



HAVAS

Events

Mission and values
statement

CSR Policy
Havas Events

At Havas Events, we believe that communication creates links

It is both a mirror of society and a driving force for it -communication contributes to the development of good practice and has a lasting influence on the behaviour of individuals.

As a specialist events agency within the Havas group, we design and produce experiences and events that positively influence the relationship strategies of brands and institutions.

Our experiences are theatrical, innovative, media-based, hybrid and digital. They are always unique and custom designed. They comprehensively embody the values that our agency stands for

Our 5 CSR values

Today, we are putting even more into our approach so that our events are a source of pride, meaning, respect, solidarity and positive impact for the good of all.

01

Meaningfulness

Providing meaningful experiences.

02

Creativity

seeking and developing ever more innovative concepts, by bringing talented people together.

03

High standards

Unfailing professionalism

04

Trust

Working with our stakeholders, providing them with clear and objective information in a spirit of discussion and improvement.

05

Commitment

To society, to our customers, to our employees and to the environment, in accordance with ethical principles and behaviour

4 strategic challenges

Aware of the footprint generated by its activity and firmly behind its commitment to improve it Havas Events decided to orientate its activities to support sustainable development with 4 strategic challenges :

01

Promoting the principles of circular economy, monitoring the use of resources and working to preserve the environment

02

Promoting social inclusion and combating discrimination

03

Committing to digital responsibility

04

Reducing GHG emissions at our events and in our company

01



Promoting the principles of circular economy

- Using environmentally friendly design for scenography
- Favouring rental over construction
- Combating food waste and redistributing uneaten food
- Thinking ahead to the re-use of manufactured props by working with engaged suppliers
- Preventing or reducing waste generation and using waste management best practice across the board

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02



Committing to digital responsibility

- Favouring the local digital ecosystem (French or European)
- Optimising flows and content broadcast
- Preserving the security and sovereignty of broadcast data
- Respecting privacy and personal data
- Promoting accessibility for all

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03



Promoting integration through economic activity and combating discrimination

- Strengthening our panel of service providers and suppliers from the social and solidarity sector and those specialising in integration through economic activity
- Exploring the possibilities of using the sheltered employment sector
- Giving preference to partners committed to combating exclusion and discrimination

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04



Reducing GHG emissions

- Encouraging the use of public transport and soft transport
- Developing the use of low energy equipment for technical installations
- Encourage purchasing from local providers and suppliers
- Increasing the share of seasonal products and local raw materials in catering services. Offsetting what cannot be reduced through the Climate Solidarity scheme

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The approach

Structuring sustainable procurement

Making CSR a determining factor in our choice of partners
Giving preference to committed partners and including CSR criteria in calls for tender

Dialogue with our stakeholders

- Understanding the needs and expectations of our clients and defining common goals with them
- Having joint actions with our partners to implement shared progress plans
- Communicating and raising awareness of the actions implemented
- Communicating the results of our commitments

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Raising awareness and in-house training

- Engaging and training our teams on the agency's CSR policy
- Analysing our past events to make the best use of them and sharing the good practice implemented
- Organising regular communication sessions with employees to keep them engaged and informed

The policy is cross-departmental and covers

- **The duty of inclusion**
(actions with stakeholders),
- **The duty of care**
(control of emergency situations in events, controlling the impact of activities),
- **The duty of integrity**
(addressing stakeholders expectations),
- **The duty of transparency**
(Regularly informing our stakeholders about our approach).

In this context, the management reaffirms its commitment and undertakes to comply with the legal requirements applicable to its activities, to involve its stakeholders, particularly its suppliers, in its responsible management system and to make this policy public.

Management also commits to providing a clear framework for defining, updating and evaluating its sustainability objectives, with a view to continuous improvement.

HAVAS Events
Part of the Havas Creative Network

HAVAS

Thank you!



havasevents.com

Cultures move us