

A BUSINESS JOURNEY TOWARDS ENVIRONMENTAL AND SOCIAL ACTION

1st EDITION
JUNE 2020



PUBLICISLIVE



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FROM OUR EXECUTIVE CHAIRMAN

In these transition times, never has it been more relevant to adapt to social and environmental challenges. The new paradigm we face is driving us to rethink the way we live in our communities and offers us an opportunity to reshape our societies and accelerate our engagement towards a more sustainable future; thus, having sustainability as one of our core values is and will make a difference. With this report covering the last five years of our journey, I am happy and proud to share with you the result of our collective work. It was not easy to keep a critical point of view while gathering all the achievements accomplished. Nevertheless, all the information in this report relates to what we have achieved, and we are excited to share it with you.

What these past five years have taught us is that the shared values guiding our behaviour and actions are key in such a journey. We need leadership, resilience, tolerance, unity and, most of all, humility to face our responsibility as a company and reshape the way we work.

It is with this humility that we share our story with you. It is a chain of events that we are creating with all our partners. We want to thank our clients, our talent and all our partners who embarked with us on this journey for their trust and support.

ANTHONY GAZAGNE
EXECUTIVE CHAIRMAN
PUBLICISLIVE

THIS IS OUR STORY

ANNA BEAUJOLIN
SUSTAINABILITY DIRECTOR
PUBLICISLIVE

A few years ago, we decided to take a stand and face our responsibility as a company. We are not yet a role model, but we are making progress. Sustainability has become one of our core values. We don't do everything right yet and we are still working on how to accelerate this transition. Since we embarked on this journey, we have realized our responsibilities towards society. We can't look back or revert to business as usual. There is urgency to act fast in the current context.

Sustainability is one of our value propositions. Businesswise it makes sense to engage proactively with our clients and partners and to propose and advocate sustainable solutions. But above all, it shows to the global community what we stand for as a responsible organization.

Since we embarked on this journey, we have realized our responsibilities towards society. We can't look back or revert to business as usual. There is urgency to act fast in the current context.

It is time to look back and reflect on what we have achieved so far. Our journey started back in 2012 with the conviction of our Executive Chairman that something needed to be done but, unfortunately, the time wasn't right. It is only in 2015 that we truly took a sustainable path. It was a bit overwhelming at first to realize how vast the scope of the mission was. We put substantial resources into it and devised a framework that provided a roadmap. We learned, developed, tested, failed, failed again and started over again, relentlessly moving forward.

Actions speak louder than words; we want to do well by doing good. Our approach is pragmatic. In any situation where we can have a better environmental and social impact, we will endeavour to do so. Year after year, we not only improve our impact but also make it a standard for the whole organization and the industry.

Our world is changing in unprecedented ways and the road is still long but we will continue to set ambitious strategic goals for our organization to achieve better results as you will read in the last chapter of this report.

The health crisis and the lockdown of half of humanity has turned our societies upside down and dramatically increased poverty and inequalities all over the world. The disruption caused by the COVID-19 pandemic has had an unexpected and brief positive impact on the environment but much more engagement will be required from societies to answer the social and environmental crises that are looming.

It's time to rethink our role on this planet, to reconnect with nature and to rediscover our humanity. We are social beings. We thrive as a community so it is time to be concerned individually and collectively and to realize that it is only together that we will overcome the challenges ahead.

CREATE
DISCOVER
INFLUENCE
TRANSFORM
ENGAGE
COLLABORATE
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SHARE
INSPIRE

CREATE OUR NARRATIVE

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OUR ACHIEVEMENTS

We started our sustainability journey in November 2015. The road hasn't always been easy and mistakes were made, but we achieved important milestones that make us proud.

DECEMBER 2015

SUSTAINABILITY DEPARTMENT

We officially launched our Sustainability Department in December 2015, with a dedicated team to develop, implement, promote and monitor our sustainability strategy within the organization. Sustainability is now successfully integrated into company values, as demonstrated through a survey that revealed our talent identified *Social Responsibility & Sustainability* as the second most important dimension of the organization.

2016

PublicisLive signs the UN Global Compact and aligns our strategy with the 17 Sustainable Development Goals

The PublicisLive Sustainability Policy is signed by the Executive Committee

JANUARY 2018

ISO CERTIFICATION

Following a series of audits, we were awarded international standard ISO 20121:2012 certification for sustainable event management in January 2018.

DECEMBER 2018

EMISSIONS OFFSET

In 2018 for the first time, all our travel emissions were calculated (2,600 tonnes of greenhouse gas emissions) and were offset 100% by supporting the Bac Lieu Wind Power Farm, an environmental project in Vietnam.

2019

GENDER PARITY

The principle of equal opportunity is at the heart of our philosophy. It is important to us to ensure balanced representation of women and men in our organization. In 2019, 58% of our staff members were women and 42% were men.

FALL 2018

SUPPLY CHAIN

In our industry, whom we work with is key. To ensure our suppliers comply with our general business requirements, in 2016 we implemented a due diligence process, including Sustainability Sourcing Guidelines. Over the last two years, we conducted a supplier survey to assess compliance.

2018

First edition of PublicisLive's "Sustainability Guidelines on Events"

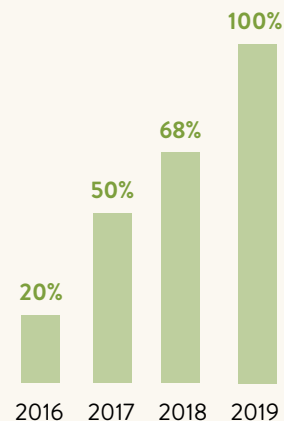
2012-19

WHERE WE ARE COMING FROM AND WHERE WE ARE GOING

Our first attempt to integrate sustainability into our business practices took place in 2012, but this initiative failed because the concept was insufficiently related to the practical reality of event management, the timing was wrong, and at that time no globally recognized tools to facilitate sustainability in the event sector existed. At the end of 2015, these constraints were resolved and we embarked on an ambitious journey to become a leader in sustainable event management. Not only could we no longer ignore the global context but, as a company, we felt we had a responsibility to act at our industry level. Certain clients began expressing an interest in these topics, such that it was time to pull our financial and operational resources together to make the journey towards sustainability happen.

Providing information about our sustainability engagement to the wider public is one of our objectives for 2020.

SUSTAINABILITY
ACTION PLAN ON EVENTS



Our challenge was to serve the interests of our clients with the same dedication, while minimizing the negative effects of events on the environment, on people and on local communities, in order to leave behind, at our level, a positive legacy. PublicisLive's sustainability programme was initiated with a detailed operational review, resulting in our Sustainability Policy and an action plan approved by the Management Board in December 2016. In August 2016, PublicisLive joined the UN Global Compact, confirming company support for the UN principles on human rights, labour, the environment and anti-corruption. During two years, we tested, corrected and applied sustainable practices at all our events. As a result, we published the first edition of "Sustainability Guidelines on Events" in 2018. This document reinforces our processes, and establishes, helps implement and ensures we maintain our sustainability management system across the organization.

A new milestone was set in 2018, with the award of the ISO 20121:2012 certification, which extends to all PublicisLive events and to our global operations. We plan to continue expanding these efforts, as described in this document. Providing information about our sustainability engagement to the wider public is one of our objectives for 2020. The publication of our first sustainability report is a direct result of this commitment.

An aerial photograph of a large crowd of people crossing a zebra crossing. The scene is captured at sunset, with the sun low on the horizon, creating a warm, golden glow. The people are seen from above, moving across the white stripes of the crossing. The background shows a body of water and distant hills under a hazy sky.

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WHO WE ARE

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INSPIRE

PUBLICISLIVE

CREATING MOMENTS SINCE 1995

FOUNDING

1995

AGENCIES

7

STAFF MEMBERS

112

NATIONALITIES

18

AVERAGE AGE

35

NEAR GENDER PARITY

42%

MEN

58%

WOMEN

AVERAGE NUMBER
OF INTERNS PER YEAR

10

PublicisLive is a global event management and strategic communication firm.

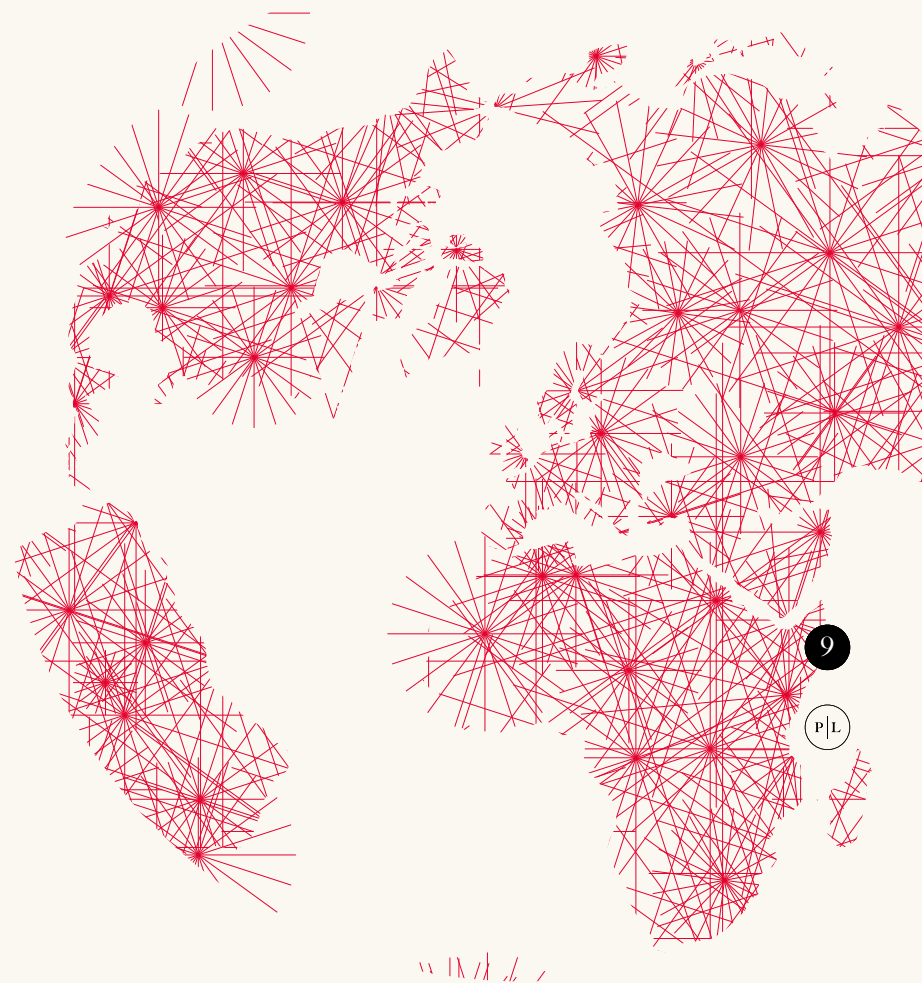
We support the world's most successful brands, organizations and forward-thinking governments in the management, strategy and production of global event platforms.

Since 1995, we have helped our clients build integrated event and communications platforms that influence and promote positive change on the global stage.

Our solutions act as a catalyser for each initiative, enhancing its positive impact at all levels.

Our company has offices in Abidjan, Abu Dhabi, Dubai, Geneva, Istanbul, Kigali and Paris, enabling us to serve a large portfolio of international clients.

We believe that face-to-face meetings inspire action and positive change in the world.



ECOSYSTEM OF TALENT

We provide our clients with more than simply the highest level of service while delivering outstanding events. Our network of employees and partners show genuine passion and pride in what they do.

The strong commitment of our leadership is apparent; the team is young and flexible, and senior managers stay at the company for several years in various roles, ensuring a good understanding across the board of everyone's roles and company operations.

OUR SHARED VALUES AND CONVICTIONS

The nature of our activities and our global impact prompt us to set down in writing the key values we promote that guide our behaviour and actions:

LEADERSHIP

We decide our future and do not accept it passively

HUMILITY

We constantly reevaluate the way we do things and the way we behave

TOLERANCE

We embrace difference and foster diversity

UNITY

Only together can we grow and prosper

RESILIENCE

Whatever happens, we stand up and adapt

PUBLICIS GROUPE

We are proud to be part of Publicis Groupe, the world's third largest communications group, founded in 1926. Recognized worldwide for its creativity, best-in-class technology, and digital and consulting expertise, Publicis Groupe is unique in the industry in its ability to accompany companies in their digital business transformation journeys – anywhere in the world. Organized across four Solution hubs, Publicis Communications, Publicis Media, Publicis Health and Publicis.Sapient, the Groupe delivers innovative ideas and solutions that combine creativity and the power of technology.

COUNTRIES

100+

EMPLOYEES

83,235

2019 NET INCOME

€9.8 Bn



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INFLUENCE

SETTING AN EXAMPLE

OUR VISION

WHY WE PROMOTE SUSTAINABILITY

DEFINING

WHAT SUSTAINABILITY MEANS TO US

Sustainability is a way of doing things that leads to lasting benefits in environmental, social and economic dimensions. Rather than making “green” choices in isolation, it is about doing the right thing by adopting a mindset and work method that consider the immediate and longer-term effects and opportunities across each of the three sustainability dimensions. In practice, it translates into the ability to make informed decisions that make good business sense for the job at hand and that fully take into account the wider impacts and opportunities.

Adopting sustainability as a company value should lead to concrete outcomes. Thus we place particular importance on translating vision into action.

RETHINKING

THE EVENT SECTOR TO ADAPT TO OUR CHANGING WORLD

Today, natural resource consumption and waste and pollutants exceed the earth’s extraction and absorption capacity. This is leading to dramatic changes in the natural environment, such as climate change, the loss of biodiversity, land degradation and the depletion of non-renewable resources. Economic activity has grown exponentially over the last century, putting pressure on the environment. As one important part of this growth, industry plays a non-negligible role in mitigating these impacts. Every responsible organization must rethink the way it conducts business to minimize the pressure it places on the planet.

We are convinced that a sustainable development strategy is essential in any organization that wishes to operate under certain values that consider social issues, society and communities, governance and ethics, and environmental issues.

DRIVING

FUTURE GROWTH THROUGH SUSTAINABLE PRACTICES

Sustainable business practices that benefit the social and commercial aspects of an organization are not only possible, they also offer new opportunities for growth. Businesses across diverse sectors have proven that it is possible to directly and indirectly derive value from sustainability-related activities. Sustainable business practices can increase financial performance, business excellence and the quality of relationships with stakeholders.

For us, a sustainable approach allows:

- Acquiring and keeping the best talent by offering staff members an exceptional work environment in which they can grow while helping the company succeed
- Offering our clients innovative and distinctive services
- Building a strong reputation and brand recognition
- Increasing stakeholder trust

RESPONDING

TO CLIENTS' NEW CONCERNS

As a result of a changing world, our clients are experiencing radical transformation, allowing us the opportunity to become an indispensable partner along the transformation process. We can only accept this challenge if we ourselves successfully embrace change. We have therefore placed our business model's transformation at the heart of our priorities. In fact, as we serve mostly institutional clients who by their very nature set ambitious quality standards, sustainability has become a logical approach in our processes.

As a service provider, PublicisLive must respond to client briefs, such that the decision-making power rests with them. As experts in our field, however, we exert considerable influence over our clients' choices, even when they are heavily engaged in the planning of an event.

“Our responsibility towards future generations is to solve the subtle equation between the number of humans, the space available and sustainable consumption. Our commitment must be good management through an Ecocivic Policy.”

SERGE WEHRLE
Vice President - Creative
at PublicisLive

MITIGATING

CHALLENGES IN THE EVENT INDUSTRY

The concept of sustainability at first glance appears odd within the reality of events – ephemeral activities that consume many resources and produce much waste – all for just a few days of sport, culture or business. That, of course, ignores the primary value of events. Institutional meetings and conferences offer people the fundamental need to talk face-to-face and share experiences. These events are moments when people can advance dialogue, innovate, inspire, learn and shape a better future.

For PublicisLive, therefore, the challenge is to curate events that provide participants with the right environment to achieve their aims, while behind the scenes minimizing the negative effects of the event on the environment, people and local communities.

POSITIONING

OURSELVES AS INDUSTRY LEADERS

Implementing sustainability practices in our business model is not sufficient. Our ambition goes beyond the organization; we at PublicisLive wish to promote the highest standards of sustainability management in our industry. By adopting sustainability as a value proposition and offering innovative solutions that reflect our values, our objective is to lead while inspiring our clients, suppliers and other stakeholders to produce events that have minimal environmental and social effects.

As a concrete example, PublicisLive is the only company in our industry to receive ISO 20121:2012 certification for the planning and operation of events and for the agency's global operations.

OUR VISION

WHY WE REPORT ON SUSTAINABILITY

While implementing concrete sustainability practices is our first priority, reporting on these efforts is the logical next step. Developing a reporting framework for our sustainability activity provides value at several levels:

ACTION
TRANSPARENCY
APPROACH
COLLABORATION

It provides a framework for action

A well-designed reporting system helps to identify the hotspots we should focus on to be more sustainable. It helps to set sustainability performance objectives and targets, to measure our progress and to encourage continuous improvement.

It helps us develop our approach to sustainability

Discussing the indicators we choose and disclosing our vision publicly forces us to rethink our Sustainability Policy's relevancy and strategy. It allows us to challenge our approach and to improve it.

It improves our transparency and visibility

It allows our clients, partners and other stakeholders to better know us and to understand our efforts to develop a sustainable business model. In view of the importance of sustainability to the future of our business, we believe it is our duty to communicate our progress in this area.

It provides the opportunity for a joint project between our team and stakeholders

The data collection and target definition process strengthens collaboration between the various stakeholders.

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TRANSFORM

BUSINESS AS USUAL,
NO LONGER AN OPTION

OUR MISSION

We at PublicisLive hold ourselves accountable to create a more sustainable world. To achieve our vision and set the highest best practice standards in our industry, we must set specific goals for ourselves.

OUR SUSTAINABILITY POLICY

A detailed review of our operations and consultations with our partners, clients, suppliers and staff allowed us to identify priority themes and strategic goals, crystallizing the social and environmental dimensions of our Sustainability Policy.

These priority themes are reflected in our Sustainability Policy, an internal document our Executive Committee established in December 2016, which is responsible for overseeing implementation. Our directors are responsible for the delivery of our sustainability performance and ensure that adequate resources are engaged to achieve the policy objectives. All staff must follow the policy.

ONE TEAM

COMBINING PROFIT AND PURPOSE WITH COLLABORATIVE WORK

This approach embodies the philosophy whereby all staff work hard to support the company in its mission and, in return for their commitment and loyalty, they feel valued, safe, satisfied and empowered to develop. It also embodies the idea of being responsible citizens individually and as a company, and building on existing good practice to maintain high standards in the working environment and the welfare of the workforce.

ONE PLANET

PROTECTING THE ENVIRONMENT

This approach aims to tackle the inherent wastefulness of events by adopting an end-to-end process.

OBJECTIVE 1

THE COMPANY

Ensure the company is governed in accordance with our vision and values

OBJECTIVE 2

OUR PEOPLE

Create a working environment in which all staff flourish while helping the company succeed

OBJECTIVE 3

OUR PARTNERS

Foster sustainability among our clients and suppliers

OBJECTIVE 4

OUR HOLISTIC APPROACH

Apply the principles of the circular economy to address the inherent wastefulness of events

OBJECTIVE 5

OUR IMPACT

Limit the environmental impact of our operations throughout our value chain

OUR PRIORITY ACTION AREAS

To identify key action areas, PublicisLive conducted internal materiality assessments of the company.

This internal exercise resulted in the development of a priority matrix that balances internal concerns and our potential impact. Priority action items, such as single-use plastic eradication or equal opportunity, are defined by the Management Board and reassessed yearly.



OUR SUCCESS

In addition to defining a clear Sustainability Policy, we are intent on making it a success.

We integrate sustainability in our business model.

Making the event industry sustainable is part of our value proposition.

We involve all stakeholders and grow with them.

We aim to make sustainability a common project in order to design solutions in a holistic and durable way. Our staff, partners and clients all contribute significantly to defining our strategy and implementing the sustainability measures.

We articulate clear sustainability actions and allocate responsibilities.

Clear steps and deadlines must be followed during the organization of an event to make sure sustainability is taken into consideration. Responsibilities must also be clear. A regular monitoring process is needed to follow progress.

We learn from our previous experiences.


We integrate the lessons learned through past experiences and challenges.

We have strong leadership and a deep belief in sustainability.

Our Executive Committee demonstrates strong leadership and believes that sustainability is an opportunity for our industry. This strategic engagement allows the Sustainability Policy and action plan to develop rapidly and to constitute a motivating challenge for PublicisLive's people. Moreover, our mother company Publicis Groupe has a solid Corporate Social Responsibility policy and robustly supports PublicisLive's independent initiative.

We provide tools and guidelines.

Our teams are supported by tailor-made tools to act concretely in the field. The "Sustainability Guidelines on Events" offer specific recommendations per type of material and product. The guidelines also list recommended eco-labels and certifications that can be trusted. An excel checklist was developed to follow the implementation of the guidelines for each event, to collect the feedback and to document the challenges and the good practices at each event.



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ENGAGE

STRONGER TOGETHER

OUR ENGAGEMENT

We implement sustainability at each step of an event's organization. Our actions speak louder than words: PublicisLive has continuously improved its sustainability record over the years. While some practices have not yet been mainstreamed, others have become automatic features in our event organization. The tasks undertaken at the various stages of an event's organization follow.

Progress is apparent from one event to the next. Our guidelines are standardized, yet each event is unique and tells a different story.

“Sustainability is an important part of the Global Maritime Forum's DNA in everything we do. With PublicisLive, we have a business partner who shares the same high social and environmental standards.”

MICHAEL SØSTED
Managing Director and
Head of Operations
at Global Maritime Forum

CREATING THE RIGHT CONDITIONS FOR SUSTAINABILITY

IMPLEMENTING SUSTAINABILITY IN OUR HUBS

One person alone can achieve little so let's build the best team. Our people are our most valuable asset and are key to our success, now and in the future. The challenge is to attract and retain talented and diverse people who will seize the opportunity to progress within the company. By ensuring salary equity and promoting gender balance, diversity and inclusion, PublicisLive strives to offer the best work environment possible to its people.

OUR EMPLOYMENT POLICY IN ACTION

We have less than 5% turnover.

We offer excellent travel conditions as our team works extensively around the world and it is necessary to provide staff with high-quality accommodation.

We greet each new staff member with a welcome kit that outlines our internal rules and regulations.

We provide more maternity leave than national laws require.

Our latest internal survey shows a staff engagement and enablement rate of 85%.

Resources are precious so let's use and manage them in a sustainable manner.

PublicisLive focuses on the basics to improve resource efficiency and waste management in its offices.

OUR RESOURCE MANAGEMENT IN ACTION

We make sure all our hubs ban single-use plastic. We provide only reusable bottles and water fountains for staff.

We have replaced individual wastebaskets with recycling bins.

We reduce paper consumption through a paperless policy.

We create a moment for all so let's also share moments among staff.

OUR CORPORATE CULTURE IN ACTION

We provide various opportunities for staff, including participation in annual gatherings, work tools, talks organized in-house, etc.

We ensure time and space for constructive dialogue and exchanges at all hierarchical levels.

We create the best environment for our clients so let's reflect it in our hubs.

OUR ENVIRONMENT IN ACTION

We built dream offices in all our hubs, taking into consideration staff needs and

wishes through a survey of our people to meet their expectations.

CREATING THE RIGHT CONDITIONS FOR SUSTAINABILITY

RAISING AWARENESS AND ENGAGING OUR MANAGERS AND TALENT

Our management is accountable.

Our Executive Committee is responsible for establishing our company Sustainability Policy and for overseeing its implementation. Our directors are accountable for delivering sustainability performance, and ensure that adequate resources are engaged to deliver against the policy. They fully support the Policy and provide effective leadership within their departments.

ACCOUNTABILITY IN ACTION

We organize a workshop for managers every year to debrief and share the lessons learned, and to define the objectives for the coming year.

A monthly report keeps the Executive Committee up to date.

Our people are responsible. All staff members are responsible for following the Sustainability Policy, with the support, direction and commitment of their managers.

RESPONSIBILITY IN ACTION

We offer all our talent yearly training on sustainability-related topics. For instance, we organized a four-day training session on raising awareness of sustainability matters in 2016, a five-day session on the “Sustainability Guidelines on Events” in 2017, and a seven-day session on sustainable design

(eco-conception, industrial ecology, impact assessments, planned obsolescence, rebound effects, eco-innovation, business models, eco-labs) in 2018.

CREATING THE RIGHT CONDITIONS FOR SUSTAINABILITY

COLLABORATING WITH AND INSPIRING OUR PARTNERS

Our clients are our best allies; their interests will always be our priority. It is a story of deep mutual respect. Our duty as a service provider is to fulfil our clients' requirements. Our clients therefore set the conditions for minimal environmental and social impact. Our role as a partner is to communicate information about sustainability and offer innovative, lower-impact solutions, thereby not only contributing to successful collaboration, but also raising awareness of the importance of sustainability and inviting our clients to join us on this journey.

Our suppliers are one of our secret weapons. We are not only a service provider, we are also a client of our own suppliers. We talk to them on a regular basis to find new solutions and jointly improve our performance. Our collaborative relationship with suppliers is key to achieving the long-term value and mutual benefits that sustainability can provide our businesses. We recognize that this takes time and that we must set realistic milestones to encourage and support progress and improvement to make this transition together.

OUR SUPPLIERS IN ACTION

We conducted two supplier studies in 2016 and 2017 to understand their views and practices with regard to sustainability, and to establish ways to help each other.

OUR COLLABORATION WITH THE WORLD ECONOMIC FORUM

Our strong collaboration on sustainability issues with the World Economic Forum is a perfect example of how stakeholders can work hand in hand towards the same goal. At the end of 2015, the World Economic Forum embarked on an ambitious journey to enhance sustainability. Naturally, as the Forum's official logistics and main support service provider, PublicisLive embraced this initiative.

In November 2017, together we produced the first edition of the "Sustainability Guidelines for Forum Events". Subsequently, the Forum and PublicisLive were simultaneously awarded ISO 20121:2012 certification during the World Economic Forum Annual Meeting 2018. The auditor was impressed by the degree of engagement at all levels of the organization.

Our first *Special Edition Report on Sustainability in World Economic Forum Events*, published in September 2018, introduces and highlights our journey towards more sustainable events.

“When the Forum first began its journey to become more sustainable, we knew it would be a near impossible task without the support of our logistics provider PublicisLive. Through close collaboration between the Forum's Sustainability and PublicisLive teams, we've made significant progress in improving the sustainability of our events, but it is just the beginning. We continue to challenge PublicisLive and look forward, together, to executing innovative events on the cutting edge of sustainability for many years to come.”

MICHÈLE MISCHLER
Head of Swiss Public Affairs and Sustainability
at the World Economic Forum

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COLLABORATE

STEP BY STEP

OUR ACTION

BEFORE AN EVENT BEGINS ... IT ALL STARTS WITH A PLAN

1

ORGANIZING SUSTAINABILITY MANAGEMENT

We provide our team with tools to allow them to improve their sustainability impact.

We organize a sustainability team ahead of each event by appointing an On-Site Sustainability Coordinator and defining responsibility roles.

2

PLANNING A SUSTAINABILITY PROGRAMME

We integrate sustainability criteria in every feasibility study we conduct for our client. Choosing the right destination is probably the most important part of the process of hosting a more sustainable event, as it determines transport and travel arrangements, purchasing, catering and so on.

We optimize the sustainability action plan for each event. Using the “Sustainability Guidelines on Events” while adapting the recommendations to the local context and the specific needs and concerns of each client, we develop the most relevant and impactful sustainability action plan possible.

EASY TIPS

Our operational teams refer to the “Sustainability Guidelines on our Events” process when they organize an event, developing a holistic approach with a concrete checklist of measures to improve environmental and social management.

LEGAL COMPLIANCE

We respect the legal environmental requirements at all our events, taking into consideration the local context.

... THEN FINDING THE RIGHT PARTNERS AND PURCHASING RESPONSIBLY

4 RESPONSIBLE SOURCING

We systematically integrate our sustainability approach in the “Request For Proposals” and include sustainability criteria in our due diligence programmes.

The “Sustainability Guidelines on Events” support the decision-making process regarding materials that have low impact.

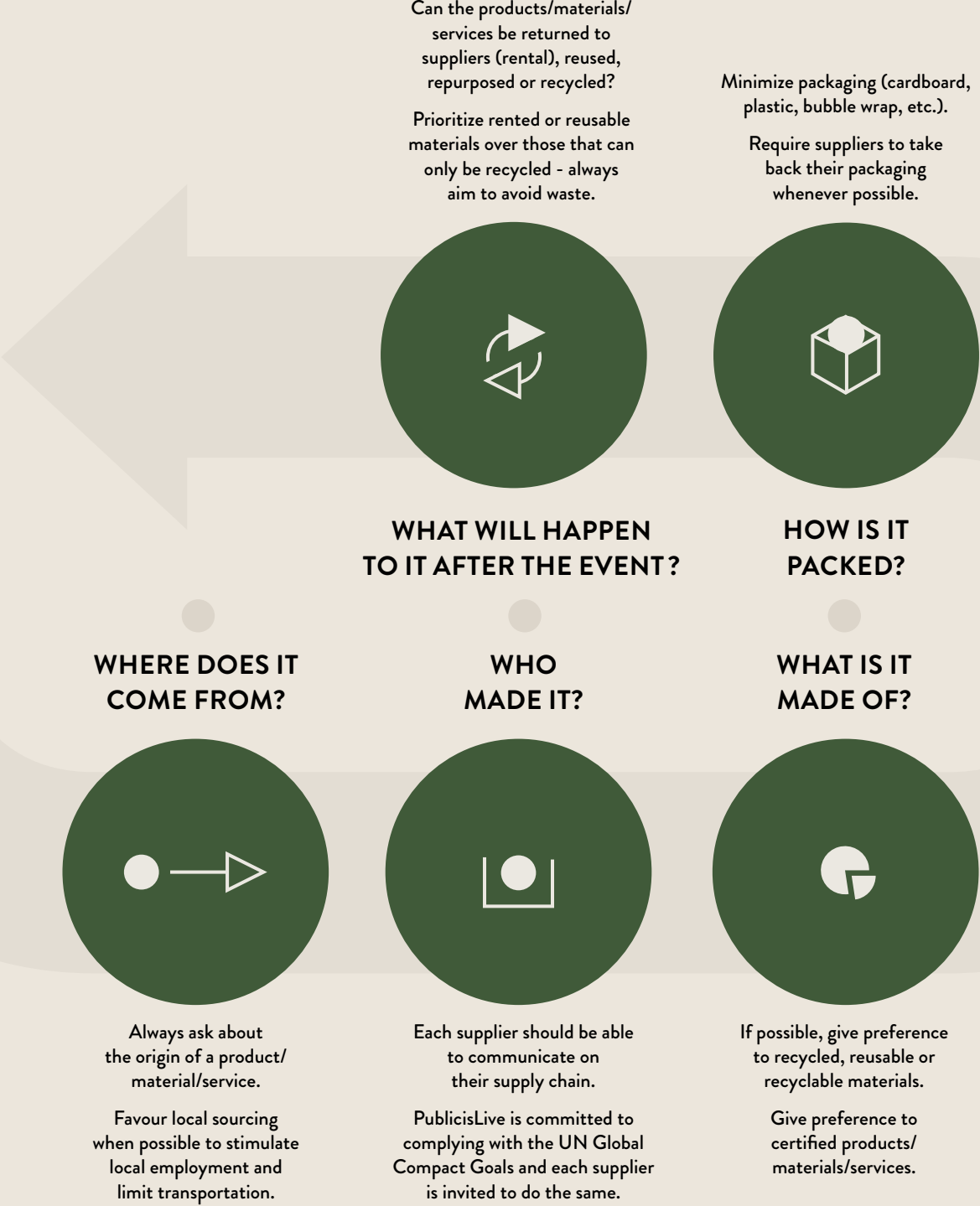
The guidelines also recommend a set of recognized labels and certification per type of material and product. Examples of types of products for which the guidelines provide specific recommendations include construction materials, furnishings, layout and decor, branded materials and gifts, food, flowers, plants, etc.

EASY TIPS

We conduct a life-cycle-based evaluation of the materials that are used in large quantity or that have high impact. Before new purchases, we take into consideration the life cycle of products, materials or services that have high impact. Our evaluation is pragmatic and consists in answering a number of questions (see the figure on the next page) that help to assess the environmental aspects of a product or service through all the stages of its life cycle. The results of the evaluation help the team make sound and informed choices.

Life-cycle-based evaluation:

A tool to guide the purchase of products and services



DURING THE EVENT

... THE SHOW MUST GO ON

5 ACCOMMODATION & VENUE

We encourage working with hotels and venues that already have best practices and propose implementing joint initiatives.

6 DECORATION & LAYOUT

We promote materials with low environmental impact. We favour recycled and/or reused materials. We use non-toxic materials and, if possible, those that are eco-designed and do not pollute.

We generally avoid using carpet as it is not easily reusable and is often made of synthetic materials.

We use materials and equipment efficiently.

We purchase only what is necessary, not more. If possible, we favour equipment rental.

EASY TIPS

We ask our suppliers to use blankets to avoid plastic packaging.

When storage space is available, we store furniture and decor elements for reuse the following year.

We reuse material from previous events when possible and avoid single usage whenever possible.

We strongly advise reducing (even avoiding) the distribution of gifts and participant bags. When possible, source gifts and branded materials locally to minimize transport and encourage the local economy.

7 FOOD & BEVERAGE

We promote local sourcing.

We organize a sustainable beverage programme.

We reduce and optimize food orders

to avoid waste.

EASY TIPS

Whenever possible, we serve 50% of vegetarian meals to reduce the consumption of red meat.

We follow an action plan to reduce plastic at all our events. For instance, where possible, we prefer installing tap water fountains with glasses or compostable cups rather than using plastic bottles or cans.

At our events, 50-80% of the food served is sourced locally.

Where feasible, we work with a local charity to redistribute unused food. We also verify if the usable food waste can be composted or processed for biogas.

“The sustainability of our catering offer has always been at the heart of our decision process. This goes further than just what is presented on guests’ plates. It has to take into consideration all the value chain and life cycle of the offer: the food and drinks we serve, the way we work with service providers and their employees, how the food is managed, produced and valued in the end. All these aspects are essential.

From the sourcing of local and seasonal ingredients to working on healthy and environmentally friendly diets, our catering policy is setting high standards for our industry. Last but not least, making sure all employees are treated with respect and are provided with good working conditions is fundamental for us.”

CHRISTOPHE GUIRAUD
Food & Beverage Director
at PublicisLive

ENERGY MANAGEMENT

We favour low-energy equipment.

In layout or supplier specifications, we include requirements for low-energy-consumption devices (in particular for screens, projectors, lights, printers and badge readers). We also agree on the equipment settings with the venue managers to avoid energy overconsumption (reasonable air conditioning temperatures, etc.).

We make sure our temporary constructions are energy efficient.

We choose the most energy-efficient lighting systems, heating and ventilation systems, and insulation.

EASY TIPS

We prefer natural over artificial lighting when possible.

“These issues are at the heart of our discussions. We are changing our habits in order to meet the ecological and environmental standards inherent in our business. Obtaining the Prestadd label has strengthened us in this approach and, every day, we engage to respect our commitment. Thanks to PublicisLive, we are proud to try to reconcile economic efficiency, social equity and environmental quality in each of our collaborations. It's not just giving us a good image, it's giving meaning to our Common Future.”

WILLIAM TORRES
Director at Alabama

OPTIMIZED TRANSPORT

As transport emissions potentially generate the greatest environmental impact of a hosted event, we put extra effort into offsetting these effects.

We favour shared transport and low-emission vehicles. When possible, we promote public transport for staff and participants (for instance offering public transport tickets) and encourage walking. We prefer low-emission buses, shuttles and fleet vehicles and encourage electric vehicles.

We plan transport frequency to maximize occupancy (for instance proposing airport departures every hour instead of every 10 minutes).

We prioritize direct flights when organizing air transport for staff, if financially possible, to minimize stopovers that lead to additional CO₂ emissions.

We choose hotels and venue locations to optimize local transport needs for staff and participants (from the airport and between the hotel and the venue).

10

STAFF SAFETY AND WELL-BEING

We ensure our suppliers respect the well-being of staff and provide essential needs (for instance, proper working hours, appropriate breaks, nutritious food & beverages, easy access to toilets). Our “PublicisLive Health & Safety Pandemic Management System (COVID-19)” describes new health and safety measures as well as their implementation to guarantee compliance with the highest level of health and safety measures possible.

11

WASTE MANAGEMENT

We contact the venue and assess the waste management options, evaluating the recycling and other waste management channels in the country.

We promote sustainable waste management during the construction of the event and during operations by implementing the waste management plan developed before the event.

AFTER THE EVENT ... AND THE LEGACY IS WHAT REMAINS

DONATION OF EQUIPMENT

When possible, we donate some of our equipment to local organizations and charities to give them a second life.

EASY TIPS

The fabric, carpet and wood can often serve again in the local communities.

The office supplies are given to local schools.

The furniture built for the event is of value to local NGOs.

DEBRIEFING FOR IMPROVEMENT

After each event, we recommend crafting a list of lessons learned and recommendations pertaining to sustainability management for the future and discussing them in a debriefing session.

INSIDE STORIES ON OUR EVENTS

Each event we organize has a special focus and distinct stories. Examples of some of our typical activities around the world follow:

NORTH AMERICA

United States of America ¹

- Sourcing 100% of ingredients within a 100-mile radius and providing only seasonal produce; serving only vegetarian meals and providing no packaging during coffee breaks.
- Using standardized elements in the decoration concept to avoid and limit waste, and renting structures only made of certified materials.
- Ensuring Gold LEED (Leadership in Energy and Environmental Design) certification at a venue.
- Choosing accommodation within walking distance from the venue to avoid using transport.

SOUTH AMERICA

Argentina ²

- Donating the wood after event dismantling to a local school.

EUROPE

Switzerland ³

- Introducing specific criteria in our food & beverage programme to favour lower-impact products, such as 50% local and 90% seasonal produce, and 100% local water dispensers instead of plastic bottles.
- Replacing staff air travel with transport by train.

MIDDLE-EAST

Jordan ⁴

- Providing hotel staff with accommodation on-site to avoid long work hours and improve working conditions.
- Offering the first water-efficient menu to participants.
- Sourcing 80% of vegetables locally.

United Arab Emirates ⁵

- Ensuring stringent Security & Safety processes for workers.

ASIA

India ⁶

- Donating all the decoration elements to a local social entrepreneur.
- Sourcing 80% of seasonal produce locally and serving 70% of vegetarian meals.
- Using 100% local water dispensers instead of plastic bottles.
- Renting plants and excluding cut flowers.

ASIA

People's Republic of China ⁷

- Using 100% LED lighting in session rooms and FSC-certified wood.
- Eliminating all single-use plastic to serve food & beverages (no plastic bottles, cups, etc.).
- Sourcing 80% of food produce locally and most vegetables regionally.

Singapore ⁸

- Using 100% LED lighting in the venue, with 20% of the energy to power the lighting coming from the burning of waste biomass.
- Eliminating gifts (bags, pens, etc.) for participants.
- Printing the event programme on FSC-certified paper.
- Monitoring food allergies at registration and labelling the food at buffets.

AFRICA

South Africa ⁹

- Donating tailor-made event furniture to a local NGO that supports women's empowerment in township communities.
- Ensuring ISO 14001 standards with sophisticated waste management solutions at a venue.
- Serving only fish green-listed by the Southern African Sustainable Seafood Initiative/WWF.
- Offering efficient transport services through local public transport, and walkable distances from the venue to the hotels.
- Choosing hotels that comply with Inter-Continental Hotels Group standards with a building management system, recycling programmes, sorting bins and LED lighting.
- Promoting an eco-conceived decor (rented or stored furniture and decoration) to avoid single-use elements.

CREATE
DISCOVER
INFLUENCE
TRANSFORM
ENGAGE
COLLABORATE
CARE
SHARE
INSPIRE

CARE

TO GIVE
OR NOT BE

OUR SUPPORT

We do not brag about our contributions but, at our own level, we are proud to support a broad range of promising and impactful projects.

BUSINESS AS USUAL

It has always been in PublicisLive's DNA to participate in philanthropic efforts.

EXTENDED TO PROJECTS

With the sustainability strategy extended to all of PublicisLive's operations, each project initiated local social and environmental actions.

FIRST MILESTONE

The management system in place at all levels allowed us to increase our actions. In parallel, our Paris office joined the adventure and increased its already strong engagement.

SYSTEMATIC APPROACH

Based on our efforts in 2018, we put in place a systematic emission offset programme for all company travel.

360°

This year, we will launch our social engagement platform, which will allow all staff to allocate time to this meaningful cause. Furthermore, our emission offset programme will compensate the emissions of all our office operations.

ANNUAL CARBON COMPENSATION

We reduce the impact caused by our projects and day-to-day activities to the extent possible. However, the very nature of our industry is such that we cannot avoid some effects, such as travel-related emissions. We have therefore started offsetting the CO₂ released due to travelling.

15 LIFE ON LAND



11,100 fruit trees were offered to three villages in need, representing 576 inhabitants, during the 2017 India Economic Summit.

We organized punctual tree planting projects from 2016 to 2018 to compensate part of the emissions caused by our event-related travel.

TERIGITI

Terigiti is the initiative of EnviroNews Line, which works to plant trees and raise environmental awareness in youth and rural communities.

A total of 257 trees were planted in a school in Kigali province during the World Economic Forum on Africa and 500 fruit trees were planted during the Next Einstein Forum in Africa.

SUSTAINABLE GREEN INITIATIVE

The Sustainable Green Initiative was set up with the sole objective of planting mostly fruit trees to fight hunger, poverty and climate change. It distributes plants and maintains fruit tree saplings for three years on community lands and in homesteads of marginal farmers, as well as in orphanages, retirement homes, government schools, etc.

WWW.GREENING.IN

15 LIFE ON LAND



THE BAC LIEU WIND FARM

We went one step further in 2018 and for the first time in our history compensated our annual travel carbon emissions (2,600 tonnes of greenhouse gas emissions) by investing in South Pole's climate protection project in Vietnam, the Bac Lieu Wind Power Farm, harnessing clean coastal wind to power communities.



THE BAC LIEU WIND FARM: ADDRESSING SUSTAINABLE DEVELOPMENT GOALS 1, 8, 13 AND 15

KARIBA FOREST PROTECTION

For the second consecutive year, we have compensated our annual travel carbon emissions (3,200 tonnes of greenhouse gas emissions) by investing in South Pole's climate protection project in Zimbabwe, the Kariba project, preventing deforestation and land degradation in an area covering nearly 785,000 hectares. The project also continues to support regional sustainable development, and the independence and well-being of local communities.



In a warming world in which natural disasters and declining habitats are driving animals to extinction and putting human livelihoods at risk, event organizers can serve as real change agents – from educating attendees to accelerating the shift to low-carbon by compensating unavoidable emissions with high-impact projects. PublicisLive is leading by example by offsetting their emissions with our Gold Standard.”

RENAT HEUBERGER
CEO of South Pole

FINANCIAL DONATIONS

In addition to the donations of material mentioned earlier in this report, since 2016 PublicisLive has also increased its financial support to a broad range of promising projects worldwide, all related to the Sustainable Development Goals (SDGs).

CANSEARCH

CANSEARCH is a foundation financing research projects on behalf of the Child and Adolescent Onco-Hematology Unit of the Pediatric Department of the Geneva University Hospital. The foundation also funds the CANSEARCH Research Laboratory, Geneva's first laboratory focused on pediatric oncology and hematology. This unit treats children with cancer or blood diseases, and conducts research to improve the understanding and treatment of these diseases.

WWW.CANSEARCH.CH



The CANSEARCH Foundation, which fights against childhood cancer through medical research, has had the pleasure of working with PublicisLive for several years. PublicisLive regularly contributes to our mission by making donations to enable researchers at the CANSEARCH Research Laboratory to find ways to make treatments less toxic to ensure better healing and greater survival of the children who are suffering.”

PATRICIA LEGLER
General Secretary of the
CANSEARCH Foundation

560 kits were delivered for the new school year in the Republic of the Congo.

TERRE D'ECOLE

The Terre d'Ecole initiative seeks tangible solutions with pragmatic approaches to promote the future of Africa. Both theoretical and practical, its aim is to raise children's awareness of the need to protect the environment and to begin teaching them about local food production, in order to eventually contribute to food self-sufficiency for as many people as possible.

WWW.TERREDECOLE.COM



INTERNATIONAL FOUNDATION FOR POPULATION AND DEVELOPMENT

The International Foundation for Population and Development is leading a two-year pilot sanitation programme in Bhaganwanpur, a village in India's Bodhgaya municipality. The programme's goal is to help transform this village into a model of good sanitation for the rest of Bodhgaya municipality, and to document processes so they may become the basis of lasting change in Bodhgaya and surrounding rural areas.

www.ifpd.org



“The partnership with PublicisLive has allowed the International Foundation for Population and Development (IFPD), in collaboration with its local partner organization Agragami India, to implement a sanitation programme in the context of an integrated development project in Bodhgaya (State of Bihar, India). Sanitation is a key element of any health intervention; the objective of the community-driven programme is to raise awareness of hygiene, waste management, safe drinking water and the building of appropriate toilets. This pilot programme will subsequently be replicated in all project areas.”

HÉLÈNE BAYEUX

Executive Director of the International
Foundation for Population and Development

An aerial photograph of a public plaza featuring large-scale geometric patterns in shades of orange, red, and green on the pavement. Several people are walking across the plaza, their shadows cast long and dark. The overall scene is bright and sunny.

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SHARE

THE NEXT CHAPTER IN OUR JOURNEY

MOVING FORWARD

We are proud of the progress we have achieved so far. We acknowledge, however, that nothing can be taken for granted, that we must continuously push ourselves to improve the sustainability of our events. Keeping in mind that “we are as good as our last performance”, we are constantly looking forward to the next challenge. In addition to continuing our efforts, we will work on areas of need, such as the following priority items:

CONTRIBUTING TO RAISING INDUSTRY STANDARDS

Few in the event industry place as much emphasis on sustainability as PublicisLive. Our ambition is to remain leaders in sustainability by further innovating and applying new solutions throughout our operations. By demonstrating the feasibility of new practices that reduce the impact of events, we aim to set an example that contributes to raising our industry standards, thereby participating in the change towards a more sustainable world.

BETTER ENGAGING WITH CLIENTS ON THE TOPIC OF SUSTAINABILITY

Considerable event-related decisions are defined by client requirements. Recognizing the crucial role clients play in achieving higher sustainability performances, we will develop a training programme for staff members on strategic-level engagement with clients to increase their awareness of the necessity to integrate sustainability in long-term relationships.

SETTING OBJECTIVES TO 2025

Sustainability is a long-term commitment that requires a clear vision and objectives. We are working on a long-term strategy with ambitious quantitative objectives for 2025, which we will officially launch in the summer of 2020.

EXPLORING ECO-INNOVATION FURTHER

In an attempt to optimize resource consumption at events, we are in discussion with art and design schools to collaborate on eco-innovation. One priority in particular is to explore what new materials can be used.

IDENTIFYING EVENT-SPECIFIC OBJECTIVES AND IMPROVEMENTS

Managing sustainability is a dynamic process, and therefore we continuously learn from our experience. Our holistic “Sustainability Guidelines on Events” process covers all our clients’ operations.

“We believe that we have a responsibility, not only as a company towards our client but, first of all, towards our employees, our talent.”

PRISCILLA PAT O'GENICK
Executive Director -
Administration
at PublicisLive

DEVELOPING A NEW TOOL TO MEASURE THE IMPACT OF INDIVIDUAL EVENTS

To help sustainability management and optimize decision processes, we are working on developing a tool that evaluates the impact of each individual event and breaks it down into main activity categories (transport, food & beverage, operations, decor & interior design, waste & resource management, etc.).

BRINGING PARIS ON BOARD THE SUSTAINABILITY JOURNEY

In mid-2018, a new entity joined the PublicisLive family, in Paris, France. While our Parisian hub successfully passed a recent ISO certification audit, improvements are still being implemented to fully meet company standards. We aim to complete this onboarding process in 2020 and anticipate that it will become a laboratory of ideas and innovation in its own right.

ENGAGING TALENT

Our staff members are invited to join PublicisLive's efforts by contributing to sustainability efforts at their own individual level. Three programmes are in development:

PROGRAMME 1

Skill-based volunteering

Knowledge is our most precious weapon for change. Unlike traditional volunteerism, this undertaking uses the specific skills of professionals to provide services to those who are unable to afford them.

PROGRAMME 2

Goods donation

Office materials, medical supplies, toys for Christmas, clothes... goods overload is everywhere. Instead of throwing them away, they can find a second life by being redistributed to people in need.

PROGRAMME 3

Field volunteering

Alone or in teams, solidarity days are organized in the field to support selected projects. This not only provides punctual help but also creates good team building moments for staff.

ENSURING DIVERSITY AND INCLUSION

Equal pay is a basic human right. Closing the wage gap is a priority for us. In 2020, our objective is to appoint a third party to certify our equal pay and equal opportunity engagement.

In the coming year, we will also focus on increasing diversity and inclusion in the workplace. Our focus needs to go beyond gender to succeed in an increasingly complex and heterogeneous world. Our mission is to embrace all types of differences to be more adaptable, creative, attract top talent and drive innovative results.

CREATING HYBRIDIZED EVENTS

Beyond the belief that digital can augment physical gathering and interactions but not replace them completely, there is opportunity for event hybridization, both globally and locally, physically and digitally. With that in mind, we will propose solutions for future events that embody our engagements by reinventing the organization and orchestration of our events in a more sustainable and responsible way.

OUR PLASTIC-FREE INITIATIVE

Here is a sneak preview of 20 easy tips from our “Everything you need to know about plastic” study.

DAY-TO-DAY ACTIVITIES TO REDUCE PLASTIC WASTE

1. Boycott the bottle
Get a reusable bottle
2. Bump off the bags
Bring reusable bags
3. Stamp out the straw
Drink like an adult
4. Layoff the cups
Coffee like in Italy
5. Cut on the cutlery
Eat like an adult
6. Avoid the applicator
For ladies only
7. Use bar soap instead of liquid
Cool and clean
8. Sack the bag
Shop at your local farmers market
9. Skip the disposable razor
For men only
10. Make your own yogurt
For the plastic free champion

ACTIVITIES TO REDUCE PLASTIC WASTE DURING OUR EVENTS

11. Prohibit freebies
Offer responsible gifts
12. Boycott the bottle
Distribute reusable bottles
13. Cut out the disposables
Chinaware is everywhere
14. Veto packaging
Encourage the use of blankets
15. Skip individual bags
Sharing is caring
16. Sort plastic that cannot be avoided
Solutions exist
17. Compost
Back to mother nature
18. Get rid of participant bags
Who needs a bag
19. Look behind the decor
Think sustainable design
20. Reinvent printed banners
Are they really necessary?

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INSPIRE

INSPIRE

OUR FOUNDATION

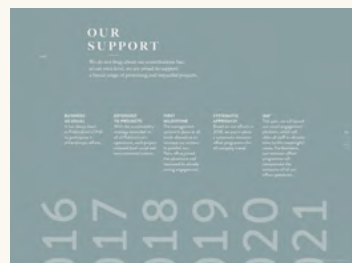
HOW WE REPORT

FIRST PUBLICISLIVE SUSTAINABILITY REPORT

Transparency in our sustainability engagement and how we make it a reality in our business practices are fundamental to this engagement, and a necessity to avoid greenwashing. After focusing on sustainability for many years, we are delighted to communicate our concrete actions and impact, and to share our sustainability journey in a report. In the coming years, we will continue to report publicly on our journey. Stay tuned for our next edition.

SCOPE OF THE REPORT

The data in this report present actions undertaken between 2015 and 2019. Our office in Paris joined PublicisLive in the summer of 2018 and thus is not included in the scope of this report but will feature in the next edition.



OFFICIAL FRAMEWORK AND CERTIFICATION

PublicisLive adheres to several frameworks that compel us to meet various sustainability-related standards and thereby guarantee our performance and transparency.

UN GLOBAL COMPACT

PublicisLive has endorsed the UN Global Compact (UNGC) since the summer of 2016, confirming our support of the 10 principles on human rights, labour, the environment and anti-corruption. As a result, we report to the platform annually through its reporting framework for small companies.

Human rights

Our respect for human rights is central to our vision and values and to the way the company is governed. We operate fair and inclusive employment policies that respect the rights of all our talents and those working within our direct supply chain. We also communicate our values through regular dialogue with clients and other stakeholders.

Our management system approach requires us to monitor our performance across all material aspects of our sustainability programme.

Labour

For our talents, we provide a working environment in which they can flourish and make the company successful, confident that they are fairly rewarded and that we care about their health, well-being and safety, both in the office and on-site at events.

Across our supply chain we have introduced more comprehensive due diligence and contractual requirements in which decent working conditions and labour standards are emphasized. When sourcing goods and services, we emphasize whole life value, fair employment and other social and ethical criteria as appropriate.

Environment

One of our strategic objectives is to apply the principles of the circular economy to tackle the inherent wastefulness of events. Accordingly, we have developed and started to implement a range of measures to reduce construction, operational and food waste at the events we manage, and in our day-to-day activities (offices). These include sourcing materials that have longer life cycles and higher reuse value, or can be repurposed.

We also aim to limit our environmental impacts in our operations and through our value chain. These include policies on travel and engagement with our accommodation providers. Collecting data in cooperation with our clients and suppliers is a vital part of being able to measure our impacts and track the effectiveness of our initiatives.

Anti-corruption

As a member company of the Publicis Groupe, we are bound by the Groupe's Code of Ethics (Janus). This was last revised in 2015 and communicated to all talents throughout the group, including all employees of PublicisLive.

The Code of Ethics underlines the importance of respect for others, data confidentiality, preventing conflicts of interest, refusal to participate in prejudiced campaigns and anti-corruption rules. All these subjects are addressed in a solid set of rules on operations and conduct.

Through the application of our management system we adhere to the core sustainability principles of Integrity, Inclusivity, Stewardship and Transparency. We regularly assess compliance with these principles through the processes of the Internal Audit and Management Review.

ISO CERTIFICATION

ISO 20121:2012 Event Sustainability Management Systems Requirements with Guidance for Use is a specification particularly aimed at the event sector. The standard was developed following widespread concern about the environmental, social and economic impact of events and the need for a coherent, objective and transparent way of demonstrating a positive approach to sustainability within the industry.

In 2018, PublicisLive obtained the ISO 20121:2012 certification for the planning and operation of events and for the agency's global operations. DNV GL, a highly reputed and independent certification body, awarded its certification to PublicisLive following the World Economic Forum's 48th Annual Meeting in Davos-Klosters, Switzerland. This certification is re-evaluated every year. PublicisLive is regularly audited by third-party auditors.

PUBLICIS GROUPE

As a daughter company of Publicis Groupe, we adhere to the Groupe's Code of Ethics and Corporate Social Responsibility policy.



SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals provide powerful aspiration to improve our world – detailing what we collectively must do to achieve a better and more sustainable future for all. Although we are a small company, we believe strongly that we, too, can contribute to the SDGs. We have mapped the SDGs against our business, and have identified the most relevant as well as our level of influence related to each of the 17 goals.



CONTACT INFORMATION

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MATTERS, PLEASE CONTACT

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