

Diversity & Inclusion Key Principles

Principles for an Equal and Inclusive Workplace

Diversity & Inclusion (D&I) is under the supervision of Publicis Groupe's Secretary General, Anne-Gabrielle Heilbronner, member of the "Directoire" (Management Board). Diversity & Inclusion is part of the top management agenda. The company motto is "Viva la Difference" which means valuing and respecting each individual; everyone's position is based on skills and qualifications. The Groupe will always ban all forms of discrimination.

For decades, Publicis Groupe has fostered gender parity ("mixité"). The company has good results but wants to increase women leadership where gender balance is not at the level expected, for example in Technology and Creative Executive positions.

Publicis Groupe Governance bodies at December 2019	
➤	Supervisory Board, chaired by Maurice Lévy, Chairman: 50/50
➤	Directoire – Management Board, chaired by Arthur Sadoun, CEO: 25% (1 woman out of 4)
➤	Groupe Management Committee chaired by Arthur Sadoun, CEO: 33,3 % (7 women out of 21)
Employee average age: 35 years (36 years for men – 34 years for women).	

Where are the women in Publicis Groupe? 2019 is showing progress, with room for improvement.

	% Women In Groupe Global Headcount	% Women in Agencies Executive Committee	% Women CEO of Agencies	% Women Head of Creative Department	% Women Head of Technology Department	% Women Head of Data Department	% Women in Leaders' positions
Publicis Groupe	49,8 %	43,3 %	32,8 %	24,2 %	15 %	25,4%	38,3 %

(Data from 2019 Publicis Groupe Universal Registration Document p.128)

1 – Our Goals

To make sure we create and nurture an equal workplace, Publicis Groupe and the management of each agency focuses their attention on the following:

1. Source and **recruit more diverse talents**, to be aligned with local economic and social context, and to reflect the consumer audience of our clients;
2. **Equal pay** between women and men;
3. Attaining **more women in top leadership positions**, particularly women leading Creative and Technology teams, with pro-active planning (promotion, succession, recruitment...). The Groupe goal is to get **40% women at the leadership position in 2020**. This goal is part of the company Top Management variable compensation,
4. **Flex-Program**: this is already in place in all agencies; implementation needs to be increased to improve the employee's efficiency, job satisfaction and quality of life;

2 – Our Rules

Publicis Groupe's motto "Viva la Difference" reflects the reality: we celebrate difference, we want multicultural teams on every project, we value each individual for who they are, including their backgrounds, experiences, professional skills and potential. There are important rules and practices to commit to, in order to support inclusive work environments:

- ✓ **Zero Tolerance Policy**: we will not tolerate any misconduct or misbehavior as it relates to our anti-discrimination policy and our anti-sexual harassment policy, which are both in *Janus* (Publicis Groupe Code of Ethics);
- ✓ Foster "**Equality of Chance**" as a key-principle to have more diverse candidates applying for a new position, role or promotion;



- ✓ Provide **Unconscious Bias workshops** in all countries and agencies on a regular basis;
- ✓ **Encourage local D&I, HR & Talents projects** related to diversity at large – including training, wellbeing at work, parenting programs, which are country and market driven;
- ✓ **Cooperate with Clients** and partners when such an alliance is helpful to push forward gender equality and diversity in general;
- ✓ **Support our Business/Employee Resources Groups** (BRGs/ERGs);
- ✓ Engage further with **Diversity programs**, such as MAIP in the US (Multicultural Advertising Intern Program) and MPMS (Most Promising Multicultural Students Program), MCTP (Multicultural Talent Pipeline) and similar ones in other countries;

3 – D&I in action in the agencies

D&I is a daily task driven by our managers, CTOs and Diversity leaders organizing local diversity programs in their countries, serving to engage everyone particularly around the following: gender, age, ethnic origins, background or education, sexual orientation, religion, disability (physical and psychical, mental health) and veteran.

- In the **US**, during the last decade, our Talent Engagement & Inclusion team, along with Talent and Diversity leaders from all of our brands and agencies, have been driving a robust program of activities in order to build a diverse and inclusive culture and workplace. TE&I Team is focused on recruitment and retention, by identifying and activating best practices, by offering professional development workshops and supporting robust BRGs offering.
- In **Europe** (France or UK for example) D&I is driven across agencies, to increase the diversity in the workforce and establish an inclusive workplace welcoming everyone's difference.
- In **India**, with only 31% women in the total workforce, there is a drive to step up efforts: "Unconscious bias" sessions are designed to anchor a culture of diversity since Day one in the induction program. Measures are taken to support parents, and a special focus is put on reintegration programs for women after giving birth.
- In **South Africa**, all Publicis Groupe agencies are certified BBEE ("Broad-Based Black Economic Empowerment") level 1, following a voluntary appraisal carried out with external auditors. It's an ambitious framework certifying the management, the culture, the practices and the way of doing the business.

More details and examples can be found in the [Company Universal Registration document](#) and the Groupe [corporate website](#).

4 – Employees' engagement and culture

Publicis Groupe support strong **BRGs** which are very active in the US and in many other countries, providing their members access to a vast range of programming such as professional development workshops, internal or external conferences, mentoring and community service opportunities. BRGs are involved in the activation of inclusive policies and joint activities with clients; two BRGs are really international: VivaWomen! and Egalité.

In the US Publicis is home to 11 national BRGs, with 77 chapters and over 7000 members including: VivaWomen! (women) now established in North America, Europe and APAC; VivaWomen of Color (women of color); VivaTech (women in Tech); PublicisParents (all parents); Egalité (for LGBTQ) now established in North America, Europe and APAC; MOCA (men of Color); GenNext (young professionals); PubVets (military veterans); Cross-Boundary (international employees), Sages (seasoned professionals), Publicis Connects (talent management community) and many other local groups, such as Women Leadership Networks (Sapient or Leo Burnett). In the UK Publicis is home to 4 national BRGs, including: VivaWomen! (women); Egalité (LGBTQ+); Embrace (Ethnicity) and Headline (Mental Health & Wellbeing). We are proud of these bottom-up and organic activities, which bring value to our company culture and business.

Locally in many countries, Publicis Groupe agencies are joining local initiatives fostering diversity and inclusiveness in the work force but also in society, and, are also providing help to local NGOs through *pro bono* campaigns or volunteering activities supporting girls and women rights or fighting about human rights and fundamental freedoms (expression, association...).



6 – Corporate engagements signed by the Groupe CEO or the Groupe Secretary General, member of the Directoire

- ☞ Since 2003, Publicis Groupe’s CEO has been a signatory of the **United Nations Global Compact**, supporting 10 Universal principles, including Principle 6: *the elimination of discrimination in respect of employment and occupation*. Principles must be applied at the company level and with our suppliers and partners.
- ☞ Publicis Groupe began solid **CSR Reporting** in 2009, publishing transparent data on its talent gender split.
- ☞ 2010 marked the official birth of **VivaWomen!** Publicis Groupe’s internal women’s network, sponsored by Publicis Groupe CEO and supported by the Groupe Secretary General. VivaWomen! grassroots initiative for women (and men!) to support women in their professional and personal life, embracing local agencies’ women’s networks (*Women’s Leadership networks, VivaWomen of Color, Women@Digitas, PublicisParents, VivaTech*). Similarly, **Egalité** (LGBTQ) was launched in 2012 to build an equal workplace everywhere.
- ☞ In 2012, Publicis Groupe joined **Catalyst** to provide inspiring content to the VivaWomen! chapters and more broadly to D&I leaders across countries.
- ☞ In 2016, Publicis Groupe’s CEO was a co-founder of Common Ground, an industry initiative to support the United Nations with the **17 SDGs** (Sustainable Development Goals). For its CSR reporting, the company adopted the SDG framework with a focus on 10 SDGs, incl. SDG 5 on Gender Equality.
- ☞ In 2017, Publicis Groupe’s CEO joined the **CEO Action for Diversity & Inclusion** in the US, to foster inclusion in the workplace, through education, engaging programs, and data to track the evolution.
- ☞ In 2017, Publicis Groupe’s CEO joined the **Unstereotype Alliance** (UN Women) with other advertising and communication groups, to fight against outdated stereotypes in advertising and communication.
- ☞ In 2018, Publicis Groupe’s CEO signed the **WEP – Women Empowerment Principles**, (UN Women), which are 7 key principles (« Equality Means Business » see below) to empower women in the workplace, marketplace and community.
- ☞ In 2018, Publicis Groupe joined **#FreeTheBid initiative**, to give a real space to women filmmakers in advertising film and TV.
- ☞ In 2018, Publicis Groupe and its agencies joined the **Alliance for inclusive Multicultural Marketing** (AIMM) with the ambition of working alongside our clients, and, other industry partners and colleagues, to advance the understanding, practices and measures associated with multicultural consumer / customers and culturally relevant messaging and programming.
- ☞ In 2019, Publicis Groupe joined the **Kering and LVMH Model’s Charter**, to improve working conditions and well-being for models; the Model’s Charter is fixing a minimum age (16, and clear conditions between 16 and 18), excluding small sizes, taking into account physical and mental health, and providing help in case of inappropriate situations.
- ☞ In 2020, in response to the growing violence and discrimination against diverse communities, Publicis Groupe joined in the US **Catalyst** along with **Ascend, ELC, HACR, National Organization on Disability**, and **Out & Equal** as a co-signing partner of a joint announcement on COVID-19 industry response and ongoing action plan with specific denouncement of anti-Asian sentiment & other bias linked to the coronavirus.
- ☞ In 2020, Publicis Groupe joined **CEASE**, the European Corporate Network to involve companies to cease gender-based violence, asking them to set-up action plans to better support women facing domestic violence.



7 – The Women’s Forum

Since 2009, Publicis Groupe has been strongly engaged in supporting women through the Women’s Forum for the Economy and Society, which gathers thousands of women (and men) annually. The Women’s Forum plays two large roles: promoting women’s economic and social contribution, as this is very impactful and under-estimated globally; and promote Women’s rights as Human rights to push forward gender equality.

With the **Daring Circles**, the Women’s Forum and its strategic partners (companies & NGOs) including Publicis Groupe, are putting clear action in place around the 5 following topics: Women & access to Health, Women & Business, Women & AI (Artificial Intelligence), Women & Climate, Women & STEM. The Women’s Forum is also a “Do Tank” to foster changes in many aspects of the society and is also well known as a **proactive force for the G7 and G20** since 2018.

The Women’s Forum is welcoming thousands of participants and is taking place in the biggest region in the world: Europe (Paris Global Meeting), Americas (Mexico), APAC (Singapore).

In 10 years, the Women’s Forum gathered a dynamic and **active community of 50 000 women and men across the globe.**

In 2020, due to the Covid-19 pandemic, regional Women’s Forum shift to virtual sessions, such as the G7 Call to Action in May, gathering 3 000 online participants.



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Publicis Groupe is a signatory of the United Nations Women Empowerment Principles (WEP)

Women Empowerment Principles (WEP) – by UN Global Compact and UN Women

7 Principles emphasize the business case for corporate action to promote gender equality and women's empowerment: “Equality Means Business”

- ✓ *Principle 1: Establish high-level corporate leadership for gender equality,*
- ✓ *Principle 2: Treat all women and men fairly at work – respect and support human rights and nondiscrimination,*
- ✓ *Principle 3: Ensure the health, safety and well-being of all women and men workers,*
- ✓ *Principle 4: Promote education, training and professional development for women,*
- ✓ *Principle 5: Implement enterprise development, supply chain and marketing practices that empower women,*
- ✓ *Principle 6: Promote equality through community initiatives and advocacy,*
- ✓ *Principle 7: Measure and publicly report on progress to achieve gender equality.*

