

THINK OF THE PLANET

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OUR COMMITMENTS

Our first year as members of the United Nations Global Compact was marked with overall progress in our engagements, raising the consciousness from our entire team of Dragons on the necessity to act together on our social, corporate, environmental and ethical pillars.

This year, we particularly worked on raising awareness with our clients. We put in place specific offerings for them on sustainability conscious solutions and initiatives, helping brands to engage further on these issues.

We also wrote for all our partners a new Dragon Rouge Code of Conduct for Business Partners, which explicitly formalizes our mutual engagements related to Corporate Social Responsibilities: fighting corruption, respecting human rights, labour laws, business ethics, health and safety measures, and promoting environmental protection. This Code of Conduct will be integrated in all of our contracts signed within all of our 8 agencies.

In 2020, we will go one step further and build a CSR assessment tool for our suppliers to measure their own progress. This should also help us determine a preferred selection of them.

While 2019 was a year of awakening for our Dragons that united around key fundamental CSR actions, 2020 will show more meaningful and visible results from all these initiatives.

At Dragon Rouge, we constantly push ourselves to re-invent. CSR is part of this permanent re-invention exercise, forcing us to rethink our methods, solutions, and general practices.

We continue to take great pride in being part of the United Nations Global Compact network, contributing as best we can to the progress of our societies.



Renaud Deschamps
GROUP CEO DRAGON ROUGE

246

246

246

246

**WOMEN
AND MEN
TALENTS,
DESIGNERS
AND STRATEGISTS**

DRAGON ROUGE,
it is 246 women and men
united by a common culture
and who enjoy referring
to each other as Dragons;
246 talents, designers
et strategists who share
common values of excellence,
generosity and boldness.

AGENCE

HAMBURG (Germany)

LONDON (United Kingdom)

NEW YORK (United States)

PARIS (France - HQ)

SÃO PAULO (Brazil)

SHANGHAI (China)

SINGAPORE (Singapore)

WARSAW (Poland)

DRAGON ROUGE, is an independent creative agency. Small enough to phone a friend, but big enough to cover the world with our 8 offices.

DRAGON ROUGE, it is also a mission: that of igniting brands and propelling them forward creating the clarity, vitality and relevance they need to succeed.

DRAGON ROUGE

DE CREATION



SUSTAINABLE

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

LASTLY, DRAGON ROUGE IS A COMPANY THAT BELIEVES IN THE IMPLEMENTATION OF A SUSTAINABLE DEVELOPMENT AND THAT PUBLICLY EXPRESSES ITS COMMITMENT BY RENEWING ITS UNITED NATIONS GLOBAL COMPACT MEMBERSHIP.

- 1** Support and respect the protection of human rights
- 2** Non-complicity in human rights violations
- 3** Uphold freedom of association and recognise the right to collective bargaining
- 4** Contribute to the elimination of all forms of forced and compulsory labour
- 5** Contribute to the effective abolition of forced and compulsory labour
- 6** Contribute to the elimination of discrimination in respect of employment or occupation
- 7** Support a precautionary approach to environmental challenges
- 8** Undertake initiatives to promote greater environmental responsibility
- 9** Encourage the development and diffusion of environmentally friendly technologies
- 10** Act against corruption in all its forms, including extortion and bribery



GLOBAL

DRAGON ROUGE



COMMUNICATION ON
PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

Since 2018, we communicate about our advances in terms of social responsibility through our Communication on progress published and accessible to all on the United Nations Global Compact website.

Because we perceive our collaborators' commitment as essential to responding to the challenges of a true ethical and responsible approach, we relied on the expertise of our **CSR Team**: about fifteen voluntary Dragons, involved at the operational level in the teams' work organisation, the choice of our partners or in our business practices. They are the ones who suggested indicators of improvement and set our goals.

COMPACT



DRAGONS AROUND THE WORLD IN 2019

DRAGON ROUGE

AMERICAS

24

EUROPE

191

ASIA-PACIFIC

31

Our Paris and London
offices, often mentioned
in this COP, account for

65%

of our staff.

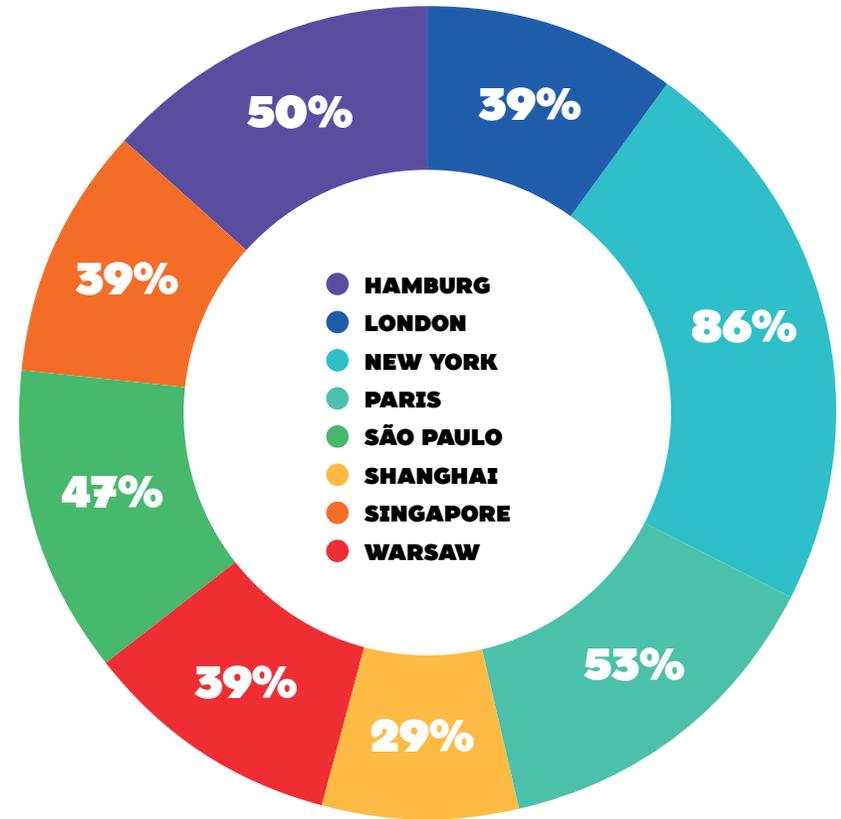


A BETTER REPORTING

This year, in order to achieve our goal to improve the social and environmental reporting of our 8 agencies, we:

Implemented a **Human Resources Information System** which centralizes DRAGON ROUGE's HR information. This collaborative tool, Kammi, enabled us to simplify the reporting of our 8 agencies by placing the human beings at the centre of the group because it is somewhat a corporate social network which enables everyone to post documents, customize its user profile, request time off... We also chose this system because it best meets legal and technological developments such as the GDPR, for example. Kammi is now among the top 3 HR publishers for SMEs in terms of security. Kammi also provides transverse protection systems or functionalities to the 5 fundamental pillars: data integrity, confidentiality, traceability, authentication and protection.

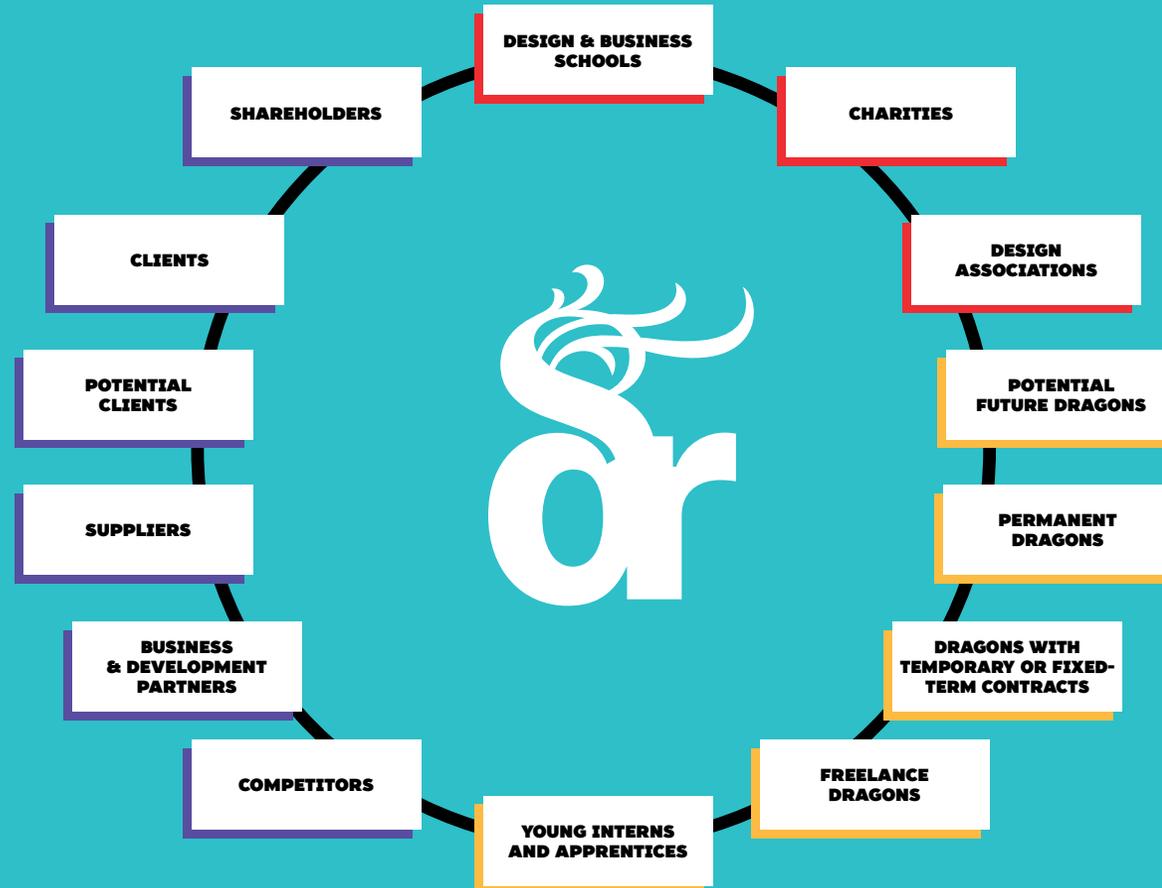
Conducted a **survey** among the Dragons of our 8 offices in order to collect information that would enable us to improve the human and environmental aspect of our CSR approach in its human and environmental dimensions. The responses compiled anonymously revealed that **76,4%** of the Dragons were satisfied with the layout and equipment of their workstation and that, in the event of hardships, **94,5%** of them knew who to turn to. This survey also shed light on areas for improvement which we leaned against to conduct our efforts in 2019.



PARTICIPATION RATE TO OUR FIRST INTERNAL CSR SURVEY

GIVING OUR STAKEHOLDERS A LISTENING EAR

Our stakeholders include all the actors who have an interest in our activities because they participate in our economic life, influence our behaviour internally and externally or are affected directly or not by our activities.



- **Our employees:** Dragons, future or current, on a permanent or fixed-term contract, interns and freelance, all concerned primarily by our social policy and whose involvement in our CSR strategy is essential.
- **Our current or future clients** that we support or can support in their CSR approach.
- **Our suppliers and business partners** that are part of our sphere of influence and that we encourage in their CSR approach via our code of conduct.
- **Our shareholders**, owners of part of our capital.
- **Design, communication or business schools and design associations** with which we maintain quality relationships.
- **Non-profit organisations and charities** for which we offer our expertise through partnerships.

17 PARTNERSHIPS FOR THE GOALS



SUMMARY

The CSR approach that we committed to in 2018 allowed us to improve our capacity to adapt to our stakeholders' expectations regarding ethical topics and sustainable development.

01

OUR SOCIAL RESPONSIBILITY:
ENHANCING THE EXPERIENCES
& FOSTERING THE DRAGONS' DEVELOPMENT

02

OUR ENVIRONMENTAL RESPONSIBILITY:
REDUCING OUR CARBON FOOTPRINT
& SUPPORTING OUR CLIENTS IN CIRCULARITY

03

OUR ECONOMIC RESPONSIBILITY:
LEADING OUR PARTNERS
RESPONSIBLY AND LOYALLY

04

OUR SOCIETAL RESPONSIBILITY:
BEING INVOLVED IN SOCIETY

01
01
01
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01

**OUR SOCIAL
RESPONSIBILITY:**
ENHANCING THE EXPERIENCES
& FOSTERING THE DRAGONS'
DEVELOPMENT

96%
OF DRAGONS
IN PERMANENT CONTRACT
VERSUS **94%**
IN 2018

**THE TURN-OVER
REMAINS STABLE
AT AROUND
3%**

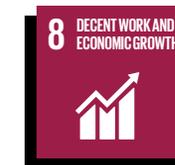
**THE AVERAGE
SENIORITY
OF A DRAGON
IS
4 YEARS**

The absenteeism
rate within the group
**REMAINS STABLE
AROUND
2%**

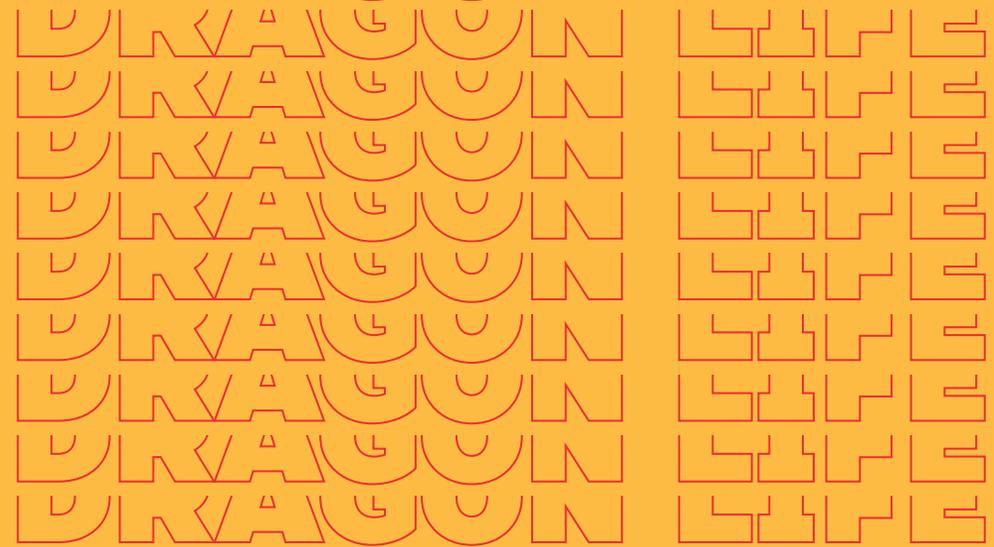
The blossoming of talents holds great interest for our group. Our creativity depends on it.

Excellence and collaborative spirit are also essential to the success of our missions, even as our collaborators need to adapt, to meet the challenges and constantly changing needs of a globalised market.

We provided them with a work organisation and setting thought out to foster their development.



DRAGON LIFE



THE RIGHT BALANCE



LIFE AT HOME

The work/life balance is a question that we touch on every year during the annual talks about working time with the Dragons.

DISCONNECTION
DISCONNECTION
DISCONNECTION
DISCONNECTION

In 2019, we formalised a charter on the right to disconnect which was given to each Dragon of our French agency.

Our goal for 2020, is to give it to each Dragon within the group according to local legal constraints.

The right to disconnect is a proposed human right regarding the ability of people to disconnect from work and primarily not to engage in work-related electronic communications such as e-mails or messages during non-working hours.

This charter reiterates our wish to respect our collaborator's breaks and leaves. It guarantees their right to not log in to their work digital tools and not be connected, including on their personal communication tools for a professional motive outside of their usual working hours.

This charter also recalls the best practices (email scheduling, insertion of the mention "this message does not call for an immediate response" ...) and measures to be taken to reduce cognitive overload (disable app notifications, etc.).



FLEXIBILITY

In addition, each of our offices has the freedom to grant its employees with free time beyond its area's minimum legal requirements.

SOCIAL RESPONSIBILITY

PARIS

friday afternoon off for the Dragons.

WARSAW & LONDON

one day off on their birthday for Dragons.

NEW YORK

4 days off (friday or monday) extended weekends during summertime (in a country with traditionally few holidays).

SÃO PAULO

days off between weekends and holidays when the business activity makes it possible for the Dragons.

LONDON

on friday in july and august the Dragons stop working at 4pm.

IN SEVEN OF OUR OFFICES

remote work in case of an occasional need to be at home and after validation of the manager.

100 %

of the part-time hours are chosen and not imposed.

100 %

of the requests for unpaid leaves are accepted.



DRAGONS IN SHAPE

In order to provide all the Dragons with good safety nets (health, old age, inability-disability-death coverage), we offer as part of our health prevention policy: a local health insurance that goes beyond the minimum legal requirements.

- **Flu vaccination** is available to all our Dragons in Paris or London.
- Our Warsaw office contributes up to 500 PLN, to the **cost of glasses worn at work.**
- The London Work Bike Program covers **40% of the cost of a new bike.**
- **The adoption of the new Swile restaurant ticket card** for the Dragons of Paris allows them to get up to 30% discount on their lunch and a greater freedom in managing their lunch credit.
- Lastly, our Paris office covers **up to 50% of the cost of its Dragons' sports subscriptions** (limited to 230€ annually) (provided they have at least one year of seniority), while our Warsaw office covers 30% of the cost of its Dragons' multisport passes.

HEALTH AND WELL-BEING ACTION PLAN

Our London office has also implemented a health and well-being action plan for its Dragons.

To do so, they have listed initial priorities for implementation and will monitor and evaluate these actions on a half yearly basis. They will measure success, by tracking perceptions from the Global Dragon Rouge survey for 2020, as well as from informal 1-2-1 and group conversations with employees.

This action plan covers a number of topics such as cigarette or alcohol addiction, healthy eating, physical activity, sleep, work and health, and well-being. As part of this action plan the agency also offers massages and healthy meals to all Dragons.

DRAGON & MOBILITY

Our global reach allows us to offer the Dragons who request it, the possibility to work temporarily in one of our 8 agencies.

SO IN 2019, WE:

- Extended by one more year the expatriation in Shanghai of one of our French Dragons who wished to.
- Allowed a São Paulo Dragon to “relocate” to our French office for one month to join his family newly settled in Paris.
- Offered a 2-month stay in London to a Parisian Dragon for strategic study.

MOBILITY
MOBILITY
MOBILITY
MOBILITY
MOBILITY
MOBILITY
MOBILITY



PERSONNNAAL

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

In 2019, we chose to invest primarily in language, personal development, management and project management training. Half of the group's workforce received training this year.

At the same time, we promote curiosity through our internal workshops:

- **2 annual design and graphic chain training courses** for new Dragons in Paris.
- The Hamburg Dragons attended training courses for **new HQ project management software**.
- Dragon Rouge London held an **internal training/development program** called Drive. It was created to cover the needs of employees, following two annual skill evaluations.
- **Lunch & Learn** sessions or presentations on voluntary basis were offered by our Paris, London, Warsaw and New York offices. The speakers can be Dragon experts (sustainable packaging, digital footprint, sustainable materials, etc.) as well as external speakers (Ellen Macarthur, our partner on circular economy, Common Cents, the social company that offers to introduce micro-donations during online and in-store purchases, web design).
- **First aid trainings** were organized in Paris and London.



COACHING, MENTORING, TRAINING ...

SOCIAL RESPONSIBILITY

100% OF THE ANNUAL INDIVIDUAL PERFORMANCE REVIEWS WERE COMPLETED

These interviews are based on an evaluation grid which focuses on the collaborators' skills and well-being and allowed us to implement actions for skill development.

21 INTERNAL PROMOTIONS WERE GRANTED IN 2019 (VS 17 PROMOTIONS IN 2018)

6 in Paris, 6 in London, 4 in Warsaw, 3 in Singapore, 1 in New York and 1 in Shanghai.

WE ALSO HOSTED 20 DRAGONS WITH APPRENTICESHIP CONTRACTS

Thereby we offered young students the opportunity to alternate theoretical and professional training, in order to understand the world of work at an early age..

IN LONDON, TWO OF OUR DESIGNERS ARE REGISTERED IN THE KERNING THE GAP PROGRAM

The aim of which is to get more women to hold leadership positions in the design industry.

THE 1-2-1 EXECUTIVE COACHING PROGRAM WAS ALSO ATTENDED BY SENIOR MANAGERS IN LONDON

This program helps them to focus on their goals and build confidence.

13 MANAGERS TRAINED TO "INTRODUCE WITH IMPACT" AT SINGAPORE AND PARIS

They learned how to work on an elevator pitch, how to practice non-verbal communication and manage stress before speaking in public.

100% OF TRAININGS WERE COMPLETED DURING WORKING TIME

IN PARIS, DRAGONS ARE ENCOURAGED TO MAKE THE MOST OF THEIR TRAINING CREDIT

And are assisted in the preparation of their application.



A close-up photograph of two young women smiling warmly. The woman on the left has long, wavy brown hair and is wearing a light-colored, fuzzy jacket. The woman on the right is partially visible, wearing a patterned scarf. The background shows a modern building with a glass door and a white railing.

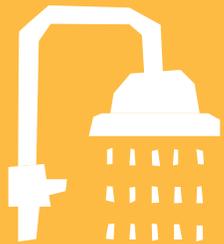
In all our offices, you will find fruit baskets in free disposal or “chill” areas (Loft, garden, cafeteria, sofas or terrace). But to motivate and keep our talents, we must be constantly creative.

So let’s ask them for their opinion on what could improve their well-being. After conducting our first CSR survey, we made some of their beautiful ideas come to life.

IN OUR PARISIAN AGENCY

SHOWER INSTALLATION

hoping to encourage Dragons to keep a healthy lifestyle, come to work by bike or take a sports break.



“A CAFETERIA 2.0”

we adopted a cheaper offer of cooked meals (10% discount) made with fresh products without additives or preservatives and a delivery free of charge.



PAYMENT OF A BIKE COMPENSATION

up to 200€ per year for those who come to work by bike.



THE MAGIC BUS

During autumn 2019, the RATP and SNCF strikes paralyzed France. Therefore, we set up a “magic bus”, an internal carpooling service allowing all Dragons to come to and leave the agency in good conditions. Dragon Rouge covered the gas and parking costs of the co-driver entirely.



WELLNESS

SOCIAL RESPONSIBILITY



WEEK

In partnership with the International School of SPA, we dedicated the last week of November to the holistic reconciliation of our 4 bodies: physical, energetic, emotional and mental.

“Home-made” smoothies, nutrition, aromatherapy, sophrology, yoga and massage workshops were organized within the agency throughout the week for the Dragons of Paris.



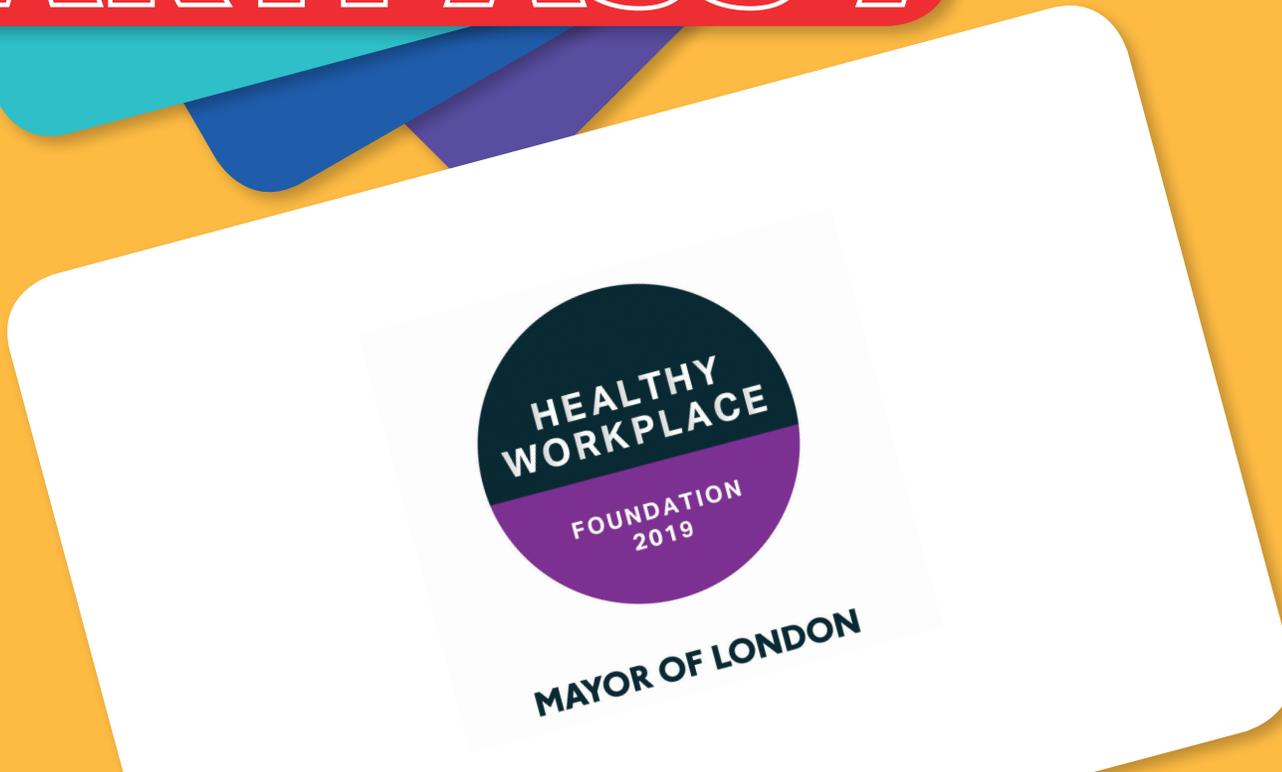


LONDON

- An **Art Pass** is offered to the Dragons who have confirmed their trial period in London. They can get discounts on the largest exhibitions and museums in England.
- Our London branch has received the **London Healthy Workplace** certification that recognizes and rewards employers who invest in health and well-being at the workplace. By adhering to the London Healthy Workplace Charter, collaborators and managers can be made aware of the importance of the well-being in the workplace and encourage good practices.
- Our New York Dragons are members of the **Investors In People** organization since 2002.

NEW YORK

- Our New York Dragons are members of the **Whitney Museum of American Art** and the **MOMA**.



SOCIAL DIALOGUE

We believe that the quality of the social climate is a determining factor for the quality of working life and our productivity.

We have a Social & Economic Committee which meets every month in France and which has an elected trade union representative.

In our other agencies, social dialogue is one of our priorities and takes the form of a plenary meeting at least monthly and often weekly.



WELCOME



SOCIAL RESPONSIBILITY

NEW DRAGONS

A welcome meeting, a small presentation of all the members of the agency, a guided tour, organized team lunches, welcome gifts (mug, notebook, t-shirts...) are some of the small gestures that will promote the adaptation to the “Dragon” culture in most of our agencies.

For a smooth integration, no question of arriving without already having your email address and your computer equipment prepared.

Our IT team keeps a close watch and as soon as new Dragons arrive, they ensure that their integration is smooth and problem-free.

In Paris, each new Dragon is also entitled to a special shooting session in our photographer’s studio for his/her new Dragon portrait.



MOMENTS



MOMENTS

SOCIAL RESPONSIBILITY



BONDING TIMES

SOCIAL RESPONSIBILITY

THE SHANGHAI DRAGONS STAYED 3 DAYS AT THE HOTEL DI SHUI HU

to share activities and relax together.

The Dragons of Singapore, in addition to their traditional annual «Open Air Movie Night», gathered for a

TEAM BUILDING DAY: AN AQUABIKING SESSION, FOLLOWED BY A MASSAGE AND A CULINARY WORKSHOP.

The Hamburg Dragons were all invited to spend

AN EVENING AND A NIGHT IN BERLIN TO RECEIVE THEIR RED DOT DESIGN AWARD AT THE RED DOT GALA.

For the 25th anniversary of our agency in Poland,,

ALL WARSAW DRAGONS WERE INVITED TO STAY IN PARIS FOR 3 DAYS.

On the agenda: meeting with the Parisian Dragons, sightseeing of the French capital, gastronomic meals, evening at the Moulin Rouge and shopping!

THE DRESSED-UP CHRISTMAS PARTY

in Dragon Rouge Paris has become a real institution. This year, the 3rd millennium scenery of the **“CYBER PUNK PARTY”** allowed the Dragons to travel to the future.

Dragons like to get together to celebrate and share about winning competitions and successful projects: “Loft” or Popcorn evenings in Paris. Those privileged moments are sources of inspiration and motivation! Birthdays, births of a new child and even departures are occasions to celebrate at Dragon Rouge. All our offices regularly plan festive evenings, and not only Christmas parties but also BBQ, happy hour, games, tournaments, cooking workshops, etc.



WE CREATE
MOMENTUM
MOMENTUM
MOMENTUM
MOMENTUM
MOMENTUM
MOMENTUM
MOMENTUM
MOMENTUM

DRAGONS FROM ALL HORIZONS...

Although small in size, our agency is present in 8 countries and welcomes Dragons of **17 different nationalities**. This multiculturalism is our strength. We encourage it and organize once a year a great festival of creativity with the creative directors of our 8 offices.

This year, they met in Paris to present their interpretation of Momentum, or rather to answer the question **“BRAND MOMENTUM, WHAT THE HELL IS THAT ?”** as part of our new **“WE CREATE MOMENTUM”**, positioning. A dozen short films prepared by their teams were screened in front of the French Dragons then retransmitted to the Dragons of our 7 other agencies. The motto: fun, creativity and inspiration!

GENDER EQUALITY INDEX:

77/100

Our goal is to improve this index in a constant manner in the next few years.

This index was calculated according to 4 indicators: the gender pay gap, the difference in the distribution of individual wage raises, the number of employees who got a raise on their return from maternity leave, the parity among the 10 highest pay.

Among the 13 leaders of our group, we have 5 women (Shanghai, Hamburg, Warsaw and two in France). Women therefore represent **40% of Dragon Rouge's Top Management**. 3 of the group's top 10 salaries are paid to women.

Lastly, we have always ensured equal access to training and employment for all, women and men.



EQUAL OPPORTUNITIES FOR ALL

We welcome Dragons of all backgrounds, sizes and shapes, as long as they can spit fire! All the positions offered within our group are open to people with disabilities. In addition, for office supplies, we call on l'Atelier Le Chêne in France, an adapted company. In our 8 agencies, we fight against all forms of discrimination and do not tolerate any form of sexual, physical or moral harassment, coercion or persecution.

WHERE
IS NO
TO
HAVE
TALENT

AGE

37%
OF DRAGONS
ARE UNDER
30 YEARS OLD



14%
OF DRAGONS
ARE OVER
50 YEARS OLD

PERSONALIZED FOLLOW-UP FOR DRAGONS OVER 55

Even though the **average age - 35 years old** - remains young throughout the group, an annual information meeting and an individual interview with a retirement counsellor are specially organized and offered to Dragons over 55 years of age, in order to help them better prepare for their future.

We believe in the virtues of diversity of any kind.

Generational diversity also creates value.

We work to create **a fair environment** in our agencies.

It is important that **we'll give everyone the same opportunities for professional development.**

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02 OUR ENVIRONMENTAL RESPONSIBILITY:

**REDUCING OUR CARBON FOOTPRINT
& SUPPORTING OUR CLIENTS
IN CIRCULARITY**

We are committed to a progressive approach to limiting our environmental footprint by using natural resources efficiently and sustainably, reducing the emission of greenhouse gases and recycling our waste.

Simultaneously, we actively support our customers in their CSR approach, by helping them to act more responsibly or by encouraging them, via our new “Code of Conduct for Business Partners”. This is for them to put in place appropriate measures aimed at reducing, as much as possible, the impact of their commercial activities on the environment.

OUR FIRST INTERNAL AWARENESS CAMPAIGN

Charity begins at home. Thus, following the publication of our first Communication on Progress, we conducted an awareness campaign with our Dragons. Among the objectives of this campaign: presenting our COP, spreading awareness about our excessive plastic consumption, providing information on good digital practices and collectively limiting our carbon footprint by simple gestures.

THE COMPUTER LOTTERY

After extending our computers’ renewal period from 4 to 5 years, we organized our first “Lottery” in France.

Thirty lots of computers and laptops were won by Dragons for a symbolic sum of 1 €. Double benefit: the recycling of our computer equipment and a happy Dragon.

Our goal for 2020: generalize this approach for smartphones!

WE LOVE OUR NEIGHBOURS!

Even if our activity generates little noise, we look after the well-being of our neighbours.

This is why, this year, we have removed two climatic test cabinets from the roof of our Paris office (replaced by compressors inside the computer room). These, together with all the pipes, have been completely dismantled and treated by the company in charge of our air treatment system.



THE END OF PLASTIC

In 2019, we tackled the dishes. Glasses, plates, stirrers, cutlery, plastic and PET bottles have given way to reusable cups, earthenware plates, stainless steel cutlery and glass bottles.

In Paris, we have also invested in new drinking water fountains for sparkling water addicts (more bottles on the way!) And to facilitate the new cleaning habits, a dishwasher has been installed in the cafeteria of our Paris office!

RECYCLING OF OUR WASTE

Although we do not generate hazardous waste, we take care of our paper and cardboard waste (La Corbeille Bleue (Paprec) in France), ink cartridges from our printers collected & recycled by CONIBI (ISO 9001) or HP, photoreceptors and ovens reconditioned by Xerox.

Last but not least, all defective batteries, bulbs and neon tubes are recycled and recovered by different service providers.



This year, with the implementation of our new HRMS, Kammi, we have achieved our goal to **DEMATERIALIZE** all leave requests from DRAGON ROUGE collaborators within the group.

And now so are all requests for reimbursement of expenses from our Paris office.

Our goal for 2020: dematerialize all mediums used for the annual evaluation interviews of the Dragons.

DEMATERIALIZATION, THE GOOD ALTERNATIVE TO PAPER

2018
1630 REAMS
OF A4 PAPER

**I.E. 6,1 REAMS
OF PAPER
PER DRAGON**



2019
1361 REAMS
OF A4 PAPER

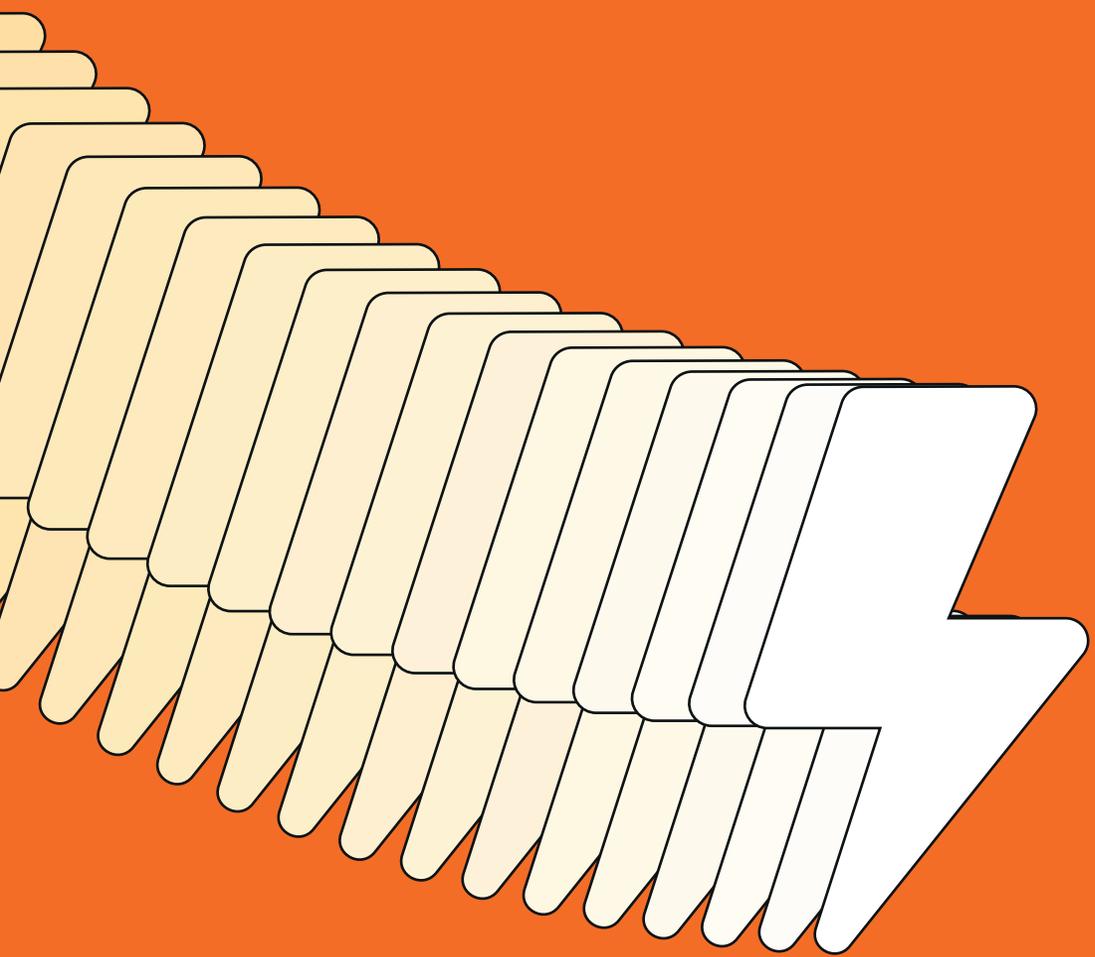
**I.E. 5,5 REAMS
OF PAPER
PER DRAGON**
**A DECREASE OF
CONSUMPTION
OF 16%**

ELECTRICITY, ON THE WAY TO A NEW CONSUMPTION

Even though our second largest agency, in London, already uses a supplier of electricity that is 100% green, and frack free, the project to move towards a 100% renewable local and citizen-friendly electricity consumption is under study for our office in Paris, where 100% of the toilets are already equipped with automatic lighting with motion detectors.

The significant drop of our electricity consumption is explained by the installation of LED lighting in our agencies with a **goal** of 100% LED in Paris for 2020.

A clock device also allows to turn off the air conditioners of our office in Paris during periods of vacancy.



2018
596 054 KWH
FOR THE GROUP

I.E. 2232 KWH
PER DRAGON

VERSUS

2019
460 850 KWH
FOR THE GROUP

I.E. 1873 KWH
PER DRAGON
A DECREASE
OF 23%
FOR THE GROUP

OUR GAS CONSUMPTION

2018
450 374 KWH
FOR THE GROUP

I.E. 1 687 KWH
PER DRAGON

VERSUS

2019
388 524 KWH
FOR THE GROUP

I.E. 1 580 KWH
PER DRAGON
A DECREASE
OF 14%

2018
2353 M³
FOR THE GROUP

I.E. 8,8 M³
PER DRAGON

VERSUS

2019
2350 M³
FOR THE GROUP

I.E. 9,5 M³ PER DRAGON
A SIMILAR CONSUMPTION
ALTHOUGH THERE
WERE LESS DRAGONS

OUR WATER CONSUMPTION

Our activity does not require water, our consumption is related to sanitary use, the maintenance of our green spaces and the supply of filtered water fountains made available to the Dragons.

In order to limit our water consumption in 2019, we set up an automatic sprinkler system for our green spaces in Paris.

6 CLEAN WATER
AND SANITATION



TRAVELING RESPONSIBLY BY LIMITING OUR GREENHOUSE GAS EMISSIONS

Established in France and abroad, our activity falls within the tertiary sector. Therefore, the transportation of our collaborators remains our main source of greenhouse gas emissions. In order to encourage business trips that generate the least pollution, we choose to travel by train rather than by plane for our collaborators' trips lasting less than three hours.

In 2019, we also set up a charging station for electric vehicles in the parking lot of our Paris office.

Our fleet currently consists of 5 company cars, including 2 hybrid vehicles. Our objective is to systematically renew this fleet with hybrid vehicles.

57757 KG
OF CO₂

generated by our Paris agency's transportations.

23%

that's how much our Warsaw agency reduced its business trips in 2019.

In 2018, only 32% of the domestic trips were made by train, while in 2019, they represented 56% of trips.



AS PRESCRIBERS, WE ACTIVELY SUPPORT OUR CLIENTS IN THEIR RESPONSIBLE APPROACH

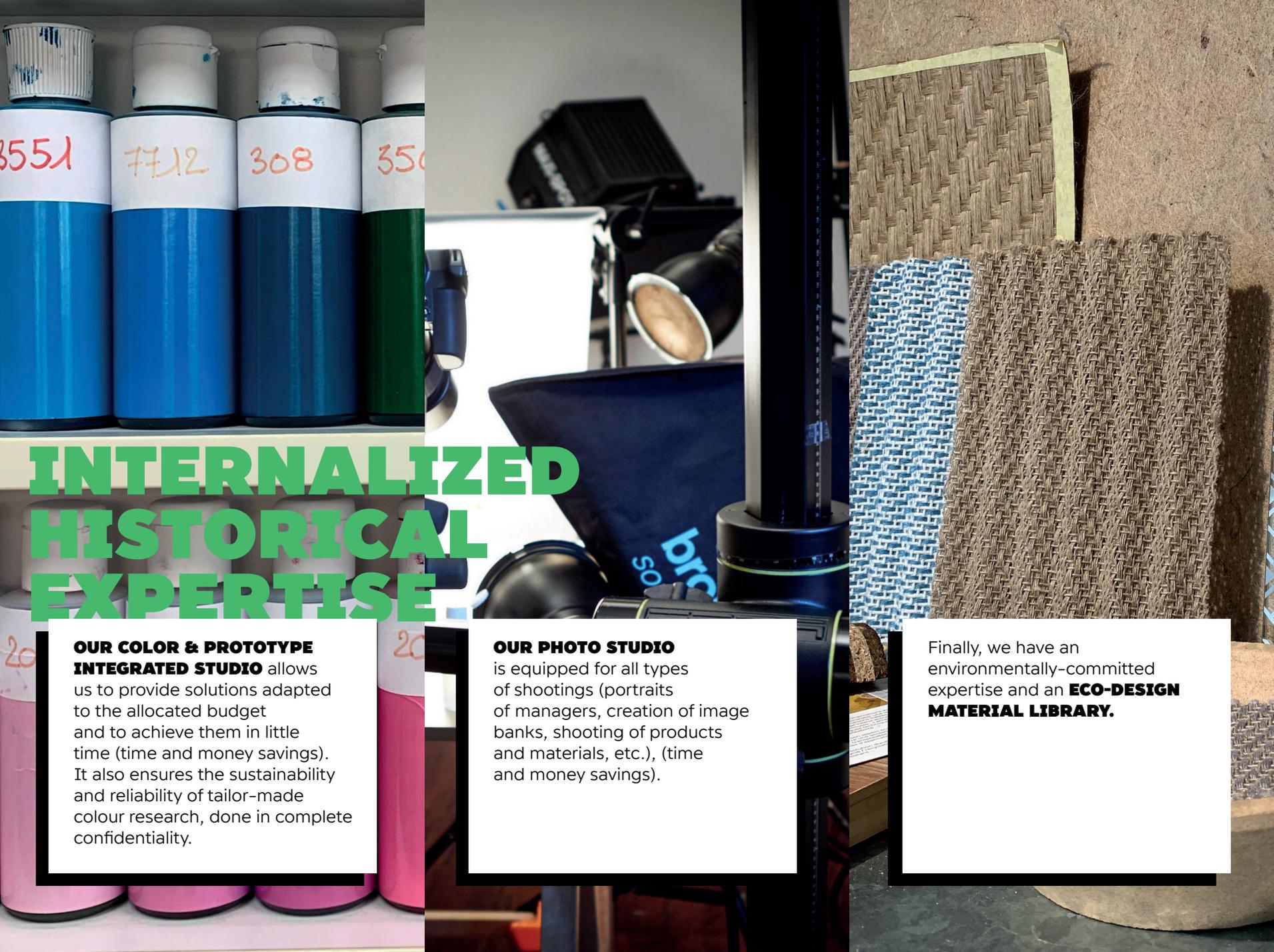
Responsible and sustainable challenges are becoming more and more pressing. We are committed, hand in hand with our clients and partners, to design a new future for branding in all its dimensions (packaging, identity, retail, digital ...).

Since 2019, we have been encouraging our customers, through our **“Code of Conduct for Business Partners”**, to put in place appropriate measures to minimize the impact of their business activities on the environment.

In order to raise our client’s awareness on the major sustainability challenges, we took part in discussion seminars such as **“From Design Thinking to Circular Thinking”** in Amsterdam or **“Make Fashion circular”** in Barcelona.

For several years, we have indeed been working to rethink our profession through different initiatives and for each of our projects. All of our presentations now include a sustainable development component. We have also developed suitable methods, such as the SOURCE method for responsible and sustainable packaging. These proprietary methods were designed to help our customers significantly reduce their environmental footprint and are based on 3 fields of action.





INTERNALIZED HISTORICAL EXPERTISE

OUR COLOR & PROTOTYPE INTEGRATED STUDIO allows us to provide solutions adapted to the allocated budget and to achieve them in little time (time and money savings). It also ensures the sustainability and reliability of tailor-made colour research, done in complete confidentiality.

OUR PHOTO STUDIO is equipped for all types of shootings (portraits of managers, creation of image banks, shooting of products and materials, etc.), (time and money savings).

Finally, we have an environmentally-committed expertise and an **ECO-DESIGN MATERIAL LIBRARY**.

Our material library manager, working in together with our architecture and project management teams, is able to train and guide our customers towards the most sustainable solutions:

Selection of all our suppliers based on sustainable development criteria.

Choice of industrial partners (large groups or SMEs) engaged in a CSR or SME approach (ISO 14001 standard) and in manufacturing processes that consume little energy resources, water and raw materials (EU energy label).

Orientation of the choice of materials by always integrating the environmental criteria and by favouring official and independent labels at European level.

Constant technological watch (ADEME, INIES database, CSTB, Observatory of indoor air quality) on sustainable products and on new forms of recyclability, (supplier meetings, trade show visits, etc.).

Realization of colour and volume models, 3D simulation.

ENVIRONMENTALLY COMMITTED CREATION AND PRODUCTION

We are attentive to all the physical and digital dimensions of brands, from supports and materials (paper, wood, pigments, glass, etc.) for publishing, packaging or to the printing and manufacturing (inks, paints, varnishes, filming, shaping...).

We make sure to select papers from sustainable sources:

- with forest certification and certification of the companies that process the raw material until the finished product: FSC, PEFC,
- recycled papers not chemically treated,
- wood-free papers, based on the cultivation of fast-growing fibrous plants (kenaf, hemp), the recovery of agricultural waste (straw, vegetables, sugar cane, bamboo) and of the textile industry (cotton, flax).

We avoid papers that are too white and that have been treated too much.

We always recommend ISO 216 document formats to avoid paper waste.

The standard ISO 216 applied to the choice of a format avoids wasting paper. In Europe, the A series are used: by cutting an A (N) sheet into two identical parts, we obtain two sheets of A (N + 1) format. The ISO 216 standard allows the processing of the majority of printed supports without paper waste.

We systematically reduce the number of pages of documents to be produced and their number of copies to what is strictly necessary.

We reduce the use of inks by limiting the inking surface.

We promote the use of biodegradable and recyclable vegetable inks which do not use solvents derived from fossil raw materials, or heavy metals.

We promote the application of acrylic varnishes (water-based, odourless and easier to recycle) over oily varnishes (offset), UV or film-coating.





CIRCULAR ECONOMY

PRIVILEGED PARTNER OF THE ELLEN MACARTHUR FOUNDATION

Through our partnership with the Ellen MacArthur Foundation, which advocates accelerating the transition to a circular economy, we are raising awareness about the sustainable development challenges among our teams. The members of the Foundation take part in our seminars and invite participants to reflect on the advantages of the circular economy. The London Dragons even had the opportunity to visit a recycling site. Dorothy Mackenzie, chairman of the London office, is also very involved in the environmental movement. In 1991, she had already written a book about the good “**Green Design**” practices. Dorothy Mackenzie also spoke at the 7th Edition of the Ellen MacArthur Foundation’s Summit. This Summit brings together world leading thinkers, innovators and pioneers who are refining and implementing the vision of an economic system that is restorative and regenerative, by design.

Dorothy MacKenzie took part in the EMF CE100’s Acceleration Workshop, which provides a pre-competitive space to share knowledge and advance individual agendas. These immersive events are a chance to learn from expert input, build new relationships, and progress collective approaches.

She is head of the board of directors of the **Carbon Trust**, which helps organizations transition to a low-carbon future, as well. Our London CEO and Hamburg Managing Director also attended the **Carbon Trust** and Department for International Trade’s (DIT) event briefing in Düsseldorf on September 12th. The session was focused on helping corporates in Germany boost action on climate leadership.

ECO

AN ECO-DESIGN MATERIAL LIBRARY THAT IS COMMITTED TO SUSTAINABLE DEVELOPMENT

Our goal is to systematically design our projects based on a sustainable development logic. Materials are only one link in this process, and one cannot reduce eco-design by their selection alone.

Our material library works as the interface in contact with suppliers, manufacturers and all of our partners (installers, sign makers) and our internal teams (designers and project management), in order to establish a constructive and environmentally meaningful dialogue from the concept phase.

By acknowledging the eco-design strategies to adopt with our designers and interior architects, the material library manager references the environmental indicators of the selected materials in an inventory and ensures a technological and regulatory monitoring. Thus, our projects can obey the three fundamental pillars of sustainable development: economic, social and environmental.

CONCEPTION

THE ECONOMIC PILLAR:

Getting involved in a sustainable environmental approach requires engaging with objectives that go beyond simply responding to a program, while respecting the budget and regulatory constraints. We have to think with limited means and resources; innovate more with less.

THE ENVIRONMENTAL PILLAR:

The scarcity of non-renewable resources, the need to reduce the carbon footprint of the building industry, forces us to rethink practices and have common sense. We must design by minimizing resources, by predicting the end-of-life of our projects and their reversibility.

THE SOCIAL PILLAR:

All of these commitments are a concrete response to our CSR values, as well as those of our clients. Our architectural and design concepts already meet the fundamentals of lighting, ergonomics, accessibility, i.e. all the criteria for the well-being, health, and comfort of users.

As contractors or project managers, we also include the safety and health aspects of workers and craftsmen on our sites. Our sustainable development approach improves the image of all stakeholder companies and brands with which we are committed.

This objective is accompanied by a reflection on a demonstrative methodology for the eco-efficiency of our projects.

OUR PROFESSION IS AN INTEGRAL PART OF THE COMPLEX GRAPHIC CHAIN. TO ENSURE THAT WE UNDERSTAND THE DIFFERENT PRINTING PROCESSES, OUR PRODUCTION MANAGER IN PARIS HOLDS EACH QUARTER **A GRAPHIC CHAIN TRAINING WORKSHOP (1/2 DAY) FOR OUR COLLABORATORS.**

WE ALSO PROVIDE AND OFFER TO ALL OUR CLIENTS AN ANNUAL ONE DAY **CREATION-MARKETING-PRODUCTION WORKSHOP. DURING THESE WORKSHOPS, WE MAKE PROJECT MANAGERS AWARE OF NEW ECO-DESIGNED MATERIALS, BIODEGRADABLE INKS AND OF THE RECYCLABILITY CYCLE OF PACKAGING.**

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OUR ECONOMIC RESPONSIBILITY:

**CONDUCTING OUR PARTNERSHIPS
WITH TRANSPARENCY AND LOYALTY**

The 2019 “Code of conduct for Dragon Rouge business partners” is part of our desire to deliver quality creations that meet the requirements of our clients and to maintain long-term relationships built on trust: this Code formalizes commitments expected from our business partners, in the fight against corruption, respect for human rights and labour standards, protection of human health and safety and protection of environment.



OUR FIRST BUSINESS PARTNER CODE OF CONDUCT

In our previous COP, we made the implementation of our «Code of conduct for business partners» a goal. It is a major step forward for the Dragon Rouge group. This Code is intended to be incorporated into all of our contractual commitments with our Business Partners.

We have thus strengthened our actions aimed at promoting good social and environmental practices with all our partners and at defining our ethical expectations. This Code applies to all of our Business Partners, clients, suppliers and service providers.

By their commitment to work with Dragon Rouge, our Commercial Partners sign their acceptance and compliance with the terms of this Code (unless equivalent principles were previously agreed upon).

For each topic of the Code, our Business Partners comply with the principles arising from the United Nations Universal Declaration of Human

Rights, the fundamental conventions of the International Labour Organization (ILO) and the Sustainable Development Goals (ODD), in compliance with the legislation, applicable regulations, as well as contractual provisions in force.

Any serious failure by a Commercial Partner to comply with the principles set out in this Code constitutes a breach of contractual obligations, and is likely to result in the application of the coercive measures provided for in the contract, which may lead to the outright termination of the contract, at the fault of the Commercial Partner, without prejudice to any damages which may be claimed by Dragon Rouge.

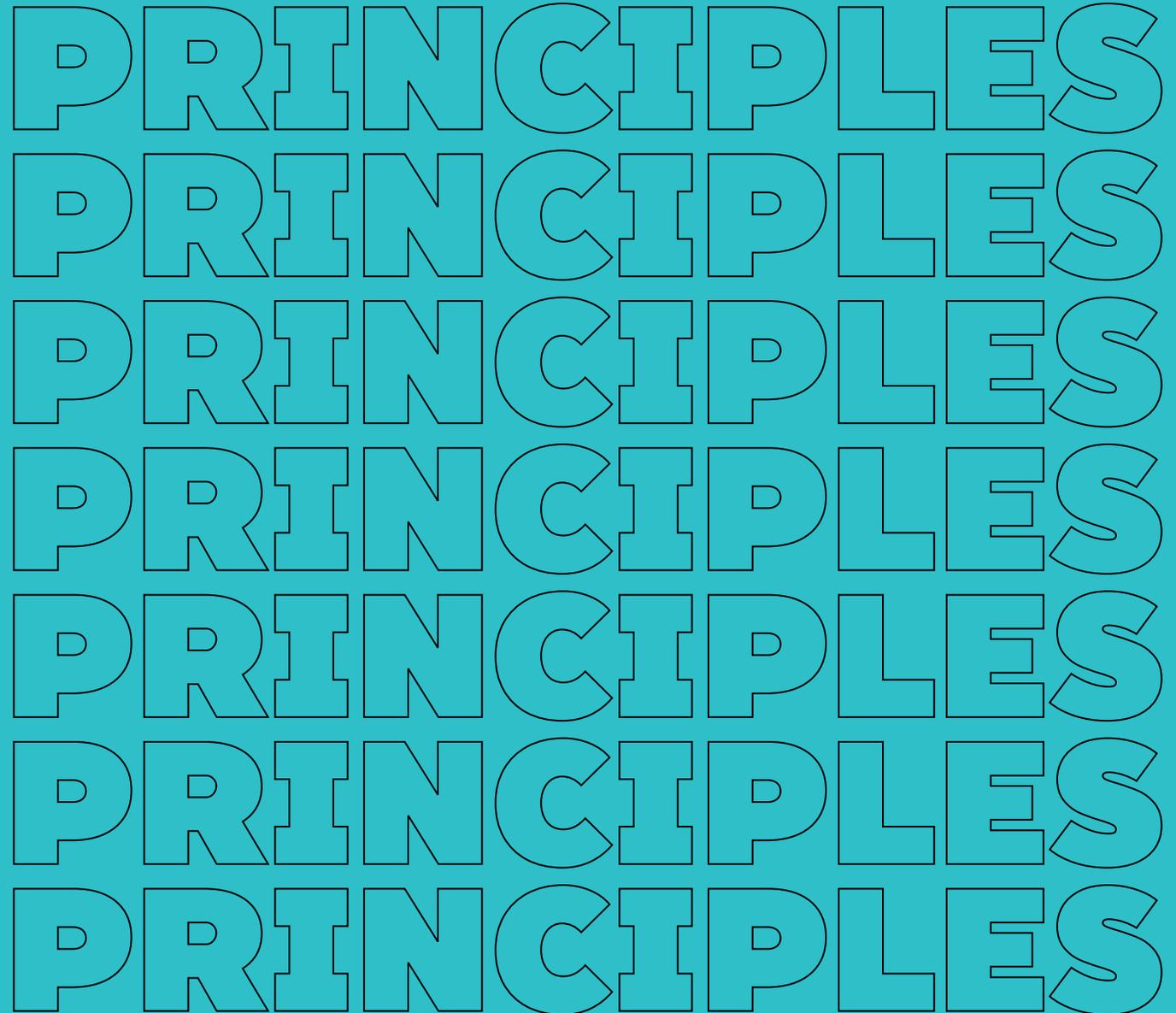
In the event that a Commercial Partner, due to particular circumstances, is unable to comply with certain provisions of the Code, it is required to notify us immediately in order to agree on the corrective measures to be implemented.

MAIN PRINCIPLES

THE MAIN PRINCIPLES OF THIS CODE TARGET:

- In terms of ethics, our desire to treat our partners with honesty and fairness in order to maintain a lasting and healthy business relationship. We expect our partners to act in the same way and alert us in the event of a potential conflict of interest before the start of a mission;
- The fight against all forms of corruption and money laundering;
- Respect of human rights and international labour standards, in particular the main conventions of the International Labour Organization (ILO) which fights against forced or compulsory labour, illegal work, child labour, and all forms of discrimination (religion, sex, political opinion, social origin, etc.);
- Health, Safety and respect of the Environment:
Our Business Partners must ensure that appropriate measures are in place to protect the health and safety of their employees and minimize the impact of their business activities on the environment.

In 2020, our goal is to expand and strengthen this Code with **an alert system** allowing our collaborators and all third parties to confidentially warn Dragon Rouge about abnormal situations or actions, going against the Code's principles, particularly in matters of business ethics.



LONG-TERM RELATIONSHIPS FOUNDED ON TRUST, WITH EVERYONE

WE ARE COMMITTED TO FOSTERING EFFECTIVE SOCIAL AND ENVIRONMENTAL PRACTICES WITH ALL OUR PARTNERS.

OUR SUBCONTRACTORS AND SUPPLIERS

We have many in-house skills at our disposal. However, when we need to seek resources outside of our usual scope of activity or when specific expertise is required, we may resort to external service providers or suppliers. We currently work with suppliers whose practices meet our requirements in terms of cost, quality and delivery times but who also share our ethical, social and environmental concerns.

However, we aim to improve the consideration of environmental factors in our decision-making process so that we can act more actively, in the search for creative and innovative solutions that promote more sustainable consumption patterns.

Goal for 2020: question all our suppliers on their responsible approach.



TRANSPARENCY, BALANCE AND LOYALTY WITH OUR BUSINESS PARTNERS

We consistently work to maintain partnerships which meet the three criteria above. No matter the size of the company (even if it's a start-up or an SME), if its ambition is clear and it's in line with our values of honesty, reliability and relevance of the offer or service, we will consider it. Profitability is not our only criteria in the selection process!

Our services are routinely based on a preliminary estimate. The cost is specified at each stage of the project. With the exception of some specific cases, services are invoiced for upon delivery of the work and our payment deadlines are in line with the provisions of the Economy Modernization Act.

TRUST & CONFIDENTIALITY

Any information provided by a client in the context of a project is strictly confidential and remains within the confines of the Group.

- All our employees are required to sign a Confidentiality Clause in accordance with the GDPR.
- Awareness meetings are held to educate Dragons on the importance of the confidentiality clause in their contracts.

TRUST
CONFIDENTIALITY
TRANSPARENCY
BALANCE
LOYALTY

CLEARLY DEFINED WORKING METHODS & DEADLINES

When embarking on a new project, in addition to providing a detailed cost estimate, a working methodology is established by clearly defining rigorous procedures and steps which stem from:

- Recognised practices in the industry (e.g. following the stages of the project, namely strategy – creation – development – finalisation – implementation);
- From a thorough study of our client's requirements or from the expertise we've gained over 34 years in the creative industry.

We favour regular and direct communication:

- Transparent and honest information is exchanged via e-mail (to share important information and on an as-needed basis);
- Verbal exchanges throughout all the major stages of a project: Debriefing, optimisation, questions;
- Informal chats to keep in touch;
- Meetings during the crucial stages of a project: Brief, presentation, strategy and creation;
- Videoconferences with remote clients.

We also encourage exchanges between clients and our in-house teams

- Our strategic and creative teams attend meetings with clients, especially briefing, presentation or debriefing meetings;
- We support our clients during the technical stages by facilitating face-to-face discussions or calls with our technical experts.

Finally, in order to optimise the quality of our work:

- Senior managers oversee deliverables at important stages;
- We refuse deadlines which will inhibit the successful completion of a project.



ETHICAL REQUIREMENTS

We have always sought to conduct transactions which **are fair and which comply with the applicable law**. Commercial relations must be sound and based on a well-defined contractual framework (general or specific conditions, specific contracts) and must reflect the entire scope of a commercial relationship.

- It is obligatory to consult with a direct supervisor when any legal or ethical business-related issue arises.
- It is strictly prohibited to offer or accept gifts/gratuity or to grant undue advantages directly or through intermediaries with the intent to obtain favourable treatment or to influence the outcome of a negotiation.

INCENTIVE TO VIGILANCE

All forms of fraud are prohibited within the Group and are subject to both our internal penalties and the sanctions prescribed by applicable international or local law. Every Dragon must become familiar and comply with **internal control procedures** relating to administrative and financial matters. Reporting any suspicious transactions is compulsory as it enables the Group to intervene before an infraction is perpetrated.

- We have a particularly vigilant internal control system with regard to warning signals (false invoicing, pricing which is well above or below the market standard...).
- We've implemented procedures such as requiring **a double signature** for bank transfers and making calls to confirm a new IBAN.

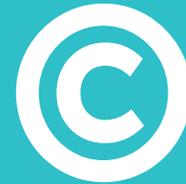
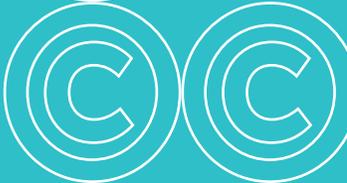
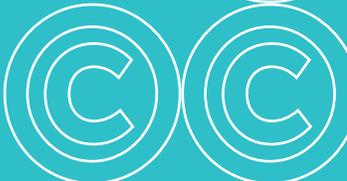
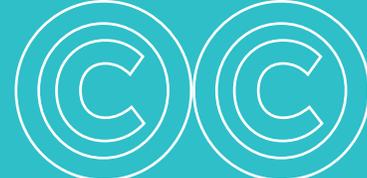
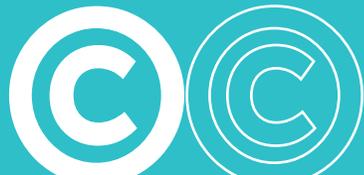
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RESPECT OF COPYRIGHT

Although we are constantly seeking originality and creativity for the benefit of our clients, we are highly vigilant with regard to respecting copyright and have put in place procedures to:

- Guarantee the **traceability** of the various creative elements that constitute a piece of work whether it was created entirely by Dragon Rouge or whether it includes pre-existing third-party artwork (graphics, illustration, photography, etc.). We have established art **purchasing procedures** within the framework of our contracts with stock photo databases. Our clients have peace of mind thanks to the extremely broad conditions we've negotiated within these contracts which allow for the acquisition of intellectual property rights.

- Check the use history of creations through extensive and complete preliminary research on intellectual property databases like INPI. Raise awareness among clients about the importance of conducting **searches for anteriority**.
- Raise awareness among employees about the prohibition of infringing on copyright, including literary, artistic and industrial property rights. We impose this prohibition on our creative services providers in order to avoid cases of infringement.



RESPECT FOR COMPETITION LAW

Competition is commonly practiced in the world of communication agencies. This is a fundamental feature of the open economy in which we operate.

We strictly adhere to the applicable laws in France and the white paper issued by the “Association Design Conseil” (the French Association of Design Agencies).

We prohibit the exchange of confidential information and/or any arrangement with a competing agency or agencies to fix prices or conditions of sale, split a market, boycott a market player e.g. in the context of meetings with professional associations such as the ADC and the EPDA.

PREVENTING POSSIBLE CONFLICTS OF INTEREST

A conflict of interest occurs when an employee engages in activities that favour his or her own personal interests to the detriment of the Group’s interests. In order to prevent such conflicts of interest, our employees are made aware of situations in which they cannot make a fair decision because they will be affected by the outcome.

RESPECT COMPETITION PREVENT CONFLICTS OF INTERESTS

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04 OUR SOCIETAL RESPONSIBILITY:

04

BEING INVOLVED IN SOCIETY

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A POSITIVE CONTRIBUTION TO OUR ECOSYSTEM

WE WANT TO BE A DRIVING FORCE TO RESPOND TO THE MAJOR CHALLENGES OF SOCIETY. THROUGHOUT THE YEAR, WE HAVE ENGAGED IN CONCRETE ACTIONS NOT ONLY TO CONTRIBUTE POSITIVELY TO OUR ECOSYSTEM BUT ALSO TO PUT OUR EXPERTISE AT THE SERVICE OF CHARITIES.



CIRCULAR

SOCIETAL RESPONSIBILITY



**ELLEN
MACARTHUR
FOUNDATION**

PARTNER

**FOUNDED IN 2009, THE ELLEN
MACARTHUR FOUNDATION'S
MISSION IS TO ACCELERATE
THE TRANSITION TO THE
CIRCULAR ECONOMY**

As an influential organisation, the Foundation has succeeded in creating global momentum around the circular economy and putting it at the top of the agendas of business leaders, governments and academic researchers – all in just a few short years. We have joined the Ellen MacArthur Foundation as a Knowledge Partner to offer advice and expertise regarding strategic communications and branding. In doing so, we ensure that its circular economy messages inform, resonate and inspire!



EVERYONE AGAINST

SOCIETAL RESPONSIBILITY



CANCER

WE WORK CLOSELY WITH CHARITIES ON PRO BONO PROJECTS WHICH BENEFIT SOCIETY

Since 2017, we have been involved in the initiatives organised by **Tout Le Monde Contre le Cancer**, a French organisation which carries out events in hospitals to support cancer patients and their families. We designed the entire graphic universe for “l’Échappée Rose” – the first mobile wellness facility which travels to hospitals around the country, allowing patients to put the disease “on pause” and enjoy a moment of relaxation. We also designed for “Les Escales au Château” – escape from the daily routine at the hospital and head off on a dream vacation – and “100 Noëls dans 100 Hôpitaux” – entertainment, face painting, gourmet snacks and personalised gifts for hospitalised children and their families during Christmas time.

COMMITTED AFTER

SOCIETAL RESPONSIBILITY

skin
l'après cancer compte

CANCER

THE SKIN ASSOCIATION HELPS WOMEN (AND, MORE RARELY, MEN) AFTER CANCER

It is indeed a very fragile moment for many, barely out of their long struggle. SKIN creates duos (ex) patient & artist. From these duets, are born unique works, paintings, photos, choreographies, shows...

The SKIN woman expresses her emotions and the artist helps her materialize them...

We are committed to this association by offering its visual identity definition, its graphic universe and by offering activations.

ENGAGED

SOCIETAL RESPONSIBILITY



WITH

COMMITTED TO CHILDREN AND TEENAGERS WITH HERZCASPAR

This year, our team from Hamburg formed a partnership with HerzCaspar and offered the whole graphic universe of this beautiful organisation, which helps children and teenagers to get through the difficult moments that they experience during their long stays in the hospital and helps improve their daily lives.

BUT



SOCIETAL RESPONSIBILITY

ALSO...

OUR SÃO PAULO AGENCY

offered a 50% discount on fees for designing the identity and entire brand universe of **Casa Pequeno Mundo**, a non-profit association that offers career services, technical courses and full psychosocial support to young people under 19 years old.

THE PARISIAN DRAGONS

took part in the “**Course des Lumières**”, a fun run which gathers donations for the Curie Institute.

THE LONDON DRAGONS

held once again a “**morning coffee**” for the benefit of the Macmillan Cancer Support organization. They also raised funds for **Save the children** with “wear your Christmas jumper to workday” and with a bake off for **BBC children in need**.

THE NEW YORK DRAGONS

volunteered at the soup kitchen twice this year. They volunteered to prepare and serve food for the homeless and for children in very precarious situations.



EDUCATION
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EDUCATION

WE EXTEND our expertise to the academic community. It is a unique opportunity for us to exchange with the designers and consultants of tomorrow and make students the ambassadors of our educational approach in terms of training.

WE ARE INVOLVED with École Estienne (meetings with its creative directors, allowing its students to tour our agency, adjudicating student projects) and Tokyo Design School (we plan annual presentations of our expertise as well as agency visits).

WE WELCOME young students for “observation internships” to help them decide whether or not to pursue a career in our industry and introduce them to the world of business.

25 DESIGN AND MARKETING STUDENTS from the Fashion Institute of Technology (FIT) in New York also came to visit our agency in London.

WE HELD CONFERENCES about design for student of LCC University, Nottingham Trent, Arts University Bournemouth. Lincoln and Norwich University.

FIRESTARTERS

SOCIETAL RESPONSIBILITY



For the second year in a row, our London team held its **FIRESTARTERS** competition. **Three briefs** were offered to the students of LCC University: Take on taboos, The sustainable every day and From the palm of your hand to the rest of the world. Breaking a tie among the students was tough but three students were rewarded and granted with the opportunity of working with our teams in the studio.

COMPETITION



DRAGONS IN JURIES AND DESIGN ASSOCIATIONS

SOCIETAL RESPONSIBILITY

CANNES LIONS

This year, our creative director was a member of the jury for the very prestigious Cannes Lions Prize. This international festival of creativity is one of the most prestigious events in the advertising, communication and creative sector. He dedicated a whole week to examining and selecting the best designs of the year.

EFFIE AWARDS

Our team from Warsaw was part of the juries of the Effie awards (which reward the effectiveness of communication campaigns), Innovation awards (best innovations) and KTR awards (Creativity awards in Poland).

GLOBAL REBRAND 100 AWARD

Our Singapore CEO was a jury in the Global Rebrand 100 Award. This international prize rewards the most successful brand transformations.

ADC

Our Paris Consumer Branding CEO is a member of the ADC Board (Association Design Conseil) which brings together French design agencies that share a common ambition – to bring client's brands to life through their products and to be a genuine partner. They also share a common vision – that design is a brand's primary medium of communication. Design strengthens a brand's identity, value and name recognition over time.

EPDA

The CEO of our Warsaw agency is vice-president of the European Brand & Packaging Design Association (EPDA), the first European network bringing together designers and design agencies of international scope.

KLUB BRAND DESIGN

Our Warsaw office is also an active member of the Klub Brand Design SAR – which brings together marketing & communication agencies from Poland. As a member of the creation committee of the white paper on good market practices, she frequently gives lectures.

DBA

Our agency in London is a member of the DBA, a community of over 450 design agencies and design-centric companies that are concerned with raising trade standards and improving the perception of their industry.

epda

European Brand & Packaging
Design Association

In design
we +rust. ASSOCIATION
DESIGN
CONSEIL





HR

- **Get an assessment from the occupational health services on the management of psychosocial risks & musculoskeletal disorders.**
- **Create of a welcome booklet for new Dragons.**
- **Duplicate globally our Charter on the right to disconnect.**
- **Encourage collaboration with people in rehabilitation and / or with disabilities.**
- **Continue to improve our gender equality index.**

ENVIRON

NE MENTA
NE MENTA
NE MENTA
NE MENTA

SOCIETAL RESPONSIBILITY

- Awareness campaign promoting better sorting of waste and better signage.
- Transition to 100% LED lighting in Paris.
- Renewal of our car fleet for hybrid vehicles.
- Improvement of spaces related to bicycle parking.

BUSINESS

ETHICS

ETHICS

ETHICS

ETHICS

SOCIETAL RESPONSIBILITY

- Continue to take environmental factors into account when choosing subcontractors and suppliers with the implementation of a CSR survey.

- As part of the “Dragon Rouge Business Partner Code of Conduct”, implementation of a whistle-blower digital tool.

THANK YOU
THANK YOU
THANK YOU
THANK YOU