

The Publicis way to do Business

Corporate Social Responsibility & Sustainability

Why?

Sustainability is an integral part of our company strategy and responsibility, encouraging interaction with all our stakeholders. Business Units and agencies need to act in accordance with French and European regulations. The Groupe strategy embraces all aspects of Corporate Social Responsibility (CSR). The goal is to increase our positive impacts, and to limit drastically our negative impacts when and where we can. In accordance with French laws, and the European directive related to Non-Financial Performance reporting, the CSR Reporting is included in the Publicis Groupe [Universal Registration Document \(URD\)](#), publicly available on the Groupe website in the CSR section, where several examples and data is illustrating the actions and progress being made. The CSR reporting is [externally audited and verified each year](#).

For whom?

The Groupe CSR Department is responsible for CSR strategy and reporting, under the authority of the Groupe Secretary General, member of the Management Board (Directoire). Through the CSR Steering Committee, all company Corporate functions are associated with the CSR Reporting. CSR topics are screened by the Strategy and Risks Committee of the Supervisory Board and a summary is shared annually at the shareholders meeting. All Business units and Solution Hubs, and employees, 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 in the CSR reporting to measure efforts and results.

What?

Groupe Corporate Social Responsibility policy and sustainability strategy is reviewed annually, in order to assess its alignment with the key-stakeholders expectations. These stakeholders being our Talents, Clients, Investors and Shareholders, and the civil society. The following areas and priorities are considered material for the company.

1. **Talents:** [diversity and inclusion](#) is at the core, with a specific determination to [build an inclusive workplace for all](#); training and professional development, career evolution, [wellbeing at work, health and safety](#) are also strong pillars for us, as we are a ‘people’ business.
2. **Clients:** [responsible marketing and communication](#) to foster sustainable consumption drives our work in all categories of business – Creativity, Media, Data, Technology, Innovation, joint sustainable projects with clients, and [CSR actions with our suppliers](#) (incl. supplier diversity activities) are part of the day-to-day business.
3. **Society:** [data protection](#) and security are vital for all: the citizen-consumer who wants to be protected, our clients who need to take ownership of their customers’ feedback. For the communities “Create & Impact” illustrates the Groupe’s corporate citizenship impact (*pro-bono* campaigns, volunteering, charity...) and our talents’ engagement in various causes.
4. **Ethics:** [Janus is Publicis Groupe Code of ethics](#) detailing the way we operate. In this code, our values, our commitments towards our teams, our responsibility for our clients are clear, including key-policies such as [Zero Tolerance against discrimination](#), [anti-bribery and anti-corruption policy](#) and our [whistleblowing system](#).
5. **Environment:** [“Consume Less & Better” policy](#) is addressing how we intend to reduce drastically (min. - 40%) all our environmental impacts by 2030, in order to meet SBTi targets (Science Business Targets Initiative) along with other goals such as using 100% renewable energy by 2030, and being carbon neutral – or net zero by 2030.



The Groupe commits to **United Nations Global Compact** (signed in 2003 and renewed each year) 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 **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.

CSR frameworks

Publicis Groupe comply with the French laws related to CSR commitments, and with the EU Directive on non-financial reporting. The CSR Reporting is externally audited and verified each year. External auditors report is publicly available.

The structure of the CSR Reporting is also following voluntarily the international [GRI Standards](#) and the 17 United Nations SDGs (Sustainable Development Goals). The company also follows the ISO 26 000 guidelines; the OECD guidelines for multinational companies; the SASB framework (Sustainability Accounting Standards Board).

Publicis Groupe joined the CEO Action for Diversity & Inclusion in the USA and signed the “WEPEs” – the 7 Women Empowerment Principles by UN Women, also called “Equality means Business”.

The Groupe is part of the Unstereotype Alliance led by UN Women to fight against outdated stereotypes in advertising and communication.

Publicis Groupe is a signatory of the UN pledge “Caring for Climate” and participates to the CDP (Carbone Disclosure Project); the company is a supporter of the “Accord de Paris” and is committed to fight climate change through new targets for 2030 aligned with SBTi methodology in line the scenario 1.5°.

CSR performance

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

Who is in charge?

Solution Hub & Business Unit CEOs, Groupe CSR Department, with the support of agencies CSR teams.