02. Net Zero Climate

▶ **AT A GLANCE**

- We participate in the collective effort to combat climate change, with all our teams proudly involved.
- We support our clients in their own ecological transformation and transition.

FOR WHOM?

All employees in Groupe agencies as change agents.

WHAT?

Combatting climate change is one of the three priorities in the Groupe's current multi-year CSR strategy.

The climate targets have been validated by the SBTi and are aligned to the 1.5°C scenario:

- Near-Term target = 50% reduction in Scope 1, 2 & 3 carbon emissions by 2030;
- Long-Term target of Net Zero = 90% reduction in Scope 1, 2 & 3 carbon emissions by 2040.

Also, a voluntary shift to 100% renewable energy from direct sources by 2030.

Publicis Groupe is tracking carbon intensity (*per capita* and *per euro*) to better assess its progress year after year.

HOW?

In order to meet the SBTi (Science Based Target initiatives) targets and reduce all impacts, the Groupe has defined the following **8 priority action areas**:

1. **Reduce travel** (particularly business air travel) and transportation impact, through taking opportunities to work from home and the use of all teleconferencing options, as well as prioritizing lower-emission modes of transport for commuting.
2. **Reduce energy** consumption in general, with a target of 100% renewable energy (RE) from direct sources by 2030 for the entire Groupe.
3. **Reduce the use of raw materials and prioritize circular economy.**
4. **Reduce waste** and make recycling the norm.
5. **Reduce the carbon emissions of the work done** for clients across all activities, thanks to the internal impact assessment platform called **A.L.I.C.E.** (Advertising Limiting Impacts and Carbon Emissions) or **eFootpint**.
6. **Innovate** to help clients reduce the impact of their marketing and communication actions.

   Internal education & training is a key-lever like the **NIBI** program (No Impact for Big Impact).
7. **Reduce environmental impact from purchased goods and services**, by asking Groupe providers to be assessed by a third party (like Ecovadis or similar) and by sharing their carbon emissions at "service level".

   Strategic partners are asked to provide a self-evaluation on CSR & ESG topics including climate change through **P.A.S.S.** (Publicis Groupe Providers Platform for a self-Assessment for a Sustainable Supply Chain).
8. **Engage with all employees** to empower everyone to reduce environmental impacts in the day-to-day business and practices.

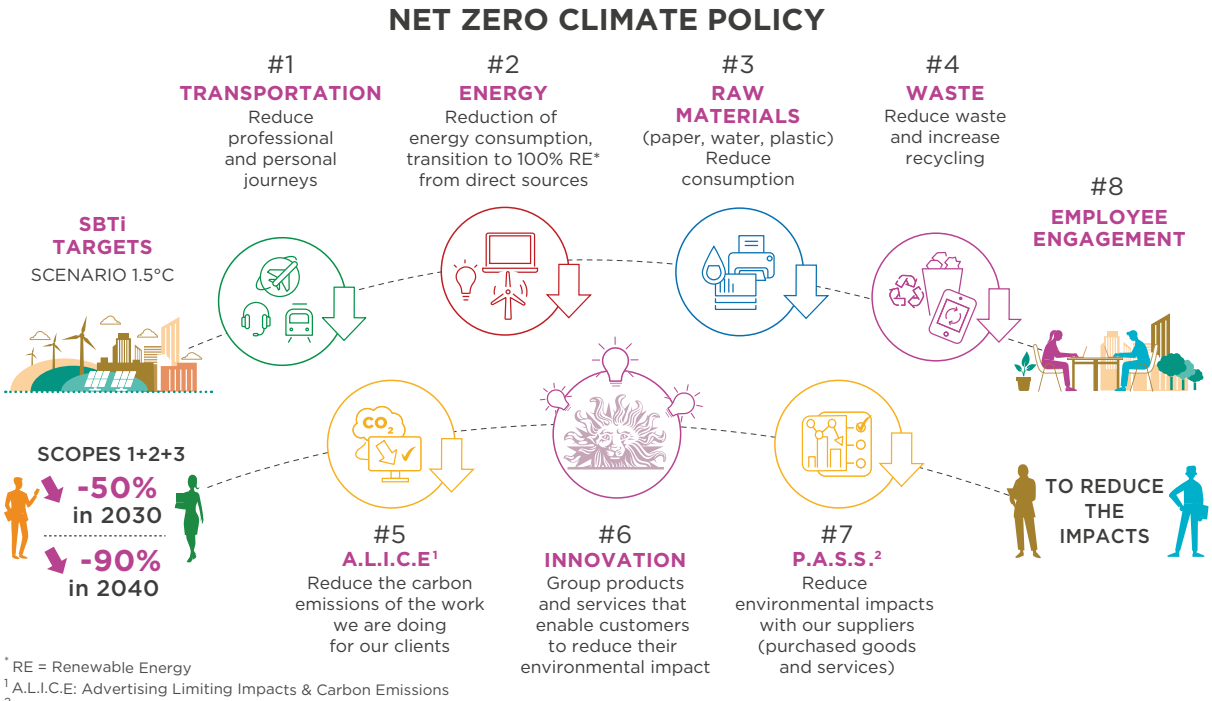
Carbon credits or compensation are **exclusively managed centrally at Groupe level** by the Groupe CSR Department. The company has invested in Voluntary Carbon Credits mechanisms and in the Climate for Nature Fund (Mirova/Natixis).

All of these investments are benefiting the entire Groupe and **no such investments can be made locally.**

Publicis Groupe discloses data annually on carbon emissions. This is part of the CSR reporting externally verified by independent auditors, covering agencies worldwide, with onsite audits. Visit the Groupe Policy IV.01. / Corporate Sustainability, Responsibility & ESG.

WHO?

Review of environmental impact is a daily task driven by all managers and their teams reporting to Business Unit of Agency CEOs.



Policy available to the public on the Groupe website.