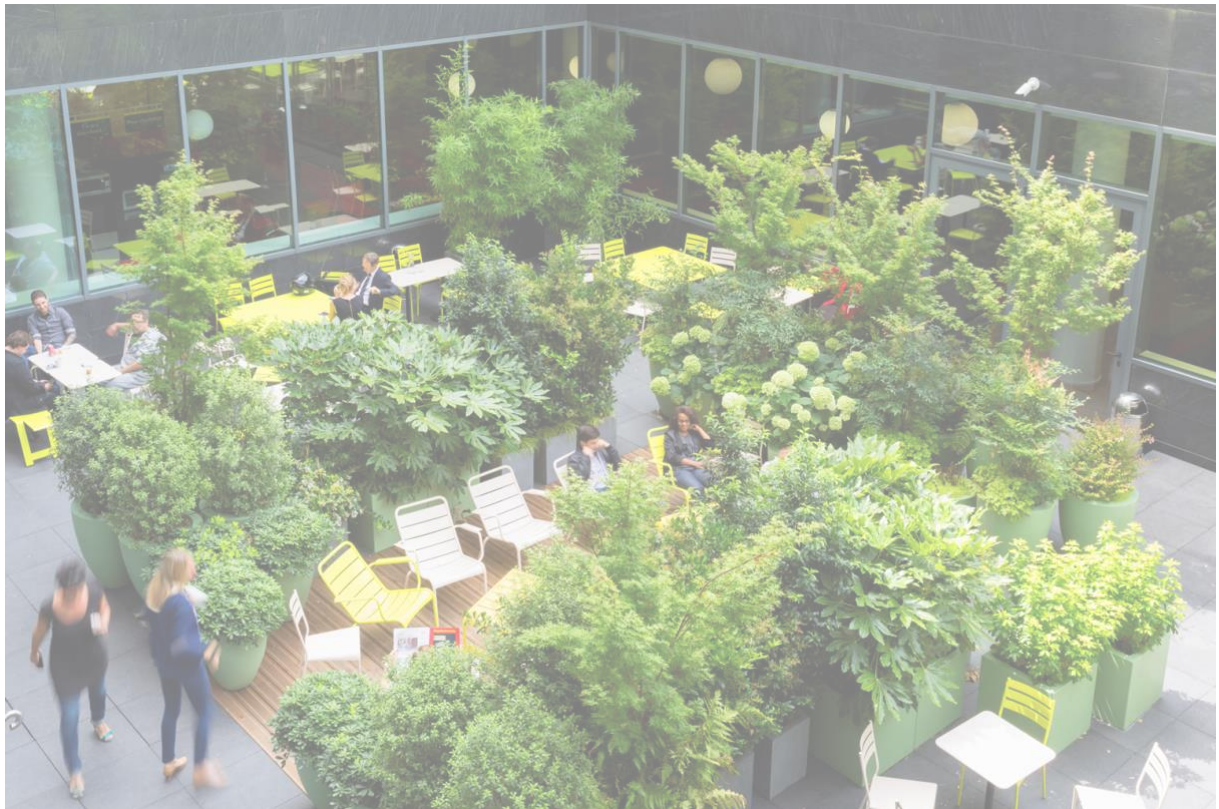




## Communication On Progress

August 2022



*« 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 eleven 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 eleventh 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 goal is to create a culture where diverse voices and perspectives are encouraged; where employees can express themselves freely, feel respected, and grow professionally. 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.



**SDG 3**  
GOOD HEALTH  
AND WELL-BEING



**SDG 5**  
GENDER  
EQUALITY



**SDG 8**  
DECENT WORK AND  
ECONOMIC GROWTH



**SDG 12**  
RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION



**SDG 16**  
PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



# 1

## PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT

### THAT SUPPORTS EMPLOYEE GROWTH AND DEVELOPMENT



HEADCOUNT

**19,942**



AVERAGE AGE

**36**



**75%**

OF EMPLOYEES PARTICIPATED IN TRAINING

GENDER RATIO



**57%**

WOMEN



**43%**

MEN

#### ACTIONS/OBJECTIVES

#### KPIS

#### PROGRESS COMPARED TO 2020

**Fighting against discrimination within our agencies**

Number of people with disabilities working on behalf of Havas Group

**119 employees** identify as disabled



Gender diversity in creative and managerial positions

Executive  
♂ **57%** ♀ **43%**  
Creative  
♂ **58%** ♀ **42%**



Number of diversity initiatives

**519 initiatives**  
52% of employees took part in initiatives undertaken to promote diversity



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

Number of Global Talent program participants

**6,071 participants**



Number of training hours delivered and number of employees who benefited from at least one training session over the year

**159,319 hours**  
**15,045 employees** representing 75% of Group employees



Turnover rate

**33.9%**  
Overall turnover rate



Absenteeism (all reasons)

**3.1%**



# 2

## REINFORCING SOCIALLY RESPONSIBLE PURCHASING POLICIES



HAVAS GROUP IS RANKED AMONG THE TOP 2% OF SUPPLIERS IN THE "ADVERTISING AND MARKET RESEARCH" CATEGORY BY ECOVADIS



IMPLEMENTATION OF A RESPONSIBLE PURCHASING CHARTER FOR GLOBAL STRATEGIC SUPPLIERS

**ACTIONS/OBJECTIVES**

**KPIS**

**PROGRESS COMPARED TO 2020**

Sustain our responsible supplier conduct with clients and other stakeholders

EcoVadis rating and certification level

Havas Group rating  
**69/100**  
Certification  
**Gold**





# 3

## PROMOTING TRANSPARENCY AND ETHICS

IN OUR BUSINESS



**78%** OF EMPLOYEES TRAINED IN ANTI-CORRUPTION



50% OF FRENCH EMPLOYEES FOLLOWED THE EUROPEAN UNION GENERAL DATA PROTECTION REGULATION (GDPR) COURSE AVAILABLE ON THE HAVAS UNIVERSITY TRAINING PLATFORM.

### ACTIONS/OBJECTIVES

### KPIS

### PROGRESS COMPARED TO 2020

Ensure that all new employees incorporate the Havas Code of Ethics in all aspects of their work

Percentage of employees trained in anti-corruption

**78%**  
of employees



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 employees in France that followed the data security (GDPR) course with Havas University in 2021

**44%**  
of employees



# HAVAS IMPACT +

MEANINGFUL  
COMMUNICATION

Our goal is to encourage our agencies to harness the power of their creative ideas and influence 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.



**SDG 12**  
RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION



**SDG 17**  
PARTNERSHIPS  
FOR THE GOALS

# 4

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

78

### PRO BONO CAMPAIGNS

were undertaken  
by the Group's agencies



#### ACTIONS/OBJECTIVES

#### KPIS

#### PROGRESS COMPARED TO 2020

Engage our communities  
and partners through  
pro bono work

Number of pro bono  
campaigns and corresponding  
number of working days

**78** pro bono campaigns  
undertaken  
by the Group's agencies



Almost **2,492** working days  
were dedicated to these campaigns



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 ethics rules

**4,169** creative projects  
submitted for review before broadcast



**1** campaign  
was subjected to an intervention  
from an advertising regulator  
for breach of ethics rules

# HAVAS IMPACT + ENVIRONMENT

Our goal is to become the leading communications group on environmental issues and contribute to collective carbon neutrality from 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.



**SDG 7**  
AFFORDABLE AND  
CLEAN ENERGY



**SDG 12**  
RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION



**SDG 13**  
CLIMATE CHANGE



**SDG 15**  
LIFE  
ON LAND



**SDG 17**  
PARTNERSHIPS  
FOR THE GOALS



# 5

## REDUCING OUR ENVIRONMENTAL FOOTPRINT

AND CONTRIBUTING TO COLLECTIVE CARBON NEUTRALITY FROM 2025



**20,827 T.EQ CO<sub>2</sub>, EQUAL TO 1.04 T.EQ CO<sub>2</sub> PER EMPLOYEE.** IN 2021, THE GROUP'S GHG EMISSIONS DECREASED BY 56% VS. 2018 (BASE YEAR)



**REDUCTION OF 3.9%**

OF ELECTRICITY CONSUMPTION (ALL SOURCES COMBINED) RELATIVE TO 2020



**38%**

OF THE GROUP'S ELECTRICITY CONSUMPTION STEMS FROM RENEWABLE SOURCE\* ELECTRICITY PURCHASES \*COVERED BY GUARANTEES OF ORIGIN (SOURCE: NORWEGIAN HYDRO)

ACTIONS/OBJECTIVES	KPIS	PROGRESS COMPARED TO 2020
Lower CO <sub>2</sub> emissions according to our 2018-2024 goals (-60% total GHG emissions) and achieve carbon neutrality by 2025	Calculate via the Perform! reporting platform, using data reported by employees and ADEME (French Ecological Transition Agency) emission factors	Group emissions decreased to <b>20,827 t.eq CO<sub>2</sub></b> , equal to <b>1.04 t.eq CO<sub>2</sub> per employee</b> 2021 Group GHG emissions were down <b>56%</b> vs. 2018 (base year)
Reduce consumption of standard office paper per employee by 40% for the 2019-2024 period	Total amount of office paper (internal/external usage), and ratio per employee	In 2021, total paper consumption decreased to <b>122 tons</b> , equal to <b>6.1kg per employee</b> . This ratio is <b>52%</b> lower than 2019, and <b>26%</b> lower than 2020
Use of 100% recycled and/or FSC/PEFC-certified paper	Amount of paper purchased and certified (internal/external usage)/ total amount of paper purchased	Certified and/or recycled paper represents <b>72%</b> of the Group's total paper consumption
Reduce volume of non-hazardous waste per employee by 20% for the 2019-2024 period	Amount of non-hazardous waste and ratio per employee	In 2021, total Group-wide non-hazardous waste was <b>467 tons</b> , equal to <b>23kg per employee</b>
Implement recycling systems throughout all Havas agencies	Number of agencies implementing waste sorting initiatives. Headcount of agencies relative to total headcount	Waste sorting concerns <b>129 agencies</b> equal to <b>+72%</b> of the Group's employees
Decrease electricity consumption by 5% and shift to 25% supply of renewable energy for the 2019-2024 period	Electricity consumption in kWh and share of renewable energies	<b>20,448,232 kWh</b> <b>38%</b> from renewable energy sources

# 6

## MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS

IN REDUCING CLIMATE CHANGE



**16**  
**CLIENT CAMPAIGNS**  
FEATURED THE ISSUE OF  
CLIMATE CHANGE

**4,852** t.eq CO<sub>2</sub>  
OFFSET THANKS TO THE CLIMATE  
SOLIDARITY INITIATIVE, MANAGED  
WITH PUR PROJET

**ACTIONS/OBJECTIVES**

**KPIS**

**PROGRESS  
COMPARED  
TO 2020**

**Become leaders in the media industry on the issue of climate change**

Core values for the Climate Solidarity scheme (carbon calculator for creative/event campaigns)

**€97,040**  
financial contributions  
**4,852** t.eq CO<sub>2</sub>  
offset  
**+140** clients committed



**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:

**Logo Pollution**  
by Havas Turkey and Greenpeace

**The Decade of Doing**  
by Havas Lemz and Justdiggit

**Own the Ocean**  
by Havas Chicago and Moen



## Reference table

Principles	
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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