

# ESG COMMITMENT

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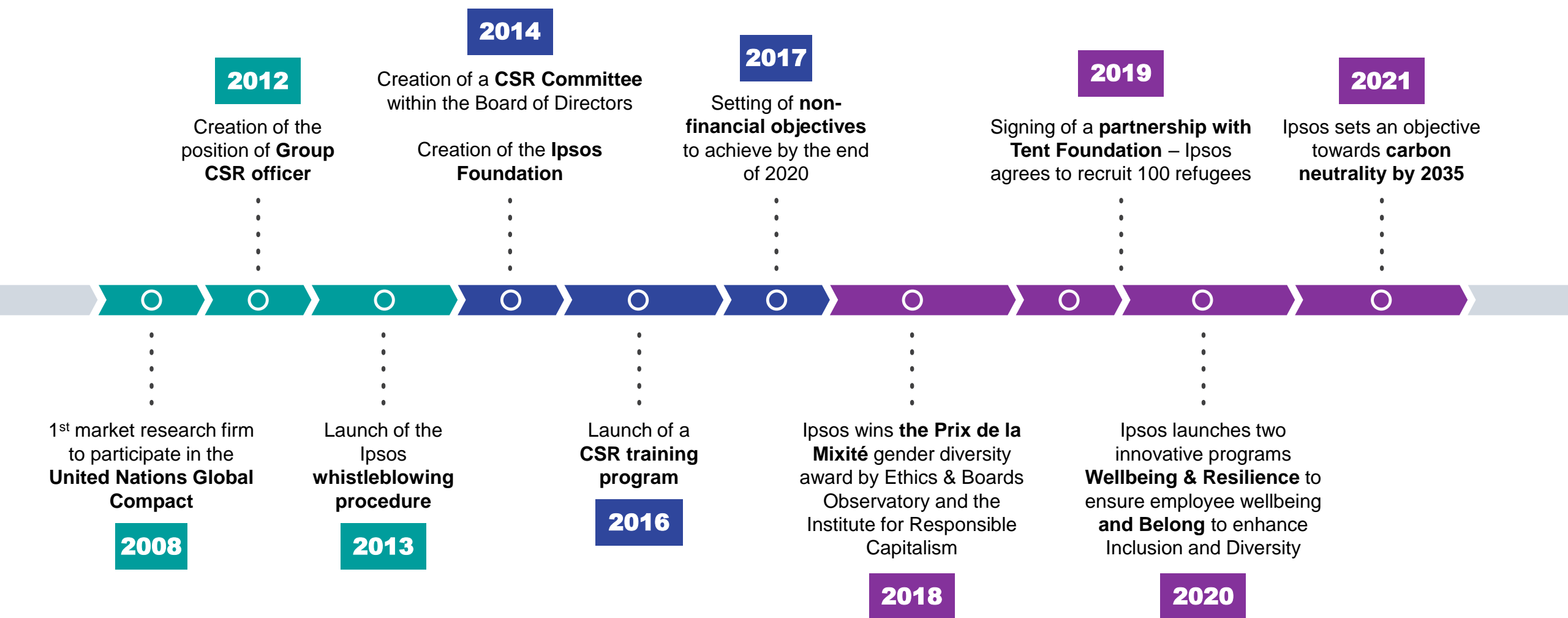
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# OUR CSR JOURNEY

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# OVER 10 YEARS OF COMMITMENT





# OUR ENGAGEMENT STEMS FROM OUR RAISON D'ÊTRE

“**Deliver reliable information for  
a true understanding of  
Society, Markets and People.**

This is our mission and *raison d'être*”

**Didier Truchot**

Ipsos Chairman of the Board and CEO

## From understanding to taking responsibility

We have been identifying, measuring and analyzing the **social, political and economic trends** shaping the world for over 45 years.

Our ESG engagement is rooted in this knowledge and the conviction that concerted action is necessary to drive sustainable development and build a better world.

# DRIVING CSR AT THE HIGHEST LEVEL OF THE ORGANIZATION

## A board-level governance

### CSR Committee

- Created in 2014
- 4 members appointed by the Board of Directors
- Chairman: Florence von Erb, Independent Board Member and also Representative of Afammer (NGO) at the United Nations

### Missions of the CSR Committee

- Sets our objectives, reviews policies and reporting tools and monitors the Group's non-financial issues and targets
- Reviews the extra-financial performance statement
- Oversees the activities of Ipsos Foundation, whose purpose is to provide assistance, develop and implement educational actions for children and young people worldwide.

### CSR objectives embedded in our governance

CSR targets are part of the CEO's qualitative annual objectives

- Reduction of the CO<sub>2</sub> emissions
- Improvement of the gender equality ratio

# A PROGRAM TO EMBODY OUR CSR ACTIONS GLOBALLY

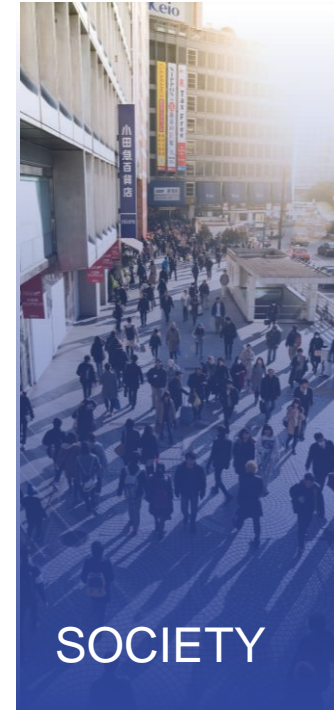
## Taking Responsibility

- A global program for our 90 markets
- Created in 2008
- Sets out our ambitions and CSR actions
- Monitors our performance against our targets

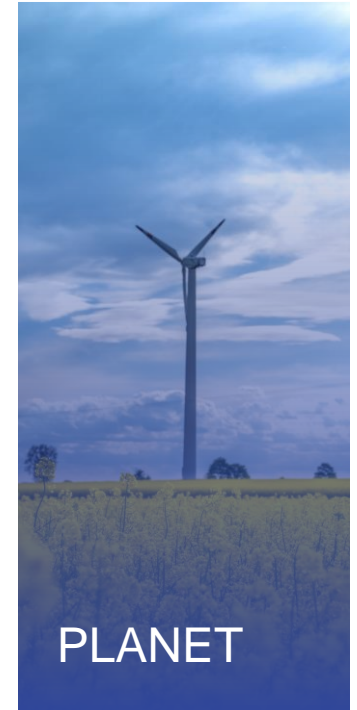
## Covering 3 areas



PEOPLE



SOCIETY



PLANET



# COMMITMENT TO EMPLOYEES, OUR MOST VALUABLE ASSET

## MONITORING EMPLOYEE SATISFACTION

- Ipsos introduced **Pulse** in 2003 an annual **satisfaction survey** conducted worldwide on our 18,000 employees
- The company sets global action plans to reinforce employee satisfaction and engagement

**76%**

of employees feel happy at Ipsos

## CREATING AN INCLUSIVE WORKPLACE

- **Belong:** Our Inclusion and Diversity global initiative to build a culture based on universal respect openness and equality
- **Gender Balance Network:** our initiative to build a more diverse and equal company and create an environment where everyone can reach their highest potential

**78%**

of employees say they work in an inclusive company that embraces diversity

## CONTINUOUS TRAINING AND LEARNING

- The **Ipsos Training Center** designs and delivers online training to all employees
- 418 training courses to enhance five types of skills: **solutions, market research, management & leadership and general skills**

**42h**

of training on average per employee in 2020

## DEVELOPING TALENT

- The **Generation Ipsos** program offers **young talents** the opportunity to discover Ipsos' business through multiple activities
- Integrates young and recently-hired employees through **exciting development opportunities**

**1174**

graduates in Generation Ipsos program in 2021



# COVID-19: REINFORCING OUR ACTIONS WHEN MOST NEEDED

## Looking after the wellbeing and resilience of our employees

- We implemented a wellbeing strategy locally aiming at supporting our teams and helping them perform their best
- For all our employees, we have an external supplier providing **Employees Assistance Programs** which give access to psychologists, personal development trainings, sport sessions
- We invested in trainings and have moved from face-to-face to e-learning: developing **resilience training** to support our people to face the pandemic and dedicated trainings about our **solutions** to make sure they can deliver with excellence

**75%**

Say Ipsos is an organization that has shown care and interest in its people

**2,5%**

of the total working hours are dedicated to training



# COMMITTED TO A FAIRER SOCIETY

Supporting the displaced and disadvantaged

## THE IPSOS FOUNDATION

- The Ipsos Foundation, created in 2014 provides **access to education for disadvantaged and displaced children**
- The Foundation operates across the globe thanks to its **Ambassadors Network**, present in all countries where Ipsos has an office
- 80 projects funded in 36 countries
- Over the years, the Foundation built schools in Nepal, Ghana and Zambia, provided books to children in the USA, Hong Kong, South Africa and Haiti and led several education initiatives for children with illnesses in Russia, the Philippines and Kazakhstan.

## COMMITMENT TO REFUGEES

- Ipsos is mobilized with the **Tent Partnership for Refugees** to promote social integration through employment: **60 refugees joined our workforce since 2019**
- Ipsos takes a stand on **World Refugee Day** each June 20<sup>th</sup> and sets **volunteer initiatives** with refugee populations around the world
- Our employees are involved in **mentoring initiatives** in France, for refugee Science Po students and in Brazil, for LGBTI refugees
- Ipsos is a member of the **Refugees are Talents** network, a C-Level initiative in France that encourages the integration process of refugees through employability

CONTRIBUTING TO  
**SOCIETY** WITH OUR  
RESEARCH



Assessing the impact of Covid-19 on violence against women

Helping define the UN policies to combat violence against women



Partnership for Evidence-based Response to Covid-19

Anticipating the health, social and economic impact of the pandemic in Africa

# OUR COMMITMENT TO THE PLANET

## TOWARDS CARBON NEUTRALITY

- We monitor our greenhouse gas emissions, based on the *Bilan Carbone* methodology, with the objective to reduce to 2.05 tons of CO<sub>2</sub> by employee in 2023 (2,61 tons in 2018)
- We continuously reduce our paper consumption and opt for paper recycling with more than 84% of paper available for recycling in 2020
- We continue to reduce business travels, our first source of carbon emissions, down 40% in 2020
- We are developing a carbon offset scheme to limit Ipsos' environmental footprint and **achieve carbon neutrality by 2035**

## RAISING ENVIRONMENTAL AWARENESS

- We encourage employees to adopt a more sustainable and responsible consumption at the office and in their day-to-day lives with **Eco-Gestures**: a guide to promote the adoption of eco-friendly behavior by employees
- We implemented a policy of recycling and eliminating single-use plastic in our offices

## CONTRIBUTING TO THE PLANET WITH OUR RESEARCH





# A STRONG GOVERNANCE OVERSEEING OUR ACTIVITIES

## CODE OF CONDUCT

- Ipsos is an active member of **ESOMAR**, which, through its Code on Market and Social Research drawn up jointly with the International Chamber of Commerce, sets out global regulatory and ethical guidelines
- The “**Green Book**”, Ipsos’ professional code of conduct and ethics, is the reference guide for all Group employees. This Professional Code of Conduct sets out the policies and procedures in place to ensure compliance not only with the most stringent industry legislation and standards, but also with our values as a leader in the field of market research

## DATA PROTECTION

- Data protection toward clients, employees and interviewers is a fundamental part of Ipsos’ activities.
- Personal data is managed with great care and in compliance with applicable laws, privacy regulations and professional standards
- Data Protection Officers are present at Group level and in each country in which Ipsos operates ensuring the compliance with the latest regulation (e.g. GDPR)

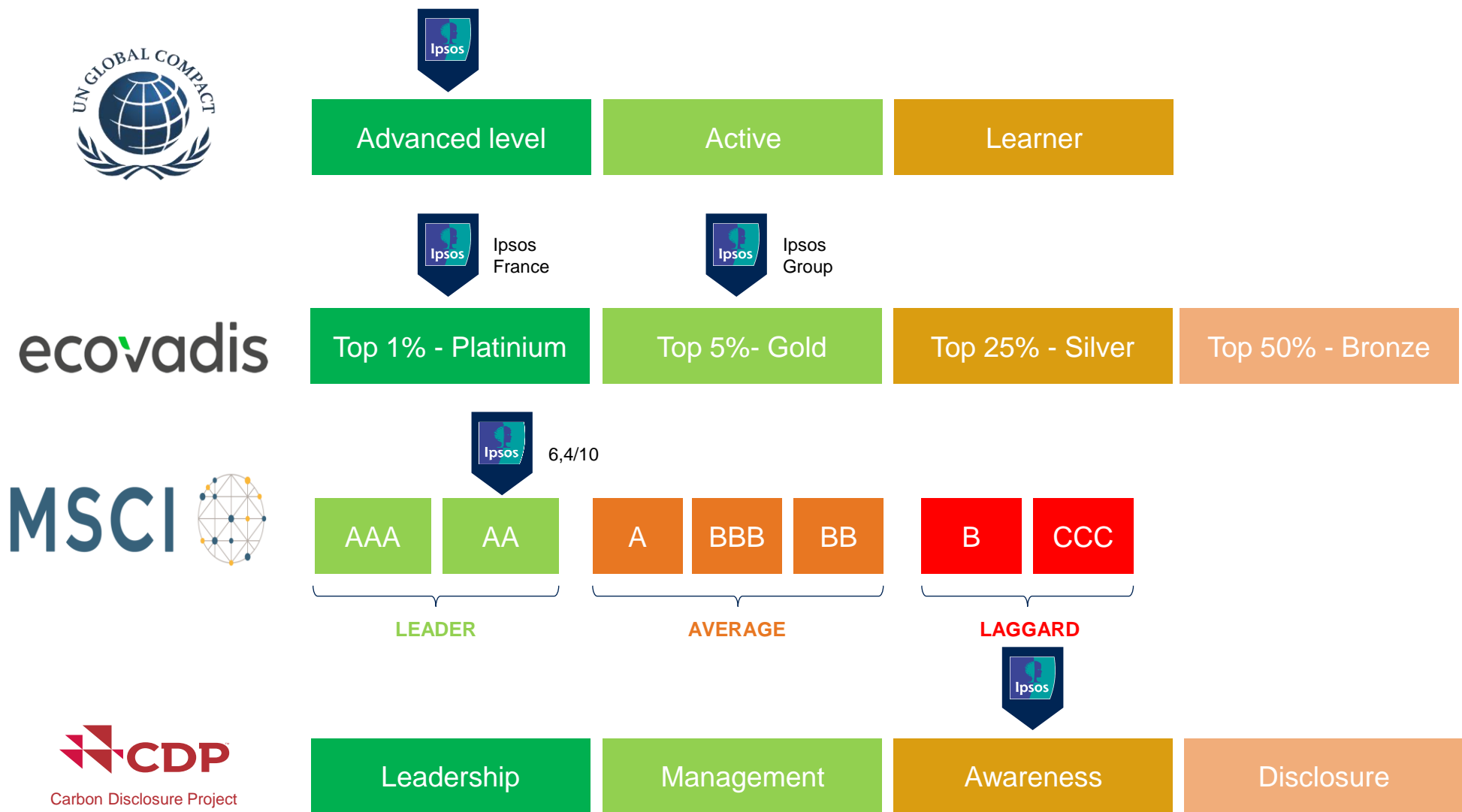
## DUTY OF CARE

- Regular assessment of subcontractor and suppliers
- Inclusion clauses committing to the UN Global Compact principles plus audit clauses in new contracts with our main suppliers and subcontractors.

# **AWARDS AND EXTRA-FINANCIALS RATINGS**

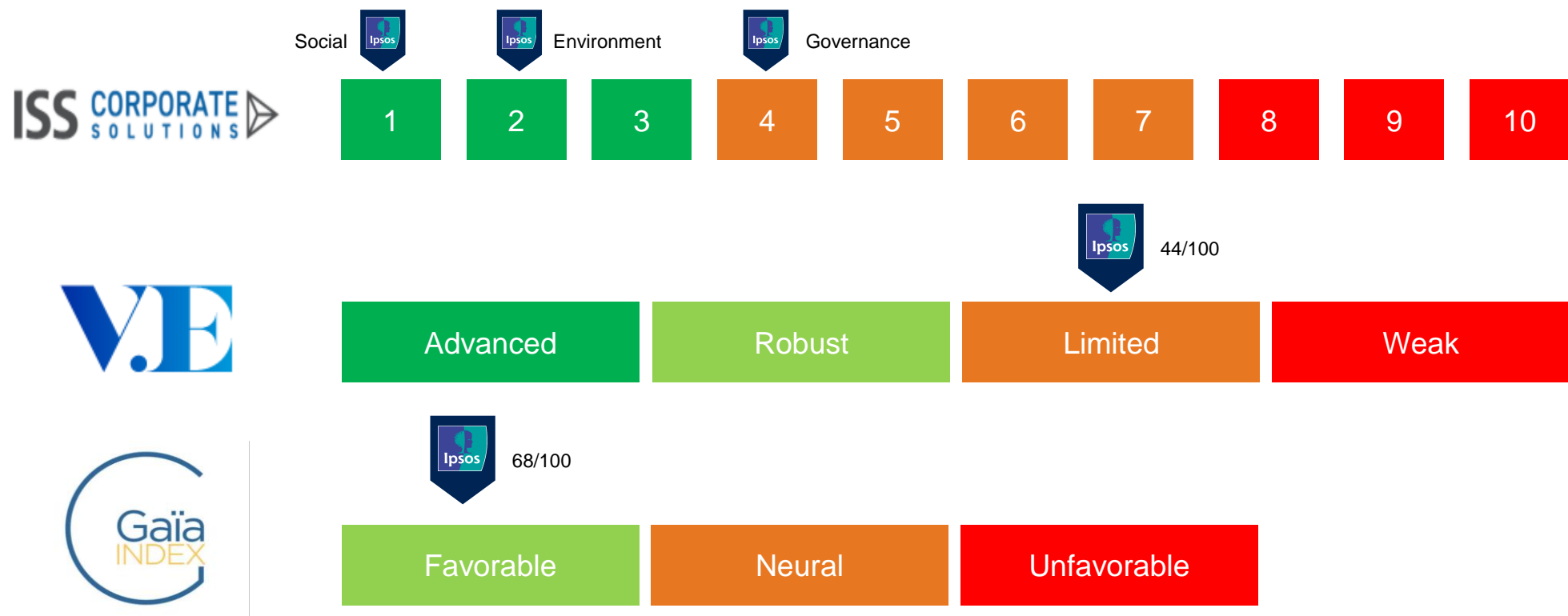
# 2

# IPSOS EXTERNAL CSR RATINGS (1/2)





# IPSOS EXTERNAL CSR RATINGS (2/2)



# GOING FURTHER IN 2023

# 3

# OUR SUSTAINABLE DEVELOPMENT ROADMAP 2021-2023

## Corporate targets

	Baseline value	Target 2023
Employee commitment	72%	Equal to the "RED" (Representative Employee Data) benchmark
Employee turnover rate	11.7%	<b>Below 12%</b> related to voluntary departures (excluding employees with under 3 years length of service)
Gender equality	34.2%	<b>40%</b> of women appointed to level 1 of the <i>Leadership Team</i>
	43.6%	<b>50%</b> of women appointed to level 2 of the <i>Leadership Team</i>
Response rate to the "Taking Responsibility" survey	100%	<b>95%</b> response rate to the "Taking Responsibility" survey for all countries with more than 50 employees



# OUR SUSTAINABLE DEVELOPMENT ROADMAP 2021-2023

## Social targets

Type	Baseline value	Target 2023
Number of suppliers who have signed up to the United Nations Global Compact	N/A	90% of global suppliers to subscribe to the UNGC by 2023

# OUR SUSTAINABLE DEVELOPMENT ROADMAP 2021-2023

## Environmental targets

Objective	Baseline value	Target 2023
Greenhouse gas emissions per employee	2.35 tons of CO2e per employee	Total tonnage of CO2 equivalent emissions for Scopes 1 and 2 and business travel in Scope 3 of <b>2.05 per employee</b> Scope : 35 countries monitored for GHG emissions
Single-use plastic	N/A	Ban of single-use plastic by 2023
Direct purchases of paper	260 metric tons	Reduce purchases of paper <b>by 10%</b>  Scope : 35 countries monitored for GHG emissions
Paper recycling	84.2%	<b>90%</b> of paper available for recycling to be recycled