



# Communication On Progress

August 2020



*« With this document, I reaffirm Havas Group's commitment to the ten principles of the Global Compact and renew our engagement to respect, promote and implement them in our daily business activities »*

**Yannick Bolloré**

*Chairman and Chief Executive Officer, Havas Group*



## **Foreword**

This document aims to transparently reflect our approach and the actions taken within the Group, as well as the progress achieved throughout the years.

This document is structured around our six commitments to progress:

- 1. Promoting a harmonious and healthy working environment that supports collaborators' growth and development.**
- 2. Reinforcing social responsible procurement policies in our supply chain.**
- 3. Promoting transparency and ethics in our business.**
- 4. Taking the lead in the creation and diffusion of responsible communications throughout our agencies and in collaborations with clients and partners.**
- 5. Reducing the environmental footprint of our operations.**
- 6. Maintaining our commitment to collaborative efforts in reducing climate change.**

Many steps have been taken to advance our CSR strategy such as setting up the extra-financial reporting, which enabled us to fully trace all of our quantitative data for the past nine years; the development of internal tools and international platforms as well as the continuous work of promoting and sharing CSR practices between our agencies. It's up to us to continue working to contribute within our capabilities to a positive change in this world.

## **Methodology**

Havas has introduced a specialized sustainable development reporting software for the decentralized gathering and subsequent consolidation of non-financial indicators. The system is fully operational and was deployed for the ninth year in a row. The reporting covers all domains of our CSR strategy and an array of indicators was defined, covering every aspect of CSR and divided into five themes: Environment, Human Resources, Ethics and Governance, Economics and Purchasing and Responsible Communication.

The indicators refer in part to the NRE law, the GRI guidelines, the Directive 2014/95/EU and the Global Compact commitments and also to specific indicators relating to the activity, challenges and commitments adopted by the Group.

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## **HAVAS CSR STRATEGY**

The communications sector has a considerable influence on society at large. It plays a part in the economic development of companies by raising brand awareness and image in an increasingly global and competitive world. However, people's motives and expectations with regard to consumption change over time, and the relationship between brands and consumers is becoming more fragile.

Communications must innovate in order to re-establish a relationship based on trust, by focusing on how companies and brands really help build a new social model. The creation of brand capital, which is the core function of communications, must now be based on the value created for society. This will probably entail greater transparency, greater humility and greater consideration for all stakeholders.

Communications mirror society and also act as a driving force, and through the values and representations used, they are also highly instrumental in the development of society, its standards, morals and mentality. Havas is fully aware of its responsibilities in this area and has reasserted its commitment to implementing the 10 principles of the Global Compact to which it has subscribed to since 2003.








After 2009, the group has set six commitments to progress that act as guidelines for all its businesses, wherever it operates, whether in France or abroad. These six guidelines serve as a framework for the Havas group's corporate and social responsibility (CSR) undertakings. They are aimed at reducing the impact of our activities on the environment and on social and societal issues, with quantitative and qualitative objectives set for 2020 to engage our collaborators in the CSR strategy.

Havas group continues to address the key CSR issues in their field. Their CSR strategy encourages its agencies to use their creative potential to push forward initiatives for the betterment of society.

# 1 / PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT

THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT



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	<b>103</b> collaborators that identify as disabled 
	Gender diversity in creative and managerial positions	Executive <b>♂ 57% ♀ 43%</b> Creative <b>♂ 57% ♀ 43%</b> 
	Number of diversity initiatives	<b>142</b> 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	<b>221</b> 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	<b>138,839</b> hours <b>12,572</b> collaborators representing 63% of all Havas Group collaborators 
	Turnover rate	<b>29%</b> 
	Absenteeism	<b>3%</b> 

# 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.



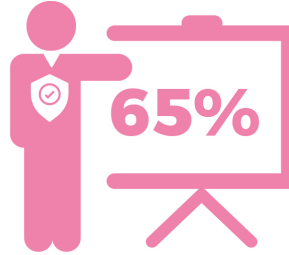
ONGOING GLOBAL CSR RISK ANALYSIS OF TOP SUPPLIERS

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 <b>64/100</b> Certification <b>Gold</b> 



# 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
<p>Ensure collaborators incorporate the Havas Group's Code of Ethics in all aspects of their work</p>	<p>Percentage of collaborators presented with and trained on Havas Group's Code of Ethics</p>	<p><b>71%</b> of headcount </p>
<p>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</p>	<p>Percentage of agencies that provided trainings on data security in 2019</p>	<p><b>65%</b> of agencies </p>





# 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




CREATION OF A RESPONSIBLE  
COMMUNICATIONS GUIDE

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2018
Promote tools and collaborative strategies dedicated to sustainable development	<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 2019, <b>159 campaigns</b> were designed in collaboration with sustainable development experts (internal or consultants)</p> <p><b>20 campaigns</b> were conceived after consulting client stakeholders</p>  
Engage our communities and partners through pro bono work	<p>Number of pro bono campaigns and corresponding number of working days</p>	<p><b>106 pro bono campaigns</b> resulting in <b>3,924 working days</b></p> 
Uphold our promise to combat stereotypes in our work	<p>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</p>	<p>Out of <b>2,255 creative projects</b> submitted for review before broadcasting, <b>0 campaigns</b> were subjected to an intervention from an advertising regulator for breach of ethical rules</p> 



# 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 <b>112,226 t.eq CO<sub>2</sub></b> , equal to <b>5.6 t.eq CO<sub>2</sub> per collaborator</b> . For 2019, the Group has seen its emissions increase <b>0.1 t.eq CO<sub>2</sub> per collaborator</b>
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 <b>284 tons</b> , equal to <b>15 kg per collaborator</b> . 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 <b>64% of all global office paper consumption</b>
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 <b>1,727 tons</b> , equal to <b>94 kg per collaborator</b> . 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	<b>277 agencies</b> representing <b>88% of all collaborators</b> 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>New Indicator</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> 

## Reference table

<b>Principles</b>	
1. Businesses should support and respect the protection of internationally proclaimed human rights; and	Commitments <a href="#">1</a> , <a href="#">2</a> & <a href="#">3</a>
2. make sure that they are not complicit in human rights abuses.	Commitments <a href="#">1</a> , <a href="#">2</a> & <a href="#">3</a>
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	Commitment <a href="#">1</a> & <a href="#">3</a>
4. the elimination of all forms of forced and compulsory labour;	Commitments <a href="#">2</a> & <a href="#">3</a>
5. the effective abolition of child labour; and	Commitments <a href="#">2</a> , <a href="#">3</a> & <a href="#">4</a>
6. the elimination of discrimination in respect of employment and occupation	Commitments <a href="#">1</a> , <a href="#">2</a> & <a href="#">4</a>
7. Businesses should support a precautionary approach to environmental challenges;	Commitments <a href="#">5</a> & <a href="#">6</a>
8. undertake initiatives to promote greater environmental responsibility; and	Commitments <a href="#">5</a> & <a href="#">6</a>
9. encourage the development and diffusion of environmentally friendly technologies.	Commitments <a href="#">4</a> , <a href="#">5</a> & <a href="#">6</a>
10. Businesses should work against corruption in all its forms, including extortion and bribery.	Commitments <a href="#">2</a> & <a href="#">3</a>

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