

CSR
REPORT
2022



01

A message from Yannick Bolloré

I come from Brittany, a region in the west of France, usually associated with its cool breeze from the Atlantic Ocean and its fair share of rain. Last summer though, Brittany recorded historical recording historical temperatures and raging fires.

Unfortunately, Brittany was not an exception. Serious heatwaves, fires and drought were happening all around the world. This is further evidence of the climate crisis we face as a civilization and the urgency of our collective fight against global warming.

Solutions exist and the CSR transformation of companies is part of it. I am also convinced that it will be as important and impactful as the IT revolution in the 1980s or the digital revolution in the 2000s and 2010s.

At Havas, we are aware of our obvious influence and the impact of the content we produce. This responsibility has been driving us for nearly 15 years: we were pioneers in our sector by placing meaningfulness at the heart of everything we do and by positioning ourselves as a key partner in the sustainable transformation of the stakeholders we support, whether they are private or public.

In the 100+ countries in which we operate, and across all our entities and areas of expertise, our mission is to create meaningful brands and contribute to the building of a sustainable and responsible world through the power of our creative ideas.

We are also committed to making Havas a leader in this area in order to raise the standards of our profession. This is what led us to strengthen our efforts at group level in 2020 with our sustainability strategy, Havas Impact+, structured around three key pillars: Environment, People and Meaningful Communication.

This report highlights our objectives, our progress, and a few initiatives for 2022. Our initial results are encouraging and motivate us to continue our efforts: since 2018, we have reduced our greenhouse gas emissions by 29%.

I would like to thank our incredible teams around the world, who work so hard to make our commitments come to life. This journey is an ongoing process that starts with the actions we can take in our daily lives, while driving further change in our industry, and helping brands navigate our ever-changing world.



Yannick Bolloré

02

A message from Stéphanie Bertrand-Tassilly

Beyond our ongoing initiatives that were launched several years ago, 2022 at Havas was a year that saw many sustainable actions come to life, with a strong focus on the environment.

To begin with, we have increased the amount of renewable energy in our overall electricity consumption by nearly 10%, meaning that almost half of the Group's consumption comes from renewable energy.

In addition, Havas voluntarily drew up a climate contract last June, covering all its entities in France, and formalizing the Group's commitments to a more climate-friendly advertising.

We have subjected ourselves to the same obligations as those faced by our clients. Putting ourselves in our clients' shoes will indeed help us better accompany them.

On top of that, following Havas London, Havas Lemz in the Netherlands and Havas New York, our agency Havas Immerse in Malaysia has achieved the B Corp certification. We are actively working on a certification process for Havas Village France as a whole.

In 2022, Havas also joined Ad Net Zero, the advertising industry's initiative to decarbonize ad operations in lifestyles and consumption patterns.

Our industry needs to be able to question itself and change its mindset. Today, our role is no longer just to develop the economy and generate growth, but also to offer a new world that is equally desirable and respectful of the limits of our planet.

We must evolve to a model where profitability and sustainability go hand in hand.

We have the chance to be a major actor of change for a more sustainable and desirable world, and that's invaluable!



Stéphanie Bertrand-Tassilly

STÉPHANIE BERTRAND-TASSILLY

03

Our CSR milestones

2003

United Nations Global Compact (UNCG)

We were the first communications group to sign the UN Global Compact in support of the Agenda 2030 Sustainable Development Goals (SDGs).

2009

6 key commitments

2009 saw the deployment of our sustainable development strategy with six ambitious objectives to guide our actions and become an increasingly responsible company.

2016

United Nations Common Ground

We joined the Common Ground initiative launched by the United Nations and adopted Sustainable Development Goal 13: take urgent action to combat climate change.

2018

Grand Prix for Good

We won the Grand Prix for Good at Cannes for the 'Palau Pledge' campaign while the United Nations awarded us the Peace Medal for the 'Making Friends Across Religions' campaign. 2018 was also the year we kick-started the Havas Climate Solidarity initiative to offset the carbon footprint of campaigns produced for our clients.

2020

Havas Impact+

We created Havas Impact+, a unique CSR program structuring our six long-term commitments around three key pillars: environment, people, and meaningful communication. We also set up our industry's first Carbon Impact Calculator for multimedia campaigns.

2022

Acceleration

We have pledged to go beyond the European Union's objective of a 55% reduction of carbon emissions by 2030. By this date, we are working on reducing the carbon footprint of our business through concrete measures which you will discover in this report.

04

Havas & the United Nations Sustainable Development Goals

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 all people enjoy peace and prosperity. As part of Havas Impact+, the Group has focused its commitments on prioritizing several of these SDGs and is contributing, on its own scale, to advancing this agenda. Commitments can be found in the various pillars throughout this report.



THE SDGS INSPIRE US TO IMPROVE LIFE FOR FUTURE GENERATIONS AND MAKE A MEANINGFUL DIFFERENCE TO BRANDS, BUSINESSES AND PEOPLE.



LET'S
BE THE
CHANGE



05

Labels and Certifications

The labels and certifications obtained by the Group validate our CSR approach, distinguish our performance and motivate us to drive Havas forward. They serve as benchmarks both for our teams and stakeholders.



Havas was awarded the EcoVadis Gold medal in recognition of its CSR performance. The Group ranked among the top suppliers in the "Advertising and Market Research" category.



The Group's entities in Spain, France and the United Kingdom have implemented an ISO 14001-certified Environmental Management System (EMS). When a company obtains this certification, it structures its environmental impact, increases operational efficiency and engages in continuous improvement. The standard is awarded by an independent body which oversees management, employees and external stakeholders. This body makes sure that the company is aware of its carbon footprint and is implementing concrete solutions to reduce environmental impact. Nearly a third of the Group's global workforce operates under the framework of ISO 14001 certification. Click [here](#) to discover more.



Five of the Group's agencies are B Corporation certified: Havas London and Search Laboratory in the UK, Havas New York in the US, Havas Lemz in the Netherlands, and Havas Immerse in Malaysia. They are some of more than 4,000 certified B Corporations worldwide that are committed to reconciling profit with public interests and delivering a positive impact on society.



Havas and Vivendi have been included in the 2022 list of Socially Responsible Companies, published by French magazine, Le Point, and the Statista research institute. This label recognizes the 250 most responsible companies in France and covers 22 sectors. It is based on public performance indicators, including company CSR reports. An independent online survey of 5,000 French citizens was also conducted to complete the analysis of the performance indicators. Companies were examined in three different areas: environmental, social and corporate governance (ESG). The "Socially Responsible Company 2022" title strengthens Havas' reputation as a committed corporate citizen, spotlighting the efforts made through our Havas Impact+ CSR initiative.

06

Ethics and Anti-Corruption



Havas has implemented a compliance program in line with the initiative developed by Vivendi. It covers anti-corruption measures, due diligence obligations and personal data protection. In 2020, the Group continued to implement its anti-corruption system, in coordination with Vivendi's CSR and Compliance Department. Since 2018, the Group has applied the Anti-Corruption Code established by Vivendi. Translated into 24 languages, it can be accessed from the Havas Intranet. It is also included in the bylaws of the Group's French subsidiaries and given to each new employee upon arrival. Lastly, the Group introduced a mandatory online training module dedicated to best practices and corruption detection.



The group's various policies and daily work practices are based on ethics principles detailed in the Havas Group Code of Ethics, which is distributed to each and every employee.

CLIENT TESTIMONIALS



Erwan SOQUET
Leader Communication
DECATHLON France



Decathlon has always been committed to innovation that creates meaning and value, whether it be for our products, services or customer experience. Among them are the trade-in and rental services or our ecodesign approach. For the past few years, our leadership has compelled us to be responsible. That is why we are seeking to further develop our model to make it even more sustainable. Havas is a valuable ally in positioning Decathlon as a responsible and committed leader. Our collaboration allows us to better adapt to current and future challenges.



07

HAVAS IMPACT+ ENVIRONMENT

Our goal is to become the leading communications group on environmental issues and go beyond the European Union's objective of a 55% reduction of carbon emissions by 2030. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.



REDUCING THE GROUP'S DIRECT ENVIRONMENTAL IMPACT



36,384 T.EQ CO2
OR 1.65 T.EQ CO2 PER EMPLOYEE.
 29% REDUCTION VS. 2018 (BASE YEAR)

21 273
ELECTRICITY CONSUMPTION (ALL SOURCES INCLUDED), A REDUCTION OF 68% VS. 2018.

47%
OF THE GROUP'S ELECTRICITY CONSUMPTION STEMS FROM RENEWABLE SOURCE* ELECTRICITY PURCHASES
 *COVERED BY GUARANTEES OF ORIGIN

OBJECTIVES	KPIS	UNIT	2022	2018	TREND
Reduce total consumption of office paper per employee by 40% between 2018 and 2024	Total office paper consumption (internal/external use)	Metric ton	244	253	-4%
	Office paper consumption per employee	Kg	11,10	12,90	-14%
Use 100% recycled or FSC/PEFC certified paper	Ratio of certified paper/total paper consumption	%	54	61	-7 points
Reduce the volume of non-hazardous waste per employee by 20% between 2018 and 2024	Total non-hazardous waste	Metric ton	1 002	1 620	-38%
	Non-hazardous waste per employee	Kg	45	83	-46%
Implement selective sorting programs in all Havas Group agencies	Number of agencies	Number of agency	153	-	-
	Headcount concerned	Number of employees	16 327	-	-
	Coverage of total headcount	%	74	-	-
Reduce the Group's electricity consumption by 5% between 2018 and 2024	Electricity consumption	mWh	21 273	66 150	-68%
Obtain 25% of our electricity from renewable sources by 2024	Renewable energy as a share of all energy consumed, all sources included	%	47	7	+40 points
Embark on an energy sobriety pathway in France, Europe and the rest of the world	Number of countries drawing up an energy sobriety plan for their agencies	—	16	—	—

These figures should be seen in the context of the pandemic, which contributed significantly to reducing our consumption levels compared to 2018. The Group's habits have undergone a long-term change, which explains the falling levels of consumption since 2018. The return to full business activity in the wake of the pandemic, however, resulted in an increase in our environmental impact between 2021 and 2022.

OUR ENVIRONMENTAL ACTION PLAN

To achieve our objectives, we have kick-started the following initiatives :

Reduce non-essential travel and prioritize rail over air whenever possible

Develop sorting programs in our agencies to promote recycling

Increase the share of renewable energy in the Group's energy mix

Restrict the use of single-use plastics

Improve the performance of our real estate portfolio

Havas, proud supporter of Ad Net Zero

The climate emergency is the most pressing issue affecting us all, and the advertising industry can play a huge role in driving positive change. That's why Havas has decided in 2022 to join global efforts led by advertisers, agency groups, media and trade bodies to drive rapid change. We are now a proud supporter of Ad Net Zero, the advertising industry's initiative to decarbonize ad operations and harness advertising's power to drive sustainable behavior change. Learn more about it [here](#)



Havas is also a member of :



HAVAS IN ACTION



HAVAS CAFÉ @CANNES LIONS 2022: THE PLACE TO B!

In June 2022, the Havas Café at the Cannes Lions was The Place to B! (B like B Corp ;)

In addition to the many special activations, panels, and events with marketers and industry leaders to discuss everything from sustainability to social impact throughout the week, the Havas Café was built using eco-friendly methods and Havas Spain helped us monitor our carbon footprint with their calculator.

THE URGENT TRUTH ABOUT THE CLIMATE EMERGENCY: TALK TO AN EXPERT.

We were honored to receive at the Havas Café expert Wolfgang Cramer, Climate & Biodiversity Scientist, lead author of the IPCC (the UN's Intergovernmental Panel on Climate Change), to discuss the urgent truth about the climate emergency. Alarming observations, bleak scenarios, and necessary discussion to understand why fighting against global warming can no longer wait and why we must act together towards a positive and more environmentally-conscious future.



BE THE CHANGE. STOP GREENWASHING

Is the advertising industry doomed to greenwash? At the Havas Café, we said NO to greenwashing! As an industry, we are aware of the power of our creative ideas and the influence of our campaigns. We believe that we can be the change and bring about positive change in society. Our role is to talk more about CSR, encourage sustainable lifestyles, celebrate our clients' achievements. How can we address these booming topics without crossing the red line of greenwashing? We hosted a debate between panelists Isa Kurata, Co-Founder, Act Responsible, Matt Bourn, Director of Communications, Advertising Association and Thomas Kolster, Founder, Goodvertising Agency, Marketing Activist & Author.

DARK MODE FOR A BRIGHT FUTURE

For Earth Day 2022, Havas Impact+ offered its teams the Dark Mode initiative. The concept was simple: to encourage our employees - no matter what time zone they were in - to activate dark/sustainable mode on their devices, browsers and IT tools, and save energy.



CLIMATE CONTRACT IN FRANCE



By voluntarily drawing up a 'Climate Contract' covering all of its entities in France, along with specific climate contracts signed by two of its French agencies - BETC and Havas Paris - Havas has formalized its commitment to more climate-friendly advertising and its indicators regarding the environment. This code of conduct is a voluntary tool that aims to promote ecological transition in the field of commercial communication, established by the Climate and Resilience bill passed in 2021 in France.

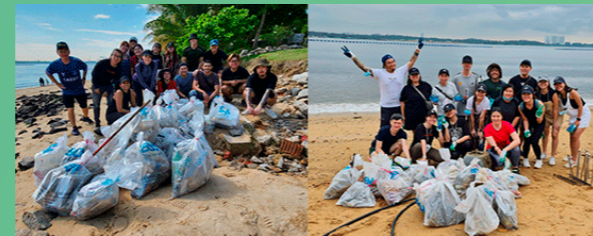
THE EUROPEAN SUSTAINABLE DEVELOPMENT WEEK CELEBRATED ACROSS OUR HAVAS VILLAGES



Every year, the European Sustainable Development Week (ESDW) is one of the highlights of the year in the Havas villages. In September 2022, employees of our Paris Village participated to DIY workshops on natural cosmetics, de-cluttering classes using the Marie Kondo method, electric bike tour, movie screenings, and more. They also rolled up their sleeves to clean up the riverbanks.

BEACH CLEANUP IN SINGAPORE

Pledging support for World Environment Day, the team at Havas Media Singapore partnered with Green Nudge, a social enterprise supporting businesses and communities to create a positive environmental impact, to clean up one of Singapore's shorelines - Sembawang Beach. The session spread across two days was an eye-opening experience as the amount of plastic waste and trash washed up on land was enormous, especially Styrofoam boxes and plastic straws. Together, they managed to clean up over 150kgs of trash and dropped them where they belong - in the trash bin!

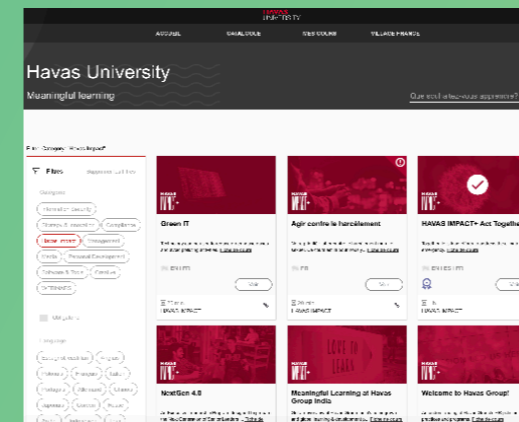


THE HAPPY BEES OF ITALY

Havas Media Group Italy is a Golden Sponsor of Call for Impactability, a contest launched by agri-tech startup 3Bee, which develops intelligent monitoring and diagnostic systems for bee health. The Call for Impactability aims to finance innovative ideas based on the principles of sustainability. This competition gave the winner the opportunity to create an idea with a high positive impact, making available up to 50,000 euros of investment. The shortlisted projects were evaluated by a panel of experts.

LISTENING AND TRAINING

Our employees' feedback on CSR initiatives led by the Group is essential. In 2022, we invited them to take part in the 'Havas & the Environment' internal survey on their perception of the Group's CSR strategy. They recognized the quality of communications and praised the Havas Impact+ environmental initiatives, demonstrating good knowledge of ISO 14001 certification and judging overall waste management on our premises as satisfactory. The feedback also called for a better integration of environmental topics into our campaign and the selection process of our suppliers.



Because we all have a role to play in protecting the planet, in 2022 we kept encouraging our employees to take the 'ISO 14001 Awareness' online training course, and developed a dedicated Havas Impact+ category on our digital learning platform - Havas University, including modules and additional resources on sustainability. This category enables them to learn more about the Group's eco-responsible approach and how to elevate our environmental impact together.

OS

HAVAS IMPACT+ PEOPLE

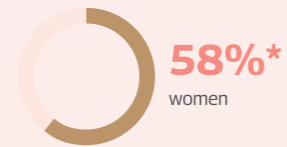
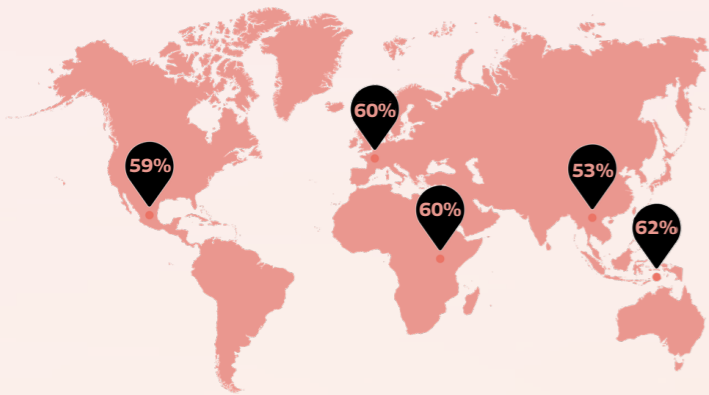
Our ambition is to create a culture where diverse voices and perspectives are encouraged and respected, and where all collaborators are equally supported in developing their careers. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.



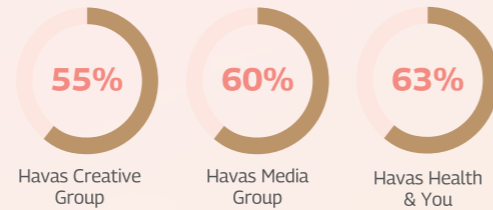
PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT THAT SUPPORTS EMPLOYEE GROWTH AND DEVELOPMENT

EMPLOYEES
22 018

WOMEN PER AREA

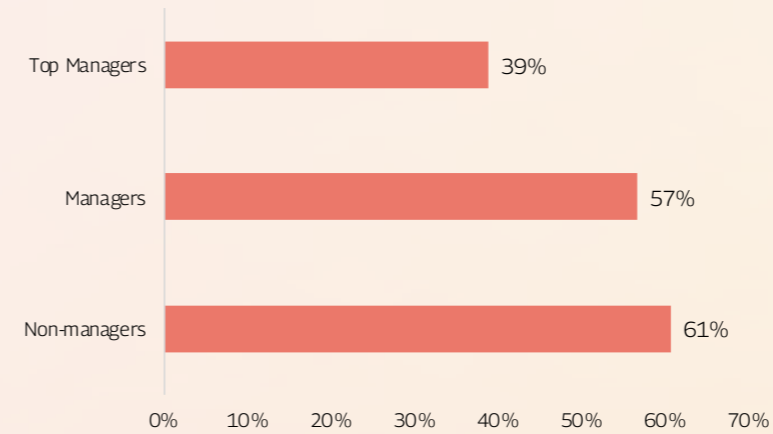


Parity per division



*Scope : 22 018 people

Parity by management level**



**Scope : 20 954 people



78%
OF EMPLOYEES
RECEIVED TRAINING



AVERAGE AGE
36

OBJECTIVES	ISSUES	KPIS	UNIT	2022	2021	TREND
Fight against discrimination within our agencies	Employee training on DE&I issues	Number of employees receiving training	Employees %	4 658 21	4 436 22	+ -
	Develop global talent promotion and development programs	Number of program participants	Employees %	6 564 30	6 071 30	+ =
	Provide talents with training opportunities (across all subjects)	Total training hours Number of employees benefiting from at least one training session over the year	Hours Employees %	182 130 17 226 78	159 319 15 045 75	+ + +
Attract and retain talent by offering engaging career opportunities and development programs	Measure turnover and absenteeism rates	Turnover	%	24,6	25,4	-
		Absenteeism	%	3	3	=
	Recognize talents	Percentage of employees earning promotion ...of which women promoted	% %	14 63	15 61	- +

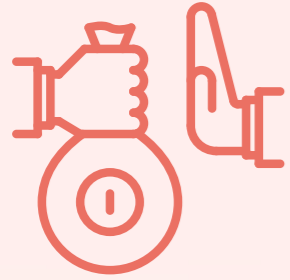
REINFORCING
**SOCIALLY RESPONSIBLE
 PURCHASING POLICIES**



OBJECTIVES	ISSUES	KPIS	UNIT	2022	2021	TREND
To be a committed supplier to our customers and partners	Complete the annual EcoVadis questionnaire	Score Level of certification	- -	69/100 Gold	64/100 Silver	+ +
	Implement and develop an ISO 14 001-certified Environmental Management System (EMS) within our agencies	Certified headcount/total headcount	Number of employees %	6 256 28	5 566 28	+
	Obtain B Corp certification	Certified headcount/total headcount	Number of employees %	684 3	479 2	+ +

PROMOTING ETHICS IN THE CONDUCT

OF OUR BUSINESS



90%

OF EMPLOYEES TRAINED IN
ANTI-CORRUPTION

OBJECTIVES	ISSUES	KPIS	UNIT	2022	2021	TREND
Ensure that all employees incorporate the Havas Code of Ethics in all aspects of their work	Train employees in anti-corruption measures	Percentage of employees completing the dedicated Havas University anti-corruption course	%	90	78	+
Guarantee rigor on data security and data integrity by preserving the confidentiality, value and availability of proprietary, consumer and client third-party and open data	Train employees in data security (GDPR) matters	Percentage of employees completing the dedicated Havas University data security course	%	53	54	+

HAVAS IN ACTION

SEVERAL NEW PROGRAMS WERE LAUNCHED IN 2022

In addition to our existing talent programs - Femmes Forward, All In, NextGen...



FEMMES FORWARD ACADEMY

A virtual learning series for women at Havas with 1-4 years of experience that explores the following topics and provide materials and resources to guide personal and professional development: building confidence, stress & self-care, cultivating your voice and panel with alumni.

THE NEW ERA OF MANAGEMENT

Live sessions providing our people leaders with the opportunity to thoughtfully evolve their leadership skills and deliver on the employee and team expectations of today with an emphasis on: Hybrid Work, Employee Trust & Empowerment, Work-life & Wellbeing, Effective Communication, and Career Conversations.

HEFORSHE

A few years ago, our CEO Yannick Bolloré took on the role of UN Women HeForShe Champion and committed to being part of an eco-system of other CEOs, world leaders, academics and non-profits focused on improving gender equality. To date, Havas has established a Women's Creative Advisory Council, and has seen an increase of 42% to 45% of women in creative roles.

The New Era of Management

A Toolkit & Training for People Leaders



In support of

HeForShe

UN Women Solidarity Movement
for Gender Equality



BEST PLACES TO WORK

Three Havas agencies in the UK - Cake, Havas London and Havas Media - have been named as some of Campaign Magazine's 'Best Places to Work' 2022. It's Cake's first time receiving this honor, Havas Media's third year in a row, and Havas London's fourth time in five years. According to Campaign: "Creating a great workplace where employees are eager to give their best effort every day is challenging. Being named on the list demonstrates that your organisation has what it takes to retain and recruit a highly engaged workforce".



THREE HAVAS PEOPLE ON THE IPA'S ILIST

Havas UK's Ari Humirang (Concierge), Gerald Appau-Bonsu (Founder and Lead Investment Manager, Havas Boost) and Ewen MacPherson (Group Chief People Officer) have all been named on the IPA's iList - which recognizes thirty inspirational game-changers for their commitment to driving inclusivity and diversity in the industry.

The iList names the "guiding lights" in the industry when it comes to helping to shift the culture within the sector and demanding better representation in creative work through various initiatives across all areas of DE&I, such as combatting sexual harassment, improving gender, age, ethnic and socio-economic diversity, making the industry more inclusive around sexuality, religion, neurodiversity and disability, improving mental health and wellbeing, and making the industry more accessible through flexible working practices. Read more [HERE](#).



HAVAS KIDS

In February, the Havas Kids took Paris for the fifth edition of this initiative during which our French Village welcomes middle school students, some of them from underprivileged communities, for a full week of activities. This year was again a great opportunity to show them our industry and boost their confidence while having a great time. We even hosted a special event with Sarah El Hairy, France's Minister of State for Youth.



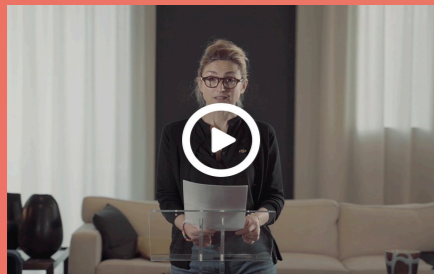
HAVAS PRIDE

In 2022, Havas Pride featured contributions from employees in the LGBTQ+ community and proud allies during a global campaign in June, but also throughout the year, including social content and awareness & education sessions.



WOMEN: THE FUTURE IS BRIGHT!

On the heels of International Women's Day 2022, Mercedes Erra, Founder of BETC, met with our colleagues at Havas Village Paris to share her story on feminism, her fight for gender equality and her hope for a bright future. It was a great conference full of energy, laughs and emotions.



THE LETTERS OF EVERY POSSIBLE

In March 2022, Mercedes Erra organized an event to celebrate International Women's Day at the Expo 2020 Dubai, asking participants from all the Pavilions of every country represented at the Expo to share letters they would write to newborn baby girls. That's how The Letters of Every Possible was born. Here's the letter that Mercedes Erra wrote to her granddaughter Nùria, read by French actress Julie Gayet.



MARK HER WORDS

During Women's History Month, Laura Maness, CEO Havas NY, moderated Mark Her Words, a powerful conversation with amazing women who have redefined the narrative around the role women play in business and the world. This group included Shelley Paxton, Author; Founder & Chief Soul Officer, Soulbbatical; Ronda Racha Penrice, Author; Content Creator; and Lorraine Marchand, Author; General Manager of Life Sciences, IBM Watson Health.

09

HAVAS
IMPACT+
MEANINGFUL
COMMUNICATION

Our ambition is to encourage our agencies to harness the power of creative ideas to bring about positive change in society. In the following pages you will see our commitments, goals and progress in comparison to last year for this key pillar of our CSR approach.



CONSOLIDATING OUR LEAD IN
**THE CREATION AND DISTRIBUTION
 OF RESPONSIBLE COMMUNICATIONS**

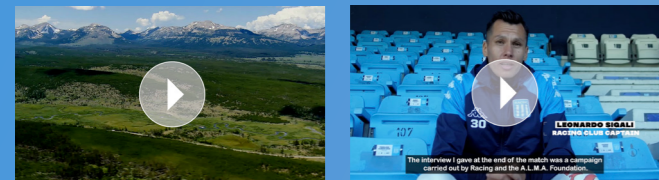
THROUGHOUT OUR AGENCIES AND IN COLLABORATION
 WITH OUR CLIENTS AND PARTNERS



OBJECTIVES	ISSUES	KPIS	UNIT	2022	2021	TREND
Put our expertise to work for the common good	Create pro bono campaigns	Number of pro bono campaigns undertaken by Group's agencies	Number of campaigns	154	78	+
		Number of employees involved in pro bono/skills-based sponsorship initiatives	Number of employees	1 118	475	+
		Corresponding number of working days	Number of days	4 668	2 492	+
Combat stereotypes in our work	Incur no regulatory authority interventions following the release of our campaigns	Number of campaigns subject to advertising regulator intervention, once broadcast, for breach of ethics rules	Number of campaigns	0	1	-
	Train employees on integrating social and environmental issues into content	Number of training hours provided	Number of hours	1 977	7 903	-
		Number of employees trained in the Climate Fresk methodology	Number of employees	522	-	-
	FRANCE: Train employees in the Climate Fresk methodology	Number of facilitators trained	Number of employees	40	-	-

HAVAS IN ACTION

As a major player in the industry of ideas, we believe that creativity has the power to accompany, and even drive, positive societal change by shaping mindsets and perceptions, as well as influencing behaviors around societal and environmental issues. We are convinced of the value of responsible communications as a driver of progress.



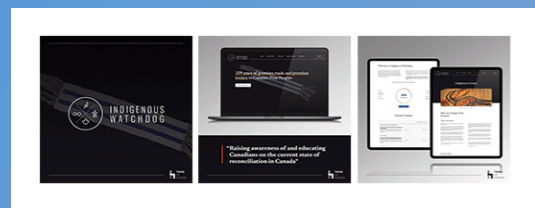
BEST OF CANNES LIONS: THE MEANINGFUL CAMPAIGNS

Each year, the Cannes Lions Festival celebrates the best of the world's creativity and has established itself as a must-attend event for spotting the new trends that are shaping our industry and society at large. This past decade, brands have realized that in order to build consumer loyalty, they must be generous and work towards a "better world." In 2022, the jury once again recognized rising stars who created campaigns that will have a lasting positive impact on the planet and society. Discover some of the creations of this year's Havas winners.



HAVAS UK'S NEW SUSTAINABILITY PRACTICE

Havas UK created Havas Genus, a collective of internal and external experts who are integrating their capabilities with a common objective of helping companies implement systemic sustainability. From sustainability strategy and business transformation, employee engagement, brand and stakeholder communications, Havas Genus is a catalyst and partner for accelerated transformation. Learn more [HERE](#)



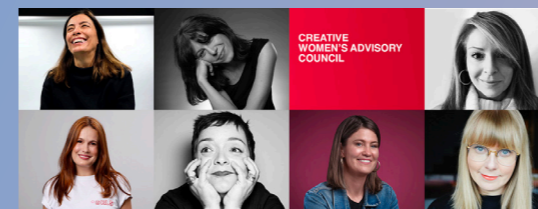
HAVAS CX CANADA'S INDIGENOUS WATCHDOG

Havas CX Canada completed Indigenous Watchdog, a yearlong project addressing issues with the tumultuous relationship between Canada's First Peoples and the Canadian government. Indigenous Watchdog is a humanitarian content library website that is accessible, streamlined, and educational for a larger audience. Alex Chepovetsky, President, Havas CX Canada, said "Our team is proud of our work and our part in bridging the gap and educating the public on the progress of reconciliation; proud we can use our skills for an impactful and much-needed project". [HERE](#) is the website.



HAVAS MEDIA GROUP X INSTITUTE FOR ADVERTISING ETHICS

Furthering its history of ethical leadership across the industry, Havas Media Group has partnered with the Institute for Advertising Ethics (IAE) to offer their Certified Ethical Advertising Executive (CEAE) course to staff and clients globally at no cost. Find more details by listening to this Meaningful Media podcast. Click [HERE](#)



CREATIVE WOMEN'S ADVISORY COUNCIL

Havas has established a Creative Women's Advisory Council consisting of women creative leaders from across the network to promote gender equality. They support Yannick Bolloré in his role as a HeForSheChampion and help ensure the environment at Havas advances women into creative leadership positions.



HAVAS GERMANY'S SUSTAINABILITY CAMPAIGN

Bestselling author Frank Schätzing ("Der Schwarm") has been the face of Havas Media Germany's latest awareness campaign for Justdiggit on its mission to cool down our planet. This campaign has been spread widely in Germany (OOH and TV).



#MARSCANWAIT

World Water Day 2022 was all about the importance of groundwater. We could reverse global warming just by digging. Groundwater may be invisible - but this hidden treasure is critical in cooling our planet.



POSITIVELY IMPACTING THE WORLD

**STÉPHANIE
BERTRAND-TASSILLY**

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