

December 2021

CSR CHARTER




● COMPANY

● ENVIRONMENT

● BUSINESS

● SOCIAL



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MESSAGE FROM THE CEO



"Since 2002 we've been supporting our clients in understanding the dimensions covered by CSR (Sustainable Development at the time) in France and abroad, which has made us particularly pioneers in the way we commit. Today, we are making these commitments more tangible by sharing our vision of CSR within the Ifop Group and making it a focal point, with all the teams, to accelerate reflection on the challenges related to new forms of work. CSR and human capital have never been so focal to the Group's development."

Stéphane Truchi, CEO of Ifop Group - December 2021

OUR CHARTER

WHY THIS CHARTER?

The Ifop Group has long been committed to responsible actions.

With **Ifop Horizons**, we are reasserting our commitments! We have adopted a charter extending and strengthening our actions, while placing them within a visionary and global framework for our employees, our service providers, our district, etc.

WHAT ARE OUR COMMITMENTS?

Together, we are committed to do our part and make lasting changes to our collective and individual practices. For this goal, we rely on the sincere desire of the entire company to take concrete action on a daily basis to improve our impact on society.

A DEDICATED TEAM



From left to right: Julien Belin, Sandrine Gourdain, Charles Lestoille, Maeva Ferand, Eric Sagnat, Sandra Livet, Flora Baumlin

IFOP HORIZONS TEAM

The founding act of this Charter is the establishment of Team IFOP Horizons, set up in 2020, to embody and support the CSR project within the Ifop Group.

It is a team composed of 7 active members, extremely diverse in terms of: age, level of seniority, hierarchical level and expertise within the company...

The team members are thus complementary, source of proposals and internal ambassadors of IFOP Horizons. They work continuously to optimize the systems in place, to respect commitments and to write those envisaged for tomorrow.



IFOP HORIZONS, WHAT IS IT?

A VISION: Together, acting daily to have a concrete impact on our ecosystems.

A COMMITMENT: Being concrete, authentic and pragmatic to sustainably change our collective and individual practices.

LONG TERM: A dynamic of yesterday, today and tomorrow which is part of time through automatism and reflexes.

A TEAM: A dedicated team, committed to an approach involving all Group employees.



4 PILLARS

Ifop Horizons owes its plural approach to the fact that our actions are balanced on the 4 pillars of CSR.





SOCIETAL PILLAR

1

Aware of being a major player in the economic and social life of the 18th arrondissement of Paris - with its headquarters at 78 rue Championnet - Ifop is committed to local actions for the integration of disadvantaged workers or disabled workers.

1 - Sustainable integration of the disabled

- Since 2001, within the partnership with the ESAT Vaugirard, the Ifop Group contributes to employment of **persons with disabilities** all over the year, with total of **20 persons employed**.
- The Ifop Group complies with its obligation to employ **workers with disabilities (6%)**.

2 - Signatory of the Diversity Charter

- Since 2010, by signing this charter, the Ifop Group has displayed a proactive approach, **to foster diversity and thus go beyond the legal and judicial framework of the fight against discrimination..**

3 - Support to Ares Atelier

- Since 2017, we have been partners of the Joyeux Recycleurs, which for each kilo of waste collected, donates part of the profits to Ares Atelier. We therefore support this commitment, which aims **to support a population in Paris that has particularly limited access to jobs, by allowing them both to work part-time and to address social problems.**

Nos Quartiers ont du Talent - NQT *(Our Neighborhoods got Talent)*

Since 2009, the Ifop Group has been a partner of the association **Nos Quartiers ont du Talent (NQT)** which works to promote the professional integration of young graduates (employment or work-study) from underprivileged neighbourhoods, recipients of a study grant or with a disability. This partnership consists of sponsorship by the company employees of the young graduates via coaching sessions, simulation of interviews, discovery of professions, exchange workshops or even moral support!

79 young people have been supported by around twenty Ifop Godfathers / Godmothers since 2009.

47 young people found a job when the support came to an end and one of them also created his own company.



2 ENVIRONMENTAL PILLAR

These small daily gestures make us believe we can change things, which is why our aim is to encourage and make eco-responsible practices accessible to all and which are particularly adapted to our profession.

1 - Waste reduction

- **With the dematerialization** of our study materials, our administrative documents and the implementation of electronic signatures for contracts since 2020.
- **As well as the default setting of black and white and double-sided printers** with user validation which allows a significant reduction in printing on a daily basis.
- **By removing all plastic containers and installing water fountains** (cups, bottles, etc.), which has allowed us to set up new rituals with water carafes and thermoses in meetings, prepared by our teams.

2 - Waste management

- **With the establishment in 2021 of a partnership with the company Paprec**, which collects and recycles paper and cardboard from the atelier (30 tons/year) used in the context of specific studies that require an important use of paper correspondence and test equipment.

3 - Energy savings

- **By extending the installation of motion sensors** in all of the company's men's and women's washrooms.
- **With specific modules to raise awareness among our employees of the environmental impacts of their individual actions** and the actions to be taken, in particular via the internal Ifop Academy e-learning platform.

The Joyeux Recycleurs

Partner since 2017 of the Joyeux Recycleurs, this company was chosen for its approach to recycling, which goes beyond dull and moralizing speeches to offer simple and unifying solutions, all in colors.

A way for us to provide employees with boxes dedicated to recycling paper, cardboard, coffee capsules, light bulbs, batteries, ink cartridges, plastic bottles, cans and cups.

Ifop has collected and recycled more than:

5 424 kg of waste since the beginning of the partnership,

934 kg between January and November 2021.



BUSINESS PILLAR

3

At a time when objectivity is becoming a strong societal value in combating fake news, Ifop, a pioneer in opinion research since 1938, has always ensured that its studies are carried out with respect for the people questioned and considers of utmost importance acting in line with the ethical challenges of the profession.

Ifop works with its service providers and customers to adopt ethical behaviour in all circumstances, and pins its principles on honesty, fairness and integrity.

1 - Member of the ESOMAR Code for more than 30 years

- This commitment has been key for more than 30 years. **The European Association for Opinion and Marketing Research defines and guarantees, at national and international level, all the ethical rules of the profession :** protection of surveys respondents, protection of the confidentiality of data collected and protection of children or young populations that may be involved to some degree in the studies carried out, etc.

2 - Active member of SYNTEC Council

- **Since 2010, Ifop has supported the Diversity Charter**, which promotes the cohesion and social equity, and remains an active member of Syntec committees, particularly those dealing, on behalf of the profession, with responses to be provided to the public (newspapers, general public, customers).

3 - Supporting local service providers

- **Sensitive to regional issues, Ifop works mainly with local service providers.** In France, for example, Ifop allots 75% of its service provider budget to French suppliers.

The ECOVADIS label

Since 2017, Ifop has been evaluating its CSR actions annually via the **ECOVADIS label**, the technology of which allows each company to take into account its CSR issues, in order to build a viable economy, improve the well-being of populations and protect the environment.

In 2021, Ifop obtained **Ecovadis silver medal**, with a rating that places the Group among the **top 28% of the companies** evaluated on the platform.



ecovadis
Business Sustainability Ratings

4

SOCIAL PILLAR AND WELL-BEING AT WORK

Aware of the talent of its employees and the importance of human capital to carry out and sustain its activity, Ifop is committed to providing them with a caring and fulfilling working environment.

1 - WELL-BEING AT WORK

- **With a teleworking agreement** that promotes work/personal life balance and more generally reduces the impact of transport.
- Considering special situations, such as **the management of working time** for people wishing to work part-time and days off linked to the reduction of working time for these people.

2 - TRAINING AND DEVELOPMENT

- **A proactive management policy.** Over the past two years, Ifop has trained 99% of its managers in management support programs.
- **In 2021 the training plan investment has reached the double** of the legal obligation.
- **Establishing IFOP Academy**, an internal e-learning platform which provides employees with a foundation of skills, particularly in the field of studies, but also an integration path as soon as they join (60 employees trained to date).
- **An HR policy in terms of the implemented performance cycle** (annual interviews, individual support, training plan, etc.).

3 - INTERNAL MOBILITY

- **A policy promoting internal mobility** in order to retain talent and develop it within various sectors of activity of the Group and within multiple skills.

THE WORK FRAMEWORK

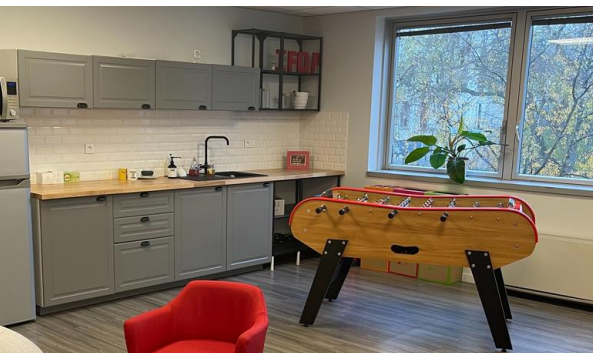
Creation of a pleasant and friendly working environment, thanks to the establishment of a **"Relax" space** promoting moments of relaxation and inter-team meetings, organizing regular **RH Instants**, in the form of breakfasts or lunches offered by the company.

EQUALITY BETWEEN MEN AND WOMEN

The policy promoting equal treatment between women and men lies at the centre of the company's thinking and is progressing in terms of results.

Ifop got a score of **89** out of **100** in the gender equality index in **2021** against **81** out of **100** in 2020.

The **Management Committee** of Ifop consists of 50% men and 50% women.



OUR STATE OF MIND FOR TOMORROW

MAKE THIS CHARTER A REALITY

We will extend and strengthen our actions, while placing them within a visionary and global framework for our employees, our service providers, our district, etc.

SHARING OUR KNOWLEDGE

We will provide training modules on Ifop Academy and internal communications to increase our common understanding of CSR issues and develop our best practices.

IFOP GROUP

The Ifop Group has been the leader in opinion research in France since 1938 and a key player in quantitative and qualitative marketing research in Europe, the USA and China.

Sociovision, specialist in the sociological analysis of our societies in France and abroad for more than 40 years, on the basis of referent observatories, completes the Ifop offer since 2018.

An agile group that maintains close relationships with its customers, Ifop operates in around 70 countries from its Paris, Shanghai, Hong Kong and New York offices.

FOR MORE DETAILS:



Check out our website: www.ifop.com



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