

# Ipsos Corporate Social Responsibility Taking Responsibility Statement

## Our Purpose

**Ipsos's mission is to "deliver reliable information for a true understanding of Society, Markets and People".**

As a global market research company, for the past 45 years we have identified and measured the social, political and economic trends that shape the world. With over 18,000 professionals in 90 markets and 200 cities, we are in a unique position to measure and analyze opinions and behaviours of consumers, citizens, employees and health professionals, always delivering accurate and reliable data. In today's complex and volatile environment, this understanding is essential for confident decision-making by companies, public institutions and organizations.

"We cannot help but learn from what we analyse. As we increasingly study the impact of public and private policies to address societal, social and environmental issues, we have moved from being an observer to committing to make a positive impact on society and the planet".

Didier Truchot, Ipsos Chairman and CEO.

We are conscious of our responsibility to contribute, alongside governments and civil society, to the achievement of a better and more sustainable future for all. We have a thorough comprehension of the issues the world is facing today and the conviction that concerted action is needed to identify viable working solutions. We contribute to the Sustainable Development Goals set out by the United Nations. In 2008, Ipsos was the first global market and opinion research company in the world to join the United Nations Global Compact.

At Ipsos, we believe that financial and extra-financial performance go hand-in-hand to create a lasting value for all our stakeholders.

We are actively engaged in sharing this commitment with our teams and bringing this engagement to life, every day.

## Our Values, Principles and Business Ethics

**Integrity, Curiosity, Collaboration, Client First and Entrepreneurial Spirit. These are the values and behaviours that inspire all Ipsos teams and guide our actions.**

Ipsos aims for ethical excellence and applies the highest standards of professional integrity, internally and externally. Our Professional Code of Conduct, the Ipsos "Green Book", which is distributed to all employees, lays out our policies and procedures to ensure compliance with international laws and regulations and the highest industry standards, as well as Ipsos's values as a global leader in market research. It addresses ethics and human rights, transparency, anti-corruption and anti-discrimination, as well as our duty of care. The Green Book is also shared with consultants and contractors, as we do not tolerate unethical behaviour by any stakeholder involved in our business.

Our business relies on the collection and analysis of information relating to individuals. Therefore, data privacy and security are paramount in all we do. We apply the highest level of data protection and comply with relevant privacy laws and regulations to ensure that personal data used in our research is thoroughly protected from risks of unauthorized access, loss, destruction, manipulation or disclosure. Our collection and use of data are based on the consent of respondents.

## Taking Responsibility towards People, Society and the Planet

### People

#### **We aim at being the employer of choice for our existing and future employees.**

People are Ipsos's greatest asset. The value we deliver to our clients is driven by our experts' know-how, scientific and technological capacities. We work to attract and retain talented staff in order to meet the future needs of Ipsos.

We continue to develop their skills and capabilities by providing regular training and professional development opportunities. The Ipsos Training Center (ITC), offers a wide range of development programs. In 2019, this represented an average of 52 hours of training per employee. Our training program for young graduates, Generation Ipsos, brought together 1,500 participants in 57 countries.

We pay particular attention to the well-being and satisfaction of our people. Each year, we conduct an internal employee satisfaction and well-being survey which gives our employees the opportunity to share their feedback, concerns and expectations. In 2019, 85% of employees participated, showing an engagement index of 73. This is a reflection of employees' engagement with the company's culture, their management and their jobs. Furthermore, 80% declared they are proud to work for Ipsos.

We aim at promoting equality of opportunity and diversity. We encourage an inclusive culture based on universal respect and professional equality, particularly between men and women and regarding ethnic background, sexual orientation and the integration of people with a disability. Ipsos is a member of the UN Women's "Unstereotype Alliance" and has committed to the UN High-Commissioner for Human Rights' (UNHCR) "Standards of Conduct for Business".

Gender equality is a priority for Ipsos and we continue to step up our efforts to empower women leaders and adopt positive measures on equal treatment. In 2019, women represented 60% of the members of the Board of directors and 44% of our Leadership Group", which forms Ipsos's top management.

### Society

**We aim to contribute to the economic and social development of the countries in which we operate.** We work with local communities and encourage all our employees to participate in community development. In 2019, nearly 2,000 days of volunteer work were performed by Ipsos staff for local communities and charities.

We believe that educating children is one of the key ways to fight poverty and inequality. The Ipsos Foundation was created in 2014 to provide access to education for children and youth who have been forcibly displaced from their home. To date, we have supported the development of 40 educational programs for underprivileged children and adolescents in 25 countries.

We contribute to the global response to one of the most significant issues the world is facing today – refugee settlement. In 2019, we signed the Tent Partnership for Refugees and committed to recruiting refugees in our teams across the world. We are a member of the UNHCR's #WithRefugees coalition working to provide hope and help to asylum seekers.

With the study "Project Understanding" we have assessed the perceptions and opinions of the general population regarding refugees in 27 countries and identified the best ways to build consensus for helping refugees at both local and global levels.

As the world faces increasing uncertainty and complex challenges, Ipsos intensifies its commitment to conducting research that helps to understand people's mindset and behaviours. Since 2019, Ipsos has partnered with the World Economic Forum to co-produce recurring data on the world's most pressing societal, political and business matters, which is made publicly available. Similarly, Ipsos has donated the archives of its "Global Advisor" survey on global trends to the University of Toronto's Munk School of Global Affairs.

## **Planet**

**We recognize that the conservation of the global environment and the fight against climate change are issues of common concern for all humanity.**

As such, we are committed to limiting our environmental footprint by reducing our carbon emissions, energy use and waste production and have implemented initiatives in this regard. In particular, we are working to reduce our carbon emissions, much of which is generated by business travel as well as by our IT usage.

We have committed to reduce our greenhouse gas emissions by 10% between 2018 and 2020. At the end of 2019, the volume of emissions per head has been reduced by 7.7%, while energy consumption decreased by 10,7% since 2017.

Business travel is the main source of our greenhouse gas emissions. Travel reduction is a major objective for Ipsos as our geographical spread entails the mobility of our people. We are targeting a reduction of at least 10% in 2020 by implementing climate-conscious global and local travel policies.

We promote everyday gestures and the adoption of behaviours among our teams that have a positive environmental impact. In 2019 we eliminated the usage of single-use plastic in all Ipsos offices around the world and we continue to develop circular economy initiatives: we are reducing our reliance on paper by committing to 10% cut our purchases by between 2018 and 2020 and recycling 100% of our paper by 2020. We are also increasingly moving our data collection operations online.

## **Governance and Communication on Progress**

**Ipsos's Board of Directors has established a specialized Corporate Social Responsibility Committee.** It reviews our CSR policies and their alignment with international and local CSR regulations and monitors our progress against our objectives.