

## CITIZENSHIP CHARTER “Create & Impact”

### Publicis Groupe community engagements principles

Publicis Groupe’s engagement in society at large is a tradition that goes back to the origin of our Company in 1926, and can be considered significant due to the vast number of causes we choose to support. This community or citizenship engagement involves the Groupe (HQ) and all of its business units (agencies) around the world and is based on a decentralized approach. To measure the positive impacts, Publicis Groupe classifies these initiatives under the banner of “**Create & Impact**”.

Since late 2015, the Groupe’s Corporate Social Responsibility (CSR) strategy, titled “Creativity & Technology for Good” has based itself on the **17 United Nations Sustainable Development Goals**. It is therefore important that the causes we support respond to these major goals, and participate in the solutions through what they bring. It is for us to make our contributions using the entire range of our knowledge.



### 1 – What type of support do we provide?

While financial support for institutions and non-profit organizations dedicated to the public interest is essential, it is not the only effective way of assistance: Publicis Groupe, and its agencies prefer to put professional skills to the service of good causes, and our work can take different forms:

- It can be done through “pro-bono” campaigns (for free). Our teams contribute their time, their creativity and their expertise, depending on the needs. Time spent on the project is not charged to the beneficiaries, who only incur technical expenses.
- Skills sponsorship (“mécénat de compétences”) is another option: teams are devoting the necessary time to support the organization; this type of organization depends on the project and local legal context.
- Volunteering initiatives means engaging teams for one day (more or less) to act and support a specific cause. It also depends on the local context and cultural practices in this field.

Each year, the financial value of the services provided is assessed in order to measure the support provided to local communities, whether it be in terms of time dedicated to the project, free media space or any other initiative which we took part in. This information is then verified, externally audited, and published on the Groupe website <https://rse2019.publicisgroupe.com/en/societe>



## 2 – Who do we support? How do we proceed within agencies?

Our priority goes to national and international institutions, nonprofit organizations and NGOs working for **major general interest causes**, and dedicated to the defense of public interests, fighting injustice, or providing practical assistance to increase diffusion of information and awareness, thus helping those that work in the field. Supported causes have to contribute to the United Nations 17 SDGs. Historically, Publicis Groupe and its agencies are supporting a large number of causes related to education, in particular for young girls, health, to tackle many diseases or in favor of disability (visible or invisible, physical or mental), to fight against poverty, insecurity and all forms of inequalities (racism, sexism, antisemitism, homophobia...), supporting human rights (fighting against domestic violence, migrants, vulnerable people and against modern slavery...) and to promote equality.

The Groupe guiding principle is **proximity**, doubled with the **measurement of the direct impact**, since it is often easier to contribute time and energy for a worthwhile cause which is closer to home. It is therefore up to the local managers of individual agencies to select the causes they choose to support each year. Decisions naturally have to factor in existing workloads and deadlines, since available resources are of course limited.

Teams which are involved in “pro bono” campaigns or volunteering initiatives do so by choice. Employees play their part with great enthusiasm and energy. We are very grateful to all of them. Working on these types of projects is a key part of professional life within our agencies.

(Some causes supported can be publicly found in our various CSR Reports, available at: <https://rse2019.publicisgroupe.com/en/societe>)

## 3 – Groupe level (HQ) engagement

Publicis Groupe's headquarters can provide complementary support in three different ways:

a) Taking into consideration the proximity principle explained above, the HQ has limited its own commitments as it does not have the means to carry out a campaign. In exceptional circumstances, the Groupe can decide to support a project on a one-off basis. . This is the case regarding our engagement in Common Ground, an industry initiative (with WPP, Omnicom, IPG, Dentsu-Aegis, Havas) started in 2016 to support the UN SDGs. Publicis Groupe is specifically engaged to support SDG 2 : Zero Hunger. This internal mobilization is called “One Table” ([www.publicisgroupeonetable.com](http://www.publicisgroupeonetable.com)).

b) The Groupe (HQ) can also, on an exceptional basis, require broader commitment among agencies’ staff members and call on subsidiaries to contribute/volunteer relevant talents. This could be in order to reflect specific geographical requirements associated with a cause, or to lend greater effect to a holistic campaign calling on a wide variety of professional know-how and communications. This approach is rare, and managed on a case-by-case basis

For Publicis Groupe and its agencies, the intention that guides the choice and support of actions is based on the efficiency and means of results.

**You have a question? Ask [csr@publicisgroupe.com](mailto:csr@publicisgroupe.com)**