



Publicis Groupe – CSR Procurement Guidelines

In 2003, Publicis Groupe signed the United Nation Global Compact 10 Principles and, in respect with local laws and regulations, wants to encourage its suppliers and business partners to apply these key-principles. Publicis Groupe wants to act as an ethical and engaged economic and social player in all countries where it operates.



The goal of these CSR Procurement Guidelines is to promote adherence from business partners and suppliers of Publicis Groupe and its agencies to the United Nation Global Compact 10 Principles – and to require commitment to critical business behaviors.

The **United Nation Global Compact's** Ten Principles are derived from: the [Universal Declaration of Human Rights](#), the [International Labor Organization's Declaration on Fundamental Principles and Rights at Work](#), the [Rio Declaration on Environment and Development](#), and the [United Nations Convention Against Corruption](#).

Human Rights

[Principle 1](#): Businesses should support and respect the protection of internationally proclaimed human rights; and

[Principle 2](#): make sure that they are not complicit in human rights abuses.

Labor

[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 labor;

[Principle 5](#): the effective abolition of child labor; and

[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; and

[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.

In 2010, Publicis Groupe established a CSR Procurement Questionnaire (*) to assess depth of suppliers' involvement in certain important CSR matters, and to better understand how the suppliers are ready to make progress. For Publicis Groupe, that's a *continuum* of joint efforts and the company is ready to share practices or activities that could improve ethical business behaviors. In 2014, to move forward and ensure business partners and suppliers are engaged in such key-areas, Publicis Groupe started to work with a third party, **EcoVadis** platform (www.ecovadis.com), to evaluate CSR activities, commitments and progress.

Publicis Groupe CSR Guidelines are aligned with the company corporate business principles explained in the Code of Ethics "Janus" embracing a large number of topics. Within its relations with business partners and suppliers, Publicis Groupe is particularly attached to the following items:

- Publicis Groupe expects its business partners and suppliers to be an active member of a CSR national or international agreement or organization, with its own roadmap and goals, to **ensure effectiveness in this CSR commitment**



- All Publicis Groupe RFIs/RFPs strive to include a **CSR Questionnaire or CSR assessment** (through EcoVadis platform). The results of this evaluation will count between 10% to 15% in the overall proposal
- Business partners and suppliers have **to comply with Publicis Groupe business rules** (e.g. “gifts and inducement”, “anticorruption”, “labor clause”, “non-discrimination”...). These principles are detailed in the Code of Ethics “Janus”
- Business partners and Suppliers will need to comply to all applicable laws, regulations and self-regulatory standards related to Data Protection and Privacy
- Business partners and Suppliers and Publicis Groupe are encouraged to work on some **common CSR activities with positive impacts** (and metrics). These CSR activities (whatever they will embrace social or community or environmental aspects) have to be reviewed with the suppliers at minimum one time per year, to ensure that action are well in place and measured
- Publicis Groupe **encourage SMEs/Regional companies to participate** to RFIs/RFPs
- Publicis Groupe wants **to identify and invite to RFIs/RFPs “supplier diversity”** when possible
- Publicis Groupe will monitor on a regular basis the **financial sustainability of suppliers to assess Publicis Groupe weight** in the partner and supplier business, and will pay attention if the Groupe reaches 25% of its yearly revenue
- In case of terminating a long term relationship with a supplier or in case the weight of the commercial relationship with Publicis reaches 25% and above of the supplier’s yearly revenue, a specific mutually agreed action plan must be implemented (e.g. prepare termination, decrease volume progressively...) **to manage the exit phase.**

(*) Publicis Groupe CSR Questionnaire, established in 2010 is inspired from the 10 Principles of the UNGC. Based on 40 key-questions, the goal is to assess supplier’s engagement and actions in place on :

- CSR Strategic commitment
- Social policies and practices (employees and sub-contractors incl. Labor practices)
- Anti-discrimination and equal policies (employees and subcontractors)
- Training program (employees)
- Diversity initiatives (employees)
- Work-Life Balance (employees)
- Communities’ activity (company & employees’ engagement)
- Ethics Principles (company & employees, incl. anti-corruption)
- Data protection & privacy
- Security & Business continuity
- Environmental policy and priorities

Supply Chain CSR analysis is a virtuous circle: each player has to do its own part of improvement. Since many years, Publicis Groupe is also registered as a supplier in EcoVadis, and the Groupe is evaluated on a yearly basis. Many of our clients have access to our evaluation.