

02. Impact & Social Equity

► AT A GLANCE

- Respect for differences is part of our internal culture.
- We ban all forms of discrimination.
- We are building a workplace based on “equal opportunities for all” principle.
- We comply with local laws applicable to our workforce.


FOR WHOM?

All employees without exception.

WHAT?

- The Groupe’s motto is “Viva la Difference”. This means valuing and respecting each and every individual, whatever their background, experience, professional skills and potential.
- The respect for differences is at the heart of our internal culture.

HOW?

 **The Groupe has for decades fostered gender parity**, achieving an almost 50%-50% balance. This policy is based on the “equal opportunities for all” principle.

Groupe Impact & Social Equity (I&SE) Pillars

To nurture an equal workplace, Publicis Groupe and agency management focus on the following four pillars:

1. **Recruit talents with different experiences**, to align with local economic and social realities, and reflect clients’ consumer audience.
2. **Promote women to top leadership positions**, particularly in Creative and Technology teams, and to comply with national regulation on gender balance where applicable.
3. **Pay equity**: between people doing the same job with the same level of responsibility.

4. **Flex-Program**: part-time options and flexible working arrangements are possible for employees whose roles allow it. The goal is to enhance business efficiency, job satisfaction and support a good work-life balance. Implementation is managed locally.

Groupe Founding Impact & Social Equity Principles

To support and build a work environment, local actions must align with the Groupe’s founding I&SE principles.

1. **Zero Tolerance Principle**: The Groupe takes a zero-tolerance approach to any form of harassment, discrimination or workplace violence. Visit the Groupe Policy 1.03./ Harassment & Workplace Violence.
2. Foster “**Equal Opportunities for all**” or “**Equal Chances for all**” as a key principle to have candidates with various backgrounds and experiences. People with disabilities must be supported with adapted measures and accommodations facilitating their business life.
3. Support **Business/Employee Resources Groups** (BRGs/ERGs) and affinity groups such as VivaWomen! (for women), Égalité (LGBTQ+), enABLE (disability) and many others to improve social equity.
4. Cooperate with **clients, business partners and NGO partners** when such an alliance is helpful to promote social equity.
5. Engage with **local communities** to give them access to the Groupe’s workplace and business ecosystem.

Impact & Social Equity Reporting

- Impact & Social Equity (I&SE) and other social-related topics reporting is published annually, and complies with local laws, restrictions and any required local format.
- It can be found in the Universal Registration Document and in the CSR Smart Data section on the Groupe’s website. These data are verified by external and independant sustainability auditors.
- Should any stakeholder have concerns, they can use the Publicis Groupe Ethics Concerns platform to report them (accessible [here](#)).

WHO?

- Inclusiveness is everyone’s responsibility. I&SE is part of daily activities driven by all managers, CTOs and I&SE Leaders reporting to agency CEOs.
- I&SE Groupe projects are under the supervision of the Chief Impact Officer, coordinated by the Groupe CSR Department.

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Publicis Groupe, as a member of the United Nations Global Compact since 2003, is also a signatory to the United Nations Women Empowerment Principles (WEPEs).

WOMEN EMPOWERMENT PRINCIPLES 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 non-discrimination.

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.

WE SUPPORT



Policy available to the public on the Groupe website.