



2019  
**CSR REPORT**

**HAVAS**  
GROUP



## **OUR MISSION**

**MAKING A  
MEANINGFUL  
DIFFERENCE  
TO  
BRANDS,  
BUSINESSES  
AND  
PEOPLE**



An aerial photograph of a coral reef. The water is a deep turquoise color, transitioning to a lighter, clearer turquoise near the reef. The coral itself is a vibrant, almost neon green, with a complex, branching structure. The reef extends from the bottom left towards the top right of the frame. The text is overlaid on the left side of the image, in white.

Our **6**  
**commitments**  
to progress



# 1 /

## PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT

THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT



FEMALE/ MALE DISTRIBUTION



**63%**  
OF COLLABORATORS  
PARTICIPATED IN  
TRAINING

### ACTIONS/OBJECTIVES

### KPIs

### ADVANCEMENT COMPARED TO 2018

Support equal opportunity initiatives in our agencies

Number of individuals with disabilities working on behalf of Havas Group

**103** collaborators that identify as disabled



Gender diversity in creative and managerial positions

Executive  
♂ **57%** ♀ **43%**  
Creative  
♂ **57%** ♀ **43%**



Number of diversity initiatives

**142** initiatives  
60 agencies have participated in diversity initiatives



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

Number of Havas Lofts participants

**221** collaborators have participated in the Havas Lofts program since its launch in 2014



Number of training hours delivered in 2019 and number of training participants in 2019

**138,839** hours  
**12,572** collaborators representing 63% of all Havas Group collaborators



Turnover rate

**29%**



Absenteeism

**3%**



# 2 /

## REINFORCING SOCIALLY RESPONSIBLE PROCUREMENT POLICIES IN OUR SUPPLY CHAIN



HAVAS GROUP CONTINUES TO BE RANKED AMONG THE BEST SUPPLIERS IN THE ADVERTISING AND MARKET RESEARCH CATEGORY BY ECOVADIS.



ONGOING GLOBAL CSR RISK ANALYSIS OF TOP SUPPLIERS

### ACTIONS/OBJECTIVES

### KPIs

### ADVANCEMENT COMPARED TO 2018

Integrate CSR clauses in supplier contracts and CSR criteria in invitations to tender

Number of suppliers assessed on social, environmental and Human Rights criteria

**137** suppliers



Sustain our responsible supplier conduct to clients and other stakeholders

Ecovadis classification and certification level

Havas Group rating  
**64/100**  
Certification  
**Gold**



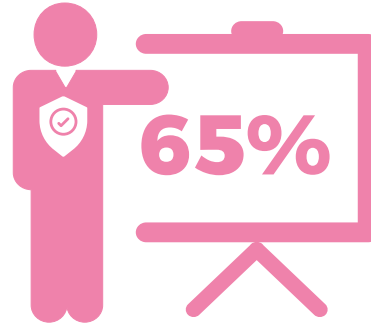
# 3 /

## PROMOTING TRANSPARENCY AND ETHICS IN OUR BUSINESS



**71%**

OF COLLABORATORS  
WERE BRIEFED ON HAVAS  
GROUP'S CODE OF ETHICS



OF AGENCIES HELD  
TRAININGS  
ON DATA SECURITY

### ACTIONS/OBJECTIVES

### KPIs

### ADVANCEMENT COMPARED TO 2018

Ensure collaborators incorporate the Havas Group's Code of Ethics in all aspects of their work

Percentage of collaborators presented with and trained on Havas Group's Code of Ethics

**71%** of headcount



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

Percentage of agencies that provided trainings on data security in 2019

**65%** of agencies



# 4

TAKING THE LEAD IN

## THE CREATION AND DIFFUSION OF RESPONSIBLE COMMUNICATIONS

THROUGHOUT OUR AGENCIES AND IN COLLABORATIONS WITH CLIENTS AND PARTNERS

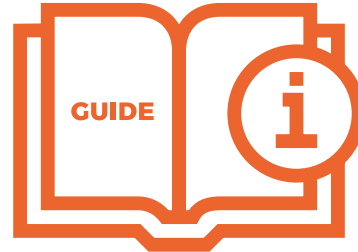
50

### AGENCIES

REPRESENTING 31% OF THE TOTAL EMPLOYEES HAVE DONATED TO ASSOCIATIONS



croix-rouge française



CREATION OF A RESPONSIBLE COMMUNICATIONS GUIDE

#### ACTIONS/OBJECTIVES

#### KPIs

#### ADVANCEMENT COMPARED TO 2018

Promote tools and collaborative strategies dedicated to sustainable development

Monitoring of responsible communication initiatives in all of the Group's agencies

In 2019, **159 campaigns** were designed in collaboration with sustainable development experts (internal or consultants)



Number of consultations with stakeholders prior to the conception of a communication campaign

**20 campaigns** were conceived after consulting client stakeholders



Engage our communities and partners through pro bono work

Number of pro bono campaigns and corresponding number of working days

**106 pro bono campaigns** resulting in **3,924 working days**



Uphold our promise to combat stereotypes in our work

Number of creative projects submitted for review before broadcasting and number of campaigns, once broadcasted, subjected to an intervention from an advertising regulator for breach of ethical rules

Out of **2,255 creative projects** submitted for review before broadcasting, **0 campaigns** were subjected to an intervention from an advertising regulator for breach of ethical rules



# 5 / REDUCING THE ENVIRONMENTAL FOOTPRINT OF OUR OPERATIONS



**112,226 T.EQ CO<sub>2</sub> THAT REPRESENTS 5.6 T.EQ CO<sub>2</sub> PER COLLABORATOR**

FOR 2019, THE GROUP HAS SEEN ITS EMISSIONS INCREASE 0.1 TON CO<sub>2</sub> PER COLLABORATOR



A DECREASE OF **18%** IN WASTE PER COLLABORATOR FOR 2019

PAPER CONSUMPTION

**5%**

LOWER THAN LAST YEAR



## ACTIONS/OBJECTIVES

## KPIs

## ADVANCEMENT COMPARED TO 2018

**Lower CO<sub>2</sub> emissions according to our 2015-2020 goals (-20% per collaborator)**

Annual update

Update of carbon footprint for 2019. The GHG emissions have increased to

**112,226 t.eq CO<sub>2</sub>**, equal to **5.6 t.eq CO<sub>2</sub> per collaborator**

For 2019, the Group has seen its emissions increase

**0.1 t.eq CO<sub>2</sub> per collaborator**



**Reduce consumption of standard office paper by 40% for the period 2015-2020**

Quantity of paper consumed. The goal for 2020 is a 40% reduction

In 2019, total paper consumption decreased to **284 tons**, equal to **15 kg per collaborator**.

This ratio is 5% 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 2019

Recycled and/or certified paper represents **64%** 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 15% reduction in 2015. The new goal for 2020 is a 20% reduction in total waste

In 2019, total waste was **1,727 tons**, equal to **94 kg per collaborator**.

This represents a decrease of 18% per collaborator



**Implement recycling systems throughout all Havas Group agencies**

Number of agencies (and corresponding percentage of Group headcount) to implement recycling programs for paper and waste

**277 agencies** representing **88%** of all collaborators implemented recycling programs





# 6 / MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS

IN REDUCING CLIMATE CHANGE



**13**  
**CLIENT CAMPAIGNS**

FEATURED THE ISSUE OF CLIMATE CHANGE



**1,897**  
**TREES**

WERE PLANTED THANKS TO THE HAVAS CLIMATE SOLIDARITY INITIATIVE

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2018
<p>Become leaders in the advertising industry on the issue of climate change through events and client collaborations</p>	<p>Advancement on UN Common Ground through the Havas Climate Solidarity initiative</p>	<p><b>113,818€</b> financial contributions  <b>5,691</b> t.eq CO<sub>2</sub> in carbon offsets  <b>103</b> clients participated  <b>1,897</b> planted trees</p>
<p>Employ our influence to raise awareness on the issue of climate change</p>	<p>Campaigns that have made the most impact on the topic of climate change</p>	<p>This year we want to highlight the campaigns:</p> <ul style="list-style-type: none"> <li><b>Project SAVE</b> by Havas Ortega</li> <li><b>The Farewell Party</b> by Rosapark and GRDF</li> <li><b>I Protect Nature</b> by Havas Paris and WWF France</li> <li><b>Mediterráneamente</b> by Arena Media Spain and DAMM</li> </ul>

New Indicator





The logo for Havas Group, featuring a stylized 'H' composed of vertical bars to the left of the word 'HAVAS' in a bold, sans-serif font, with 'GROUP' centered below it.

# HAVAS GROUP

## CONTACTS

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