

# RESPONSABILITÉ SOCIALE ENVIRONMENTAL AND SOCIAL GOALS

Mathias Emmerich, Senior Vice President, Publicis Groupe

The articulation of the Groupe's strategy in terms of Social and Environmental Responsibility continues along four tracks :

**Staff** : Creating workplace conditions that promote the well-being of our teams, and thus effective performance.

**Society** : Actively participating in the societies around us as recognized economic and social actors.

**Governance** : Ensuring that our company functions in a way that is ethical, responsible and transparent.

**Environmental** : Seeking to consume better and use less.

Among our milestones in 2011 :

**Staff** : Recruitment: The Groupe's staffing rose from 48,531 employees to 53,807 year-on-year. Motivation: We continued our plan to distribute free shares to employees, with almost 70% of our staff now in reception of 50 free shares.

**Equality** : VivaWomen!, the Groupe's internal women's network, was launched mid-year in the US, France and China to accompany women in their career path through the Groupe.

**Society** : Pro bono campaigns for causes that promote the common good continue to be a priority for our agencies. Finalization of the new ICC Consolidated Code of Good Practice in advertising and communication worldwide ([www.iccwbo.org](http://www.iccwbo.org)).

**Governance** : New in-house rules to ensure transparency in our digital work, especially online behavioral advertising. A Steering Committee to integrate social and environmental responsibility into a broad range of functions, both of the Groupe and its operational network.

**Environment** : We continue working on our carbon footprint via an audit that also identifies target zones to reduce emissions of greenhouse gases. In Britain, most of our larger agencies now have ISO 14 001 certification, in response to greater local awareness of this issue. 'Green Teams' now group volunteers within our principal agencies. In 2011 the Groupe tested the principle of a one-week program of action conducted jointly by all agencies in France, achieving a good level of team participation for this in-house program.

