

# IPSOS OUR ESG JOURNEY

2025 Edition



# SUMMARY

**1** ESG IN OUR DNA

**2** OUR ESG OFFER

**3** OUR ACTIONS



# ESG IN OUR DNA



## ***Our Raison d'Être***

*Deliver reliable information  
for a true understanding  
of Society, Markets and  
People to help the world  
make better decisions*

## **OUR RAISON D'ÊTRE**

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

In the face of fake news and alternative truths, companies and public organisations need reliable and verified data.

Ipsos uses all available data sources combined with our teams' expertise:

- from face-to-face interviews to satellite imagery
- from social listening to lab testing
- from online polls to drone footage

# INTERVIEWING ALL AUDIENCES FOR BETTER DECISIONS

## CITIZENS

How does inflation impact **citizens'** spending?

How can transportation services be improved in Paris?

## PATIENTS

Are **patients** satisfied with their treatment?

How did the Covid pandemic evolve?

## EMPLOYEES

Are **employees** happy in their company?

Do they perceive their company as inclusive?

## CONSUMERS

How to develop sustainable packaging for **consumers**?

Is it relevant to develop Direct to **customers** shipping?



# OUR ESG OFFER

**Sustainability has evolved** from theory to real-world impact.

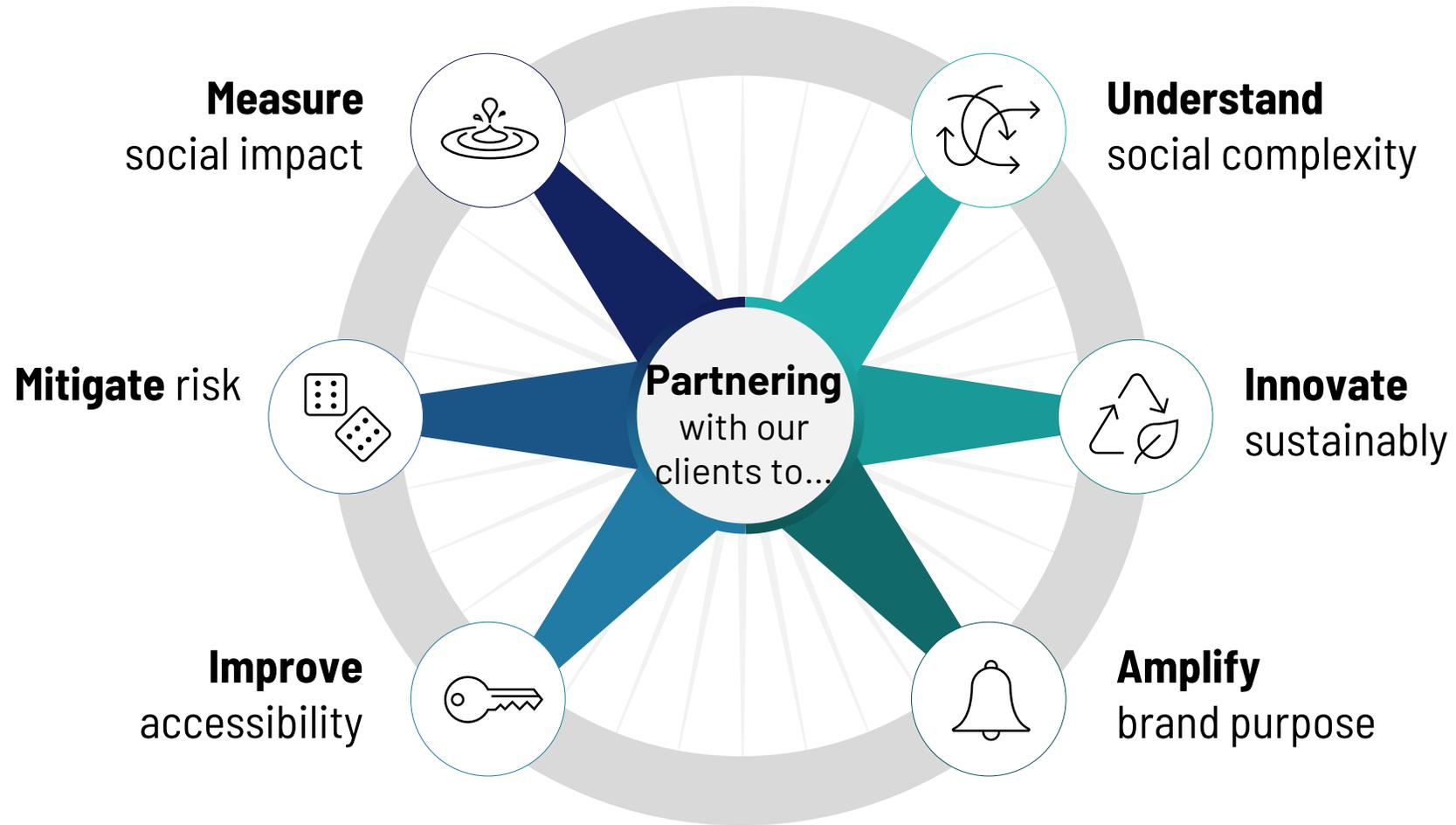
The challenge: balancing short and medium-term **business imperatives** with **societal responsibilities**.

Mastering this equilibrium unlocks **resilient growth, innovation, and reduced risks**.



GETTING THE  
BALANCE RIGHT **DRIVES**  
**LONG-TERM GROWTH**

# GETTING THE **BALANCE RIGHT** TO DRIVE **LONG-TERM GROWTH**



# HELPING OUR CLIENTS ON THEIR OWN SUSTAINABILITY JOURNEYS



## ESG Risk Monitor

leveraging digital data & analytics to identify risk and shape timely ESG engagements



## Lives on Hold

impacting refugee policy across Europe



## Measuring Research

**Project Sustainability** using Ipsos' Carbon Calculator tool



## Evaluating Cocoa Life

**Program's** progress towards sustainable sourcing goals



## Exclusive partner

to measure ESG marketing initiatives at brand level



## How to communicate on

**sustainability** to drive behaviour change

# OUR ACTIONS

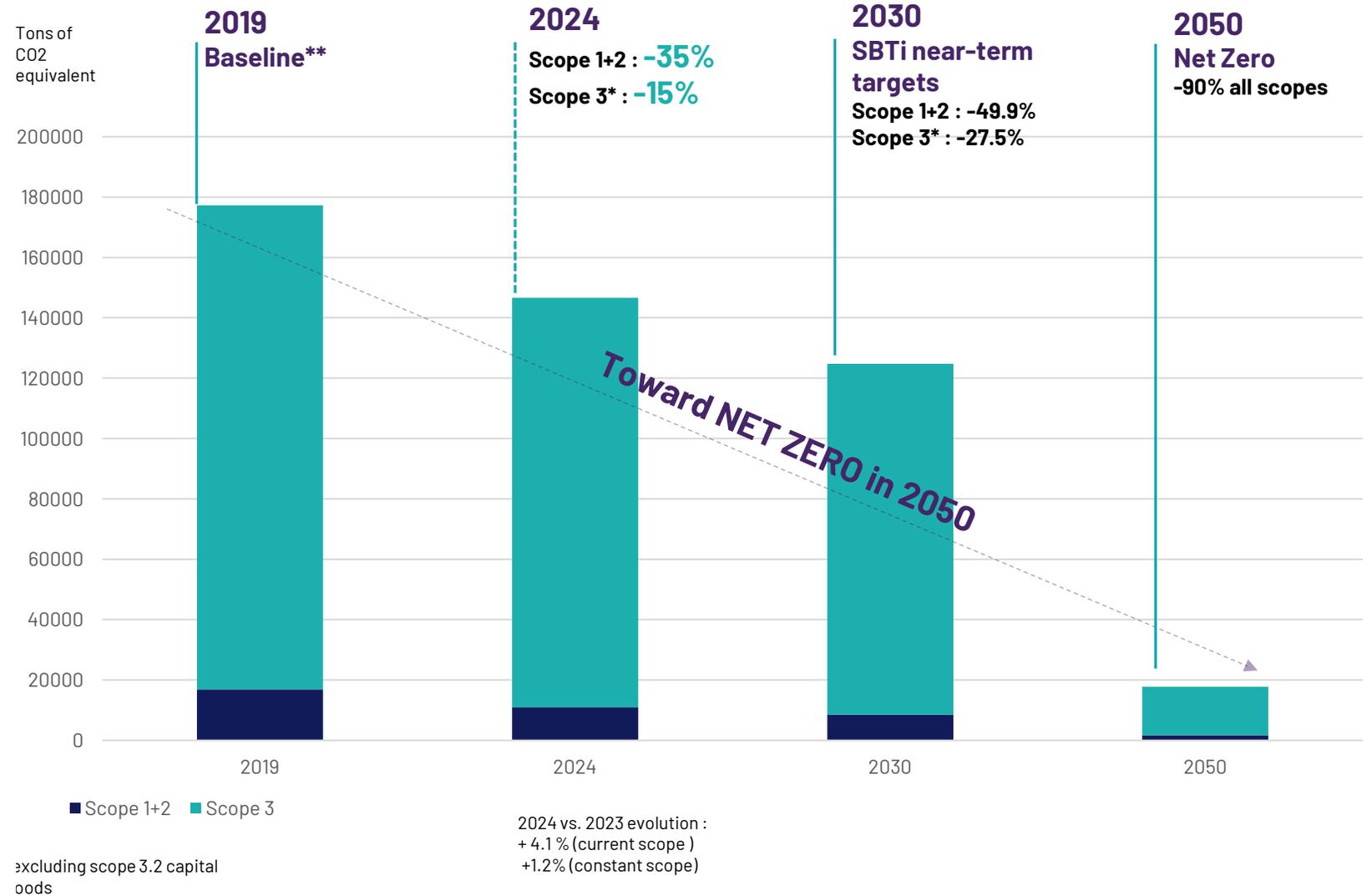


# OUR ACTIONS FOR THE PLANET

Ipsos' near-term and net-zero targets **validated** by the Science Based Targets initiative (SBTi).



SCIENCE  
BASED  
TARGETS



# OUR ACTIONS FOR THE PLANET



## REDUCING IPSOS' CARBON FOOTPRINT

### OFFICES

Considering sustainability criteria when selecting new offices

Reducing energy consumption

Adjusting our office surface area

Increasing the share of renewable energy

Banning single-use plastic

Promoting Eco-gestures

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### TRANSPORT

Company vehicle policy (reduce car fleet and promote electrification)

Responsible business travel

Promoting sustainable commuting modes

Hybrid working

Optimising interviewers' travel

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### SUPPLIERS

Supplier engagement program, ensuring they join Ipsos on our Net Zero journey

Sustainability criteria (UNGC, SBTi) in RFP processes

# PROGRESS ON OUR ROADMAP 2026: PLANET

	Baseline value	Target set in 2024 for 2026	Achievement in 2024
<b>Greenhouse gas emissions</b>	<b>2019 (baseline):</b> Scope 1 + 2 : 19 544 tCO2e* Scope 3* : 158 960 tCO2e*	Scopes 1 + 2 : -42% vs. 2019 scope 3* : -19% vs. 2019	Scope 1 + 2 : <b>10 912 tCO2e (-35% vs. 2019)</b> scope 3* : <b>135 663 tCO2e (-15% vs. 2019)</b>
<b>Share of renewable energy within the total energy consumption</b>	N/A	<b>35%</b>	<b>21%</b>

\*excluding capital goods



being the **best place to work** in our industry

# OUR ACTIONS FOR PEOPLE

## Our mission, values and behaviors

are the foundation of how we recruit, develop and retain our 19,000 employees in our 90 markets

### United by strong values:



1. **INTEGRITY**



2. **CURIOSITY**



3. **COLLABORATION**



4. **CLIENT FIRST**



5. **ENTREPRENEURIAL SPIRIT**

# OUR PEOPLE: OUR MOST VALUABLE ASSET

## MONITORING EMPLOYEE ENGAGEMENT

Ipsos introduced Pulse in 2003, **annual satisfaction survey** conducted worldwide

Global action plans reinforce employee satisfaction and engagement

**78%**

Engagement rate\*

## CREATING AN INCLUSIVE WORKPLACE

98% of our staff are **permanent employees**

### Global Programmes:

Belong, Ipsos CARES, Gender Balance Network, Pride, Ethnicity, Neurodiversity

### Second Parent leave

**91%**

Feel able to be themselves at work

## CONTINUOUS TRAINING AND LEARNING

**Ipsos Training Center** designs and delivers online training to all employees

**Ipsos Knowledge Center** shares the best of what Ipsos knows

**~ 500**

training courses

## DEVELOPING TALENT

**Generation Ipsos program** offers young talents opportunities to discover Ipsos' business through multiple activities

**5,500**

graduates in *Generation Ipsos* since launch

# PROGRESS ON OUR ROADMAP 2026: PEOPLE

	Baseline value 2023	Target set for 2026	Achievement in 2024
<b>Employee commitment</b>	72% (2023 "RED" benchmark)	Employee commitment at least equal to the "RED" (Representative Employee Data) benchmark	<b>78%</b> (vs. "RED" benchmark of 72% in 2024)
<b>Gender equality</b>	40%	<b>42%</b> of women in level 1 of the <i>Leadership Team</i>	- Level 1: <b>40%</b>
	48%	<b>50%</b> of women in level 2 of the <i>Leadership Team</i>	- Level 2: <b>50%</b>
<b>Employee turnover rate</b>	7.8%	<b>Below 12%</b> related to voluntary departures (excluding employees with under 3 years length of service)	<b>6.5%</b>

# OUR ACTIONS FOR SOCIETY

## The Ipsos Foundation

Promotes **access to education for disadvantaged children worldwide**

**>150 projects** supported since 2014 over 50 countries

Each project sponsored by an Ipsos employee

## Ipsos supports refugees

Member of the **Tent Partnership for Refugees**

Committed to **recruit 100 refugees by 2026** – after a successful campaign initiated in 2018

Takes a stance on **World Refugee Day**: annual survey on the perception and integration of refugees, volunteering initiatives around the world

Employees are involved in **mentoring** for refugees

**GIVING BACK TO LOCAL  
COMMUNITIES IN OUR 90  
MARKETS**



**2 VOLUNTEERING DAYS**  
per year for all employees,  
to devote to charities or  
community service

**MATCHED GIVING**  
for employees donating to  
charitable organisations

# MAKING OUR SUPPLY CHAIN PART OF OUR ESG JOURNEY

## SUPPLIER CODE OF CONDUCT



Shared commitments on all dimensions of ESG, including labour rights, environmental action and good governance

## SUPPLIER ENGAGEMENT PROGRAMME



Contributing to Ipsos' Net Zero commitment (two-thirds of our carbon emissions linked to our supply chain)

# SECURITY OF RESPONDENTS AND DATA QUALITY

## GOLD STANDARDS ON COMPLIANCE

Procedures and training in place  
Commitments to Esomar / GDPR  
rules for protecting respondents  
Data privacy officer in each  
country

## PREVENTING CYBER RISKS

First rates security providers  
VPN and Multifactor ID in place  
Increasing investment in  
Cybersecurity

## DATA QUALITY

Highest data quality standards:  
fighting online fraud, high quality  
panels, responsible AI

# A DIVERSE BOARD OF DIRECTORS



**Didier Truchot**  
Chairman of the Board



**Jean Laurent Poitou**  
Chief Executive Officer

## STRATEGY COMMITTEE



**Filippo Lo Franco**

(I)



Chair



**Patrick Artus**



**Àngels Martín Muñoz**

(I)



**Lionel Chaine, (I)**  
representing Bpifrance  
Investissement

## APPOINTMENTS AND COMPENSATION COMMITTEE



**Anne-Marie Couderc**

(I)

Chair



**Pierre Barnabé**

(I)



**André Lewitcki**

(E)

## ESG COMMITTEE



**Eliane Rouyer-Chevalier**

(I)

Chair

## AUDIT COMMITTEE



**Virginie Calmels**

(I)

Chair



**Laurence Stoclet**



**Armelle Carminati-Rabasse**

(I)



**Sylvie Mayou**

(E)

Roles of Chairman  
and CEO separated  
(since 2021)

3

NATIONALITIES

50% WOMEN,  
50% MEN

67%  
INDEPENDENT

(I): independent  
(E): representing employees  
Committee

# SOUND GOVERNANCE

## A DEDICATED ESG COMMITTEE AT THE BOARD OF DIRECTORS... CHAIRED BY AN INDEPENDENT DIRECTOR

Placing ESG at the heart of Ipsos' overall corporate strategy

Chaired by an independent director

## TOP MANAGEMENT COMPENSATION LINKED TO ESG PERFORMANCE

KPIs: carbon emissions reduction & gender balance among the leadership teams

20% of the CEO's bonus & free shares & 20% of the Group Management Committee free shares

## CODE OF CONDUCT AND ETHICS

Code of conduct including Data protection and privacy, anti-corruption, corporate government, labour rights, whistle blowing...

Applicable alongside the International ESOMAR Code on Market, Opinion and Social Research and Data Analytics

# PROGRESS ON OUR ROADMAP 2026: GOVERNANCE

**Baseline value**

**Target set for 2026**

**Achievement in 2024**

**Share of employees trained on data protection and security risks and on corruption risks with regard to client and suppliers**

N/A

**95%**

**48%\***

\* 84% achieved as at end of June 2025

# CONTINUED BROAD RECOGNITION OF OUR ESG PERFORMANCE



# A LONG HISTORY OF COMMITMENT TO ESG



# APPENDIX