

The Publicis way to do Business

Corporate Social Responsibility (CSR)

Why?

Sustainability is part of our company strategy and responsibility, in interaction with all our stakeholders. Business Units and Solution Hubs need to act in accordance with the French and European regulation. The Groupe strategy embraces all aspects of Corporate Social Responsibility (CSR). The goal is to increase our positive impacts, driven by the motto “Creativity & Technology for Good”. The CSR Report is included in the Company Registration document publicly available on the Groupe website.

For whom?

The Groupe CSR Department is responsible for CSR strategy and reporting, under the Secretary General authority, in cooperation with the Groupe CFO and other Corporate functions. All Business units and Solution Hubs must participate in two ways: by being active in the different key areas where the Groupe wants to improve its sustainable impacts, particularly with clients in the current business, and by participating and complying with the CSR reporting.

What?

Groupe Corporate Social Responsibility policy and sustainability strategy is built around the following areas and priorities, topics that are material for the company and its stakeholders:

- **Talents:** diversity and inclusion with a focus on gender equality ; training and professional development ; career evolution ; wellbeing at work ; health and safety prevention ;
- **Clients:** responsible marketing and communication to encourage sustainable behaviors ; innovation & labs ; joint sustainable projects and engagements with suppliers (as mentioned in the CSR Procurement Guidelines, incl. supplier diversity activities) ;
- **Society (citizens-consumers):** data protection and security; sustainable consumption ; “Create & Impact” (corporate citizenship impact through *pro-bono* campaigns, volunteering, charity...) ;
- **Ethics & Governance:** Janus Code of ethics: our values, our commitments towards our teams; anti-bribery and anti-corruption policies; Trade and self-regulation work (incl. our global Code reference www.codescentre.com). Governance principles ; relations with our shareholders, stakeholders ;
- **Environment:** “Consume Less & Better” policy to reduce environmental impacts following the “EU 2030 Climate and Energy Framework” *. (incl. annual Carbon Footprint calculation) ;

**EU 2030 Goals are: 40% reduction in greenhouse gas emissions; 27% rise in the share of renewable energy; 27% increase in energy efficiency.*

The structure of the CSR Reporting follows the international GRI Standards and the 17 United Nations SDGs (Sustainable Development Goals) to identify the Groupe positive contribution in particular for 10 of them. Several sources are publicly available: the Company Registration document, the CSR section in the corporate website and the dedicated tool called CSR Smart data.

The Groupe commits to United Nations Global Compact (signed in 2003) and its four-area values that are derived from:

- Universal Declaration of Human Rights,
- International Labor Organization’s Declaration on Fundamental Principles and Rights at Work



- Rio Declaration on Environment and Development,
- United Nations Convention Against Corruption

The ten United Nations Global Compact principles are:

1. Businesses should support and respect the protection of internationally proclaimed human rights;
2. Make sure that they are not complicit in human rights abuses;
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. The elimination of all forms of forced and compulsory labor;
5. The effective abolition of child labor;
6. The elimination of discrimination in respect of employment and occupation;
7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility;
9. Encourage the development and diffusion of environmentally friendly technologies;
10. Businesses should work against corruption in all its forms, including extortion and bribery;

CSR frameworks and Groupe commitments

Publicis Groupe comply with the French Grenelle2 law and other laws related to CSR commitments, including Sapin 2 Law (Anti-corruption) and Duty of care law (Devoir de vigilance), and with the EU Directive on non-financial reporting. The CSR Reporting is externally audited and verified each year.

On a voluntarily basis, Publicis Groupe applied the GRI Standards (Global Reporting Index); the Groupe supports the UN Sustainable Development Goals (SDGs); the company also follows the ISO 26 000 guidelines; the OECD guidelines for multinational companies; the SASB (Sustainability Accounting Standards Board).

Publicis Groupe joined the CEO Action for Diversity & Inclusion in the USA, and signed the “WEP”, the 7 Principles by United Nations Women, also called “Equality means Business”. The Groupe is part of the Unstereotype Alliance to fight against outdated stereotypes in advertising and communication.

Publicis Groupe is a signatory of the United Nations pledge “Caring for Climate”, and participates voluntarily to the CDP (Carbone Disclosure Project) to better track environmental impacts.

CSR performance

Publicis Groupe is registered in several ESG Indexes, such as FTSE4Good, Ethibel Excellence, Gaïa Index, Euronext-VigeoEiris, ECPI; and the company CSR profile is annually evaluated by external ESG third parties like Robecom (DJSI), Sustainalytics, Ecovadis, Oekom, MSCI, CDP...

Who is in charge?

Solution Hubs, Countries & Business Unit CEOs, Groupe CSR Department.