

### **Corporate Social Responsibility:** the common thread of Econovia's project

As Econovia is a responsible communication agency - and has been ever since its launch in 2009 - we support the development and promotion of responsible and solidarity-based initiatives in France. With a foundation that is based on compliance with laws and standards, ethical behaviour, Social and Solidarity-based Economic values, a constructive and cooperative dialogue with our stakeholders, we strive to contribute - at our level - to the sustainable development of our society. Our commitment is expressed through 7 key areas, broken down into objectives.

#### / Serving solidarity-based initiatives

- + Working with Social and Solidarity-based Economic players
- + Intervening in sectors with high added economic, social and environmental value
- + Generalising communication and making it accessible to all

#### / Implementing shared and fair governance

- + Show loyalty and transparency, and ensure a close customer relationship
- + Manager constructively and ethical relationship with suppliers
- + Promote ethical and responsible values and practices

#### / Conducting a responsible purchasing policy

- + Favouring the use of service providers that adhere to Social and Solidarity-based Economy principles
- + Fairly remunerating service providers
- + Respecting intellectual property rights

#### / Favouring integration, diversity and well-being at work

- + Combating discrimination and preventing risks that lead to exclusion
- + Encouraging actions that favour well-being at work

#### / Reducing ecological impacts

- + Reducing direct and indirect environmental impacts
- + Contributing to the preservation of natural resources
- + Turning to dematerialised development processes
- + Limiting travel and favouring non-motorised means of transport

#### / Defending socially responsible investments

- + Charging affordable prices
- + Achieving economic balance
- + Contributing 1% of the agency's revenue to solidarity-based causes

#### / Continuously improving our practices

- + Continuously improving the agency's practices and performance through evaluation
- + Cyclically identifying and measuring the agency's progress as well as areas for improvement
- + Addressing the market's unmet needs
- + Contributing to the transfer of skills, sharing experiences and promoting the exchange of best practices

*Econovia is a member of the Eco-Socio-Innovative advertisers collective,  
founder of an association for a more responsible communication.*

