

Paris, October 5th, 2017

Dear Mr. Secretary General,
Dear Stakeholders,

When Publicis Groupe signed the United Nations Global Compact 10 Principles in 2003, we already knew that it would be an important commitment for the company. It was a big step in forming our sustainability strategy. More recently, by supporting the United Nations Sustainable Goals through our industry initiative called Common Ground, we are proud to add leverage to our efforts and participate in the general effort to end critical issues around the world.

Our 2016-2017 “Communication on Progress” is showing how, in this transformation period for Publicis Groupe, we want to reinforce sustainability in our business strategy. We truly believe in “Creativity and Technology for Good” and our capacity to have a positive impact, one that is measurable in a transparent way for our stakeholders. We have a lot to improve, and thanks to our teams, our clients and our partners this is well underway.

Our 2016 CSR Report is publicly available to share facts, figures and stories, and includes an external auditor’s statement. The 10 Principles of the Global Compact are included in “Janus” (our internal Code of Conduct); we want to continue to align our values and principles that drive our business behavior. Our responsibility is to ensure we have clear rules and ethics, thus addressing our clients’ needs in the most responsible way. Our talents are our strongest asset. Our imperative is to support them as best as we can. We encourage a more diverse workforce. Diversity is a core item regarding talent. This is part of the Groupe culture. Professional education and development is the driver to improve our teams’ skills within our digital transformation, and to keep our teams agile, creative, and passionate about their job.

Our clients are at the center of our organization. Sustainability is part of their business projects that is shared with us. We all have in mind sustainable economic and social growth as an imperative for the future. We are working together on several subjects such as education, gender equality, healthcare, food waste and better nutrition, and environmental impact reduction. Obviously, we are working together on more responsible communication, because it will support sustainable consumption.

In the society, citizen-consumers expect us to be active, and really engaged with a long term vision. Our community efforts never stop. This is part of our duty, our corporate responsibility.

One last word: we truly believe in cooperation, joint projects between players; the union of collective and individual efforts that will help to move forward and at the end achieve ambitious the Sustainable Development Goals.

Arthur Sadoun



Chairman & CEO