



PUBLICIS GROUPE

Publicis Groupe – Global Compact

Communication on Progress 2007

In the corporate social responsibility section of the Publicis Groupe 2006 Annual Report (www.publicisgroupe.com), the Groupe's progress is outlined under the heading "contributing to a better world".

Above and beyond our unconditional commitment to the 10 principles of the UN's Global Compact, and as an extension of the first initiatives we have undertaken, Publicis Groupe has been focusing on a number of other issues. Our business actually enables us to be more active and efficient concerning particular articles in the Compact.

A few words to demonstrate the context: 2006 was then year of the celebration of the centenary of the birth of Marcel Bleustein Blanchet, the founder of Publicis. This year marked a time to reaffirm the values to which the Groupe is especially wedded, notably that of respect. This is directly in line with our commitment to the principles of the Global Compact, and specifically our unconditional support for the respect of Human Rights. To this is added a profoundly humanist conviction, where we truly believe in the Human spirit, in the diversity of humankind, and in the unique character of each individual...

As stated in the 2006 Annual Report, and as affirmed Maurice Lévy, Chairman of Publicis Groupe at the time of the centenary celebrations, the Groupe reaffirmed its commitment to the respect of humankind: *"we respect humanity in its diversity and variety, individually and collectively, on a number of different levels: Self-respect, in other words the will to remain worthy of our established heritage and perpetuated traditions; Respect for clients, who are both the means and the end of our business, the origin and the outcome of all our work, and of our very best efforts; Respect for customers, to whom we owe the truth, which does not in any way prevent us from continuously trying to win them over; Respect for our Groupe's employees, who give the best of themselves and who make the Groupe what it is. Respect for our suppliers, genuine partners, whom we aspire to treat with dignity and grace."*

1. Actions undertaken as part of our commitment to communities (pro-bono campaigns, offered by our networks as a courtesy).

More than 300 campaigns were organised in 2006 by all agencies in the Groupe in different countries around the world. Each agency is free to choose the causes they wish to support and the manager of each agency makes the final choices concerning the agency's commitment. Very close partnership relations become established between the agency and the organisation or institute concerned, illustrating the serious level of sincere commitment. Our agencies are also encouraged to be "active" players in their local communities. It's a tradition at the heart of our sector, and even more so at the heart of our agencies.



For example, as stated in the Publicis Groupe 2006 annual report, our support for the Global Fund to fight AIDS, Tuberculosis and Malaria which has involved the Groupe in more than 7 countries continues through various information campaigns and bears witness to the faithfulness of our commitment.

2. Concerning the environment

A number of best practices to help conserve the environment are being finalised in order to put into place, as announced, a platform common to all entities in the Groupe and to share priorities. The stakes remain unchanged: to participate, at our scale, not just in the awareness that our human business activities have environmental effects, and to therefore improve the global “ecology”. Lastly, to detail, in certain precise fields, measurement systems enabling us to assess the progress achieved jointly. The main fields in which progress has been achieved are as follows:

- Change in practices concerning **travel**. Beyond rigorous management of travel, the Groupe encourages the general introduction of audio-video conference systems which save time and improve efficiency. These policies are also employed by our clients.
- **Sensible use of natural resources**. The Groupe also pays particular attention to:
 - i. the use of **electricity**: low energy bulbs, automatic switch-off in the evening): the use of heating and/or air conditioning in order to reduce spending on energy (around 25% reduction in several agencies),
 - ii. the use of **water** with the use of more economic systems (generating a saving of nearly 30% in some agencies and considerable scope for progress)
 - iii. **recycling**: in the era of the digital revolution, of the all electronic, and with the actual advent of a “paperless” world, staff are widely asked to act responsibly. Similarly, the recovery of ink cartridges, as well as computer hardware, is now almost a matter of routine, it includes mobile phones and is approaching nearly 100% in many countries; products that have a second life (collected by associations, to then be re-used or recycled).
 - iv. The Groupe, through the introduction of **Shared Service Centres** in several countries, is steadily building a uniform approach to its suppliers so that, especially in a tender offer, they incorporate the environmental dimension in their proposal.

The vision of the Publicis Groupe on all these questions is intended to be pragmatic and effective in order to ensure that it is actually implemented, with tangible and measurable results.