



CSR REPORT

JANUARY 2021 #1

COMMUNICATION
ON PROGRESS



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

We welcome feedback on its contents.



Christophe Lerouge
CEO Crépuscule

Crépuscule has applied to the United Nations Global Compact initiative since 2021.

As a brand design agency, the Crépuscule team feels a significant responsibility within its eco system in the areas of human rights, labor, environment, and anti-corruption.

In the message conveyed by brands distributed around the world, Crépuscule as a contributor to the identity of these brands is determined to contribute to its most capacity to influence their impact on our environment.

Beyond its own actions, Crépuscule has developed a dedicated department C.12.17, which has developed a database and a number of tools to assess and advise brands in their quest for environment neutrality.

The following presentation outlines Crépuscule's understanding and involvement on the matter.

SUMMARY

1. INTRODUCTION
2. COMMITMENT
3. ACTIONS
4. OBJECTIVES

INTRODUCTION

**FOR MORE THAN 25 YEARS,
WE BUILD BRANDS WITH VALUES: UNIQUE,
IMPACTFUL, MEANINGFUL
AND LOVEABLE.**

Beauty is in the details we craft, with love and care, to create an intuitive language between brands and consumers to express what can't be seen.

Our culture has been shaped by our international anchor and beauty expertise which strongly influences our design philosophy.

WHO ARE WE ?

WE ARE DEEPLY INTERNATIONAL

Based both in Paris and in Singapore, Crepuscule is ideally located in 2 inspiring hubs, concentrating a significant part of your consumers.

WE ARE TALENTED & PASSIONATE



We are a diverse multi-cultural and multi-disciplinary agency of more than 50 talents, based in Paris and Singapore.

**WE ARE THE WORLD'S MOST
EXPERIENCED BEAUTY
BRAND DESIGN CONSULTANCY**

400

Beauty & Skincare
Brands

120

Hair Care
Brands

100

Personal care
Brands

50

Prestige Beauty
Brands

COMMITMENT

In 2021, Crepuscule committed to set new measures to answer the UN Sustainable Development Goals (SDGs).

The objectives 12 & 17 especially matter to the agency, that’s why an internal entity dedicated to the realization of these goals was created : it’s called C12.17.



RAISE AWARENESS EQUIP THE AGENCY CREATE PARTNERSHIPS

Among stakeholders of the agency on sustainability topics.

With a performing tool to evaluate the carbon footprint of design projects.

With innovative actors of the sustainability ecosystem.



HUMAN RIGHTS

- Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights.
- Principle 2:** Make sure that they are not complicit in human rights abuses.



LABOUR

- Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- Principle 4:** the elimination of all forms of forced and compulsory labour.
- Principle 5:** the effective abolition of child labour.
- Principle 6:** the elimination of discrimination in respect of employment and occupation.



ENVIRONMENT

- Principle 7:** Businesses should support a precautionary approach to environmental challenges.
- Principle 8:** undertake initiatives to promote greater environmental responsibility.
- Principle 9:** encourage the development and diffusion of environmentally friendly technologies.



ANTI-CORRUPTION

- Principle 10:** Businesses should work against corruption in all its forms, including extortion and bribery.

To go further than its environmental commitments, Crepuscule becomes signatory of the UN Global Compact in December 2021.

This way, the agency commits to respect The Ten Principles of the pact, to communicate annually on its efforts and on new CSR objectives defined every year.

ACTIONS

01 /02



Ethics & Well-being



This year, a new code of conduct reflecting the agency’s engagements has been released. It covers the following topics :

- 1. Respect of Human Rights.
- 2. Diversity & Inclusion.
- 3. Good governance.
- 4. Fight against corruption.

SOMMAIRE

- 1. DROITS HUMAINS
 - a. RESPECT DES DROITS DE L'HOMME
 - b. LUTTE CONTRE LA DISCRIMINATION ET LE HARCELEMENT
- 2. CONDUITE DES AFFAIRES
 - a. CONFIDENTIALITE
 - b. LUTTE CONTRE LA CORRUPTION ET LE TRAFIC D'INFLUENCE
 - c. CONFLITS D'INTERETS
 - d. PREVENTION DU BLANCHIMENT D'ARGENT
 - e. LUTTE CONTRE LA FRAUDE
 - f. RESPECT DE LA CONCURRENCE
- 3. ENVIRONNEMENT
 - a. ECO-RESPONSABILITE
 - b. C12.17
- 4. APPLICATION DE LA CHARTE
 - a. PROCEDURE DE RECUEIL DES SIGNALEMENTS
 - b. SANCTIONS

CHARTRE ETHIQUE
M.A.J Septembre 2021

PREAMBULE

La Charte éthique définit les principes et valeurs auxquels la société Crépuscule adhère et qui doivent guider chaque collaborateur de l'agence dans la pratique quotidienne de son métier.

L'intégrité, l'éthique, la responsabilité sociétale, la loyauté, le respect de la personne, la transparence, la lutte contre la corruption et contre la concurrence déloyale constituent des valeurs fondamentales de l'agence dans la conduite des affaires.

La présente Charte éthique s'applique à tous les employés de l'agence.

Chaque employé, quel que soit son niveau hiérarchique, se doit d'appliquer, dans la limite de ses fonctions et de ses responsabilités, les règles énoncées ci-après qui s'inscrivent dans le cadre d'une exécution loyale et de bonne foi de son contrat de travail ou de son mandat social et de veiller à ce que celles-ci soient également appliquées au sein de son équipe ou par les personnes qui sont sous sa responsabilité.

Les Collaborateurs ne respectant pas les lois ou réglementations applicables, ou les principes de cette Charte, s'exposent à des mesures disciplinaires conformément aux règlements intérieurs et/ou dispositions légales.

1. DROITS HUMAINS

a. RESPECT DES DROITS DE L'HOMME

Crépuscule s'engage à promouvoir et à respecter le droit international visant la protection des Droits de l'Homme dans notre sphère d'influence.

Nous devons veiller à ne pas nous rendre complice de violations des Droits de l'Homme et à éliminer toutes formes de travail forcé ou de travail des enfants.

La discrimination en matière d'emploi et les horaires de travail indécents sont aussi à bannir de nos organisations, et plus généralement de toutes celles avec lesquelles nous tissons une collaboration

b. LUTTE CONTRE LA DISCRIMINATION ET LE HARCELEMENT

Le respect est une valeur fondamentale de l'agence.

Il est illustré par notre volonté de respecter chaque individu qui le compose sans discrimination d'aucune sorte.

Crépuscule s'attache ainsi à promouvoir l'égalité professionnelle réelle entre les femmes et les hommes, la diversité et le droit au travail pour tous, axant sa politique sociale sur les compétences et la performance.

Ainsi, chaque individu doit pouvoir avoir accès à l'embauche, à la formation et à la promotion dans l'entreprise, quel que soit son âge, son sexe, ses origines ethniques ou nationales, sa religion, son activité syndicale, ou encore son état de santé.

Tout manque de respect, notamment par des abus de langage, par des propos racistes, discriminatoires ou sexuels, ou par des comportements inappropriés, est donc contraire à l'éthique de Crépuscule.

2. CONDUITE DES AFFAIRES

a. CONFIDENTIALITE

Les informations ont une valeur, ainsi divulguer des informations internes sans y être autorisé peut porter préjudice à Crépuscule.

Nous devons tous assurer la protection des informations internes et ceux d'entre nous ayant accès à des informations confidentielles relatives à nos partenaires commerciaux ont la même obligation de les protéger contre toute divulgation.

Ce devoir de confidentialité nous concerne tous et doit donc être assuré à l'égard des informations et données confidentielles dont nous pourrions avoir connaissance s'agissant de l'entreprise, des salariés, des clients, ou des fournisseurs.



- 1. Accompaniment.**
Personal annual review meeting for continuous monitoring of careers.
- 2. Skills.**
Upgrade skills with specific trainings every year.
- 3. Health & Rights.**
Health insurance and follow-up, exceptional payed leaves or overtime contribution are in place for all employees, among other essential measures.



- 4. Social dialog.**
Monthly and when necessary, meetings between staff representatives and the direction are organised to discuss problems and employees concerns.
- 5. Events.**
All Crepuscule employees regularly gather for seasonal events or team buildings reunion.
- 6. Solidarity.**
In 2021, Crepuscule started to work with the communication agency « Les Papillons de Jour », employing more than 80% of people with disabilities.



1. **Since 2018, Crépuscule has new offices in Clichy.**
Creating a welcoming working environment for employees was truly a wish for Crépuscule when moving in this new office.

2. **Since 2020, working from home is allowed for all employees.**
The covid pandemic opened up the door to teleworking, and this measure will remain after the crisis.



2021 MEASURES

OVERVIEW

39 employees
+1 hiring

55% women
5 nationalities

CONTRACTS
& EVOLUTION

35 CDI
0 CDD
4 internships
2 apprenticeships

EVENTS
& SOLIDARITY

2 gatherings organised
(less than in 2020, due to the pandemic restrictions)

1 solidarity action
w/ « Les Papillons de jour »

2022 OBJECTIVES



Increase hours of trainings per employee and continue to hire trainees and interns to accompany their professional development.



Train all employees on security issues (use of a defibrillator and fires procedure).



Increase the number of team buildings events and gatherings.



In 2022, the agency aims to invest time and means in solidarity actions that seem right with its mission, or that are close to heart to its employees.

02 /02



Environment



Global warming sensitization workshop.

All collaborators reunited during a « Fresque du Climat » workshop to understand causes and consequences of global warming. It was also the occasion to discuss ideas and ways to improve Crepuscule’s environmental footprint.



MEASURE

2021 was for sensitization :

22

Employees took part in « La Fresque du Climat »

OBJECTIVE

2022 will be for personal involvement :

CSR Comitee creation

Of at least 4 people from different departments



LCA Tool.

In 2021, the agency searched for a **performing tool to evaluate the environmental footprint of design projects**. The best fit for cosmetic packaging projects seems to be the SPICE Tool developed by Quantis and L’Oréal. After identification, training and ownership of the tool this year, the objective is now to make it part of our design and commercial approach for new projects.

MEASURE

2021 was for discovering & learning :

3

Tools identified and tested

1

Pilot project evaluated with the SPICE Tool for training purpose

OBJECTIVE

2022 will be for evaluation & sharing :

At least 3

Projects evaluated and improved using the SPICE Tool



In 2021, Crepuscule became part of the **Ellen MacArthur Foundation community.**

1st step.

This year, the agency decided to focus on identifying sustainability actors with whom a collaboration could be of great benefits to progress on its CSR activities. Joining the Ellen MacArthur Foundation community is the first step of this journey. This partnership will give us access to **ressources on the circular economy** and the chance to **connect with engaged actors.**

MEASURE

2021 was for identifying opportunities :

10

Associations and actors of the sustainability identified

3

Contacts established

1

Partnership established

OBJECTIVE

2022 will be for new partnerships :

At least 1

New « C12.17 partnership » to be established



**German Sustainability
Award 2022**
Design category



Oyess is a new lip balm brand with an identity created and designed by Crépuscule.

Oyess identity is built around this mindset: a lip balm brand that is all about transparency, honesty, authenticity, consideration, fun, and joy.

The logo highlights the sustainability, naturality and femininity of the brand, with delicate curves and a deep green color. The range contains 4 lip balms, each one of them with a different fragrance and color coding. The lipstick case is composed of recycled plastic and the blister is fully made of carton to avoid the use of any plastic. Design-wise, we emphasized on the ingredients through lively and vibrant illustrations.

Overall, Crépuscule creates an approachable, playful, natural, smart & conscious brand to make consumers feel proud about using Oyess products!



OVERALL SCORE
50/100



LABOR
& HUMAN RIGHTS

50/100



ENVIRONMENT

50/100



ETHICS

60/100



SUSTAINABLE
PROCUREMENT

30/100

“Since its creation in 2007, EcoVadis has become the most important et most reliable provider in terms of sustainability evaluation of organisations, creating a global network of more than 85 000 companies evaluated.”

In 2019, Crepuscule received a silver medal for its CSR evaluation. In 2021, the agency renewed its evaluation and hopes to see its score increased after many efforts made on CSR topics recently.

OBJECTIVES

4 GOALS TO PROGRESS

1

Evaluate the carbon footprint of the agency and set actions to reduce it.

2

Give more time and means to solidarity actions.

3

Emphasize the eco design approach in projects.

4

Continue to learn and be trained on CSR related topics.



CSR REPORT #1

January 2021