



# COMMUNICATION ON PROGRESS 2018

ALTAVIA SUPPORTS THE UNITED NATIONS GLOBAL COMPACT



**ALTAVIA**  
ALTAVIA-GROUP.COM

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# THE ALTAVIA GROUP

Altavia is the leading independent international Group specialising in commercial communication for the retail sector. Founded in 1983 by Raphaël Palti, the company's Chairman and CEO, the Group offers Sales Activation solutions that are specially adapted to the needs of retailers. Today the performance of their commercial communication is the result of a unique relational alchemy that creates fruitful links between a brand and its customers. This alchemy must be nourished, enriched and transformed every day.

Altavia develops innovative, technological, high-performance communication methods that it uses to serve more than 500 international retail brands. Present in 35 countries worldwide, the Altavia Group has 2,500 staff and achieved a turnover of 760 million euros in 2018.

Our solid international network constituting a federation of companies enables teams to collaborate day to day. This glocal presence gives us the unique ability to support chains in ways that are more relevant to their requirements and sales territories.

## WHAT SETS US APART

In a context of accelerating changes in modes of consumption alongside a transforming retail world, we believe in constantly raising questions, the entrepreneurial spirit, and, above all, the energy created when our teams meet our clients. We believe in working together and in our people's ability to mobilise daily to support our clients all along the sales activation value chain: from the creative, bold idea that will make the difference to efficient and cost-management-aware implementation. This is our DNA. It's our more than 36 years of experience serving retailers and brands.

## A UNIQUE BUNDLE OF SERVICES

Throughout the year, we offer our clients commercial communication solutions designed to create value and delight the retail world, building the links between Proactive Consumers (consom'acteurs®) and retailer brands, making them smooth, satisfactory and fruitful.



### SALES ACTIVATION

SHOPPER INSIGHTS - STRATEGIC CONSULTING  
COMMERCIAL COMMUNICATION  
PRODUCT INNOVATION - RETAIL DESIGN



### MULTI-CHANNEL CONTENT PRODUCTION

PRE-PRESS AND PRE-MEDIA  
SOLUTIONS  
DIGITAL PRODUCTION  
DIGITAL ASSET  
MANAGEMENT

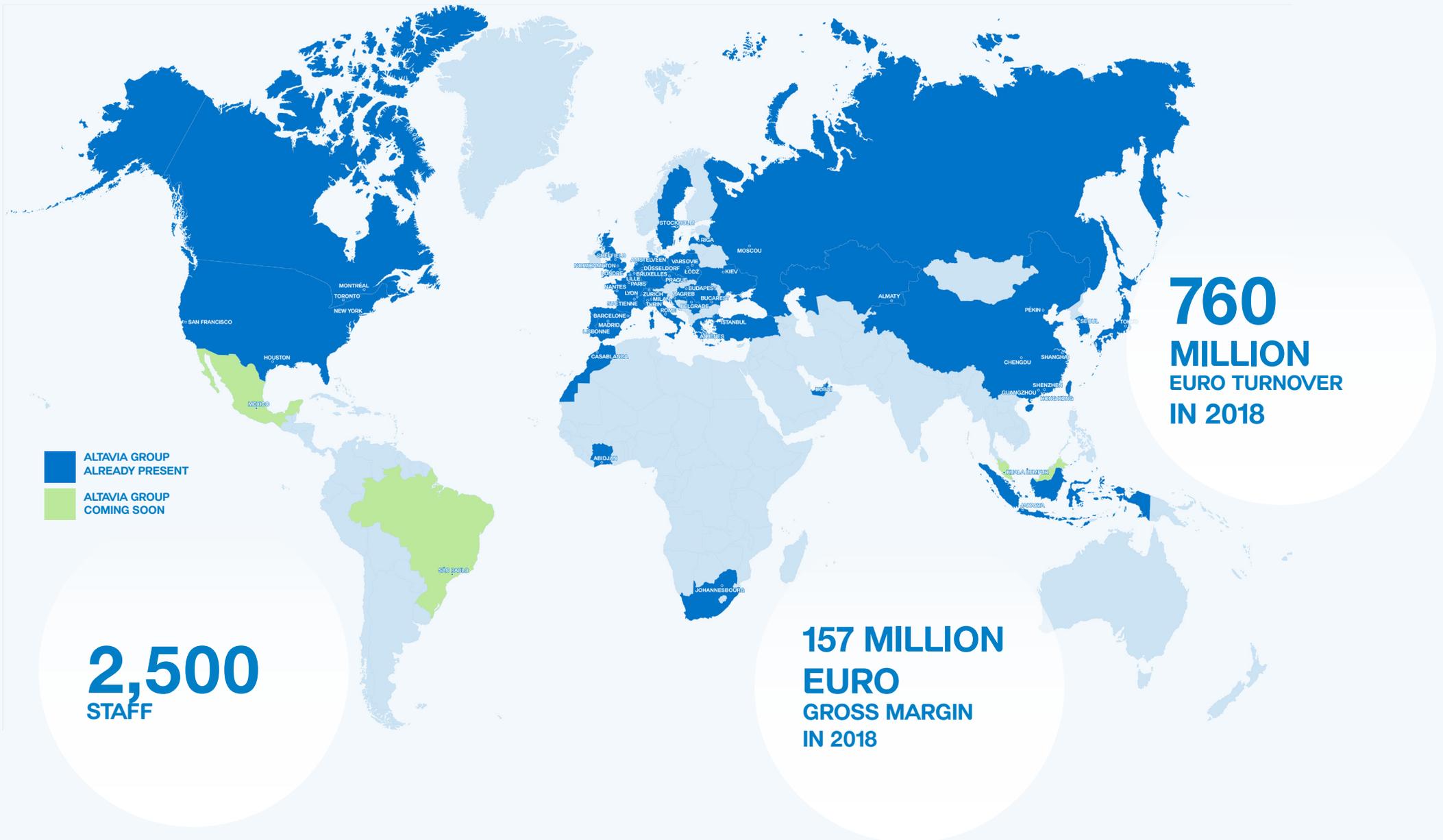


### PRINTING MANAGEMENT

ECO-DESIGN  
PAPER PROCUREMENT, PRINTING  
AND LOGISTICS  
PRINTING OPTIMISATION



## A FEW FIGURES



# OUR COMMITMENT



## RAPHAËL PALT CONFIRMS HIS COMMITMENT TO THE UNITED NATIONS GLOBAL COMPACT



Since we joined the United Nations Global Compact in 2008, the Altavia Group has accompanied its retail clients and brands as they go through far-reaching changes due, in particular, to environmental and digital developments and their impact on consumption habits. In 2018, our clients are, more than ever before, attentive to the Proactive Consumer (consom'acteur®) whose demands in terms of health, societal responsibility and environmental protection are becoming increasingly stringent. Altavia, the leading international and independent Group specialising in commercial communication for the retail sector, currently operates in 35 countries and on four continents. Bolstered by its diversity and united by its shared values, the Group is committed to making continuous progress in order to fulfil its role as an international responsible-communication player at the service of its retail clients.

More than ever before, during this period of growth, I am confirming the Altavia Group's commitment to the 10 principles of the Global Compact, which concern the following key subjects: human rights, labour standards, the environment and fighting corruption. MOVE2023, our new strategic plan for 2023, enshrines the CSR commitments of the Group within each of our BUs. We undertake to share our aims, action plans and results with all stakeholders: staff, clients, suppliers, shareholders and partner associations.



Raphaël Palti,  
Altavia  
Chairman  
and Founder

## GOVERNANCE

### THE PLACE OF CSR WITHIN THE ALTAVIA GROUP

Altavia is an international Group constituting a federation of companies centred around Business Units (BUs). Altavia Connect is the shared services entity for all Group BUs and their clients. Essential functions, such as the Procurement department, the Communication department and the CSR department, make up this entity dedicated to serving the Group's BUs.

### RESPONSIBILITIES

The Group has an Executive Committee, a Board of Directors, an Audit, Accounts and Investment Committee, and an Appointments and Compensation Committee which meet several times a year. Each BU has its own steering committee. The CSR team of two is managed by the Group Transformation Director in charge of Human Capital, who is on the Executive Committee. The team sets the Group's CSR policy, which will be spelled out in BU action plans.

### CSR POLICY

In light of new environmental and societal challenges, consumers are more aware of the proactive role that has fallen to them and are choosing to buy from brands and retailers with a more responsible approach to the environment and to society.

In order to remain competitive, brands and retailers - Altavia clients - must get on-board with these new requirements, give their work meaning and highlight their environmental and societal contributions.

In a bid to help its retail clients create fruitful links with their customers day to day, particularly based on shared values and a joint search for meaning, Altavia has developed a two-pronged CSR strategy: CARING FOR THE PEOPLE & CARING FOR THE PLANET, which take shape in internal Group practice, as well as having wider impact through Group commercial activities.

### MOVE2023

Every four years, the Group's MOVE (Make Our Vision Effective) strategic plan is approved by the Board of Directors. In a participatory process involving all staff, each Business Unit comes up with an action plan structured around six key themes: Human Capital, Client Base, Finances, Services & Skills, Identity & Image, and CSR. Indicators are set to make sure the CSR strategy is being properly applied within each BU and check on the progress of actions implemented. The relevance of this approach to CSR and its environmental and societal impact are assessed at quarterly Business Reviews in the presence of members of the Finance department, who check that goals have been achieved and everything is in line with Group strategy.

### ANNUAL REPORT

Although not a publicly-listed company, Altavia has published its annual report every year for the past 20 years. This demanding exercise is in keeping with the Group's beliefs and values, particularly the need for transparency.

### THE ALTAVIA GROUP'S CSR MANIFESTO

In order to make key aspects of the Altavia Group's CSR policy clearer and more transparent, a CSR manifesto has been drawn up with the Group's Founding Chairman and Executive Committee.



# A GROUP THAT'S ALWAYS TRANSFORMING



**Lara Moutin,**  
Group Transformation  
Director responsible  
for Human Capital  
and CSR.

*Altavia's commitment to the United Nations Global Compact has given the Group the opportunity to look again at its processes, improving them where necessary, and to draw up a clear plan for how to become more responsible in its practices.*

*Catherine Rehbinder, Camille Lebre and Alessandro Capelli, who are responsible for Sustainable Development within the Group, have set out and implemented a process of continuous improvement to control our societal and environmental impact and enable Altavia to achieve its goal of being a responsible business in the long term. Their work is disseminated in our Business Units by a team of CSR ambassadors.*

*We are living life at an ever-faster pace. At Altavia, we work on improving our understanding of the environmental and social needs we should consider and set out what action we will take. We also create conditions that allow good practice already in place within the Group to spread and be taken up by more people.*

*2019 is Altavia's 11<sup>th</sup> year committed to the United Nations Global Compact.*

For 2019, the key features of our CSR action plan are:

<p><b>DEVELOP THE 2023 GROUP SUSTAINABILITY STRATEGY</b></p> <p>“Doing well by doing good”, and taking a more ambitious approach with Altavia CSR to make it a real competitive advantage for the Group.</p>	<p><b>ROLL OUT OUR “RESPONSIBLE BUSINESS PARTNER POLICY” WITH CLIENTS, SUPPLIERS AND THIRD PARTIES</b></p> <p>to set out our responsible end-to-end approach to business, our principles and values, and our business conduct rules.</p>	<p><b>LOOK AGAIN AT OUR SUPPLIER SELECTION PROCESS</b></p> <p>to make sure we always include social and environmental criteria.</p>
<p><b>ROLL OUT POSITIVE SOURCING®</b></p> <p>across the Group. We aim to have 50% of our Business Units using these procurement practices by June 2020.</p>	<p><b>ROLL OUT VOLUNTARY PARTICIPATORY MANAGEMENT</b></p> <p>via our Business Units to improve quality of life at work. This ambitious Social Development initiative has been driven and implemented successfully by Anne-Catherine Trinon, CEO of Altavia Act*.</p>	<p><b>CONTINUE TO MEASURE AND REDUCE OUR CARBON FOOTPRINT</b></p> <p>and waste.</p>



*Let's do whatever we can. There's no planet B!*



## AMBASSADOR NETWORK

CRITERION  
1

CRITERION  
10

CRITERION  
21

An ambassador network was launched in April 2018 to give staff more involvement in the Group's CSR strategy. Nearly all BUs have now appointed an ambassador. Their role as CSR team contacts is to ensure the CSR action plan is being properly applied by their BU, share good practice and BU progress indicators, determine areas for improvement alongside colleagues, and submit these to management. In return, the Group CSR team provides training materials and tools, and encourages BUs to roll out the actions with the biggest impact.

### ALTAVIA FOOTPRINT CHALLENGE

The first flagship CSR ambassador network activity was an inter-BU challenge organised in November. The Altavia Footprint Challenge had two goals: to generate the best ideas regarding what each BU can do to reduce their environmental footprint and to highlight the role of CSR ambassadors among their colleagues. Following a brainstorming workshop, each BU suggested an idea that was then put to a staff vote on the Workplace company social network (Facebook @ Work).

The Executive Committee also selected its favourite idea.

22 BUS

PARTICIPATED

WINNING POST

69 LIKES, 535 VIEWS



Milena Leviet,  
CSR ambassador at Kamikaze,  
the winning BU in the Altavia Footprint  
Challenge

“

*“Having been at Kamikaze for 18 months, I wanted to do more for the company than just my everyday job. So, I volunteered to be a CSR ambassador for my BU. This role helps me build strong relationships with my international colleagues and learn more about what we as a company can do for society and the environment. As Kamikaze's CSR ambassador, I coordinate our CSR activities. I have a small group of highly motivated staff working with me who are never short of ideas! For example, for the Altavia Footprint Challenge, we came up with the idea of giving new staff an eco welcome kit. We have also started doing things that are good for the environment. At Kamikaze, CSR isn't a constraint. We contribute because we want to, and this makes me proud!”*

”

## MONITORING AND ASSESSING OUR APPROACH TO CSR



### ECOVADIS CONTINUOUS IMPROVEMENT

In 2018, seven of our BUs committed to continuous improvement and were assessed by the rating agency Ecovadis on their sustainability performance. Four of them achieved a Gold rating: two for the second year running. Three new BUs are to be assessed in 2019.

As well as meeting the requirements of our international clients, our goal is to have BU CSR strategies approved by a third-party organisation, particularly regarding the Environment, Protecting Human Rights and Labour Standards, Responsible Procurement and Ethics.



### REPORTING AND INTERNAL AUDITS

Social, environmental and societal indicators have been selected to measure the effectiveness of our CSR activities. A CSR reporting framework was approved in 2018 and implemented in our financial data collection tool, ANAPLAN. The framework will be rolled out to all BUs from 2019 so Group data can be consolidated from 2020. These indicators are already used in BUs assessed by Ecovadis.



In France, BUs measure their social footprint annually (workforce, employment, temporary staff, absenteeism, workplace accidents, training, industrial relations, discrimination, remuneration and dividends) so this information can be passed on to shareholders.



Group BUs are given an annual internal audit. Among the various areas examined, the in-house auditor checks whether workplace health and safety procedures are being followed. With regards to Human Capital, the management of recruitment, careers and departures, business expenses and the allocation of company cars are also audited.



# PERFORMANCE INDICATORS SET IN 2018

## ENVIRONMENTAL INDICATORS

- Consumption of plastic (cups and bottles) in numbers and euros
- Recycling: weight of paper and plastic recycled in kg
- Consumption of electricity in MWh and euros
- Consumption of gas in MWh and euros
- Consumption of water in cubic metres and euros
- Number of clients involved in Ecopublishing®
- Number of Ecopublishing® creations
- Proportion of certified paper
- Proportion of recycled paper
- Number of Upcycling clients
- Number of Upcycling creations
- Quantity of materials recycled in square metres or kg

## SOCIAL INDICATORS

- Gender balance in recruitment
- Proportion of women in management
- Gender pay gap
- Complaints about breaches of human rights or international labour standards
- Job stability: proportion of permanent contracts
- Turnover
- Number of training days
- Number of safety training days
- Number of recreational events
- Proportion of staff satisfied with work
- Proportion of disabled people recruited

## SOCIETAL INDICATORS

- Number of certified suppliers (ISO 14001, FSC/PEFC, Imprim'vert, etc.)
- Proportion of CSR charters signed
- Proportion of self-assessment questionnaires filled in
- Number of staff trained in corruption risks
- Number of Positive Sourcing® orders
- Amount (€) of Positive Sourcing® orders
- Number of sponsorship operations
- Equivalent monetary value of sponsorship operations
- Number of clients made aware of gender stereotypes in advertising

**99.6%**  
**OF PAPER  
IS CERTIFIED**

Altavia Paris Results 2018

**52%**  
**OF MANAGERS ARE  
WOMEN**

Altavia Paris Results 2018

**26**  
**STAFF TRAINED IN  
CORRUPTION RISKS**

Altavia Paris Results 2018

## SOLIDARITY: IT'S EVERYONE'S RESPONSIBILITY

CRITERION

2

BUs have strong ties to their local areas. They invest in their cities, opening their doors to others, supporting charities (mainly through skills sponsorship) and working to protect biodiversity and the environment. They regularly organise internal CSR events in a bid to guarantee staff well-being and reduce their environmental impact.

CRITERION

4

### **SOCIAL FOOTPRINT IN SEINE-SAINT-DENIS**

#### **Rencontre 93**

During CSR Week, Altavia invited socially isolated teenagers working with the charity Rencontre 93 onto its premises. During the morning, these young people explored the business world and Altavia's businesses. There was then a graffiti session at the Saint-Ouen site. Everyone enjoyed this time of solidarity together!

#### **Réseau Entreprendre 93**

Altavia helped the Réseau Entreprendre 93 entrepreneur mentoring association celebrate its 15<sup>th</sup> birthday by creating an event book and invitations, and designing a new electronic signature.



## SOLIDARITY: IT'S EVERYONE'S RESPONSIBILITY (CONTINUED)

### The Agence du Don en Nature (Goods to Give Agency): helping the poor in Paris

The ADN is a charity that collects and distributes new non-food items to the poorest in society. Altavia has provided the ADN with comprehensive print and online support: a great initiative to give the charity more visibility during Goods to Give Week in March. Altavia has created a print & digital activity report, leaflets and a motion design video for its web campaign.



Staff in Paris and Lyon also took part in the Course des Héros run in June 2018 for the third year in a row. Around fifty Altavians walked and ran around the course to support the Goods to Give Agency.



## SOLIDARITY: IT'S EVERYONE'S RESPONSIBILITY (CONTINUED)



### TOGETHER WITHOUT WALLS: WELCOMING REFUGEES IN ITALY

Altavia Italia opened its doors to refugee women on 19 June 2018 to help combat violence against women. The women shared their experiences over a congenial dinner, as Amina Natscia Al Zeer, Vice President of the Aisha project, explains:

*"It was a lovely, joyful dinner. We shared not just food, but also our stories. It was really important for me to attend this event with women from all four corners of the world. I saw them smile and enjoy themselves. I also did a little comedy sketch with my daughter telling the story of a woman's life. During the evening, I met some fantastic people who support us daily as we fight violence against women."*



### HOPE CENTRE: HELPING THE HOMELESS IN GREAT BRITAIN

HRG, one of our British BUs, has now been supporting the Northampton Hope Centre for the homeless for several years. HRG colleague Lucy Deacon told us more about her personal reasons for working with the charity:

*"I've been working with the project since December 2017. My role is to help coordinate Hope Centre fundraising activities. I've helped collect clothing and organise quiz nights, competitions and cake sales. It all started when I collected warm clothes for the homeless. When we dropped off the clothes at the centre, I met the operations team and Hope Centre users. I realised just how vulnerable they are and how much they need our support. This is why HRG does what is needed to help the Hope Centre support the homeless in Northamptonshire."*

## SOLIDARITY: IT'S EVERYONE'S RESPONSIBILITY (CONTINUED)

### EUROPEAN CSR WEEK

For the third year running, BUs participated in CSR Week, organised to mark European Sustainable Development Week. The week encouraged BUs to share their social and environmental initiatives. Here are a few examples:



**Altavia Ceská** supported a little boy who makes soaps and teaches other children about hand washing to collect funds to help his disabled brother.



**Charity race in China** to raise money for children from the country's poor rural communities.



**Samet Sari, Managing Partner at Altavia Dekatlon (Turkey)**, spoke to the media at an event organised to raise funds for the Kaçuv Foundation cancer charity.



Books were collected to be given to **Warsaw** hospitals.

## SUPPORTING SOCIAL INNOVATION AND ENTREPRENEURSHIP



### ASHOKA

Ashoka builds and manages a community of social innovators across all sectors. They collectively try to create a world in which all individuals and organisations become change drivers and play a role in solving the biggest problems facing society.

In 2018, Altavia supported Ashoka for the third year running by designing and printing its annual brochure. This year, Altavia offered artistic guidance by giving the charity a new visual identity so it could modernise all its communication materials. The digital agency Instaction's also contributed by helping improve Ashoka's SEO.

### ALTAVIA COACH

Since 2017, Altavia Coach - an entity working on innovation in the retail sector - has been helping start-ups develop while creating profitable collaborations for our retail clients. Altavia Coach activities focus on two main areas: the accelerator and strategic ventures. Altavia Coach has joined forces with Euratechnologies to launch its accelerator programme. This centres on go-to-market, internationalisation and support with marketing and communications.

In 2017, Altavia invested in the creation and launch of Wetail, a unique location concept designed to shape future retail by bringing sector players together. By extending its entrepreneurship and innovation activities, Altavia Coach has created a concept that combines experimentation, events, coworking spaces, accelerator programmes, workshops and an expert network.

# RESPONSIBLE PROCUREMENT

## WE MUST BE VIGILANT



Since 2010, Altavia has renewed its FSC® and PEFC™ certifications annually to guarantee paper used in client communications is responsibly sourced. In 2018, 15 BUs were certified in Europe and Asia. Bureau Veritas audits a sample of four BUs annually.



Altavia is committed to being vigilant and has chosen a solution recognised by the market to collect all administrative documents and check all suppliers are complying with their social obligations.

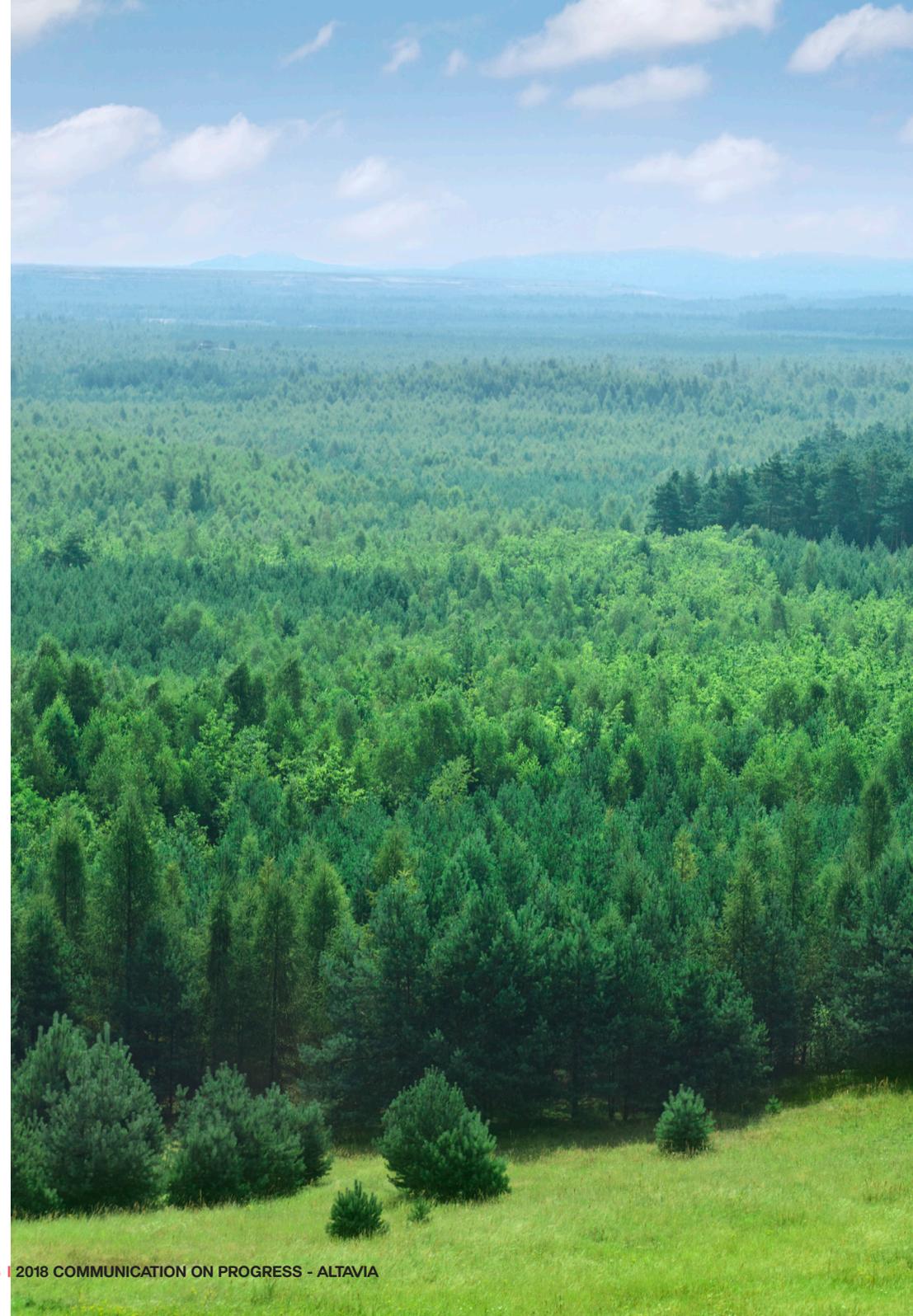
This tool enables us to:

- Keep a list of supplier certifications (ISO 14001, Imprim'Vert, FSC PEFC, etc.),
- Ensure suppliers have signed our Responsible Business Partner Policy, which sets out our responsible end-to-end approach to business, our principles and values, and our business conduct rules,
- Share a self-assessment questionnaire to check what our suppliers are doing with regards to social and environmental matters.



These questionnaires will allow us to identify suppliers who are considered to be at risk and who should be audited.

**15%**  
OF OUR PRINTING SUPPLIERS  
HAVE ISO 14001  
CERTIFICATION



## OUR APPROACH TO SOCIALLY-RESPONSIBLE PROCUREMENT: POSITIVE SOURCING®

CRITERION

15

**Positive Sourcing®** has been developed by Altavia to help socially isolated individuals into the workplace with Socially-Responsible Procurement. Service providers working in the disability-friendly sector (offering jobs for the disabled) and selected by Altavia have been identified using a set process, following a site audit guaranteeing the following:

- Industrial equipment (quality and suitability for our needs),
- Eco-friendliness (process and certifications),
- Economic viability and pricing (consistent with market)
- Ethics, compliance with Secteur du Travail Protégé et Adapté (Protected and Disability-Friendly Work Sector) rules.

Subcontracting in the disability-friendly sector is a socially-responsible practice that also enables our clients to reduce their AGEFIPH contribution (required of all companies that have fewer than 6% of employees with disabled status).

Encouraged by our client L'Oréal, **Positive Sourcing®** has been extended to more countries and a wider range of beneficiaries (small businesses, reintegration, etc.).

50  
PEOPLE

IN 2018, L'ORÉAL AND ALTAVIA  
CONTRIBUTED TO THE EMPLOYMENT  
OF 50 SOCIALLY ISOLATED PEOPLE  
WORLDWIDE  
43 IN 2017

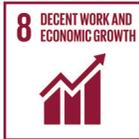
### EXAMPLE: IN GREECE, ALTAVIA HELLAS IS WORKING WITH KETHEA, THE COUNTRY'S LEADING REHABILITATION AND SOCIAL REINTEGRATION NETWORK.

Since 1983, the organisation has provided free care to drug addicts. Kethea also helps individuals with other types of dependencies such as alcohol, gambling and Internet addictions. The pre-press unit employs 23 staff. Every year, up to six individuals at the rehabilitation stage of the therapeutic programme are given professional training and many of them work in the printing industry after qualifying.



## OUR APPROACH TO SOCIALLY-RESPONSIBLE PROCUREMENT: POSITIVE SOURCING® (CONTINUED)

### LOOKING AFRESH AT DISABILITY



As a GESAT Network partner, Altavia is committed to helping the disabled into employment. The STPA (Protected and Disability-Friendly Work Sector) companies we work with support disabled people into work and help them in their jobs by making sure they are trained and promoting employment for vulnerable disabled people.

With social inclusion at the heart of its CSR strategy, the Altavia Group organises an annual event for **European Disabled Employment Week**. In November 2018, the event was a round table discussion held at the Altavia Paris offices in Saint-Ouen. Altavia clients and staff, plus two members of the GESAT Network, came together to reflect on how to boost Positive Sourcing®.

A role play was organised at a cooking workshop titled “**Disability: it’s nothing to make a meal over**”, putting staff in the shoes of those with a visible or hidden disability. Attendees were able to experience the difficulties that can be faced by disabled employees, such as embarrassment, lack of understanding and slower work rates. However, they also saw that kindness, mutual assistance and empathy can play a role. It was shown that diversity can boost cohesion and improve work organisation.



### BOOSTING POSITIVE SOURCING®

Positive Sourcing® is the flagship element of our CSR strategy’s societal component and is increasingly requested by clients. To consolidate our approach, we held a participatory workshop where we came up with two tangible areas of focus:

- 1/ Sourcing: ensure it continues, consolidate our panel and extend the scope to cover other inclusive sectors (not just the disability-friendly sector) to create more options,
- 2/ Implementing an operational process that is suitable for (and boosts) manufacturing orders from identified sectors: set out the different stages of the process, decide which product types are STPA-eligible (simple, recurrent, scheduled), involve clients, define numerical targets, involve staff.



# OUR APPROACH TO SOCIALLY-RESPONSIBLE PROCUREMENT: POSITIVE SOURCING® (CONTINUED)

## UPCYCLING BY ALTAVIA



To further our contribution to the protected sector, we have an Upcycling service that means we are also part of a circular economy.

**The idea behind Upcycling is simple:** to transform material you no longer need into something that is useful again. By giving communication materials a new lease of life, we and our clients can contribute to a circular economy as we use our rubbish to create useful objects.

All our products are made in France from old woven or PVC banners no longer in use by disability-friendly companies, ensuring a fully responsible approach.

# UPCYCLING BY ALTAVIA



# PROTECTING HUMAN RIGHTS AND LABOUR STANDARDS

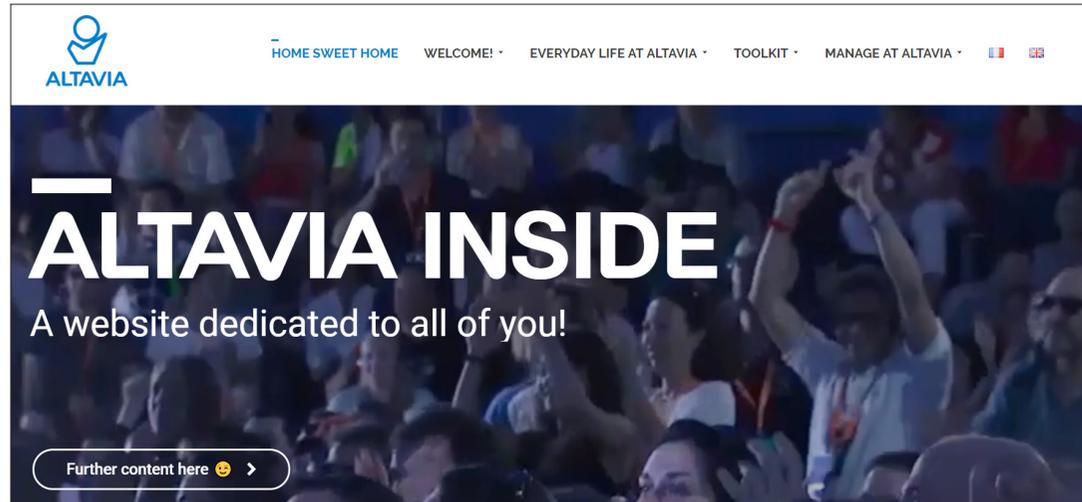
## OUR ETHICAL AND HUMAN PRINCIPLES



### ART AND STYLE

Our ethical charter contains all Group principles relating to human resources (known as Human Capital at Altavia), as well as our ethical beliefs. It is a cornerstone for all our Business Units, ensuring a peaceful working environment for Altavia staff and setting out how they should behave towards others.

Since 2017, Group staff have had access to a Human Capital website: **Altavia Inside**. This website enables staff to consult the Human Capital policy at any time: the key principles, the responsibilities of managers, our rights and obligations, the “cornerstones of best practice” in Human Capital, and our commitments (fighting discrimination and harassment, preventing conflicts of interest, recruiting fairly). Staff can also access information on managerial best practice, an induction manual, a presentation on collaborative tools and useful links. Raphaël Palti's editorial on Altavia Inside also refers to the ILO's Conventions, which can be accessed by staff via a link.



### PERSONAL DATA PROTECTION

In light of the General Data Protection Regulation (GDPR), all Altavia Group staff have been given online training to teach them about the regulation and their rights. The Group GDPR representatives have also created a procedure for managing security incidents to deal with incidents affecting

the integrity, confidentiality or availability of the IT systems that host our clients' personal data. The Legal and IT departments are responsible for preventing these types of incident.



## OUR HUMAN CAPITAL POLICY

Under the auspices of the Human Capital department, developing industrial relations and training were the two key focuses for 2018.



### INDUSTRIAL RELATIONS

Industrial relations comply with current legislation: in France, all entities with over 11 staff members have staff representative bodies (DP, CE or CSE) [Employee Representatives, Joint Consultative Committees or Economic and Social Committees]. Two BUs have a CFDT (French Democratic Federation of Labour) union delegate.

In Nantes and Saint-Ouen, staff have contributed to fitting out the premises. The Altavia Aura BU has one Forum for the mobility plan and another for breaking down barriers between internal services. These Forums are in addition to the Human Capital Barometers regularly organised by BUs and the "Well-Being" Questionnaire sent annually to Altavia Aura staff: cornerstones of our drive to improve practice.



In a bid to improve industrial relations across all BUs, Altavia has launched new Forums. These Forums encourage all staff - no matter the BU, its size or country - to come and express their views and make their own contributions to everyday matters.



## Mad&Women

In 2018, the world's first feminist agency, Mad&Women, joined the Altavia Group. Founded in 2012 by Christelle Delarue, Mad&Women's mission is to showcase the political, artistic and economic potential of women via communications that are free of gender stereotypes. Among the many clients who have put their trust in Mad&Women's expertise, Caisse d'Epargne has tasked the agency with two campaigns: #1WomanOutOf8March, a campaign to support breast cancer research, and #Vouloir c'est pouvoir (Where there's a will there's a way), a campaign launched to encourage female entrepreneurship. Mad&Women has also created an advertising campaign for the fashion designer 24 Sèvres on Parisian women, with the aim of fighting all the clichés with which women are saddled.

Mad&Women is also highly active on International Women's Day. The agency started the #8mars15H40 (8 March 3:40pm) movement which denounces the pay gap between men and women.

By bringing Mad&Women's teams on-board, Altavia has gained the responsible marketing expertise required to support our clients in creating communications campaigns that are fairer and free of gender stereotypes.

## ALTAVIA AURA "WELL-BEING" QUESTIONNAIRE

56 staff members responded in 2018.



## OUR HUMAN CAPITAL POLICY (CONTINUED)

### COLLECTIVE INTELLIGENCE

The Group benefits from the expertise of **Altavia Act\*** in Belgium, which is organised into collaborative “tribes” and provides management training based on Co-Development techniques.

### ENCOURAGING DIVERSITY

Altavia continues its commitment to its policy of integration and support for employing staff with disabilities. Hence, as in previous years, we have:

- Recruited via partner sites specialising in recruiting disabled employees. What's more, the temp agencies we work with have created specialist divisions for placing disabled workers and we routinely call on their services.

- Identified staff recognised as disabled.
- Subcontracted via our Positive Sourcing® scheme: manual work, printing, routing, packing, flow wrapping, sleeving, etc.

Altavia Nantes has also signed an agreement promoting senior employment.

### REMOTE WORKING

2018 also saw remote working develop with certain BUs adopting this practice (Altavia Deutschland, Altavia Act\*) and others currently testing it out (Altavia Aura and Altavia Paris).

### BETTER TRAINING AND EDUCATIONAL PARTNERSHIPS

One way each BU improves its members' Human Capital skills is by organising workshops jointly led by the BU Director and the Human Capital department.

The Altavia Group is also continuing its partnerships with the world of higher education. In France, BUs host student interns and those on sandwich courses from business schools, the Gobelins School of Visual Arts in Paris, digital schools, ISEG (marketing and communications), AGR (graphic design and communications), the Sup de Pub School of Communication and ISCOM. 40 managers in France have been reminded of management techniques at workshops created in partnership with a specialist consultant. The Human Capital France team is also planning e-learning for digital integration in 2019.

74

SALES REPRESENTATIVES

did Group-wide  
“Time to Pitch”  
training.



**LES 500 MEILLEURS EMPLOYEURS DE FRANCE**  
Médias, communication

De nouveaux champions, de nombreuses entrées mais aussi des sorties. Découvrez la nouvelle liste des sociétés qui ont la cote dans leur secteur.  
PAR BRUNO DECLAIRIEUX

**LA METHODE DE L'ENQUETE**  
Pour cette cinquième édition du palmarès des meilleurs employeurs, l'institut Statista est demeuré fidèle à la méthodologie utilisée les années précédentes : un panel de 20 000 personnes qui travaillent dans des entreprises de plus de 500 salariés en France a été invité cet automne à répondre en ligne aux deux questions suivantes : « Sur une échelle de 0 à 10, indiquez à quel niveau vous recommanderiez votre employeur à vos amis ou à votre famille » et « D'après ce que vous savez des employeurs suivants de votre secteur d'activité, les recommanderiez-vous à votre entourage ? ». En accordant une pondération plus forte à l'avis des employés sur leur entreprise qu'à celui émis sur leurs concurrents, notre partenaire a pu ainsi calculer une note finale sur 10. Sur les 2 100 groupes étudiés, seuls les 500 ayant eu les meilleures notes sont présentés. A noter que, si une entreprise n'apparaît pas, il est possible que le nombre de ses salariés trouvés en ligne ait été insuffisant pour que l'avis soit pertinent.  
Avec statista

**Entreprise**

1. Groupe Bayard
2. Groupe Télégramme
3. France Télévisions
4. Publicis Groupe
5. Groupe M6
6. Groupe UGC
7. Pathé
8. Groupe Gallimard
9. Ouest-France
10. Le Monde
11. Radio France
12. Groupe TF1
13. Altavia
14. Havas Group
15. Médiamétrie

### AN ATTRACTIVE COMPANY

In 2018, Altavia came 13<sup>th</sup> in Capital magazine's Best Employer Awards (in France) for the Media and Communications sector. The Awards survey of 20,000 people in 2,100 companies with over 500 employees across 32 different sectors was carried out by the Statista Institute. Scores were awarded based on direct recommendations (from Altavia staff) and indirect recommendations (from those working in the same activity sector).

## OUR ETHICAL AND HUMAN PRINCIPLES (CONTINUED)



### STAFF HEALTH AND SAFETY

“The Art and Style of Altavia” is our code of ethics reminding staff of workplace health and safety rules.

Extract: *“We comply with health and safety rules to ensure we offer a healthy and safe working environment. It is down to individuals to make sure that their behaviour does not put others in danger and to inform their BU Director of any hazards they come across. Everyone must respect their working environment to prevent its deterioration. The tidiness and cleanliness of the working areas*

*are the responsibility of each staff member and contribute to everyone’s comfort.”*

French BUs apply labour law in close collaboration with Economic and Social Committee members. Workplace safety instructions and regulations are displayed in offices. Fire and first-aid training courses are run on a regular basis for staff. Furthermore, a safety logbook is kept to monitor mandatory maintenance operations (fire extinguishers, emergency lighting units, lifts, etc.). All compulsory risk assessment results are contained in a single document (“document unique”).

### CONVIVIALITY AND WELL-BEING

Since Altavia was established, the company has introduced “rhythms and customs” in the Group and within each BU. These are times when staff come together to be given information about the BU and the Group. They are convivial, cohesive and allow Good Practice to be discussed, with two seminars per year and a conference for all Altavians every decade!



## OUR ETHICAL AND HUMAN PRINCIPLES (CONTINUED)



As well as these rhythms and customs, every BU arranges group activities like well-being workshops and sports: sophrology classes in Nantes, Pilates classes at the Saint-Ouen and Saint-Étienne sites, and half-price shiatsu treatments for staff at Altavia Paris during working hours. In sunny Madrid, several Altavia Iberica staff members have also created a vegetable garden on the office terrace. Last summer's harvest was excellent!

Altavia Paris staff meet several times a year for "Happy Times" organised by the BU Human Capital Manager. In 2018, the topics covered were addiction, nutrition, stretching and ergonomics. Happy Times encourages participation, with each staff member invited to suggest a topic they would like a specialist to explore.



## OUR ETHICAL AND HUMAN PRINCIPLES (CONTINUED)



### NEXT GEN: UNDER 35S DRIVING TRANSFORMATION

The Altavia Group believes that the new and fresh ideas of its youngest staff are important. So, for the first time in the Group's history, a Next Gen seminar was organised in July 2018.

63 staff members from across the world came together for three days to work on MOVE2023, the Group's strategic action plan for the next four years. These young staff worked in small groups using the "world café" method to come up with a wealth of ideas on how to deal with Altavia Group challenges. The most comprehensive ideas were then brought to the Executive Committee. The Committee found three areas particularly noteworthy: CSR, Human Capital and company brand. New working groups have been formed. Their proposals will be brought to the Executive Committee during the first half of 2019.



# ENVIRONMENTAL PROTECTION

## BUS COMMITTED TO PROTECTING THE ENVIRONMENT



### WASTE MANAGEMENT

November 2018's CSR challenge revealed that staff are keenly aware of the waste generated by our work and the fact that it is a major issue. With recycling now commonplace across the Group, BUs have decided to go further by limiting waste production, especially that of plastic. For example, Altavia Iberica has given its staff members reusable glass bottles and banned plastic bottles from its drink vending machines.

Following the Altavia Footprint Challenge, Altavia Lille organised a "zero-waste" market on-site. This gave staff the chance to discover and test out alternatives to conventional packaging.



### ENERGY SAVING

The Altavia Footprint Challenge encouraged Group staff to reduce our environmental impact. A range of ideas were compiled in a book of inspiration for CSR ambassadors.

Kamikaze, the BU with the most votes after the Altavia Footprint Challenge, launched a staff awareness campaign. 12 eco-friendly actions were set out and shared with staff, and a recycling guide was distributed.



## ECO KAMIKAZE

1. Using tap water instead of plastic bottles
2. The use of coffee grounds for odour absorbing, compost, peelings
3. Collecting bottle caps
4. Changing standard batteries for rechargeable batteries
5. Turning off unused devices, such as monitors
6. Use of printed paper
7. No printing if it is not necessary
8. Packing parcels avoiding plastic
9. Segregation of rubbish
10. Standby mode turning off at the end of the working day
11. Uber Kamikaze - going to work by car, take a colleague with you
12. Use of eco-font (Calibri, Century Gothic, Times)



## BUS COMMITTED TO PROTECTING THE ENVIRONMENT (CONTINUED)

### MOBILITY AND REDUCING CO<sub>2</sub> EMISSIONS

CRITERION  
10

CRITERION  
15

Altavia Nantes staff are invited to use the Lilas carsharing network and bicycles are also made available to them. A mobility plan with the City of Nantes also offers several benefits such as a contribution towards the purchase of an electric bike, a reduction on the price of an annual TAN public transport pass and a reduction on the price of the city's Bicloo bike hire pass.

As Altavia Optitrans teams are located variously in Paris, Nantes and Lyon, staff have a tool that lets them share their screen. They also try to use video conferencing with prospects, rather than meeting in person.

Altavia Sumis staff have two bikes available.

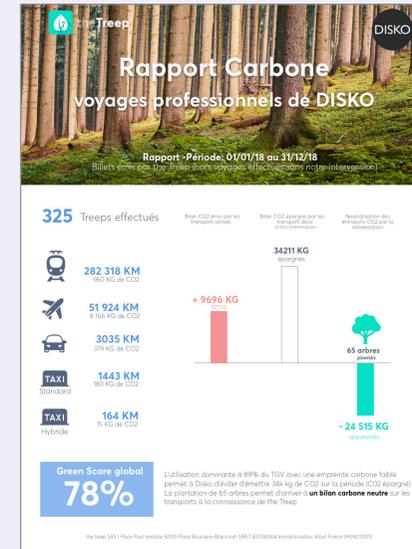
Altavia Hellas staff have committed to reducing single-person commutes (Altavia Footprint Challenge goal).



The two British BUs have committed to taking action to reduce their greenhouse gas emissions. As a member of the POPAI Sustainability Standard, HRG has adopted an eco-friendly product design process based on lifecycle analysis to reduce its greenhouse gas emissions.

Altavia HTT is carbon neutral. In partnership with the World Land Trust, Altavia HTT has joined an offset programme for the greenhouse gas emissions produced by the activities of its two offices in the United Kingdom. This offset programme helps protect and reforest wild habitats in Ecuador.

CARBON  
NEUTRAL  
ALTAVIA HTT



DISKO agency called on a responsible ticket agent for help choosing the mobility options with the least impact, leading to more train journeys (83% in 2018) vs plane journeys (15%) and hybrid taxis.

This meant the 325 journeys in 2018 created 9696 kg of CO<sub>2</sub>, with 34 tonnes of CO<sub>2</sub> savings.

By planting 65 trees, the BU became carbon neutral for transport.

## MORE RESPONSIBLE COMMERCIAL COMMUNICATION



ecopublishing®



**Reducing the environmental impact of our clients' communication materials with Ecopublishing®**

To encourage clients to commit to protecting the environment and to help consolidate their brand image, Altavia supports them in reducing the impact of their communication materials.

Ecopublishing® is Altavia's responsible trademark.

It enables brands and retailers to be commercially effective while protecting the environment, from product design to end-of-life, by applying **five reference criteria**:



WITH ECOPUBLISHING®,  
**PRINTED ADVERTISING**  
HAS A BRIGHT FUTURE!

### ELIMINATING THINGS THAT HINDER RECYCLING

THIS APPROACH WILL ENABLE US TO REDUCE OUR ANNUAL ECO-CONTRIBUTION IN FRANCE BY NOT HAVING TO PAY THE CITÉO PENALTY

### PAPER CERTIFICATION

### REDUCING THE ENVIRONMENTAL IMPACT OF PRINTING

### TRANSPORT WITH LESS IMPACT

ITEMS TRANSPORTED FROM THE PRINTING SITE BY EURO 6 VEHICLES

### MONITORING THE CO<sub>2</sub> PERFORMANCE OF PAPER PRODUCTION



Assessing the environmental impact of communication materials with CarboScan®, a carbon calculator created in collaborative with Climat Mundi.

Ecopublishing is also an improvement initiative: CarboScan® enables us to measure the carbon impact of materials from design to delivery, and advise Altavia clients on how to achieve eco-friendly designs that will reduce their carbon footprint.

The reference criteria can be complemented by boosting team awareness of eco-friendly design. What's more, the reference criteria regularly become more stringent to align with our clients' expectations.

### RESPONSIBLE DIGITAL

With digital BUs made aware of digital pollution and the impact of our work, this led to a desire to share a Responsible Digital charter with our clients and assess its results once applied. The charter is under development.

# FIGHTING CORRUPTION

A STEERING COMMITTEE HAS BEEN SET UP TO APPLY THE FRENCH ANTI-CORRUPTION LAW SAPIN II WITHIN THE GROUP AND IMPLEMENT WAYS TO COMBAT CORRUPTION AND INSIDER INFLUENCE:



<p><b>CODE OF CONDUCT</b> DEPLOYED IN BUS</p>	<p>SUPPLIERS, CLIENTS AND PARTNERS <b>EVALUATED</b></p>	<p>GROUP <b>RISK MAPPING</b> CARRIED OUT</p>
<p>WHISTLEBLOWING PROCEDURE: <b>ETHICS@ALTAVIA-GROUP.COM</b> ADDRESS CREATED AND "ETHICS NOTIFICATION SYSTEM" PROCEDURE EXTENDED TO ALL BUS</p>		<p>INTERNAL MONITORING AND ASSESSMENT: MONITORING OF ANTI-CORRUPTION IMPLEMENTATION AND TRACKING WILL BE DONE DURING <b>INTERNAL AUDITS</b></p>
<p><b>E-LEARNING</b> TRAINING FOR EXPOSED PERSONS</p>	<p><b>DISCIPLINARY SANCTIONS</b> POLICY SET OUT IN INTERNAL REGULATIONS</p>	<p><b>FINANCIAL AUDITING</b> IMPLEMENTED</p>

# THE 21 “ADVANCED” CRITERIA

## IMPLEMENTING THE TEN PRINCIPLES INTO STRATEGIES & OPERATIONS

### Criterion 1

The Communication on Progress (COP) describes mainstreaming into corporate functions and business units.....pp. 6 to 8, 26

### Criterion 2

The COP describes value chain implementation .....pp. 11, 16, 18, 19, 28

## ROBUST HUMAN RIGHTS MANAGEMENT POLICIES & PROCEDURES

### Criterion 3

The COP describes robust commitments, strategies or policies in the area of human rights.....pp. 5, 6, 16, 20

### Criterion 4

The COP describes effective management systems to integrate the human rights principles .....pp. 11, 16, 20, 21

### Criterion 5

The COP describes effective monitoring and evaluation mechanisms of human rights integration.....pp. 9, 16

## ROBUST LABOUR MANAGEMENT POLICIES & PROCEDURES

### Criterion 6

The COP describes robust commitments, strategies or policies in the area of labour .....pp. 16, 20, 22 to 25

### Criterion 7

The COP describes effective management systems to integrate the labour principles.....pp. 16, 23

### Criterion 8

The COP describes effective monitoring and evaluation mechanisms of labour principles integration.....pp. 9, 16, 21

## ROBUST ENVIRONMENTAL MANAGEMENT POLICIES & PROCEDURES

### Criterion 9

The COP describes effective management systems to integrate the environmental principles .....pp. 6, 16, 26, 28

### Criterion 10

The COP describes effective management systems to integrate the environmental principles .....pp.6, 8, 16, 26 to 28

### Criterion 11

The COP describes effective monitoring and evaluation mechanisms for environmental stewardship .....pp. 9, 16

## ROBUST ANTI-CORRUPTION MANAGEMENT POLICIES & PROCEDURES

### Criterion 12

The COP describes robust commitments, strategies or policies in the area of anti-corruption .....pp. 29

### Criterion 13

The COP describes effective management systems to integrate the anti-corruption principle .....pp. 16, 29

### Criterion 14

The COP describes effective monitoring and evaluation mechanisms for the integration of anticorruption.....pp. 9, 16, 29

## TAKING ACTION IN SUPPORT OF BROADER UN GOALS AND ISSUES

### Criterion 15

The COP describes core business contributions to UN goals and issues....pp. 11, 15 to 19, 22 to 29

### Criterion 16

The COP describes strategic social investments and philanthropy .....pp. 11 to 15

### Criterion 17

The COP describes advocacy and public policy engagement.....pp.11, 13

### Criterion 18

The COP describes partnerships and collective action.....pp. 11

## CORPORATE SUSTAINABILITY GOVERNANCE AND LEADERSHIP

### Criterion 19

The COP describes CEO commitment and leadership.....pp. 5, 6, 7

### Criterion 20

The COP describes Board adoption and oversight.....pp. 6, 9

### Criterion 21

The COP describes stakeholder engagement .....pp. 8, 15, 18, 21



# THE SDGS

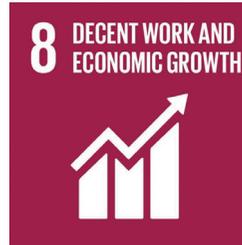
WITH THE GLOBAL COMPACT, ALTAVIA IS CONTRIBUTING TO:



**SDG 4** - p. 22  
Promote lifelong learning opportunities



**SDG 5** - p. 21  
Achieve gender equality



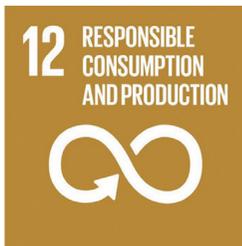
**SDG 8** - p. 18  
Promote decent work for all



**SDG 9** - pp. 15, 19  
Foster innovation



**SDG 10** - p. 22  
Reduce inequality



**SDG 12** - p. 28  
Ensure sustainable consumption patterns



**SDG 13** - p. 26  
Take urgent action to combat climate change and its impacts



**SDG 15** - p. 16  
Sustainably manage forests and halt biodiversity loss



**SDG 16** - p. 29  
Fight corruption

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COMMUNICATION ON  
PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.



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