

2016

CORPORATE SOCIAL RESPONSIBILITY

PROGRESS REPORT

I IAVAS
GROUP



“

In my view CSR will be more and more important because we can see in every global pitch and most important in local pitches, clients asking for our CSR credentials. I think CSR will be a criteria like price and creativity that will make our clients choose their group of agencies

”


Yannick Boffore

**OUR 4
RESOURCE
COMMITMENTS**

1

CREATING AND IMPLEMENTING FRAMEWORKS TO MANAGE OUR CSR UNDERTAKINGS




ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
Increase size of the CSR network	Percentage of group headcount covered by a CSR contributor The CSR network is comprised of 180 collaborators in 50 countries representing 100% of all collaborators .	

2

CONTINUOUS REPORTING OF ENVIRONMENTAL AND SOCIAL DATA THROUGH ONLINE PLATFORMS



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
Remain at the forefront of innovative platforms for social and environmental reporting	Progress of tool implementation worldwide The reporting platform Harmoni was launched and employed for the sixth consecutive year. The reporting entities are aligned to those in the financial reporting	

3

INVOLVING SUPPLIERS IN THE ADVANCEMENT OF OUR CSR POLICIES



7

GLOBAL SUPPLIERS
PARTICIPATED IN THIS YEAR'S CSR
REPORTING

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2015

Create a database listing
responsible suppliers

Number of suppliers that have
been integrated into the approach

7 global suppliers participated in
this year's CSR reporting



4

RAISING AWARENESS AND MOBILIZING ON THE ISSUES OF SUSTAINABLE DEVELOPMENT AND RESPONSIBLE COMMUNICATIONS AMONG COLLABORATORS



40

AGENCIES
(THAT REPRESENT
21% OF ALL
COLLABORATORS)

HAVE IMPLEMENTED TOOLS
AND COMMUNICATION
RESOURCES TO ENGAGE
COLLABORATORS ON THE
SUBJECT OF SUSTAINABLE
DEVELOPMENT

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2015

Increase number of
trainings on the issues of
sustainable development and
responsible communications

Number of employees and percentage that
have received trainings on sustainable deve-
lopment and/or responsible communications

518 collaborators participated in
trainings on sustainable development
and/or responsible communications



**OUR 6
COMMITMENTS TO
PROGRESS**

PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT

FEMALE/ MALE DISTRIBUTION



50%

OF ALL COLLABORATORS HAVE PARTICIPATED IN A TRAINING ON DIVERSE SUBJECTS

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2015

Support equal opportunity initiatives in our agencies

Number of individuals with disabilities working on behalf of Havas group

85 collaborators with disabilities



Gender diversity in creative and managerial positions

Executive
♂ 62% ♀ 38%

Creative
♂ 61% ♀ 39%



Number of diversity initiatives per agency

72 initiatives



Attract and retain talent by offering engaging career opportunities and leadership development programs

Number of Havas loft participants

110 collaborators have participated in the Havas loft program since its launch in 2014



Number of training hours delivered in 2016 and number of training participants in 2016

163593 hours
8523 collaborators representing 50% of all Havas Group collaborators



Turnover rate

32%



Absenteeism

3%





REINFORCING SOCIAL RESPONSIBLE PROCUREMENT POLICIES
IN OUR SUPPLY CHAIN



THE GROUP HAS BEGUN AN ANALYSIS
OF SUPPLIERS AND SUB-CONTRACTORS
THAT REPRESENT AT LEAST

75% OF GLOBAL
EXPENDITURES FOR
EACH AGENCY

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
<p>Integrate CSR clauses in suppliers' contract and CSR criteria in invitations to tender</p>	<p>Number of supplier contracts with a CSR clause on environmental and/or social practices</p>	<p>679 suppliers </p>
<p>Sustain our responsible supplier conduct to clients other stakeholders</p>	<p>Ecovadis classification and certification level</p>	<p>Havas group rating 52/100 Certification Silver </p>

PROMOTING TRANSPARENCY AND ETHICS IN OUR BUSINESS



57% OF COLLABORATORS
PRESENTED AND TRAINED ON
THE HAVAS CODE OF ETHICS



DATA SECURITY CERTIFIED

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2015

Ensure collaborators incorporate the Havas code of ethics in all aspects of their work

Percentage of collaborators introduced and trained on the Havas code of Ethics

57% of headcount



Provide a rigor on data security and data integrity by preserving the confidentiality, value and availability of proprietary, consumer and client third-party and open data

Accreditations: ISO 27001:2013 and ISO 9001
Affiliation to data protection agencies such as: FEDMA, ICO DMA

Artemis Alliance and Havas Helia are certified ISO27001



TAKING THE LEAD IN
THE CREATION AND DIFFUSION OF RESPONSIBLE COMMUNICATIONS
 THROUGHOUT OUR AGENCIES AND IN COLLABORATIONS WITH CLIENTS AND PARTNERS



40
AGENCIES

REPRESENTING 20% OF ALL COLLABORATORS HAVE PARTICIPATED IN THE CONCEPTION OF PRO BONO CAMPAIGNS, OR HAVE HELPED OBTAIN ADVERTISING SPACE FOR CHARITIES AND NON-GOVERNMENTAL ORGANIZATIONS

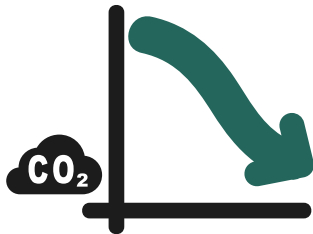


OUT OF
3 368
CREATIVE PROJECTS

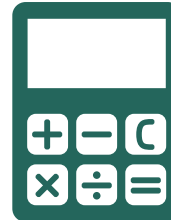
SUBMITTED FOR REVIEW BEFORE BROADCASTING.

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
<p>Promote tools and collaborative strategies dedicated to sustainable development</p>	<p>Monitoring of Responsible communication initiatives in all of the group's agencies</p> <p>Number of consultations with stakeholders prior to the conception of a communication campaign</p>	<p>In 2016, 176 campaigns were designed in collaboration with sustainable development experts (internal or consultants)</p> <p>11 campaigns were conceived after consulting client stakeholders</p>
<p>Engage our communities and partners through pro bono work</p>	<p>Number of pro bono campaigns and corresponding number of working days</p>	<p>94 pro-bono campaigns resulting in 3379 working days</p>
<p>Up hold our promise to combat stereotypes in our work</p>	<p>Number of complaints or suit brought against any of our communication campaigns and percentage of campaigns found non compliant</p>	<p>Out of 3 368 creative projects submitted for review before broadcasting, only 4% were judged non-compliant</p>

REDUCING THE ENVIRONMENTAL FOOTPRINT OF OUR OPERATIONS



A 1,5% DECREASE IN GHG EMISSIONS PER COLLABORATOR



CREATION OF A TOOL TO MEASURE THE CARBON FOOTPRINT OF PRODUCING AN ADVERTISING CAMPAIGN

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
Lower CO ₂ emissions according to our 2015-2020 goals	Annual update	Update of carbon footprint for 2016. The GHG emissions have increased to 126 906 t.eq CO₂ , equal to 6,5 t.eq CO₂ per collaborator . For 2016, the group has seen its emissions decrease 1,5% per collaborator .
Reduce consumption of standard office paper by 40%	Quantity of paper consumed	Total paper consumption decreased to 286 tons , equal to 18 kg per collaborator . This ratio is 18% lower than last year
Use of 100% recycled or certified paper FSC/ PEFC	Percentage of recycled and/or FSC/PEFC-certified paper and variance from goal of 100% recycled or certified paper in 2020	Recycled and/or certified paper represents 78% of all global office paper consumption
Reduce volume of waste per collaborator by 20% for the period 2015-2020	Total waste and variance from the goal of a 20% reduction in total waste by 2020	In 2016, total waste was 1 583 tons , equal 128 kg per collaborator . This represents a decrease of 0,7% per collaborator
Implement recycling systems throughout all Havas agencies	Number of entities (and corresponding percentage of group headcount) to implement recycling programs for paper and waste	193 agencies which represents around 67% of all collaborators implemented recycling programs

**MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS
IN REDUCING CLIMATE CHANGE**



**35
CAMPAIGNS**

DEDICATED TO OF CLIMATE CHANGE
WERE CREATED THIS YEAR

ACTIONS/OBJECTIVES

KPIs

**ADVANCEMENT
COMPARED TO 2015**

Become leaders in the media industry on the issue of climate change through events and client collaborations

Advancement on UN common ground initiative


New indicator

Employ our influence to raise awareness on the issue of climate change

Number of campaigns related to the issue of climate change

35 campaigns dedicated to climate change were created this year


New indicator

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