

SUSTAINABILITY

REPORT

SPAIN

2019

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**Making a
meaningful
difference
to brands,
businesses,
and people**

HAVAS
GROUP

havasvillage.es

When we turn to reflect on our social impact, our main goal, from our leading position, was to help with Spain's most pressing issue, unemployment. Two years ago, we created **Planta 7**, sharing what we know best with those who need it most. Our Adversharing, with which we've provided more than 10,000 hours of pro-bono services and mentoring over the past year, driving the growth of start-ups and students with disabilities.

But we feel we should be more ambitious, in line with our **Make a meaningful difference to brands**, businesses and people positioning: to minimize our negative social, ethical and environmental impact, and maximize our positive contribution to society.

We have set out on a path from which there is no turning back, and 2019 was a great year for best practices, where we have opened up growth channels with endless possibilities: we have reinforced our commitment to our employees through initiatives linked to wellbeing and the balancing of work and family life; our environmental impact has undergone a significant reduction; we have committed to planting more than 2,700 trees; along with our clients we have generated major social campaigns, and we are proud that at least 7% of our workforce are continually active in giving up part of their time to corporate volunteer work initiatives.

This Sustainability report provides a general basic and useful vision of what we are doing to become social leaders in our industry, what goals we are committed to, and how we help to achieve them.

We are proud to demonstrate our positive impact throughout 2019, and in 2020 we will continue to strive to improve.



Alfonso Rodés
Chairman, Havas Group Spain

Our social goal in the advertising industry

Our social goal in the advertising industry

Our way to better

The communications industry is both a reflection of society and a major source of social awareness, and as such we should take up a key role of responsibility with regard to its development and behaviour.

In recent years, we have made corporate social responsibility an integral part of everything we do; we are committed to operating as a responsible business, making use of our power to bring about positive change and to minimize any negative impacts on society.

REDUCE

**Negative social, ethical
and environmental impact associated
with our business.**

MAXIMIZE

**Our positive
contribution
to society.**

The impact of this responsibility and commitment should be appreciated across all of our stakeholders: governments and our industry's regulatory authorities, our employees, our clients and suppliers, our competitors and society in general, including the public and consumers at whom our strategies and communications are aimed. And, furthermore, we consider the environment to be another major group where our commitment should be felt.

Social

commitments

Social commitments

The Group has set out a series of progressive commitments to guide all aspects of the business.

1. OCCUPATIONAL HEALTH AND RESPONSIBILITY.

To promote a pleasant and healthy working environment that supports employees' growth and development.

2. RESPONSIBLE PURCHASING.

To strengthen socially responsible purchasing policies across our supply chain.

3. TRANSPARENCY AND ETHICS.

To promote transparency and ethics in our business.

4. THE CREATION OF A RESPONSIBLE BUSINESS.

To create and disseminate socially responsible initiatives and communications across our agencies and in collaboration with clients and partners.

5. ENVIRONMENTAL FOOTPRINT.

To reduce the environmental footprint of our operations.

6. CLIMATE CHANGE.

To maintain our collaborative commitment to reducing climate change.

7. LOCAL SOCIAL REALITY.

To contribute to solving problems of a local nature affecting Spanish society.

Credentials and Adhesions

Credentials and Adhesions



Esta es nuestra **Comunicación sobre el Progreso** en la aplicación de los principios del **Pacto Mundial de las Naciones Unidas**.

Agradecemos cualquier comentario sobre su contenido.

Havas Group has been a signatory of the **UN Global Compact** since 2003. Its goal is to transform the global market, driving a sustainable and responsible private sector based on 10 principles relating to human rights, work, the environment and corruption.



Havas Group has been awarded an **Ecovadis Gold Medal** for the second year running, in recognition of our Corporate Social strategy and its results.



Since Cannes 2016, the six main communications groups decided to join forces to contribute to attaining the UN's 17 sustainable development goals. Havas Group pledged its commitment to **SDG 13, Action to combat Climate Change**.



Havas Health & You was chosen as one of the best places to work by Ad Age in 2020. A prestigious list ranking the best companies in the sector.



We ensure **Environmental Management Systems** (ISO 14001) certification in all our Villages, a standard we have upheld since 2016.



In 2019 the magazine World Finance named us the most sustainable company in the **communications industry**.

Transparency and anti-corruption

Transparency and anti-corruption

The Havas Group Anti-Corruption Programme follows the guidelines set out by the Vivendi Anti-Corruption Code.

This Code is based on identified risk situations, establishing rules regarding the conduct that should be adopted by all Vivendi Group employees.

An obligatory online training module was launched to help employees detect irregular behaviour more easily, and to apply best practices.



Furthermore, Havas Group has its own **Code of Ethics** which it distributes to all employees, setting out our ethical commitments:

- We guarantee that our employees comply with all commercial, social, financial and sector-specific **laws and regulations**.
- We foster **honesty and integrity in our business**, banning all forms of corruption, whether active or passive.
- We guarantee **compliance with all current ethical standards** in the communications sector.
- We foster **respect for the dignity and rights of other people**: colleagues, suppliers and clients.
- **We always uphold the interests of the Havas Group** by making use of its assets, resources and information, and in possible conflicts of interest.
- We are standard-bearers in terms of **precision and rigor**, safeguarding the relevance of the information we provide to our stakeholders.
- We promote the **protection of our surroundings** to reduce any negative environmental impact.



A high-impact year: Highlights '19

A high-impact
year:
Highlights '19

**Our
talent**

**Committed to the
development and growth
of our employees**

Our talent



In 2019 we saw the rolling out of the **Femmes Forward Iberia** training and development programme, an initiative whose goal is to drive women's growth in positions of organisational leadership.

Twenty-four women took part in training sessions including negotiation skills, leadership and change, conflict resolution, resilience, personal efficiency, efficient management and team empowerment.



We have also launched **Havas Care**, a complete programme with a range of activities for the development of a wellbeing culture (yoga, mindfulness, healthy diet, sleep and so on).

We have started to offer three models of **teleworking** for all employees, in order to facilitate the balance of work and family without generating an impact on salary.



MEANINGFUL TALKS!



A year of inspiration.

In 2019 we created Meaningful Talks! This is a series of presentations for employees, addressing social subjects of interest. We were proud to offer the exclusive presence of leaders from their respective fields, sharing their experience.



April. Telefonica's Director of Sustainability spoke to us about **Sustainability in Major Companies.**



May. The head of Sustainability at Naturgy spoke to us about **Sustainable and Responsible Growth.**



June. The Spanish Association against Cancer provided us with a **Solar Prevention Workshop.**



September. Grunenthal and Madrid's San Carlos Clinical Hospital offered us a **Workshop about Migraines.**



October. Alejandra Chacón from Arena Media shared her experience regarding **Gender Equality in Our Industry.**



November. The Aura Foundation and the Universia Foundation both presented workshops dealing with **The Reality of Disability.**

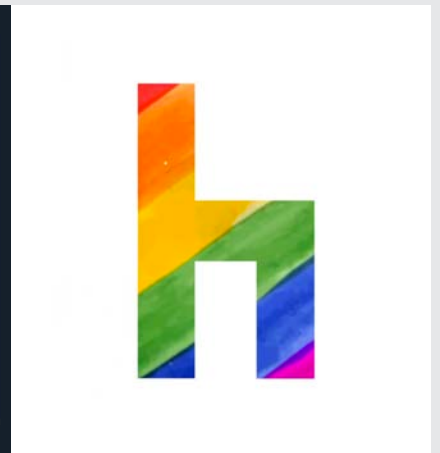
Our talent

#WEAREHAVASPROUD

In June and July our Havas Villages across the globe celebrated World Pride Month, with brand activations, presentations, competitions, panels, events, fundraisers and community meetings with a focus on learning and celebrating Pride.

Below we show how we are #HavasProud:

Spain wanted to get involved and demonstrate its support for an impressive initiative involving vinyl bannering the Havas Village building in Madrid's Eloy Gonzalo Street and displaying the letters of the Barcelona Havas Village logo.



In addition, we all got together to make up a giant rainbow flag:



A high-impact

year:

Highlights '19

Environmental footprint

**Committed to reducing
the negative impact
of our Villages**

NO + PLASTIC

We have launched an ambitious campaign to reduce plastic consumption through specific initiatives bolstered by an awareness campaign.

Elimination of single-use PLASTICS.

-1.965 kg
waste/year

Removal of plastic WATER BOTTLES.

-362 kg
waste/year

**Elimination of
personal RUBBISH BAGS.**

-10.800 kg
waste/year

**All employees provided
a GLASS BOTTLE.**



Environmental footprint



WE CERTIFY that:

100%

Of the energy from our Villages comes from renewable sources.



We maintain an ongoing:

Environmental Awareness Campaign

Among all employees about environmental measures, using the support of significant international days

We have fitted a
LOW-COST LED LIGHTING SYSTEM
and an
AUTOMATIC COMPUTER SHUT-DOWN SYSTEM

-115.000

kw/year

-44

Mt CO²/year (-5,3% vs. 2018)

We have reinforced our
PAPERLESS OFFICE pledge

Systems for the digitalisation of administrative documentation.

Monitoring of personal printing volume using personalised ID cards.

-1.466

kg/year

-4.4

Mt CO²/year (-16,3% vs, 2018)

Environmental footprint

We have created a city garden on the roof terrace of the Madrid Village
Run by employee volunteers



5 m²

Surface area

11 kg

Fruit and veg picked

1.4 kg

CO² compensation

“Del padrón” peppers, red and white onions, carrots, cherry tomatoes and “moruno” tomatoes, courgettes, oak leaf lettuce and lettuce hearts, artichokes...

Watermelons, melons, strawberries, raspberries. Spearmint, parsley, peppermint, thyme.

Begonia, marigold, zinnia.



A high-impact

year:

Highlights '19

**Major
challenge
to combat
climate change**

**We added value to
our global commitment
in the fight to combat
Climate Change**

Major challenge to combat climate change



At the 2016 Cannes Festival, Havas Group signed up to the Common Ground initiative, an unprecedented advertising industry commitment to support the United Nations' Sustainable Development Goals (SDGs).

The six major global communications groups each selected one SDG, opting for their organisation to support it.

Havas Group decided to join the fight to combat climate change, and since then we have sought to use our influence as industry leaders to raise awareness and generate attitudinal changes in order to minimize negative impacts.



Major challenge to combat climate change



During the weeks COP25 was being held, we developed an **Awareness Campaign** with the main guidelines for combatting climate change and how we at Havas Group can tackle the challenge.

MEANINGFUL CHANGE



How can we combat climate change?

1

Lower the consumption of single-use products



2

Efficient energy management



3

Reduce consumption of raw materials



4

Separate and recycle waste



5

Plant trees



Major challenge to combat climate change

We created **Paper Cleaning Week**, committing to planting a tree for each kilo of recycled paper.

1 kg = **1 tree**

2,762 kg
Recycled paper,
(-0,25 Mt CO²)

2,762 kg
trees planted,
(220 Mt CO²)



Planting carried out during 2020 with the collaboration of Reforesta.

A high-impact
year:
Highlights '19

Corporate volunteering and pro-bono services

**Our commitment to share
what we know best with
those who need it most**

Corporate volunteering and pro-bono services

We have strengthened the positive impact of **Planta 7**, our professional volunteering programme, with the aim of boosting employment.



Planta

**The Havas Group
space where
we do adversharing**

Corporate volunteering and pro-bono services

We drive the employability of university students with disabilities by improving their skill sets and development with **voluntary mentoring and training initiatives**.

13

university students
with disabilities

+2000

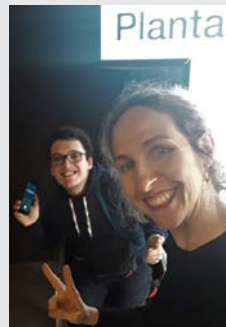
hours of
mentoring



Paloma and Yago



Laura and Adrián



Cristina and Pablo



Annie, Renato and Saul

We promote the growth of prominent start-ups through a **pro-bono agency service, creating interdisciplinary volunteer teams**.

165

employee volunteers

+10.000

hours of pro-bono services

14

start-ups helped in 2019



Corporate volunteering and pro-bono services

Start-ups 2019



Corporate volunteering and pro-bono services

Start-ups 2019

Alongside our global commitment to combatting climate change, this year we have chosen **start-ups that contribute to the fight to combat climate change.**



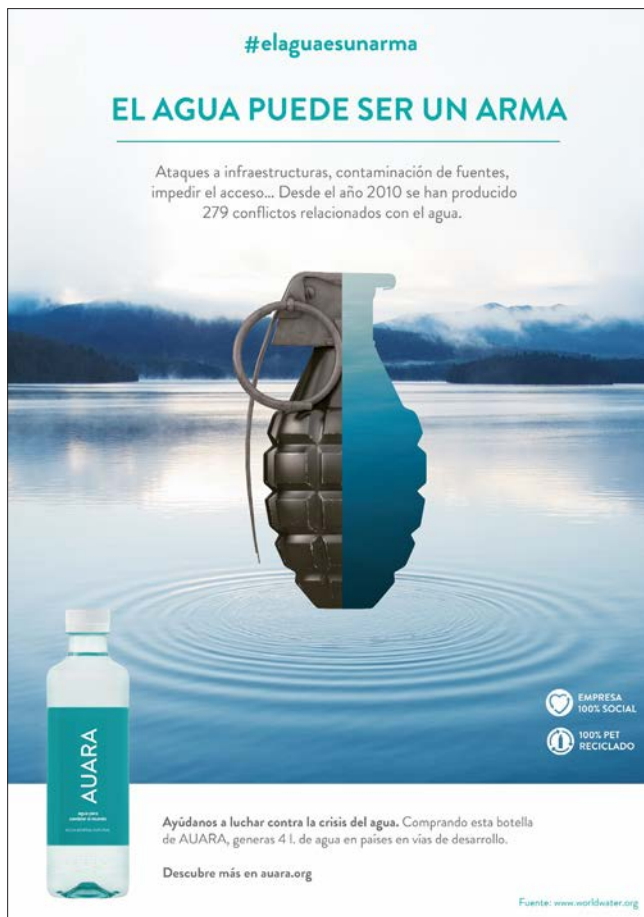
The first platform to democratize investment in renewable energies.



A project turning classic combustion engine vehicles 100% electric.

Start-ups 2019

AUARA



#elaguaesunarma

EL AGUA PUEDE SER UN ARMA

Ataques a infraestructuras, contaminación de fuentes, impedir el acceso... Desde el año 2010 se han producido 279 conflictos relacionados con el agua.

EMPRESA 100% SOCIAL
100% PET RECICLADO

Ayúdanos a luchar contra la crisis del agua. Comprando esta botella de AUARA, generas 4 l. de agua en países en vías de desarrollo.

Descubre más en aaura.org

Fuente: www.worldwater.org

The poster features a central image of a hand-drawn grenade with a blue gradient, set against a background of a calm lake and mountains. A small AUARA water bottle is shown in the bottom left corner. The text is in Spanish, highlighting the impact of water scarcity and the role of the AUARA brand in providing clean water to developing countries.

An example of a campaign developed through our pro-bono service.



Campaign video:
youtu.be/3azirj6po-l

Campaign results:
youtu.be/nDIgms7ttpU

A high-impact
year:

Highlights '19

**Our most
responsible
communication**

**We bring social value
to the undertaking of
our clients' campaigns**

Our most responsible communication

According to our Meaningful Brands study, its social contribution is becoming increasingly well-established as one of the main values bringing a brand to the fore.

At Havas Group we help brands create that social value and to communicate it in a relevant fashion.

In 2019 we lent strength to the development of this sort of t for our clients.



legadosolidario.org

Real Fake News

www.elmundotoday.com/tag/legado-solidario



Child Villages

Solidarity Testament

www.sindromedegmeiner.es



Banca March

Mediterranean Fund

www.bancamarch.es/es/mediterranean-fund.html

Our most responsible communication



Solán de Cabras / AECC
The emotion of wellbeing
youtu.be/D-Oojo6AJ9A



Walt Disney
Capitana Marvel
#Mujerteníasqueser



Lancôme
Are we happy? | La Vie Est Belle
youtu.be/wjORyRWh7xc



Banco Santander
Football can
youtu.be/7LBYNxOq2FE

Our most responsible communication



havas



havas
pr



SFAM

Smart Human

www.smarthuman.es



Sonae Sierra

My life is yours

www.mividaestuya.com



Babybel / WWF

I baggsy saving them

youtu.be/1p4S4_k5lZU



havas
media



Fundación RAIS

Article 47

youtu.be/XgLkAdayG-o

Our most responsible communication



Hyundai

Vive

youtu.be/XgLkAdayG-o



Hyundai

Ecoparking

youtu.be/mCGkrrV5oCQ



Hyundai

Together on the asphalt

youtu.be/LMRfkBLYWHo



Hyundai

The desert of the children

youtu.be/WfGGpa74_-U

Our most responsible communication



Carrefour

On Monday I'll Start Eating Better
youtu.be/Lg6_knFE0M0



DAMM

Mediterráneamente
youtu.be/g1NHW2YopcA



Enfamil

Manual for Mothers
youtu.be/5PNIsElq_lo



Durex

Conversexions
youtu.be/Zi8i87pwISY

Our most responsible communication

forward
MEDIA



Telefónica
mygamemyname.com
youtu.be/x6xnt7CrAcY

HAVAS
HEALTH & YOU



CINFA
Exxito
youtu.be/Lqfc5xXfaCo



Novartis
Give your migraine a voice

Our most responsible communication

Other international campaigns with a social impact



Australia



THE PALAU PLEDGE.

How can Palau, one of the smallest countries in the world, carry on taking in tourists and also protect itself from the environmental impact that involves?



The answer: “**The Palau Pledge**”, where all visitors sign a pledge in their **Passports** promising not to damage Palau’s natural resources.

Case study: youtu.be/SSHfYRTobkI



UK



OCEAN VINYL.

A great example of how two Vivendi companies joined forces to demonstrate the damage being done by pollution on the British coasts.



We literally transformed marine waste into something amazing: “**ocean vinyl**”, with exclusive content from the artist Nick Mulvey.

Trailer: youtu.be/qBuE-Z_DPwE



PROJECT SAVE.

Each year Valenzuela (Philippines) undergoes a climate emergency due to the typhoon season. Owing to the risks involved, outdoor advertising has to be the first “evacuee”.



Why not turn this necessity into a form of aid? That was how **Project SAVE** came about, giving outdoor advertising a second useful life.

Video: youtu.be/deHLn0m5t24

A high-impact
year:
Highlights '19
**Support
for social
actions**

**We contribute social value with
donations, pro-bono agency services
and corporate volunteer work**

In 2019 we donated

357.000€

To various NGOs and Foundations

We allocated part of our Planta 7 pro-bono aid to

NGOs and
social enterprises

Fundación
JUANXXIII
roncalli



AUARA



El mundo
el revés

Porque
otro
mundo
es posible.

We relaunched **The World Back to Front** as a major social initiative with which to contribute to creating a fairer, more caring and more sustainable society.

Support for social actions

The World Back to Front made a more caring Christmas possible.

WE COLLECTED
140 gifts

Provided by employees in Madrid, Barcelona and Valencia for underprivileged families.



10 volunteers

were involved in social activities
in Madrid and Barcelona.



VENDIMOS

107 tales of solidarity

meaning a sum of +1,000€ donated to activities
with Alzheimer patients and their families.

TEINVITO CENAR.ORG

30 Xmas hampers donated

by employees to families in need.



1 out of every 4

employees at Havas Village Barcelona donated blood.
For 40% of them it was their first time.

Get in touch with us

Get involved

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