

CSR Procurement Guidelines

The goal of these CSR Procurement Guidelines is to promote adherence from business partners and suppliers of Publicis Groupe and its agencies to the United Nations Global Compact 10 Principles – and to require commitment to critical business behaviors.

Publicis Groupe CSR Procurement Guidelines are aligned with the company corporate business principles explained in the Code of Ethics “Janus” embracing a large number of topics. Within its relations with business partners and suppliers, Publicis Groupe is particularly attached to the following items:

1. Publicis Groupe expects its business partners and suppliers to be an active member of a national or international CSR agreement or organization, with its own roadmap and goals, to **ensure effectiveness in this CSR strategy around some key areas**:
 - Diversity & Inclusion including Professional development & Training, and well-being at work
 - Responsible Marketing and Business Ethics,
 - Community responsibility around key questions in our digital world such as Data Protection, and local support to many projects through pro-bono campaigns and volunteering activities.
2. All Publicis Groupe RFIs/RFPs strive to include a **CSR Procurement Questionnaire or CSR assessment** (through EcoVadis platform). The results of this evaluation will count for 20% of the overall proposal ;
3. Business partners and suppliers have **to comply with Publicis Groupe business code of Ethics “Janus”**, particularly - HR general policies; Zero Tolerance and Anti-discrimination; Harassment & Workplace violence; Anti-Bribery and Anti-corruption; Data Protection (EU regulation GDPR). These principles are detailed in extracts publicly accessible on the Publicis Groupe website, [CSR section](#);
4. Business partners and Suppliers will **need to comply** to all applicable laws, regulations and self-regulatory **standards related to CSR and Sustainability** ;
5. Publicis Groupe **encourage SMEs/Regional companies to participate** in RFIs/RFPs ;
6. Publicis Groupe wants **to identify and invite RFIs/RFPs “supplier diversity”** when possible ;
7. Publicis Groupe will monitor on a regular basis the **financial sustainability of suppliers to assess our weight** in the partner and supplier business, and will pay attention if the Groupe reaches 25% of its yearly revenue, particularly for SMEs ;
8. In case of terminating a long term relationship with a supplier or in case the weight of the commercial relationship with Publicis reaches 25% and above of the supplier’s yearly revenue, a specific mutually agreed action plan must be implemented (e.g. prepare termination, decrease volume progressively...) **to manage the exit phase** ;
9. In case of **misconduct** from the Business partners or Suppliers, Publicis Groupe will require all legal options for ending the contract in the relevant way. If the Business partner or Supplier, or, if a Groupe employee needs protection, they can both activate the Publicis Groupe “whistleblowing” system, managed in a strictly confidential manner ethicsconcerns@publicisgroupe.com ;
10. Business partners and Suppliers and Publicis Groupe are encouraged to work on some **common CSR activities with positive impacts** (and metrics). If joint projects are engaged, these CSR activities (whatever they will embrace social or community or environmental aspects) have to be reviewed at minimum once per year, to ensure that actions are well in place and measured.

Supply Chain CSR analysis is a virtuous circle: each player has to do its own part to make improvements. Since many years, Publicis Groupe has been registered as a supplier in EcoVadis, and the Groupe is evaluated on a yearly basis. Many Publicis Groupe Clients have access to this evaluation.

Publicis Groupe CSR strategy is also aligned to support the United Nations Sustainable Development goals (UN SDGs) and will encourage its suppliers and business partners to actively participate in the joint



efforts. The company identified 10 key goals to follow. Details about the Publicis Groupe CSR strategy are publicly [available](#).

A few words of context

In 2003, Publicis Groupe signed the United Nations Global Compact 10 Principles and, in respect of local laws and regulations, wants to encourage its suppliers and business partners to apply these key-principles. Publicis Groupe wants to act as an ethical and engaged economic and social player in all countries where it operates. In 2007, Publicis Groupe supported the UN Pledge “Caring for Climate”, considering climate change as one of the largest challenge in the future, and everyone and every company positive impact will count.



The **United Nations Global Compact's Ten Principles** are derived from: the [Universal Declaration of Human Rights](#), the [International Labor Organization's Declaration on Fundamental Principles and Rights at Work](#), the [Rio Declaration on Environment and Development](#), and the [United Nations Convention Against Corruption](#).

Human Rights

[Principle 1](#): Businesses should support and respect the protection of internationally proclaimed human rights; and
[Principle 2](#): make sure that they are not complicit in human rights abuses.

Labor

[Principle 3](#): Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
[Principle 4](#): the elimination of all forms of forced and compulsory labor;
[Principle 5](#): the effective abolition of child labor; and
[Principle 6](#): the elimination of discrimination in respect of employment and occupation.

Environment

[Principle 7](#): Businesses should support a precautionary approach to environmental challenges;
[Principle 8](#): undertake initiatives to promote greater environmental responsibility; and
[Principle 9](#): encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

[Principle 10](#): Businesses should work against corruption in all its forms, including extortion and bribery.

In 2010, Publicis Groupe established a CSR Procurement Questionnaire (*) to assess depth of suppliers' involvement in certain important CSR matters, and to better understand how the suppliers are ready to make progress. This questionnaire is regularly updated. For Publicis Groupe, that's a *continuum* of joint efforts and the company is ready to share practices or activities that could improve ethical business behaviors. In 2014, to move forward and ensure business partners and suppliers are engaged in such key-areas, Publicis Groupe started to work with **EcoVadis**, an independent third party [platform](#) to evaluate CSR suppliers activities, commitments and progress. In 2017, Publicis Groupe set-up its Duty of Care plan to comply with the French Law, and new local regulations with the goal of engaging more suppliers. In 2018, Publicis Groupe signed the United Nations Women Empowerment Principles (WEPs, 7 Principles “Equality means Business”) to better support women's rights as human rights.

(*) *Publicis Groupe CSR Procurement Questionnaire, established in 2010 is inspired from the 10 Principles of the UNGC. Based on 40 key-questions, the goal is to assess supplier's engagement and actions in place on: CSR Strategic commitment, Social & Labor policies and practices, Anti-discrimination and equal policies, Training & development, Diversity & Inclusion, Work-Life Balance, Communities' activity, Ethics Principles, Data protection & privacy, Security & Business continuity, Environmental policy and priorities.*