wednesday, a team of volunteers donned their boots and wrapped up warm to walk round the area local to the Qualifio headquarters, to pick up rubbish and tidy up the countryside with [BeWapp](#).



Thursday was [Shoe Box](#) collection day, organised by the Samaritans, so team members brought in shoeboxes that they'd filled with food items, beverages and other essential items, before adding a greetings card and wrapping their boxes like Christmas gifts.



The week ended with the sale of [Amnesty International candles](#).



Aurélien Berhin, Head of HR & Administration at Qualifio, explains why organising this week was so important for the team at Qualifio: *"We wanted to organise a "Have an Impact Week" because*



*even if the current sanitary situation imposes certain constraints, we wanted to show that individual initiatives or in small groups are still possible. After the success of the walking challenge for Dr Mukwege's foundation earlier in the year, we wanted to provide those who wanted with the opportunity to do something to give back to the community. And the week was a great success, we saw strong commitment from all of our teams. Continuing to have projects like this together outside of our work, makes us stronger."*

## **About Qualifio**

**Qualifio** is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing, and loyalty. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium.

Their customers include: Nestlé, L'Oréal, Unilever, Decathlon, MediaMarkt, Carrefour, PSG, Purina, Dixons Carphone, Daily Mail Group, DPG Media Services, D'leteren and Ahold Delhaize.

To find out more, visit <https://qualifio.com>

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