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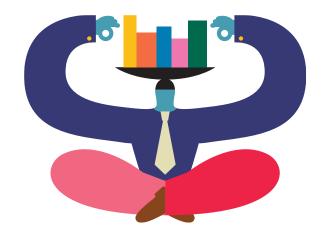
### **SUMMARY.**

#### **EGG's COMMITMENT**

- OUR CEO's COMMITMENT
- . THE EGG GROUP
- . KEY DATES IN OUR CSR JOURNEY
- . THE U.N. GLOBAL COMPACT

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- OUR OBSERVATION AND VISION



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- . Training

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- . Awareness through In-house events
- . Waste reduction
- . Production of eco-designed events

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- . The well-being of our employees
- . Our community project
- . Our philanthropic activities
- . Promoting diversity in all its forms
- . Equal opportunities: gender and age

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- . COVID 19 crisis management
- . Transformation of our business
- . EGG's anti corruption charter

#### **ACKNOWLEDGEMENTS**

## OUR COMMITMENTS.



Honorable Secretary General,

By joining the United Nations Global Compact in 2018, EGG Agency signaled its commitment to the core principles of the Global Compact.

We are pleased, through this third "Communication on Progress", to reiterate our support for the Global Compact and to renew our commitment to the ten principles relating to the respect of human rights, labor rights, the environment and the fight against corruption.

We want to make our business as effective as possible in preserving natural resources and in fighting climate change and social inequalities, both in the countries where we operate and globally.

Since joining the United Nations Global Compact in 2018, we have been communicating regularly on our commitment, both internally to our employees as part of our sustainable development policy supported by a dedicated structure called the "Sustainable Committee", and externally to our customers and suppliers in order to promote and advance these objectives within our spheres of influence.

On behalf of all EGG employees, I am pleased with our commitment and assure you of our support through our corporate strategy, culture, commerce, operations, finances and governance

Yours sincerely,

### Angélique ERIKSEN CEO EGG

Paris, November 29th 2021.

### THE EGG GROUP.

**EGG is an international experiential communication agency**. For more than two decades, we have produced high-quality, innovative events (physical, virtual, hybrid) and communication programs for clients worldwide across many different sectors (health, sports, cosmetics, luxury goods, industry, automotive, banking)



#### STRATEGIC PLANNING

Strategic positioning

Communication strategies

Content development

Social media consulting

Editorial design

ROI evaluation of events



## EXPERIENTIAL CONSULTANCY & EVENTS

Design and format of the meeting or experience

Experiential engagement & entertainment solutions

Booking talents & personalities

Sustainable development and eco-design consulting

Speaker coaching and rehearsal management



#### MEDIA, DIGITAL + TECHNICAL SOLUTIONS

Virtual event management

Video production

Digital content production

Live Web conferences

Digital event platforms

Web design

Translation, voice over + audio mixing

- 100% independent
- 100 full-time employees, multilingual and multinational
- 6 offices (France, Switzerland, UAE, USA, Belgium and Italy)
- 700 events (physical, virtual or hybrid) per year



CREATION & GRAPHICSTUDIO



Scenography and 3D design

Logo creation

Brand identity proposal

Printing services

Production of the virtual, physical or hybrid event

Management of authorizations, permits and licenses

Ticketing, attendee management

A-Z project management from set-up to tear-down



### **KEY DATES** IN OUR CSR JOURNEY.

2000

Creation EGG FR

2006

Creation EGG CH 2008

Creation EGG USA 2016

Creation EGG MEA 2019

Creation EGG BE

2003

First fundraising event

2010

First partnership with a work assistance etablishment that finds for work for people with special needs

2015

First report on our environmental. social activities

EcoVadis Silver Medal 40/100

2017

Creation of our CSR committee

2018

Adherence

to the

Global

Compact

France's

Diversity

Charter

Signature of

composed of 10 volunteers 2019

First 100% eco-friendly event

**EcoVadis** Silver Medal 55/100

2020

Creation of The EGG Foundation ISO 20121 certification

2021





2009

First community project



## THE U.N. GLOBAL COMPACT.

#### THE PRINCIPLES:

#### **HUMAN RIGHTS**

- **1.** To promote and respect the protection of international human rights law.
- 2. Be careful not to be complicit in human rights violations.

#### **INTERNATIONAL LABOUR STANDARDS**

- **3.** Respect the freedom of association and recognize the right to collective bargaining.
- **4.** To contribute to the elimination of discrimination in employment.
- 5. To contribute to the effective abolition of child labor.
- **6.** To contribute to the elimination of all forms of forced or compulsory labor.

#### **ENVIRONMENT**

- **7.** Apply the precautionary approach to environmental issues.
- **8.** Take initiatives to promote greater environmental responsibility.
- **9.** Promote the development and diffusion of environmentally friendly technologies.

#### FIGHT AGAINST CORRUPTION

**10.** Act against corruption in all its forms, including extortion and bribery.

#### THE 10 OBJECTIVES SUPPORTED BY EGG:



The Global Compact is an international initiative for voluntary commitment to Corporate Social Responsibility, launched in July 2000 by the UN. This continuous improvement approach is based on a sense of responsibility, transparency and collective interest. **The EGG Group is proud to be a member of this initiative since 2018.** 

# OUR SUSTAINABILITY APPROACH.

#### In 2020, the COVID-19 crisis had a big impact on how we see our business and our priorities.

It strengthened our resolve to act to meet pressing environmental and social challenges. Natural resources are being depleted and degraded, while needs are constantly increasing due to population growth, urban growth and rising living standards.

#### 2020 brought these issues to the fore, further underlining the importance of our mission to create "events for a better world."

We decided therefore to reinvent our business - to identify and fast-track the development of new operating procedures and implement a responsible management system through the ISO 20121 certification process.

Because saving the planet is an imperative, because happy, healthy, fulfilled employees are the lifeblood of our business and the source of our success,

we have chosen to build our approach on three key pillars:

#### **ENVIRONMENTAL**: Make EGG a model for well-being and sustainability awareness

- . Create a working environment that ptomotes staff well-being and monitor its progress
- . Provide sustainability training to EGG employees
- . Prioritize well-being and inclusiveness in our daily practices

#### **ECONOMIC**: Optimize EGG's performance to maximize its outreach potential

- . Optimize both economic performance and our organizational structure and processes
- . Optimize purchasing performance by establishing responsible purchasing practices
- . Involve the entire EGG eco-system, both internally and externally with our clients and suppliers

#### **SOCIAL**: Design our events sustainably throughout their lifecycle

- . Integrate eco-design in our event planning and production, right from the project outset
- . Limit and manage waste
- . Use carbon accounting methods to reduce the footprint of our physical, hybrid or digital events

#### The deployment of our nine commitments is based on ad hoc governance.

It is carried out within the framework of our responsible management systems. It is the subject of progress initiatives

to steer our actions and measure our results through performance indicators and clear objectives.



## **OUR OBSERVATION AND VISION.**



#### The events sector's environmental footprint is not a light one.

According to Ademe (Agency for Environment and Energy Management), an average event of 5,000 people generates 2.5 tons of waste and consumes 1,000 kWh of energy and 500 kg of paper.

The sector is known for consuming massive amounts of electricity, for using overly powerful lighting and for overheated rooms. It's also associated with a general wastefulness and lack of care, including post-event scenes of plastic, cardboard, and packaging strewn on the ground or thrown away en masse. Although far from being the most polluting sector of activity, the event business is responsible for adding to the carbon emissions tally of two of the most harmful sectors (transport and manufacturing) through the transport of goods to and from event sites, the transport of attendees via air and road, and the mass production of event "goodies", printed materials and many other single-use items.

While many of us are aware of our personal environmental footprint, we may be less conscientious about our impact on the environment at work. This is because we may feel less personally involved and less empowered to act by management.

With this in mind, we believe that using events to convey environmentally-responsible messages is a good way to promote "green thinking" within an organization.

Our responsibility goes beyond protecting the environment. The event industry must also lead the way in social issues, inclusion and responsible purchasing.

#### That's why we believe that by creating unique and responsible events for our clients, we contribute to the creation of a better society:

- . We protect the natural world by reducing our carbon footprint and offsetting the emissions produced by our events
- . We strengthen human interaction and foster collaboration, creativity and engagement
- . We create memorable experiences and impact people's well-being, which in turn impacts their personal lives

We fulfill our mission by designing customized events guided by our philosophy that each project is unique and transformative, with a before and after.

The last decade was about integrating CSR topics and thinking into our business. 2020 was the year when real initiatives took shape!

## OUR INITIATIVES.



## **GOVERNANCE**

## THE EGG FOUNDATION.

In 2020, our foundation "The EGG Foundation" was born (*American non-profit*), with the mission of providing access to education to the poorest of the poor where we can.

Our first project is in Zimbabwe, where we are funding the construction of two schools in remote communities where people are desperate to learn.

We have partnered with a local NGO (TUJATAANE TRUST) to ensure that the project is carried out in the right conditions:

- Equipment and safety of the workers
- Inclusion and active participation of the villagers to teach them valuable construction skills and ensure that funds stay within the community
- Insurance of the work
- Plan of the school and materials used

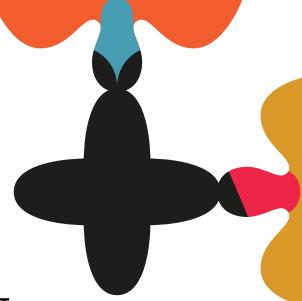
In 2021, thanks to EGG\*, youngsters in the villages of Munamata and Kauzhumba will walk through the doors of their new schools and into a world of greater opportunity.

\*EGG is covering all the operating costs of The EGG Foundation and is financing these first two schools.



### **AWARENESS**.

In 2020, Egg put in place a more structured and efficient **organization to support our sustainability efforts and drive increased awareness.** 



#### **NEW NAME, NEW STRUCTURE**

- Change of name to be more in line with our values. « CSR Committee » → « Sustainable Development Committee »
- Organization chart re-designed to reflect our priority SD issues
- One representative of the "Sustainable Development Committee" appointed in each entity to ensure that decisions and initiatives are consistent across all geographies.

#### **INCREASED AWARENESS OF SUSTAINABLE DEVELOPMENT**

Despite the pandemic, we have decided to communicate more with all our stakeholders:

#### With our employees

• 32 e-mails to the entire EGG group (3 per month communicating names of suppliers who share our SD commitment and sharing best practices in sustainable development)

#### With our clients

- Participation in a CSR forum organized by Coca-Cola in February 2020
- Communicating our SD initiatives with our clients during each business review
- Social media communications about our activities and commitments

#### With our suppliers

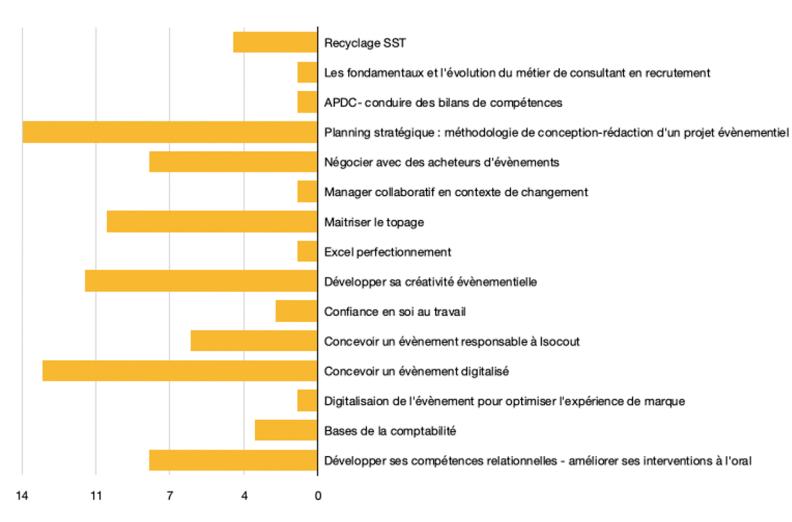
Social media communications

### TRAINING.

### In 2020, we took advantage of the drop in activity to further train our teams:

- 22 training sessions (see diagram "training themes")
- 813 hours of training
- 39 employees trained
- 84 participants in training courses
- € 41 528 allocated to training
- 7employees trained in eco-design

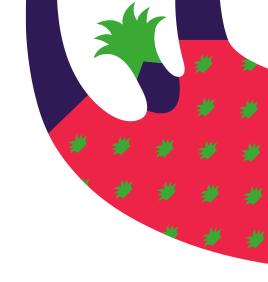
#### **Training:**





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## CREATING PARTNERSHIPS FOR SUSTAINABILITY.





#### PARTNERSHIP WITH THE GOOD PLANET FOUNDATION

#### Creation of a customized and exclusive EGG "carbon footprint" tool to:

- · Advise on how to reduce carbon emissions when designing an event
- Calculate an event's carbon footprint
- Calculate the amount of compensation
- Amount donated to one of the foundation's partnerships



#### **BUSINESS4EARTH PROGRAM MEMBERSHIP**

Working with Business4Earth, Egg is helping to reforest the planet, one tree at a time. Our commitment is to fund the planting of one tree per month per employee

With 100 employees + 50 freelancers, that's 1800 trees every year. Or, put another way:

- 553 500 kg of CO2 absorbed
- 11,456,000 km by car offset
- 3,600 animal habitats created (based on 2 per tree planted)

## AWARENESS THROUGH IN-HOUSE EVENTS.

#### **LAUNCH OF**

#### **EMAIL CLEAN UP DAY**

**On June 2, 2020**, EGG launched an internal operation to reduce digital pollution by freeing up storage space on our servers. We invited all employees to take an hour out of their workday to clean up their mailboxes.

We have freed up 7GB

#### **PARTICIPATION IN THE**

#### #NETTOIETONKM CHALLENGE

In November 2020, EGG partnered with Benjamin de Molliens, co-founder of Plastic Odyssey, to take on the #nettoietonkm challenge. Over 15 days, our employees picked up as much litter as possible in and around their neighborhoods.

Today, all of our employees are aware of the importance of reducing plastic waste and keeping our planet clean and they continue to pick up litter whenever they are out and about in their neighborhoods.

#### **PARTICIPATION IN**

#### **GLOBAL CLEAN UP DAY**

**On September 19, 2020**, EGG joined the global CleanUp day by mobilizing our teams worldwide around an internal challenge to collect as much waste as possible in one day.

Our teams collected more than 30 kg of waste.



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### WASTE REDUCTION.

### MORE RECYCLING AND WASTE RECOVERY

In 2020, even though the pandemic meant we could no longer go to the office, we continued to work on sustainability awareness programs and waste reduction:

### Selective sorting carried out at our premises in Paris enabled us to recover:

- 0.326 T of waste
- 0.017 T of ink cartridges
- 0.019 T of plastics
- 0.019 T of cans
- 0.203 T of cardboard and paper
- 0.068 T of glass

#### **LESS TECHNOLOGY**

During the pandemic, our operational offices in Paris, Dubai, Switzerland and the USA were closed and employees worked from home.

In order to provide them with the best working conditions possible and minimize consumption, EGG loaned the following IT and office equipment:

- 13 screens
- 10 keyboards
- 5 computer mice
- 3 chairs

#### LESS PAPER WITH DOCUSIGN

We implemented the DOCUSIGN electronic signature tool to digitalize the signing of quotes, contracts, etc. and reduce printing and paper consumption.

#### In 2020, DocuSign, allowed us to save:

- 158 kg of wood
- 3888 liters of water
- 371 kg of carbon
- 26 kg of waste



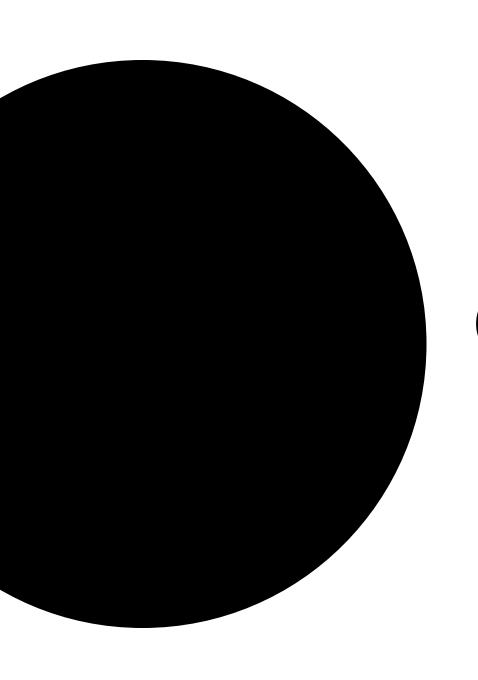
PRODUCTION OF ECO-FRIENDLY EVENTS.

#### **ORGANISATION OF GLOBAL SPORT WEEK** - FEBRUARY 2020

This global event was designed with sustainability in mind, from the choice of materials used to the selection of **service providers:** 

- All furniture rented and/or purchased was second-hand or made from recycled materials
- Selection of local, seasonal food and beverages using sustainable production methods
- Plastic-free catering: use of glass, porcelain, pulp or cane fiber utensils and containers
- Selective sorting of waste and redistribution of uneaten food
- Streamlined transport logistics for all event materials and staging supplies
- The tarpaulins, wood panels and carpeting were recovered by the furnishing rental companies and integrated in their reuse cycles.





# OUR SOCIAL INITIATIVES.

## THE WELL-BEING OF OUR EMPLOYEES.



#### **WORKING FROM HOME BECOMES**

#### THE NEW NORM

During the pandemic, EGG made the safety of its employees its top priority, offering all employees in all entities the choice of working from home from as early as March 2020.

Employees can still come to the office whenever they need a break from the isolation of working remotely. EGG lets employees organize their working hours as they see fit and in whichever way is most compatible with their personal situation.

Our human resources manager has been very present throughout the pandemic, supporting our teams with regular video calls and global communications.

### MORE FOCUS ON SOCIAL EVENTS TO KEEP TEAMS CONNECTED

- Department managers hold weekly "virtual coffee breaks" and "after work sessions". In the summer months, outdoor picnics bring the teams together physically
- In the summer months, outdoor **picnics** bring the teams together physically
- Our "Egg'xtasy" committee organizes group social events outside of work (tickets to a soccer match, etc.)
- In December, all EGG employees worldwide got together for a virtual musical teambuilding event to celebrate the end of the year together

## OUR COMMUNITY PROJECTS.

#### **CHARITY INCENTIVE TRIP**

Even though COVID-19 forced the cancellation of our client's planned incentive trip to Thailand, we managed to maintain the part of the program dedicated to a charitable endeavor, despite the complexity involved.

EGG designed a **two-day program in Bangkok for 150 people** (children with disabilities, underprivileged people and elderly people) **to have an eye exam**. Custom-made glasses were then designed and assembled in France by our eyewear client, shipped to Thailand and delivered to all participants.

This charitable program was made possible thanks to the support and coordination of the association Au Coeur du Siam, which helped identify five local opticians and **150 people in need**.

#### **TEAMBUILDING**

As part of a corporate seminar for a client in the medical equipment sector, EGG designed a charitable team building experience in collaboration with DYNAMO ACADEMY, an Italian social enterprise specialized in developing customized CSR programs and activities for companies.

During the **team building event**, participating employees **built 150 dolls** that were later **distributed to children in a region heavily affected by an earthquake.** 

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## OUR PHILANTHROPIC ACTIVITIES THROUGH CHARITABLE ASSOCIATIONS.

#### PROFITS FROM SALE OF USED EQUIPMENT DONATED TO THE EGG-FOUNDATION

We started a program offering employees the chance to buy gently-used items and equipment from our events for a very good price. With the agreement of participants, all the money collected goes to the EGG Foundation.

- 52 items of furniture and decor have been sold to date
- 19 employees have participated
- € 1170 collected and donated to The EGG Foundation.



## PROMOTING DIVERSITY IN ALL ITS FORMS.



### EGG HAS ALWAYS BEEN COMMITTED TO PROMOTING DIVERSITY

EGG has always been committed to promoting diversity and prides itself on its cosmopolitan team. In 2020 our team was made up of **18 different nationalities**: Algerian, American, English, Belgian, Cameroonian, Canadian, Spanish, French, Italian, Irish, Lebanese, Norwegian, Filipino, Romanian, Senegalese, Swedish, and Swiss.

The event industry is typically a very feminine sector, but we are working to **re-establish parity**. In 2020, the EGG group was made up of 75% women and 25% men.

EGG has been an annual signatory of France's **Diversity Charter** since 2018.

#### **PARTNERSHIPS FOR**

**INCLUSION** 

We formed a partnership with a French government work assistance organization called Les Ateliers De Garlandes (which employs people with disabilities) for packaging, wrapping, protection, enveloping and labeling work.

In 2020, we used their services to package and ship 400 books to participants of a virtual conference.

We also give preference to suppliers who employ people through work assistance programs. One of our printers, for example, uses the **APAJH** (Association for Adults and Young People With Disabilities) for the finishing work on our print orders (gluing, folding and other manual work).

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## EQUAL OPPORTUNITIES: GENDER AND AGE.

#### **TOWARDS A MORE HARMONIOUS MIX**

The event industry is a predominantly female sector in general. We try to reduce the gender gap in terms of recruitment without being discriminatory and integrate men into these teams, even if we are faced with applications from a majority of women.

#### The majority of the workforce is under the age of 35:

- Recruitment of many trainees and work-study students at the end of their training
- Production services and night-time activity and travel attract this age group

However, employees over 35 years of age are promoted to positions of responsibility or to cross-functional positions (Customer Managers, Brand Managers). In this way, EGG is able to maintain and pass on its values and expertise.

#### We promote job retention and the recruitment of seniors:

Two retirements in 2020, after the legal retirement age because our employees wanted to remain in employment as late as possible, and the recruitment of two employees over 50 in 2020.





## COVID-19 CRISIS MANAGEMENT.



#### **PUTTING PROTOCOLS IN PLACE**

In early February 2020, EGG proactively put together a crisis management plan led by the C-Suite.

The agency's top five executives shared information on a daily basis for three months, and then three times a week thereafter.

### By early March 2020, the group had put in place a continuity plan and took the following actions over the course of the crisis:

- Guaranteed 100% job protection
- Closed all our operational offices and appointed two COVID consultants to implement all necessary protective measures.
- Implemented partial unemployment with wage compensation
- Increased internal communication
- Communicated our business continuity plan to clients
- Negotiated cancellation conditions for scheduled events
- Négociation des conditions d'annulation.
- Established a COVID charter for in-person events
- Provided support to our freelance community: we negotiated cancellation fees with our clients to ensure that 74 freelancers were paid between 30% and 100% of their fees for work that had been cancelled over March and April 2020; (43 people were paid at 100%).
- Became a member of L'Evénement, the French professional association for event communication companies, to thank them for the support provided to the sector
- Gave all employees in all locations a week's vacation between Christmas and New Year's Day to thank them for their hard work, resilience and willingness to adapt during this very difficult year

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## TRANSFORMATION OF OUR BUSINESS.

#### **VIRTUAL EVENTS & CONTENT**

#### **PRODUCTION**

The COVID-19 crisis has had a significant impact on the events sector and related professions, fundamentally changing many parts of our business.

In every crisis there is opportunity. For EGG this was the chance to step up the digital events side of our business. We've been doing online events for a long time, but in 2020 we took this to the next level and trained 100% of our team in virtual formats.

We produced over 200 virtual events in 2020.

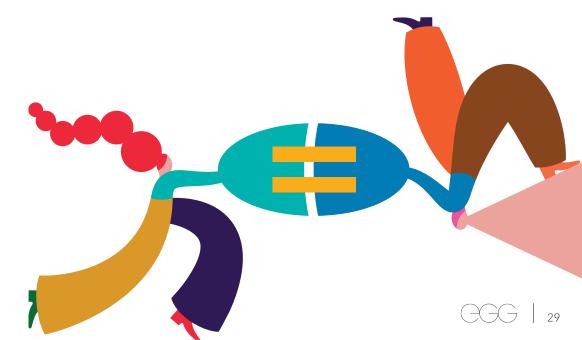
This pandemic year also gave us an opportunity to broaden the scope of our activity in communication and marketing. We strengthened our Brand Management and Strategy team and worked with new clients on various communication projects.

#### **CREATION OF A STUDIO**

#### WITHIN THE AGENCY

When virtual events became the new norm, film studio space was suddenly in high demand - and very short supply. To serve our customers better, we partnered with Masterfilms, to design and set up our own sound stage at our Paris office.

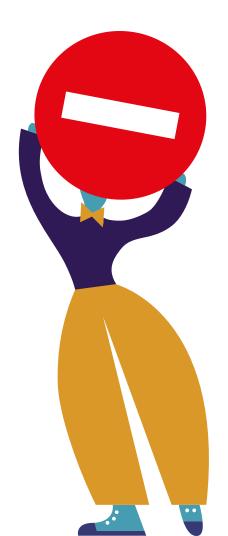
Five shoots took place at the agency in 2020.



## EGG'S ANTI-CORRUPTION CHARTER.

We aim to always conduct standards in a manner that reflects the highest ethical standards and a commitment to compliance with all applicable laws and regulations. Because we also want to protect our employees, our company and our reputation, we have drafted an anti-corruption policy in which we apply zero tolerance to any form of corruption, public or private, active or passive.

We intend to continue to grow and strive for excellence, not only in the service we provide to our clients, but also in the way we work and deliver results. This policy is designed to provide employees and stakeholders with a concise overview of the risks associated with bribery and corruption, as well as an overview of the key elements of EGG's anti-bribery compliance program.



## ACKNOWLEDGEMENTS.

We would like to thank **all EGG employees** in all our entities for their willingness to improve individually and collectively. **Together we are making progress!** 

We would also like to thank all of our clients and partners for the trust they place in us.

Finally, we would like to thank **the Global Compact organization** for the positive movement it is generating throughout the world.

