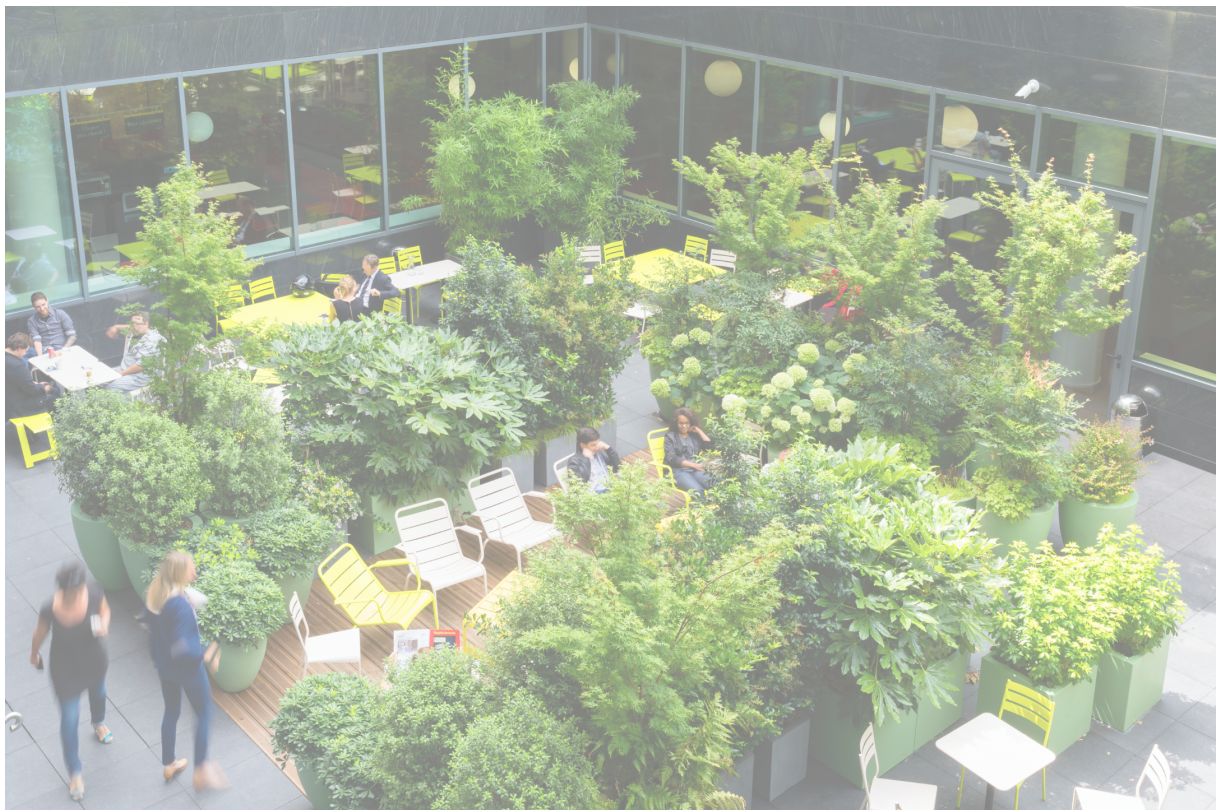




## Communication On Progress

August 2021



*« 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. The document framework follows our unique CSR brand, Havas Impact+ which is structured around three key pillars: **Environment, People and Meaningful communications**.

Under these three key pillars, we present our six CSR commitments that together with ambitious objectives guide all our practices and businesses:

- 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 the launch of Havas Impact+ in 2020, setting up the extra-financial reporting, which enabled us to fully trace all of our quantitative data for the past ten 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 tenth 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 as well as to specific indicators to our activity, our challenges and our commitments.

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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 about 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, acting as a driving force, and through the values and representations they use, they are highly instrumental in the development of a sustainable 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.

Havas group continues to address the key CSR issues in their field. Their CSR strategy Havas Impact+ with its quantitative and qualitative objectives to be achieved by 2024 encourages its agencies to use their creative potential to push forward initiatives for the betterment of society.



# HAVAS IMPACT + PEOPLE

Our ambition is to create a culture where diverse voices and perspectives are encouraged and respected, and where all collaborators are equally supported in developing their careers. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.

# 1 PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT

THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT



**88%**

OF COLLABORATORS PARTICIPATED IN A TRAINING

FEMALE/ MALE DISTRIBUTION



**ACTIONS/OBJECTIVES**

**KPIs**

**ADVANCEMENT COMPARED TO 2019**

Support equal opportunity initiatives in our agencies

Number of individuals with disabilities working on behalf of Havas Group

**157** collaborators that identify as disabled



Gender diversity in creative and managerial positions

Executive  
♂ **59%** ♀ **41%**  
Creative  
♂ **58%** ♀ **42%**



Number of diversity initiatives

**162** initiatives  
56% headcount coverage



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

Number of Global Talent programme participants

**1,121** participants

New indicator

Number of training hours delivered in 2020 and number of training participants in 2020

**196,377** hours  
**16,456** collaborators representing 88% of all Havas Group collaborators



Turnover rate

**21.3%** global turnover



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.



IMPLEMENTATION OF RESPONSIBLE PURCHASING CHARTER FOR GLOBAL STRATEGIC SUPPLIERS

## ACTIONS/OBJECTIVES

## KPIs

## ADVANCEMENT COMPARED TO 2019

Integrate CSR clauses in suppliers' contracts and CSR criteria in invitations to tender

Number of supplier contracts with a CSR clause on environmental and/or social practices

**179** suppliers



Sustain our responsible supplier conduct to clients and other stakeholders

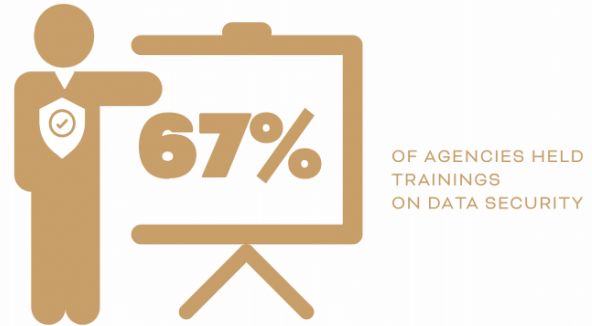
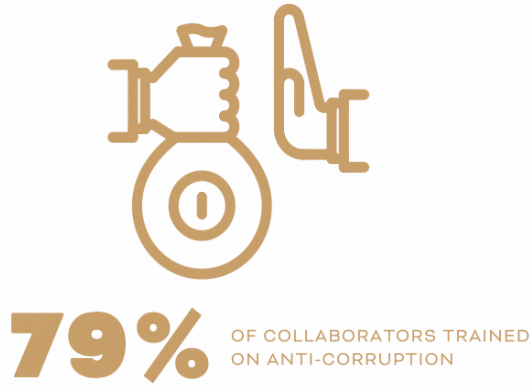
EcoVadis classification and certification level

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



# 3

## PROMOTING TRANSPARENCY AND ETHICS IN OUR BUSINESS



### ACTIONS/OBJECTIVES

### KPIs

### ADVANCEMENT COMPARED TO 2019

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

Percentage of collaborators trained on anti-corruption

**79%** of collaborators

New indicator

Guarantee rigour 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 entities that provided trainings on data security in 2020

**67%** of agencies





# HAVAS IMPACT +

**MEANINGFUL  
COMMUNICATION**

Our ambition is to encourage our agencies to harness the power of creative ideas to bring about positive change in society. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.

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

**54 AGENCIES**  
 REPRESENTING 31% OF TOTAL COLLABORATORS HAVE DONATED TO ASSOCIATIONS



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2019
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 2020, <b>191 campaigns</b> were designed in collaboration with sustainable development experts (internal or consultants)</p> <p><b>21 campaigns</b> were conceived after consulting client stakeholders</p>
Engage our communities and partners through pro bono work	Number of pro bono campaigns and corresponding number of working days	<p><b>77 pro bono campaigns</b> resulting in <b>2,904 working days</b></p>
Uphold our promise to combat stereotypes in our work	Number of creative projects submitted for review before broadcast and number of campaigns, once broadcast, subjected to an intervention from an advertising regulator for breach of ethical rules	<p>Out of <b>3,131 creative projects</b> submitted for review before broadcast, <b>1 campaign</b> was subjected to an intervention from an advertising regulator for breach of ethical rules</p>



# HAVAS IMPACT + ENVIRONMENT

Our ambition is to become the leading communications group on environmental issues and achieve carbon neutrality in 2025. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.

# 5 REDUCING OUR ENVIRONMENTAL FOOTPRINT

## AND BECOMING CARBON NEUTRAL IN 2025



**31,794 T.EQ CO<sub>2</sub> THAT REPRESENTS 1.8 T.EQ CO<sub>2</sub> PER COLLABORATOR**

FOR 2020, THE GROUP HAS SEEN ITS GHG EMISSIONS DECREASE 32% IN COMPARISON WITH 2018 (BASE YEAR)

PAPER CONSUMPTION





**42% LOWER THAN LAST YEAR**



### ACTIONS/OBJECTIVES

### KPIs

### ADVANCEMENT COMPARED TO 2019

<p>Lower CO<sub>2</sub> emissions according to our 2018-2024 goals (-60% total GHG emissions) and achieve carbon neutrality by 2025</p>	<p>Annual update</p>	<p>Update of carbon footprint for 2019. The GHG emissions have increased to <b>31,794 t.eq CO<sub>2</sub></b>, equal to <b>1.8 t.eq CO<sub>2</sub> per collaborator</b>. For 2020, the Group has seen its GHG emissions decrease <b>32%</b> in comparison with 2018 (base year)</p>	<p>New carbon footprint methodology</p>
<p>Reduce consumption of standard office paper by 40% for the period 2019-2024</p>	<p>Quantity of paper consumed. The goal for 2024 is a 40% reduction</p>	<p>In 2020, total paper consumption decreased to <b>165 tons</b>, equal to <b>9 kg per collaborator</b>. This ratio is 42% lower than last year</p>	
<p>Use of 100% recycled and/or certified paper FSC/ PEFC</p>	<p>Percentage of recycled and/or FSC/PEFC-certified paper and variance from goal of 100% recycled or certified paper in 2024</p>	<p>Recycled and/or certified paper represents <b>65%</b> of all global office paper consumption</p>	
<p>Reduce volume of non-hazardous waste per collaborator by 20% for the period 2019-2024</p>	<p>Total non-hazardous waste and variance from the goal of a 20% reduction in 2024</p>	<p>In 2020, total non-hazardous waste was <b>652 tons</b>, equal to <b>39 kg per collaborator</b></p>	
<p>Implement recycling systems throughout all Havas agencies</p>	<p>Number of entities (and corresponding percentage of Group headcount) to implement recycling programmes for paper and waste</p>	<p><b>220 agencies</b> representing <b>82%</b> of all collaborators implemented recycling programmes</p>	
<p>Decrease electricity consumption by 5% and shift to 25% supply of renewable energy for the period 2019-2024</p>	<p>Number of kWh consumed in 2020 and percentage of renewable energy for the Group</p>	<p><b>22 638 246 kWh</b> <b>17%</b> renewable energy</p>	<p>New indicator</p>



# 6

## MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS

IN REDUCING CLIMATE CHANGE



**13**  
**CLIENT CAMPAIGNS**  
 FEATURED THE ISSUE OF CLIMATE CHANGE



**1,093**  
**TREES**  
 WERE PLANTED THANKS TO THE HAVAS CLIMATE SOLIDARITY INITIATIVE

**ACTIONS/OBJECTIVES**

**KPIs**

**ADVANCEMENT COMPARED TO 2019**

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

Advancement on UN Common Ground through the Havas Climate Solidarity initiative

**65,592€** financial contributions  
**3,279** t.eq CO<sub>2</sub> in carbon offsets  
**87** clients participated  
**1,093** planted trees



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

Campaigns that have made the most impact on the topic of climate change

This year we want to highlight the campaigns:  
**Ce n'est pas si facile de changer sa façon de consommer**  
 by BETC and E. Leclerc  
**La doudoune**  
 by Rosapark and Aigle  
**A Tree for Everyone**  
 by Havas Estonia and Alexela  
**The Water Index**  
 by Havas Turkey and Reckitt's Finish



## 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;	Commitments <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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