



Carbon Reduction Plan

Supplier name: All Response Media Limited, BETC London Limited, BTRMe Limited, Cake Media Limited, Cicero Consulting Limited, Cicero Online Limited, Clicksco Digital (UK) Limited, Conran Design Group Limited, Creative Lynx Limited, Ekino Limited, Gate One Limited, H4B London Limited, Havas CX Limited (formerly FullSix Media Limited), Havas EHS Discovery Limited, Havas Helia Limited, Havas Market Limited (formerly Vendor Technologies Limited), Havas Media Limited, Havas People Limited, Havas PR UK Limited, Havas Programmatic Hub Limited, Havas Shared Services Limited, Havas SO Group Ltd, Havas Studios UK Limited, Havas UK limited, Havas Worldwide London Limited, Havas Consumer Health Limited (formerly Health 4 Brands MSC Limited), Inviqa UK Limited, Just Health Communications Limited, M and C Consultancy Limited, Medicom Group Limited, One Green Bean London Limited, Red Havas Limited, Sciterion Limited, The Maitland Consultancy Limited

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Commitment to achieving Net Zero

Committed to the environment, the first step in Havas Group's strategy is to drastically reduce its greenhouse gas (GHG) emissions year-on-year in alignment with the SBTi verified target set by parent company, Vivendi SE. This target covers all Havas entities, including those within Havas UK & Ireland.

To this end, the Group has launched a bold climate strategy aimed at reducing emissions in line with Vivendi's Science-Based Targets, and as a step on the journey towards net zero.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2018	
Additional Details relating to the Baseline Emissions calculations.	
Havas UK & Ireland (UK&I)'s environmental reporting and calculations are managed by the parent company, Vivendi SE. Their carbon methodology for 2018 did not account for the following Scope 3 categories.	
<ul style="list-style-type: none">• Upstream and Downstream Distribution and Transportation• Employee Commuting	
It's worth noting the Group's distribution and transportation emissions are negligible as we are in the services industry and do not supply physical products.	
Due to size of the company, the consumption data has been apportioned to take into account the number of full-time employees in each of the enlisted agencies.	
Emissions	Total (tCO₂e)
Scope 1	1598.44
Scope 2	2007.94
Scope 3 <i>(Included Sources)</i>	2252.80
Business travel	2219.37
Waste generated in operations	15.31

Internal paper usage	18.12
Upstream transportation and distribution	<i>We were unable to measure this at time of reporting</i>
Employee commuting	<i>We were unable to measure this at time of reporting</i>
Downstream transportation and distribution	<i>N/A - We do not sell physical products</i>
Total Emissions	5859.17

Current Emissions Reporting

Reporting Year: 2022	
Emissions	Total (tCO2e)
Scope 1	56.42
Scope 2	412.30
Scope 3 <i>(Included Sources)</i>	1655.60
Business travel	941.43
Waste generated in operations	13.05
Internal paper usage	3.82
Upstream transportation and distribution	69.79
Employee commuting	627.51
Downstream transportation and distribution	<i>N/A - We do not sell physical products</i>
Total Emissions	2124.32

Emissions reduction targets

Vivendi SE has established an action plan and is committed to reducing its greenhouse gas emissions in line with the SBTi and net zero. Vivendi's decarbonisation targets for scopes 1 and 2 are aligned with the trajectory for limiting climate warming to 1.5°C and have been validated by the SBTi. They target:

- 71% reduction in these emissions by 2035 (compared to 2018).
- 43% reduction by 2035 in absolute scope 3 emissions relative to the Group's business operations (waste, business travel, freight) and those linked to investments.
- 85% of the Group's suppliers by emissions engaged in a decarbonisation strategy by 2026.
- 100% of the electricity used across Vivendi's operations to be sourced from renewable energy.

Havas Group is fully committed to implementing plans to meet these targets, which are reflected within those developed, monitored and measured by Havas UK&I.

The following climate objectives and targets have also been set by Havas Group:

- 20% decrease of non-hazardous waste generation (2019-2024).
- 40% decrease of standard office paper usage (2019-2024).
- 100% use of recycled and/or certified paper.
- 100% of agencies implementing recycling programs.

Progress against these targets can be found in our audited Group Annual CSR Report.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2018 baseline. The carbon emission reduction achieved by these schemes equate to 3734.85 tCO₂e for Havas UK&I – a 64% reduction against the 2018 baseline and the measures will be in effect when performing the contract.

At Havas King's Cross (HKX)¹ Level

- HKX's Environmental Management System is ISO:14001 certified by a UKAS accredited Certification Body. This provides independent evidence that environmental management is fully integrated into our governance, strategy, policy, operations, and reporting, with a focus on continual performance improvement.
- The building is rated by BREEAM as "outstanding". It uses the most efficient route to create clean, localised heat and power, has high-efficiency solar panels on the roof, and utilises energy-saving equipment including state-of-the-art lighting systems.
- 100% of the energy coming into the building comes from renewable sources.
- The lighting strategy was reviewed, and a separate day-night schedule was implemented.

¹ HKX is the largest Havas office in UK&Ireland, within which 23 agencies operate.

- Heating, ventilation, and air conditioning (HVAC) run times were reduced, and multiple software improvements were made to enable the HVAC plant to run more efficiently.
- HKX is zero waste-to-landfill, and the café is 80% single-use plastic free.
- Rainwater is used to flush toilets.
- Non-recyclable confidential shredding is turned into notebooks, with pencils made from recycled pallets.
- HKX works with internal and external consultants to ensure expert support is obtained and effectively implemented.
- All internal paper comes from certified sustainable forests or from recycled paper.
- An Environmental Steering Group was established for all internal CSR matters, HKX Roots. It comprises staff and management from each agency and focuses on increasing employee education through events and creative communications.

At Havas UK Level

- In 2021, Havas UK legally enshrined 'triple bottom line' principles into its Articles of Association – placing impact on people and planet alongside profit in any decision taken by our management team.
- Havas UK has applied for B Corp certification.
- Agencies have received training and are using carbon calculators to measure the emissions related to their client work. These calculators are used across events, media, and production teams.
- Co-founders of Change the Brief, Ad Net Zero, and AdGreen.
- Havas co-founded AdGreen, which unites the advertising industry to eliminate the negative environmental impacts of production. In 2021, Havas helped develop the AdGreen Carbon Calculator, which is now in use by production teams.
- Havas is a contributing member of the IPA Media Futures Climate Charter Group and helped launch a Media Carbon Calculator, which is used across all clients' plans to help understand environmental impact by channel and how this can be managed.

At Havas UK&I level

Due to increasing stakeholder demand, and as part of Havas Group's CSR Programme, Impact+, a new 2021 emissions baseline for Havas UK&I was created to widen the full scope of emissions. The expanded scope includes the following scope 3 categories:

Table 1: Scope 3 categories for the 2018 baseline and the 2021 UK&I baseline.

Scope 3 category	Included in 2018 parent company level baseline	Included in new 2021 UK&I level baseline
Upstream transportation and distribution	✓	✓
Business travel	✓	✓
Waste generated in operations	✓	✓
Employee Commuting		✓
Digital emissions		✓
Delivery of goods to us		✓

Media planning and buying	✓
IT and office equipment	✓
Home working	✓
Production emissions	✓
Energy transmission	✓
Disposal of campaign media	✓
Printing campaign media	✓

This new baseline formed the basis of a UK&I environment action plan and new governance structure to drive emissions reduction:

- The governance is driven by a strategic Steering Committee, led by Havas UK's Chairman and UK&I CEOs.
- The governance operates through working groups for Media, Production and Events, UK&I Locations, and Operations. The working groups drive collective emissions reduction across agencies and locations and operate as communities of practice to establish consistent operating standards across all levels of the company. The action owner of each working group reports into the Steering Committee monthly.
- The Steering Committee holds action owner accountable for emissions reductions and is key to decision-making around policy, investments, and implementation.

Future Carbon Reduction Initiatives

As part of the Havas UK&I Impact+ work, the key initiatives will be put in place in the coming year to ensure progress towards our carbon reduction goals, and alignment with the SBTi.

Havas UK&I has appointed a Chief Impact Officer who will drive the delivery of Impact+ centrally and across agencies, and whose sole responsibility will be sustainability.

The Steering Committee will ensure continuous action ownership in the different working groups to ensure emission reduction actions are taken for 2023 and beyond. Some of these initiatives are summarised in the below table:

Table 2: UK&I Future Carbon Reduction Initiatives

UK&I Impact+ Working Group	Carbon Reduction Initiative
Locations	Energy audits and initiatives will be undertaken for UK&I locations to ensure all our offices are as carbon efficient as possible.
Operations	Implement a new UK&I Sustainable Sourcing Policy to ensure socially and environmentally responsible procurement.

	<p>Implement a Meaningful Travel Rulebook across UK&I to limit carbon-intensive business travel.</p> <p>Encouraging and incentivising different modes of transport to reduce emissions from work commutes e.g through EV car loans or car-pooling schemes.</p>
<p>Media buying and planning</p>	<p>Ensure increased usage of the relevant media emissions calculator across UK&I.</p> <p>Improve climate awareness and literacy by engaging with Change the Brief training Programme.</p> <p>Apply emissions reduction levers with key clients.</p> <p>Identify and deploy solutions to manage offsetting of residual emissions.</p>
<p>Creative: events and production</p>	<p>Increase the use of virtual shoots and studios, as appropriate for a brief.</p> <p>Reducing transport-related emissions through strategic selection of location and use of local suppliers.</p> <p>Increase usage of production and events carbon calculators across UK&I.</p> <p>Develop best practice guidance to maximise the reuse of assets, both digital and physical.</p> <p>Increase work with low-carbon suppliers and partners.</p> <p>Increase the use of virtual shoots and studios, as appropriate for a brief.</p>

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard²

² <https://ghgprotocol.org/corporate-standard>

and uses the appropriate Government emission conversion factors for greenhouse gas company reporting³.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard⁴.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body

Signed on behalf of the Supplier:

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right.

Date:

3/7/23

³ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁴ <https://ghgprotocol.org/standards/scope-3-standard>