



HAVAS

Events

Mission
and values

CSR Policy

OUR COMMITMENT LIES AT THE HEART OF OUR MANIFESTO

WHEN EVENTS MOVE PEOPLE

TRANSFORMING LIVES

We believe events are powerful catalysts for change. We strive to create meaningful experience that shape society, transform businesses and brands, and leave a lasting impact. By stirring emotions and passions, we inspire action and give meaning to commitment:

When events move people, we become drivers of change.

AMPLIFYING STORIES

We believe that events should, first and foremost, tell a story: whether it's a team achievement, a business innovation, a social cause or a global issue. We are storytellers and amplifiers, leveraging social media, influencers, press and public relations to ensure that the story extends far beyond the event itself.

When events move people, stories grow.

ENABLING EMPATHY

We know that events resonate when they connect with their audience and the times we live in.

We immerse ourselves in the culture of the brand and the target audience, capturing emotions, aspirations, and societal challenges to create meaningful experiences.

When events move people, the impact is deeper, stronger and more lasting.*

BUILDING RELATIONSHIPS

We recognize the power of events to bridge ideological, cultural and geographical divides.

We design experiences that enlighten minds, foster dialogue, and create common ground through compelling content, engaging formats, and expert insights.

When events move people, collaboration comes naturally

CREATING A POSITIVE IMPACT

We prioritize positive contributions to communities, promote ethical practices, and respect the environment, working toward a better world. Sustainability and ethical responsibility are at the heart of our events.

When events move people, they leave a meaningful legacy for humanity and the planet.

DARING TO DREAM

We believe in the power of bold ideas and ambitious thinking. When intelligence and emotion come together, dreams take flights.

We encourage innovation, unconventional concepts, and the fusion of diverse talents to push boundaries.

When events move people, anything becomes possible.

OUR BELIEF

We design and produce unique and innovative experiences that fully embody the values that define our agency.

Every day we strengthen our approach to ensure that our events are sources of pride, meaning, respect, solidarity, and positive impact for the benefit of all.

OUR CSR VALUES

1. RELEVANCE #MEANINGFUL

Providing meaningful experiences for everyone, businesses and the public alike.

2. CREATIVITY

Continuously researching and developing innovative concepts, while discovering and bringing together talent.

3. DILIGENCE

Demonstrating Constant attention to detail and unwavering professionalism.

4. TRUST

Offering our stakeholders clear and objective information, in a spirit of transparency, sharing and continuous improvement.

5. COMMITMENT

Upholding ethical principles and responsible behaviour, with a strong commitment to people and the planet

OUR METHODOLOGY

Structuring Sustainable Procurement

- Making CSR a key factor in our selection of partners.
- Giving preference to committed partners and including CSR criteria in calls for tender.

Internal Awareness and Training

- Involving and training our teams on the agency's CSR policy.
- Analyzing past events to learn from them and share best practices.
- Organizing regular communication sessions with employees to maintain their engagement and awareness.

Dialogue with our Stakeholders

- Understanding the needs and expectations of our customers and defining common goals with them.
- Taking joint action with our partners to implement shared progress plans.
- Communicating and raising public awareness of ongoing initiatives.
- Sharing the results of our commitments

STRATEGIC CHALLENGES AND ACTIONS

1 - PROMOTING THE PRINCIPLES OF THE CIRCULAR ECONOMY

By controlling resource and working to protect the environment

- Eco-design of scenographies
- Renting rather than building premises
- Fighting food waste and redistributing uneaten food
- Anticipating the reuse of manufactured props by working with committed stakeholders
- Preventing or reducing waste production, and ensuring its proper management

2 - PROMOTING INTEGRATION AND FIGHTING DISCRIMINATION

Through economic activity and better access to culture for all

- Expanding our network of providers and suppliers from the social and solidarity sector as well as those specializing in professional integration.
- Broadening business opportunities for disability-friendly suppliers and service providers.
- Selecting partners committed to fighting exclusion and discrimination
- Highlighting the role of businesses in the democratization of culture

3 - COMMITMENT TO DIGITAL RESPONSIBILITY

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

4 - REDUCING GREENHOUSE GAS EMISSIONS

Reducing and measuring our GHG emissions

- Encouraging the use of public transport and sustainable mobility solutions.
- Developing the use of low-energy equipment for technical installations.
- Prioritizing purchases from local providers and suppliers.
- Increasing the use of seasonal products and local ingredients in catering services.
- Measuring emissions using the Havas Carbon Impact Calculator

WE REMAIN COMMITTED BEYOND THESE CHALLENGES

CCR

Corporate Cultural Responsibility

At a time when companies are making a positive impact in many areas, we are convinced that their cultural commitment can take on a whole new dimension, enabling them to grow in both responsibility and usefulness.

Our Havas Art & Culture division aims to unite private and cultural players around a movement that fosters a new commitment to culture: the CCR, a new and significant area of corporate responsibility.

Havas Art & Culture is making a concrete commitment to fostering dialogue between corporate and cultural stakeholders on this new approach. Discussions have already begun with AFNOR Certification to develop the first CCR label, creating a standardized framework to assess and validate the impact of companies' cultural commitments.

Putting cultural engagement at the heart of corporate strategy is a powerful ambition: one that integrates culture into corporate social responsibility, making this commitment more meaningful not only for the companies that support it but also for society as a whole.

In 2015, the United Nations (UN) created the 2030 Agenda, which outlines 17 Sustainable Development Goals (SDGs) aimed to ending poverty, protecting the planet, and ensuring global peace and prosperity.

As part of our policy, Havas has prioritized its commitments to select SDGs and is actively contributing to advancing this agenda.



THIS POLICY IS CROSS-DEPARTMENTAL AND COVERS THE FOLLOWING DUTIES :

THE DUTY OF INCLUSION (engaging with stakeholders),
THE DUTY OF CARE (managing emergency situations at events and controlling the impact of activities),
THE DUTY OF INTEGRITY (addressing stakeholder expectations).
THE DUTY OF TRANSPARENCY (providing regular updates on our approach to stakeholders).

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

Management also commits to providing a clear framework for defining, updating and assessing sustainable development objectives,
ensuring continuous improvement.

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