

# DDAGON

An abstract collage of various images and textures, including a blue and white abstract pattern, a yellow and orange abstract pattern, a black and white abstract pattern, and a black and white abstract pattern with the word 'APRIL' visible.

**COMMUNICATION  
ON  
PROGRESS  
2021**

# ROUGE





# THINK OF THE PLANET

As a responsible company we aim to diffuse a **sustainable message**.

Our earth has shown its limit. We need to be precautionous with our fragile environment.

So, to preserve our ecosystem, we recommend not to print our COP.

In case you really need to print it, please do it in an **eco-responsible way**.

And do not forget to **recycle it**.



# OUR COMMITMENTS

We are pleased to reaffirm Dragon Rouge's support for the ten principles of the United Nations Global Compact concerning human rights, labour, environment, and ethic policies. Since 2018, our engagement with the UN Global Compact continues to be a source of pride, inspiring our actions to be a positive force in society

How to imagine differently the world of tomorrow? This question drives our teams, through all our commitments, our social, societal, environmental and economic role.

In 2021, even more than in the previous years, and following the terrible and unpredictable impact of the pandemic, we have increased our commitment to the well-being of our employees and to the preservation of our environment.

We continued to focus on helping our clients and partners, by raising awareness while improving our offerings on green initiatives and solutions.

In 2021, as planned, we improved our Dragon Rouge Code of conduct by adding to it a digital whistle blower.

This tool allows our workers, partners and clients to digitally alert our legal & HR team about their corruption suspicions.

We have explored further Diversity and Inclusion initiatives and defined company goals to progress.

We also pushed further our initiatives to obtain the B Corp certification.

We are conscious that in investing in social responsibility and in creating a green culture we will attract, retain, diversify our workforce, stimulate creativity and deliver better performances.

Through this "Communication on Progress", we invite you to discover our achievements and improvements in Dragon Rouge's daily operations.

Our powerful dynamic is carried throughout our agencies by our Dragons, and I would like to take this opportunity to thank them for their contribution and their daily involvement.

Renaud Deschamps

**GROUP CEO DRAGON ROUGE**





The **EcoVadis** rating covers a **broad spectrum of non-financial management systems**, including impacts in the following areas: **Environment, Social & Human Rights, Ethics and Responsible Purchasing.**

Each company is assessed on key issues according to its size, location and sector of activity.

Evidence-based assessments are refined in clear scorecards, with scores ranging from zero to one hundred (0-100), and medals (bronze, silver, gold) where appropriate.

In addition, the scorecards provide guidance on strengths and areas for improvement that assessed companies can follow to focus their sustainability efforts and develop corrective action plans to improve their CSR performance.

Dragon Rouge is proud to be a Gold level recipient.

**2021 : 66/100 - Gold Status**





# UNITED NATIONS GLOBAL COMPACT



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.

For the past five years, Dragon rouge actively converse about **its social responsibility**. We use different tools in our disposition like our Communication on Progress, to transparently diffuse our actions and initiatives.

Thank to our **designated** CSR team and voluntary Dragons we can yearly pull a COP that reflects **our brand & image**.



A watercolor illustration of the Earth as seen from space. The planet is centered, showing continents in shades of green and brown, and oceans in various tones of blue. The background is a deep, textured purple with lighter, wispy patterns suggesting nebulae or cosmic dust. Overlaid on the center of the Earth is the text "WHO IS DRAGON ROUGE?" in a bold, white, sans-serif font.

# **WHO IS DRAGON ROUGE?**





# GLOBAL GLOBAL



**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** is also on a mission: igniting brands and propelling them forward by creating clarity, vitality and the relevance they need to succeed.



# DRAGONS AROUND THE WORLD

**24**  
**AMERICAS**

**167**  
**EUROPE**

**32**  
**ASIA PACIFIC**

OUR PARIS AND LONDON  
OFFICES, OFTEN  
MENTIONED IN THIS  
COP, ACCOUNT FOR

**55%**  
OF OUR STAFF



# GIVING OUR STAKEHOLDERS A LISTENING EAR

**Our employees:** future or current Dragons, on a permanent or fixed-term contract and freelance, are all concerned by our social policy and whose involvement in our CSR strategy is essential.

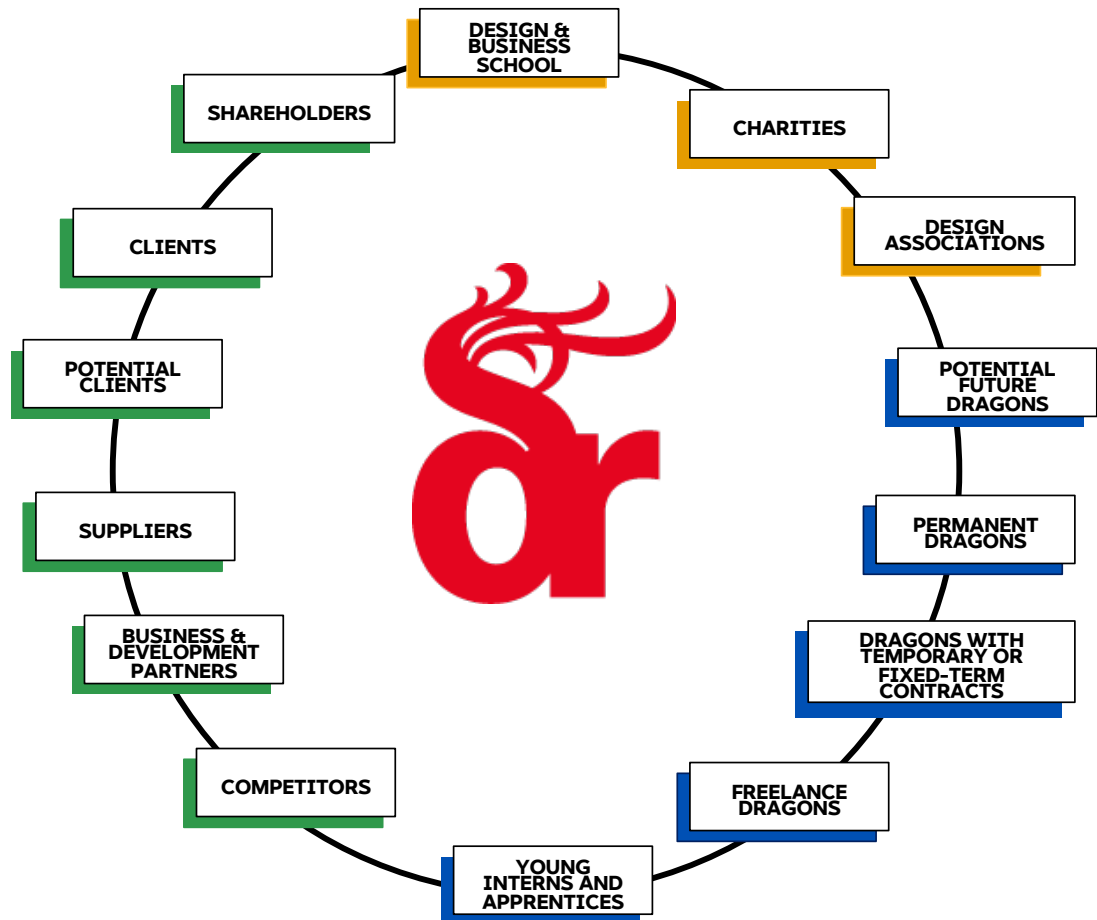
**Our current or future clients** that we support or can support in their CSR approach.

**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**, own capital from the company.

**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.





# SUMMARY

1. OUR SOCIAL  
RESPONSIBILITY

2. OUR  
ENVIRONMENTAL  
RESPONSIBILITY

3. OUR ECONOMIC  
RESPONSIBILITY

4. OUR SOCIETAL  
RESPONSIBILITY

# SUMMARY



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# OUR SOCIAL RESPONSIBILITY

Enhancing experience & fostering  
Dragon's development



# DRAGONS FROM NEW HORIZONS

## DRAGON ROUGE

is **223 Dragons** united by a creative culture and a sense of moral change.

**223 talents, designers and strategists** who share similar values of excellence, generosity, and boldness.

## DRAGON ROUGE

is an **inclusive and diverse company** that employs regardless **people's characteristics**. In our eight agencies, we fight against all forms of discrimination and do not tolerate any form of sexual, physical or moral harassment and coercion or persecution.

In 2021, our gender equality index for our Paris agency was **89**. Among the 10 general managers of our network, we have **50/50 equality** among men and women.

Our goal is to extend worldwide, the **gender equality index**. Therefore, we aim to establish a **Dragon Rouge Global Gender Equality Index**, where we include our eight agencies and track our global progress.

**96% OF DRAGONS ARE IN  
PERMANENT CONTRACT**

**19 NATIONALITIES ARE  
REPRESENTED AT  
DRAGON ROUGE.**

**43% OF THE NEW YORK  
AGENCY IS BIPOC WHILE 40%  
OF THE SENIOR MANAGEMENT  
TEAM IS BIPOC.**

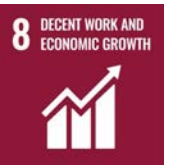




# AGE

**GENDER EQUALITY INDEX  
IN PARIS**

**89/100**



Our average age is 37 years old ; our younger Dragon is 20 while the eldest is 69.

We believe in the benefits of **generational diversity** and non-discriminatory environments. It is vital that we offer to our co-workers equal opportunities for their professional development.

In our Paris agency, an informational meeting as well as an individual meeting with a retirement counsellor are held for those over the age of 55. These sessions are held to prepare elderly Dragon's future.



# WELCOME NEW DRAGONS

A welcome meeting, a presentation of the agency, a welcome guide, a guided tour, an organized team lunch, multiple welcome gifts (mug, notebook, tote bag, mini dragon...) are some of our warming gestures.

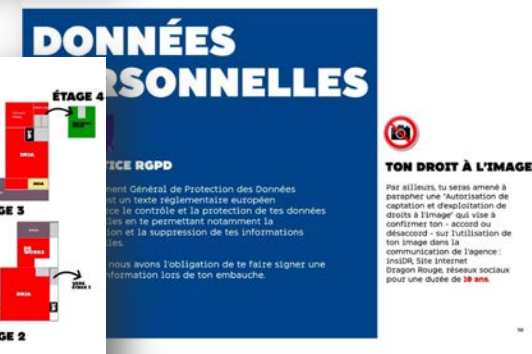
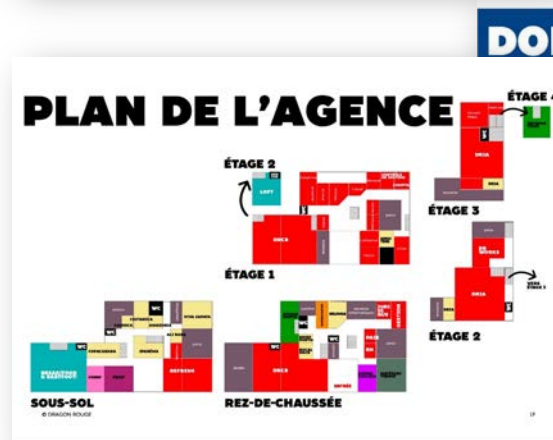
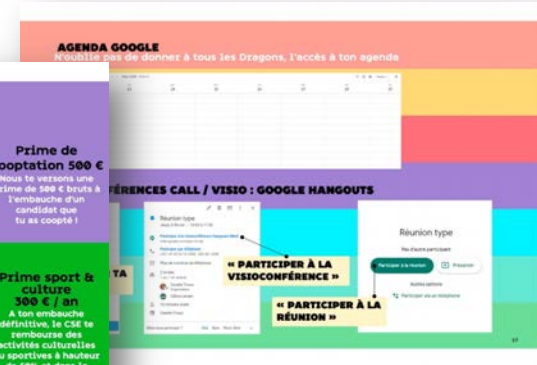
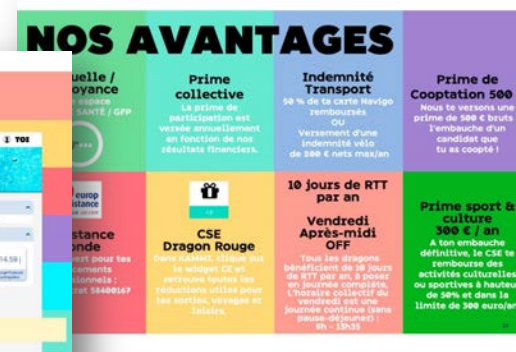
In most of our agencies, we actively promote an adaptation culture, for a smooth and problem-free integration. Plus, our IT team prepares all the necessary equipment before our new dragons' arrival.

**IN PARIS, EACH NEW DRAGON IS ALSO ENTITLED TO A SPECIAL SHOOTING SESSION IN OUR PHOTOGRAPHER'S STUDIO FOR HIS/HER PORTRAIT.**





# WELCOME GUIDE





# WORK & LIFE BALANCE

## DRAGON ROUGE GROUP

We continue to allow remote work for occasional need. 100% of our Dragons part-time hours are chosen and not imposed.

SOCIAL RESPONSIBILITY

### PARIS

On Friday mornings, the team works remotely and stops working in the afternoon.

### LONDON & WARSAW

On summer Fridays, both teams stop working at 1pm. Plus, they are offered one day off on their birthday.

### SINGAPOUR

On Fridays, the team finishes work at 5pm and is given 2 days off, between Christmas and New year + an extra day off on their birthday week.

### HAMBURG

The Hamburg team benefits from a flexible remote policy and opportunities to work in mobile offices.

### SAO PAULO & SHANGHAI

Days off between weekends and holidays when the business activity permits it.

### NEW YORK

4 offered floating "Summer Fridays" during summer





# MENTAL & PHYSICAL HEALTH

## PARIS & WARSAW

- Paris and Warsaw agencies cover up to 30-50% of their workers annual sport subscription fees.
- Furthermore, both agencies constructed shower facilities to encourage Dragons to keep a healthy and sustainable lifestyle, come to work by bike or take a sports break.

## HAMBURG

- Regularly, the agency does fitness lunches with a personal trainer. The fitness session consists of workouts and prevented exercises.

## LONDON HEALTH AND WELL-BEING ACTION PLAN

- Our London agency has implemented a health and well-being action plan for its Dragons.
- It covers various topics such as cigarette or alcohol addiction, healthy eating, physical activity, sleep, and well-being. For instance, it offers massages and healthy meals to the team.
- On the other hand, London agency finance 40% of their workers bike purchase



# MENTAL & PHYSICAL HEALTH



3 GOOD HEALTH  
AND WELL-BEING



## NEW YORK

New York agency offers discounted gym membership and promotes biking at work. Moreover, walking meetings are generally held.

## SINGAPORE

Our Singapore agency offers massage vouchers to Dragons.



# FLU VACCINATION

**ANNUALLY, IN OUR PARIS AGENCY  
WE OFFER DRAGONS THE  
POSSIBILITY TO PROTECT  
THEMSELVES AGAINST THE FLU.**

**A QUALIFIED NURSE COMES  
AT THE AGENCY TO VACCINATE ALL  
THOSE WHO WISH TO BE  
VACCINATED.**





# DISCONNECTION

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# DISCONN

We continue to display our charter on the right to disconnect.

Throughout the years, this charter became central in our **work/life balance**.

This document continues to reiterate our aspirations to respect Dragons breaks and leaves.

By guaranteeing their right to retreat from their work tools, they can entirely concentrate on their **respective** personal lives.

**51 % OF DRAGONS DISCONNECT AFTER WORK.**



# DRAGONS GOOD COACHING

## SOCIAL RESPONSIBILITY

- Annually, our Dragons are trained to multiple courses within their profession.
- To meet the standards of our clients and new technologies, our creative team is regularly trained to new software's.
- **300 hours of English training.** This is a key initiative for Dragon Rouge: as an international agency we strive to give ourselves the means to work better together.



## TRAINING REPORT 2021 :

96 Dragons trained = 43 % of DR employees,  
for a total of 1 922 hours of training

	<u># HOURS</u>
INTERNATIONAL	388
FRANCE	1534
<b>TOTAL HOURS</b>	<b>1922</b>

	<u># EMPLOYEES</u>
INTERNATIONAL	75
France	71
<b>TOTAL EMPLOYEES TRAINED</b>	<b>96</b>



# COACHING/COURSES & TRAINING

## HAMBURG

The agency offers to the team, up to 5 days of educational leave.  
Regularly, the agency hires student interns for two weeks  
Moreover, the agency takes part of the national GIRLS/BOYS Day which allows students to get an insight in different job fields (especially one that is not typical for their gender)

## NEW YORK

New York agency offers online creative training through Domestika and presentation training.

## WARSAW

The Warsaw team took part in many trainings :

- Branding Masterclasses II  
Festival of Marketing:
- Online marketing training
  - Building A Brand Language
  - Mastering brand growth program 4
    - Win Without Pitching
    - Team Coaching Gateway

Moreover, the agency hires many student interns



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**SOCIAL+DRAGONS**  
SOCIAL+DRAGONS

## SOCIAL DIALOGUE

The formalisation of our **social measures** allowed our employees to fully **embrace** the company identity and values.

Dragon Rouge promotes in its office, **self-expression** and **freedom of speech**. We believe in **constant dialogue** with our Dragons.

Through its monthly **Social & Economic Committee meeting**, the Parisian agency manages to improve their workplace and productivity.

In all our other agencies, social conversations are regularly held.



**EACH YEAR, WE  
CONDUCT IN OUR 8  
AGENCIES AN  
INTERNAL SURVEY FOR  
OUR DRAGONS.**

**SOCIAL+**  
SOCIAL+

## SURVEY SAYS...

76% of Dragons know the principles of CSR.

84% of Dragons are happy at work.

87% of Dragons feel that their work is recognised & useful.

82% feel that their position allows them to grow professionally.

86 % of Dragons feel emotionally supported by their agency.

77% of Dragons are satisfied with our work flexibility policies.

82% of Dragons are familiar with the company values.

81% of Dragons feel that the company values their wellbeing.

96% appreciate their team atmosphere while  
82% appreciate the agencies atmosphere.



# SOCIAL GATHERINGS

## SINGAPORE

Regularly, different activities are held such as Thirsty Thursdays, celebrating birthdays, welcoming new joiners, and doing team exhibitions.

The team also looks forward to its annual Chinese New Year lunch celebration and annual Christmas party.

In previous years these celebrations included combining Escape Room and trampolining outings.





# SOCIAL GATHERINGS

## NEW YORK

### SOCIAL RESPONSIBILITY

After a lengthy pandemic, our New Yorkers took some time to gather around different activities.

Throughout the year, the agency held a cooking class, a thanksgiving lunch, helped clean a farm and host a virtual art party.





# SOCIAL GATHERINGS

## PARIS

After a long 2020 year of lockdown and curfews without any event, the team was happy to be go back to the agency and enjoyed being together again.

Many unformal events happened on Thursdays, around drinks: when pitches were won, for birthdays, farewell & welcome parties...

**SOCIAL+DRAGONS**  
SOCIAL+DRAGONS





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# **02 OUR ENVIRONMENTAL RESPONSIBILITY:**

Reducing our carbon footprint and supporting our clients in circularity



# CARBON FOOTPRINT

**DRAGON ROUGE  
CONTINUES TO LEAD A  
SUSTAINABLE APPROACH  
WHEN IT COMES TO ITS  
CARBON FOOTPRINT.**

## A SIGNIFICANT DECREASE OF SINGLE USE MATERIALS

- We no longer use any disposable plastic and encourage our Dragons to bring their meal from home instead of buying food to go in disposable contents.
- In 2021, our London Dragons continued their partnership with their local milk company. The glass bottles are delivered in an electric van and reused 25 times before being recycled.
- Our Hamburg agency buys glass water bottles from Viva con Agua, a non-profit organization that promotes access to clean drinking water, sanitation and hygiene.





# MANAGING WASTE & DEMATERIALISATION/ DIGITALISATION

Dragon Rouge is precautionary when it comes to generate waste and consume energy.

We take care of our paper and cardboard waste, & of our ink cartridges from our printers.

In the future, we ambition to transform our printing methods by shifting into an eco-responsible impression.

We are proud to have reduced our paper consumption vs 2020 which was nevertheless a Covid year.

We aim to use only recycled paper, which is not done yet.

**PAPER INDICATOR:**  
**2021: 415 REAMS**  
**2020: 525 REAMS**

London Instagram  
March 2021





# MANAGING WASTE & DEMATERIALISATION/ DIGITALISATION

## ENVIRONMENTAL RESPONSIBILITY

We already fulfilled our goals to **dematerialize** all our administrative data from Dragon Rouge eco-friendly workers.

We **consider to create a charter which will be signed by each dragon**, in which he will commit to pay attention to the "energy" aspect of the data and its storage, as well as in the energy consumption of all devices.

Our “Lottery” in France: 30 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!

We also extended the use of cell phones before renewing them, and favored repairs.

All defective batteries, bulbs and neon tubes are recycled and recovered by different service providers.





ENERGY+

ENERGY+

**ENERGY+**

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## ENERGY

### A SIGNIFICANT REDUCTION OF OUR ELECTRICITY CONSUMPTION

# ENERGY+ DRAGONS

We aim to transform our company into **a sustainable agency.**

In the upcoming years, we ambition to consume worldwide renewable energy. Currently, our London agency already purchases its energy from **Ecotricity**.

Their energy supplier creates 100% renewable energy from wind and sun mills.

We are proud to announce that Dragon Rouge Paris has reached the goal of **100% LED lights** in its office.

100% of Paris restrooms are already equipped with automatic lighting with motion detectors.



ENERGY + D

ENERGY + D

ENERGY + DRAGONS

E + D

E + D

ENERGY + DRAGONS

## ELECTRICITY CONSUMPTION

**367 262 KW**

364 152 kw (2020 - COVID)  
460 850 kw (2019)

## WATER CONSUMPTION

**792 M<sup>3</sup>**

1096 m<sup>3</sup> (2020 - COVID)  
2350 m<sup>3</sup> (2019)

## GAS CONSUMPTION

**386 281 KW**

234 265 kw (2020 - COVID)  
388 524 kw (2019)

6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION





# MOVING RESPONSIBLY

As an international group, with an activity in tertiary sector and having clients worldwide, our Dragons used to travel regularly. As a result, our different transportation used to constitute our main source of greenhouse gas emissions.

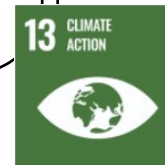
The pandemic made us realised that it was possible to **reduce the number of travels** and that videoconferences meetings were possible.

Now, Dragon Rouge **favours videoconferences meetings**. However, when a trip is mandatory, our Dragons favour the train instead of the plane.

To reduce our carbon footprint, Dragon Rouge **implemented** different eco responsible measures, like the installation of 3 electric charging stations for cars and the purchase of electric and hybrid cars in our Paris agency.

**THESE MEASURES DRASTICALLY REDUCED OUR CARBON FOOTPRINT.**

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# **CREATING A RESPONSIBLE CLIENT - AGENCY PARTNERSHIP**





# CREATING A RESPONSIBLE CLIENT / AGENCY PARTNERSHIP.

**WE ACTIVELY  
SUPPORT OUR  
CLIENTS IN THEIR  
RESPONSIBLE  
APPROACH**

At Dragon Rouge, sustainability is in our DNA. We **offer our clients, responsible solutions**, and techniques to limit their carbon footprint (e.g., designing packaging that is sustainable, recommending sustainable printing techniques, injecting sustainability into our client's business and brand through their brand strategy, messaging, internal/external comms, and activities... etc.).

We have over **35 years of experience and expertise** in helping leaders and companies navigate the intersection between brand and sustainability. We believe that brands must play a greater role in shaping the new behaviours that will lead us towards a sustainable future.

With our expertise we help organizations understand how they can develop their brands, products and services in ways that will create a positive impact directly & indirectly worldwide.

Our strategic recommendations are based on the design and production impacts that our clients imply. To guide them through an eco-responsible process, we implemented a pragmatic and educational «step by step» method. This method consists **of 4 levels/categories**: technical and industrial feasibility, relevance for the consumer, category challenges, and brand DNA.





# THE SEEDS METHOD

The **SEEDS** method was developed in 2020 with clients. This proprietary method was designed to help our customers to significantly reduce their environmental footprint.

ENVIRONMENTAL RESPONSIBILITY

## SEEDS<sup>®</sup>

A proprietary, tailor-made and agile methodology by DRAGON ROUGE to partner with you in the design of sustainable and beautiful brands for consumers and our planet.

13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS



## LEVERAGING YOUR BRAND ECO-SYSTEM



# ENVIRONMENTALLY COMMITTED CREATION AND PRODUCTION

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

**WE MAKE SURE TO SELECT PAPER FROM SUSTAINABLE SOURCES.**

**WE AVOID PAPER THAT IS TOO WHITE AND TOO MUCH TREATED.**

**WE ALWAYS RECOMMEND ISO 216 DOCUMENT FORMATS TO AVOID PAPER WASTE.**

**WE REDUCE THE USE OF INK BY LIMITING THE INKING SURFACE.**

**WE PROMOTE THE USE OF BIODEGRADABLE AND RECYCLABLE VEGETABLE INKS WHICH DO NOT USE SOLVENT THAT DERIVE 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.**





# GRAPHIC CHAIN / PARIS AGENCY

Our profession is an integral part of a complex graphic chain. To ensure that we understand the different printing processes, each quarter, our production manager in Paris holds a graphic chain training workshop (1/2 day) for our employees.

Our Paris office offers an annual **one-day Creation-Marketing-Production Workshop** to their clients.

During these workshops, we make project managers aware of new eco-designed materials, biodegradable inks and of the recyclability of packaging.





**OUR PROJECT MANAGEMENT & PRODUCTION TEAMS TRAINS AND GUIDE OUR CLIENTS TOWARDS SUSTAINABLE SOLUTIONS**

# DRAGONS

**OUR COLOUR & PROTOTYPE INTEGRATED STUDIO** allows us to provide solutions while adapting to our clients allocated budget and deadline. Furthermore, it ensures the sustainability and economic viability 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...)

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





**EXAMPLES OF  
AGENCY / CLIENT  
SUSTAINABLE RELATIONSHIP**





# COCA COLA – LONDON & PARIS



Following the success of "don't waste this summer" and the increasing pressure for **COCA-COLA** to communicate their sustainability credentials, we were commissioned to develop a new visual identity system to leverage existing touchpoints to drive home Coca-Cola's sustainability actions and commitments.

The message "RECYCLEZ NOUS" (Recycle me) is followed by different subtitles like: ENCORE, ENCORE, ET ENCORE, ET ENCO... (again, again, and again, and aga...) or CANETTES ET CARTONS, TOUS AU BAC DE TRIS (cans and cardboard, all in the sorting bin!)



# PALMOLIVE UP! (WARSAW AGENCY)

Our Warsaw Dragons came up with **PALMOLIVE UP! PRODUCT** storytelling.

The product ingredients were meaningful and needed to be **highlighted**. With this storytelling, they wanted to **engage with consumers** and even more **educate**.

Through the design, the **key pillars** of circular economy which includes up-cycling and reusability are illustrated.





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# **OUR ECONOMIC RESPONSIBILITY**

Conducting a loyal and  
transparent partnership with our  
stakeholders



# OUR BUSINESS PARTNER CODE OF CONDUCT

**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 THE ENVIRONMENT**

Our «Code of conduct for business partners» is a major step forward for the Dragon Rouge group. This Code has been incorporated in 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 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).

**IN 2021, WE EXPANDED AND STRENGTHENED THE CODE** with an **alert system** allowing our workers 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.





# DRAGONS – ETHIC

## TRANSPARENCY, BALANCE AND LOYALTY WITH BUSINESS PARTNERS

We constantly work to maintain partnerships that meet our criterias. No matter the size of the company, if their ambitions aligned with our ethics we will consider it.

## TRUST & CONFIDENTIALITY

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

## 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.

## ETHICAL REQUIREMENTS

Our transactions have always complied with national & international laws. Our commercial relations are based on well-defined contractual framework.

## INCENTIVE TO VIGILANCE

All form of fraud are prohibited within the group and are subject to internal penalties and the sanctions prescribed by applicable international or local laws. Every Dragon must become familiar with our internal control procedures relating to administrative and financial matters.

## RESPECT OF COPYRIGHT

We are highly vigilant when it comes to respect copyright. We put in place procedures to guarantee the traceability, established purchasing procedures and raised awareness among clients about the importance of conducting searches for anteriority.

## RESPECT FOR COMPETITION LAW

Competition is commonly practiced in the world of communication agencies. We prohibit the exchange of confidential information or arrangements with competitors.

## PREVENTING POSSIBLE CONFLICTS OF INTEREST

A conflict of interest occurs when an employee engages in activities that favours his/her own interest to the detriment of the group. In order to prevent these conflict, our Dragons are informed of different case scenarios related to this subject.





# PURCHASE ETHICALLY

Though we already have good practices in all our purchases, it's not formalized yet.

Next year, we plan to formalize a responsible purchasing charter that includes national purchasing policies and CSR certifications guidelines.

By creating a responsible charter, we will track suppliers that align with our CSR approach and motives.





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# **04 OUR SOCIETAL RESPONSIBILITY**

Being involved in society +  
giving back to the community



# DRAGONS CONTRIBUTE TO THEIR COMMUNITY

As a creative company, we want to contribute to our community, in a **positive** and **creative** way.

This year, we helped, guided, and participated in different organisations & institutions around the world.

We used our expertise and skills for important causes.





# DRAGON ROUGE WARSAW

Every year, Warsaw agency prepares a charity campaign for Christmas.

Instead of material Christmas gifts, clients can choose which foundation Dragon Rouge should donate money to.

Additionally, if Dragons decide to support a foundation, the Warsaw office will pay the same amount for this foundation.





# DRAGON ROUGE NEW YORK

## IVY HILL PREP

The agency & IVY HILL School have maintained a strong partnership and continue to work hand in hand to encourage POC to work in our field.

Students are taught every aspects of design and marketing.



# DRAGON ROUGE NEW YORK

## FREE ART & DRAGONS

Free Art is a non-profit organisation that helps underprivilege communities to learn about the creative industry.

SOCIETAL RESPONSIBILITY





# DRAGON ROUGE PARIS

## BOUCHE DU ROI

Bouche du Roi is a modern winery founded by two wine experts, with a strong local sourcing philosophy & organic.

The team's mission was to create a new platform & manage the brand architecture and design “Bouche du Roi” graphic identity.

There was no financial compensation, yet their mission led to an exchange of knowledge and expertise. Indeed, for each task, Bouche du Roi offered a team building session and wine bottles.

**+ THE TEAM DRINKS BOUCHE DU ROI WINE AT EVERY AGENCY EVENT.**





# DRAGON ROUGE PARIS



## LA COURSE DES LUMIÈRES

Each year, Dragon Rouge participates in “**la course des lumières**”, a race organized to raise funds for the fight against cancer.

This marathon is a charitable events in which Dragon Rouge donates to partnered associations.

+ our dragons were wearing a red bandana made from **RECYCLED PET**.





GOALS

**GOALS FOR 2022**



# **GOALS FOR 2022**

**CREATE A WORLDWIDE CSR TEAM  
THAT WILL MANAGE DAILY  
ALL THE CSR SUBJECTS OF THE GROUP.**

**TARGET :  
BE BETTER FOR OUR TEAM AND FOR THE WORLD, AND THEN,  
BECOME A BCORP CERTIFIED COMPANY IN 2023.**



# GOALS FOR 2022

## ECOLOGY

Participate in different events surrounding the environment.

Improve our environmental management system

## DIVERSITY

Join organisations that promotes social diversity.

## INCLUSION

Become a proactive company that includes disabled and underprivileged co-workers.

## COMMUNITY SERVICE

Volunteer in different communities.

Create a solidarity day.

## WELL BEING

Upgrade our measures.

Promote internal events.

## FORMALISATION

Write an explicit environmental check-list.

Name in each office an energy consumption manager.



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**THANK YOU**

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