MISSION & VALUES STATEMENT & CSR POLICY

HAVAS
Events

OUR CSR VALUES

1. RELEVANCE #MEANINGFUL
Deliver meaningful experiences for all — businesses and audiences alike.

2. **CREATIVITY**
Seek and develop ever more innovative concepts by revealing and converging talents.

3. **RELIABILITY**
Maintain constant attention and deliver flawless professionalism.

4. **TRUST**
Provide stakeholders with clear and objective information, fostering dialogue and continuous improvement.

5. **COMMITMENT**
For humanity and the planet, in accordance with ethical principles and behaviors.

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Havas Events integrates CSR at the core of its activities in order to create sustainable economic value, promote social inclusion and reduce its environmental impact.

We are committed to designing responsible experiences and generating positive impact, while identifying and managing risks related to our activity, whether they are economic (sustainability, profitability, image and reputation), social (health, safety, diversity) or environmental (emissions, waste management, climate change).

Our ambition: to meet stakeholders expectations and actively contribute to a more sustainable and inclusive society.

OUR METHODOLOGY

STRUCTURING OF RESPONSIBLE PURCHASING

- Placing CSR as a determining factor in the choice of our partners
- Favor committed partners and integrate CSR criteria into calls for tenders

INTERNAL AWARENESS AND TRAINING

- Engage and train our teams in the agency's CSR policy
- Analyze our past events to capitalize on and share best practices
- Organize regular communication sessions to maintain employees engagement and ensure information flow

DIALOGUE WITH OUR STAKEHOLDERS

- Understand our customers' needs and expectations and define common goals with them
- Have joint actions with our partners to implement shared progress plans
- Communicate and raise public awareness of the actions implemented
- Communicate the results of our commitments

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STRATEGIC ISSUES & ACTIONS

PRESERVING THE ENVIRONMENT & FIGHTING CLIMATE CHANGE

By controlling the use of resources

Eco-design of scenographies

Waste management, fight against waste

Promotion of public transport and soft mobility

Prioritization of local and sustainable service providers and suppliers

Measurement of emissions using the Havas Carbon Impact Calculator

PROMOTING INCLUSION AND COMBATING DISCRIMINATION

Through economic activity and greater accessibility to culture for all

Partnership development with social and solidarity economy providers and work inclusion specialists

Exploration of opportunities to engage the sheltered and adapted work sector

Selection of partners committed to a process of combating exclusion and discrimination

Promotion of corporate contribution to the the democratization of culture

COMMITTING TO RESPONSIBLE DIGITAL TECHNOLOGY

Development of responsible AI use

Optimization of content distribution and streaming

Preservation of data security and sovereignty

Respect for privacy and personal data

Promotion of accessibility for all

ACTING FOR A RESPONSIBLE CORPORATE CULTURE

Valuing human capital and well-being at work

Quality of life at work

Skills Development

Social dialogue

Occupational Health and Safety

Diversity and inclusion

Our objectives:
1st milestone: 65% of responsible events* by 2028
2nd milestone: 75% of responsible events* by 2035

* according to the criteria of an internal calculation tool built on the basis of the priority axes.

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WE CONTINUE OUR COMMITMENT BEYOND THESE ISSUES

At a time when the positive impact of companies is exerted in many areas, we are convinced that their cultural commitment can have a completely different scope, allowing them to gain responsibility and usefulness.

Our Havas Art & Culture division wishes to federate the various private and cultural actors around a movement that promotes the emergence of a new commitment to culture: the CCR, a new major area of responsibility for companies.

Havas Art & Culture is committed to nurturing a reflection with players from the world of business and culture around this new direction of commitment. A reflection with AFNOR Certification on the creation of the first CCR label has been launched, in order to objectify the impact of companies' cultural commitments through the creation of a shared reference system.

Putting cultural engagement back at the heart of a company's strategy is a promising ambition: bringing culture into the field of corporate social responsibility, in order to make this commitment not only more useful to the company that carries it out, but also more useful to society as a whole.

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CCR

CORPORATE CULTURAL RESPONSIBILITY

IN 2015, THE UN CREATED THE 2030 AGENDA WHICH LISTS 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS) AIMED AT ENDING POVERTY, PROTECTING THE PLANET AND ENSURING THAT THE WHOLE WORLD LIVES IN PEACE AND PROSPERITY.

AS PART OF OUR POLICY, HAVAS HAS FOCUSED ITS COMMITMENTS ON PRIORITIZING SOME OF THESE SDGS AND IS CONTRIBUTING, AT ITS OWN LEVEL, TO ADVANCING THIS AGENDA.



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THIS POLICY INTEGRATES,
IN A TRANSVERSAL WAY:

THE DUTY OF INCLUSION (ACTIONS TOWARDS STAKEHOLDERS),
THE DUTY OF VIGILANCE (CONTROL OF EMERGENCY SITUATIONS DURING EVENTS, CONTROL OF ACTIVITY IMPACTS),
THE DUTY OF INTEGRITY (STAKEHOLDER EXPECTATIONS TREATMENT)
THE DUTY OF TRANSPARENCY (REGULAR INFORMATION OF OUR STAKEHOLDERS ON OUR APPROACH).

IN THIS CONTEXT, THE MANAGEMENT REAFFIRMS ITS COMMITMENT AND UNDERTAKES
TO COMPLY WITH THE LEGAL REQUIREMENTS APPLICABLE TO ITS ACTIVITIES,
TO MOBILIZE ITS STAKEHOLDERS, IN PARTICULAR ITS SUPPLIERS,
IN ITS RESPONSIBLE MANAGEMENT SYSTEM
AND TO MAKE THIS POLICY PUBLIC.

MANAGEMENT IS ALSO COMMITTED TO PROVIDING A CLEAR FRAMEWORK FOR DEFINING,
UPDATING AND EVALUATING ITS SUSTAINABLE DEVELOPMENT OBJECTIVES,
WITH A VIEW TO CONTINUOUS IMPROVEMENT.

Stéphane Guerry
CEO Havas Events



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WHEN EVENTS MOVE PEOPLE

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havasevents.com