WE ARE A FORCE FOR GOOD
TO CARE IS THE NEW COOL

The communication business is both a mirror and an engine of society. Playing an important role in the development of communities and their behaviour. During recent years, we as a group have made corporate social responsibility an integral part of everything we do. We encourage our agencies to harness the power of creative ideas to bring about positive change and minimize any negative impact on society.
### Promoting a harmonious and healthy working environment
that supports collaborators’ growth and development

**Average Age**
- Men: 35 yrs
- Women: 35 yrs
- Average Age: 35 yrs

**Gender Percentage**
- Men: 44%
- Women: 56%

**Collaborators Participated in a Training**
- 68%

**Actions/OBJECTIVES**
- Support equal opportunity initiatives in our agencies

**KPIs**
- Number of diversity initiatives: 124 collaborators that identify as disabled
- Gender diversity in creative and managerial positions: 42%
- Executive: 57%
- Creative: 58%

**Compared to 2017**

### Reinforcing socially responsible procurement policies
in our supply chain

**Accreditations:**
- ISO 27001:2013 and ISO 9001
- Artemis Alliance et Havas Helia are certified ISO27001
- 50% of agencies provided trainings on data security in 2018

**Actions/OBJECTIVES**
- Sustain our responsible supplier conduct to clients and other stakeholders

**KPIs**
- Havas group rating: 63/100
- Certification: Gold
- Number of supplier contracts with a CSR clause on environmental and/or social practices: 490 suppliers

**Compared to 2017**

### Promoting transparency and ethics
in our business

**Actions/OBJECTIVES**
- Ensure collaborators incorporate the Havas code of ethics in all aspects of their work

**KPIs**
- Percentage of collaborators presented and trained on the Havas Code of Ethics: 69%
- Accreditations:
  - ISO 27001:2013 and ISO 9001
  - FEDMA, ICO DMA

**Compared to 2017**

**Gold**
- Havas continues to be ranked among the best suppliers in the advertising and market research category by Ecovadis.
### ACTIONS/OBJECTIVES

**The creation and diffusion of responsible communications throughout our agencies and in collaborations with clients and partners**

<table>
<thead>
<tr>
<th>ACTIONS/OBJECTIVES</th>
<th>KPIs</th>
<th>COMPARSED TO 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage our communities and partners through pro bono work</td>
<td>Number of consultations with stakeholders prior to the conception of a communication campaign</td>
<td>46 campaigns</td>
</tr>
<tr>
<td></td>
<td>Number of pro bono campaigns and corresponding number of working days</td>
<td>143 pro bono campaigns, 8,327 working days</td>
</tr>
<tr>
<td></td>
<td>Number of complaints or suits brought against any of our communication campaigns and percentage of campaigns found non compliant</td>
<td>2,777 creative projects submitted for review before broadcasting, 287 were judged non-compliant</td>
</tr>
</tbody>
</table>

### 5. Reducing the environmental footprint of our operations

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<tr>
<td>Reduce consumption of standard office paper by 40% for the period 2015-2020</td>
<td>Quantity of paper consumed. The goal for 2020 is a 40% reduction</td>
<td>297 tons, = 16 kg per collaborator, This ratio is 2% higher than last year</td>
</tr>
<tr>
<td>Use of 100% recycled or certified paper FSC/PEFC</td>
<td>Percentage of recycled and/or FSC/PEFC-certified paper and variance from goal of 100% recycled or certified paper in 2017</td>
<td>73% of all global office paper consumption</td>
</tr>
<tr>
<td>Reduce volume of waste per collaborator by 20% for the period 2015-2020</td>
<td>Total waste and variance from the goal of a 15% reduction in 2015. The new goal for 2020 is a 20% reduction in total waste</td>
<td>1,890 tons, = 115 kg per collaborator, This represents a 20% decrease per collaborator</td>
</tr>
<tr>
<td>Implement recycling systems throughout all Havas agencies</td>
<td>Number of entities (and corresponding percentage of group headcount) to implement recycling programs for paper and waste</td>
<td>239 agencies which represents 78% of all collaborators implemented recycling programs</td>
</tr>
<tr>
<td>Lower CO₂ emissions according to our 2015-2020 goals (-20% per collaborator)</td>
<td>Annual update</td>
<td>108,866 t.eq CO₂ that represents 5.5 t.eq CO₂ per collaborator, This ratio is 3% higher than last year</td>
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</table>

**272 campaigns were designed in collaboration with sustainable development experts (internal or consultants)**

- **272 campaigns** were designed in collaboration with sustainable development experts (internal or consultants).
- **46 campaigns** were engaged in pro bono work.
- **143 pro bono campaigns** and 8,327 working days were dedicated.
- **2,777 creative projects** were submitted for review before broadcasting, 287 were judged non-compliant.

### 6. Maintaining our commitment to collaborative efforts in reducing climate change

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<td>Become leaders in the media industry on the issue of climate change</td>
<td>Advancement on UN Common Ground initiative</td>
<td>9 agencies that participated in Common Ground related initiatives</td>
</tr>
<tr>
<td>Employ our influence to raise awareness on the issue of climate change</td>
<td>Campaigns that have made the most impact on the topic of climate change</td>
<td>This year we want to highlight these award winning campaigns: Palau Pledge (Host/Havas), Save our Species (BETC) and Get Ready for Global Warming (Rosapark), because of their tangible results and impact in helping raise awareness on climate change.</td>
</tr>
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</table>

**23 client campaigns featured the issue of climate change**