

**WE  
DESIGN  
BRAND  
ODYSSEYS**

LONSDALE



Created in 1961, Lonsdale is a leading brand consultancy and design agency, which I took over in 2007. Lonsdale has supported brands of all types – companies & institutions, products & services, retail places and offices – in defining their uniqueness and building coherent and efficient omnichannel experiences.

As an independent agency with 250 talented individuals, Lonsdale supports more than 200 brands from all sectors – major international and national groups, SMEs and start-ups – in the Middle-East and in Asia.

As we all know, brands are catalysts for transformation. And for that reason, there are now higher expectations for them to contribute to a more inclusive, fairer, and more sustainable society. As experts in brands and design, we're perfectly positioned to help them

create new possibilities and assist in bringing them to fruition.

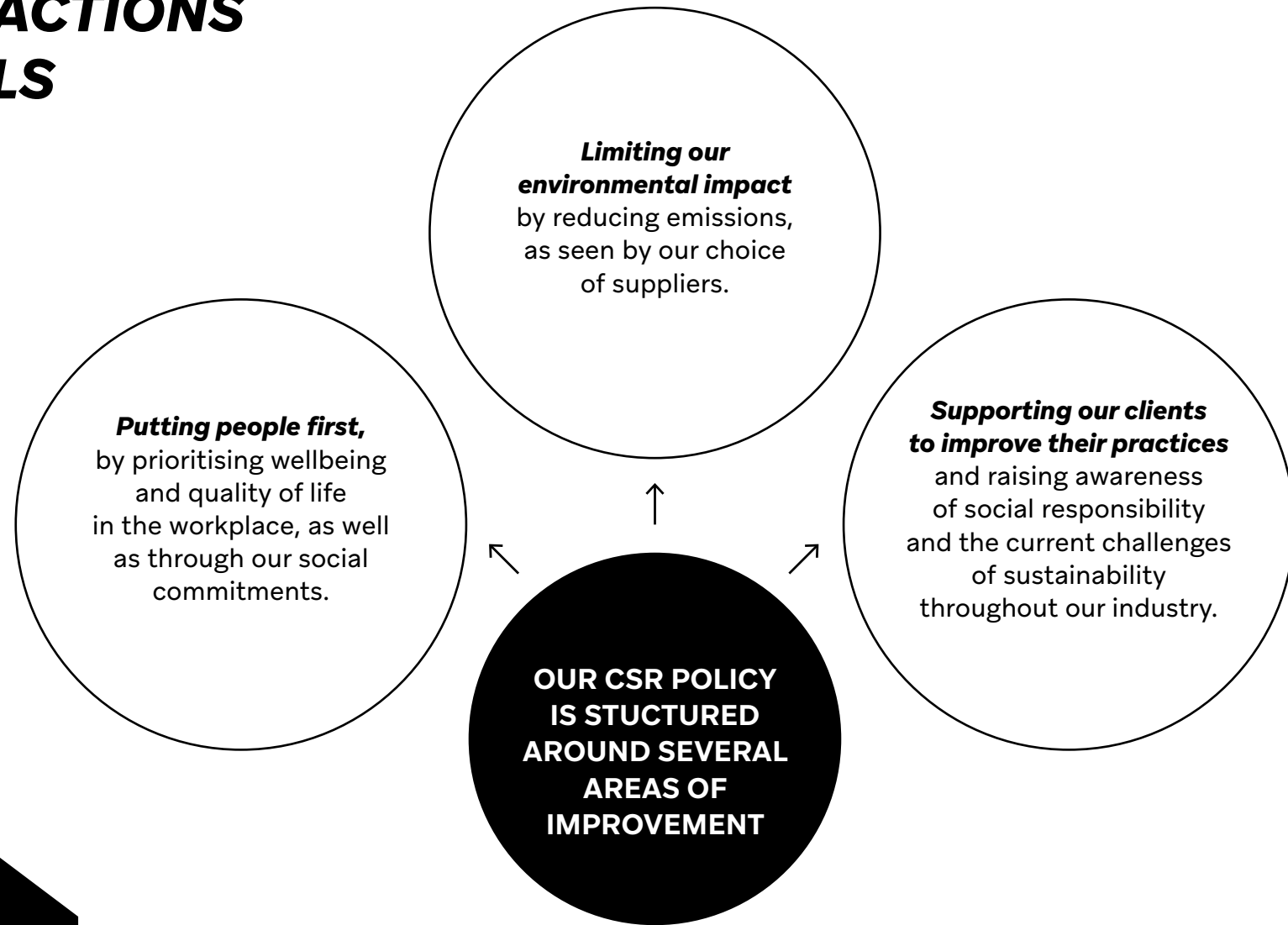
At our level, we're not only helping them become the best they can be – we're also ensuring we improve our own practices, both internally and externally. We are certain that some solutions can only be solved together and that businesses such as Lonsdale have an important role to place in light of social issues and the climate crisis. That is why we've been a member of the UN Global Compact since 2020, which serves as a framework for our CSR policy and ensures that we're constantly looking for new ways to improve. This compact allows us to take stock of the effective measures we've already brought in and helps us identify the work that still needs to be done.

***Frédéric Messian, President***

## MUTUALISING OUR ACTIONS AT DIFFERENT LEVELS

**Our CSR report lets us take stock of the effective measures in place and** provides us with an up-to-date image of our progress. In addition, it shows the work that still needs to be done and allows us to **set ourselves forward-thinking goals.**

To validate this approach, we are subject to a range of assessments.



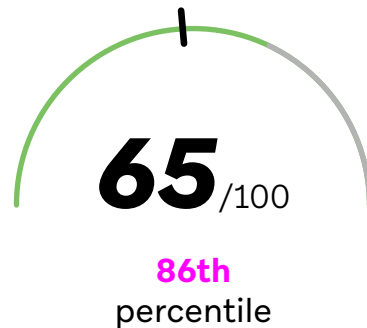
# A RENOWNED APPROACH

The globally recognised EcoVadis platform assesses companies on their **environmental performance and corporate social responsibility** (CSR) in 4 key areas: environmental impact, labour conditions, business ethics, and procurement practices.

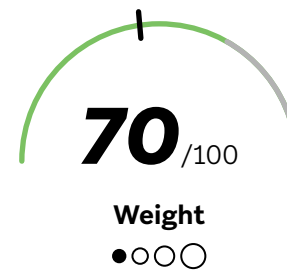
Our environmental, social, and ethical commitments have been recognised by EcoVadis, earning us a **Silver** medal and ranking Lonsdale in the top 15% of all evaluated companies.



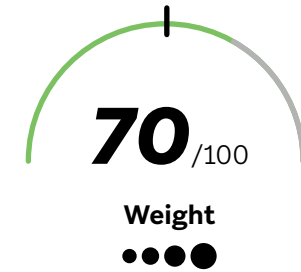
## GLOBAL SCORE



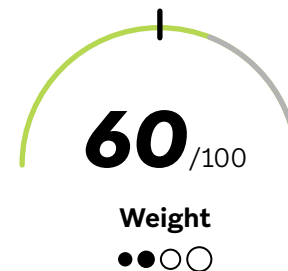
## ENVIRONMENT



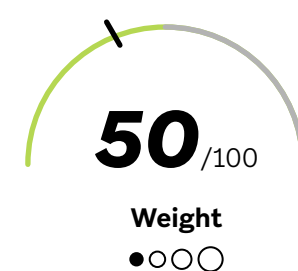
## LABOUR & HUMAN RIGHTS



## BUSINESS ETHICS



## SUSTAINABLE PROCUREMENT



CSR performance: ● Insufficient ● Partial ● Good ● Advanced ● Excellent — Average industry score

# HUMANS

Because our creative work wouldn't be possible without humans, we've always sought to organically create a welcoming culture that promotes solidarity and cooperation.

Our priority as an employer is to create a stimulating and fulfilling work environment for our collaborators and ensure that we uphold a culture of trust, with equal opportunity, privacy, and wellbeing placed at the forefront.



# STRENGTHENING ENGAGEMENT BY BEING OPEN

Every year since 2017, we have measured how true we are to our key values, those being **openness and respect**, by issuing all collaborators with anonymous surveys. This lets us reflect on areas of improvement, correct certain practices, and implement checkpoints to ensure that **results are more encouraging each year.**



# 89%

of participants are able to count on their colleagues or other team members to help.

# 84%

of people asked felt like their manager trusts them and were able to work effectively without the need for constant monitoring.

# 80%

of collaborators believe that "Overall, Lonsdale is a good place to work."

# 82%

of employees said that the working environment at the agency is pleasant.



\*According to the Trust Index – Great Place to Work 2023 survey and from an 84% response rate from 179 respondents

# OFFERING EVERYONE THE SAME DEVELOPMENT OPPORTUNITIES



## WE REVIEW OUR GENDER EQUALITY INDEX EVERY YEAR

Our **Gender Equality Index**, calculated in 2023 in accordance with the **Professional Futures Act**, is **95/100**, proof of our commitment to equality in the workplace. We review the representative **parity** within the management committee and the executive committee and we are extremely vigilant about the **numbers of male-to-female hires** to ensure a **greater diversity**, including within in our executive team.

## WE BELIEVE THAT TALENT HAS NO EXPIRY DATE

Age is not an indicator of value. In our company, **age isn't a factor for hiring** or firing. We are and always will be more interested in **your expertise and creativity** than the date of birth on your CV.

## 2023:

# 94%

of collaborators said they were treated fairly irrespective of gender<sup>1</sup>.

4 women and 3 men on the Executive Committee.

49% of men and 52% of women are managers.

43% of men and 57% of women on the management committee.

Average age within the agency is 39 and a half.

<sup>1</sup>: According to the Trust Index – Great Place to Work 2023 survey and from an 84% response rate from 179 respondents .

<sup>2</sup>: According to internal data.

# VALUING AND RESPECTING EVERY INDIVIDUAL WITHOUT EXCEPTION

## ALL ANNOUNCEMENTS WILL BE CONSCIOUSLY NON-GENDERED

They will be accompanied by the following text: "Our business values the diversity of the people we hire by promoting a working environment where **individual differences are recognised, appreciated, respected**, and valued so that everyone can reach their full potential." We'll ensure that we present these values to candidates from first contact.

## WE ENSURE THAT KINDNESS IS VALUED WITHIN THE AGENCY

We believe that individual differences are vital in a creative industry like ours. We will also create conditions to allow every collaborator **to be themselves, whatever their age, sex, gender identity, or sexual orientation**.

## WE WILL FIGHT AGAINST DISCRIMINATION

To ensure that we are doing all we can to combat sexual harassment and sexist conduct, we are providing **training to managers** in 2023. We also appointed an **anti-harassment** adviser to our ESC. We are currently working on an internal advertising campaign to educate collaborators on the impact of sexist, homophobic, and racist language.

## 2023 :

# 98%

of collaborators say that they were treated fairly irrespective of sexual orientation<sup>1</sup>.

# 30

managers were educated about sexist conduct<sup>2</sup>.

# 93%

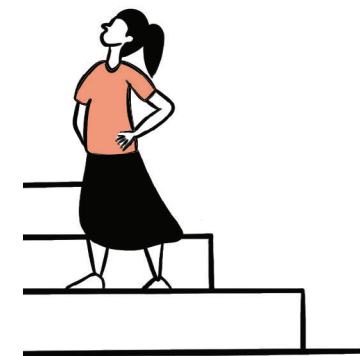
of collaborators say that they were treated fairly irrespective of ethnic background<sup>1</sup>.

# 35h

Approximately 35 hours of training on sexist behaviour<sup>2</sup>.

# 87%

of people asked said that they were treated like a member of the team irrespective of their role<sup>1</sup>.



<sup>1</sup> : According to the Trust Index – Great Place to Work 2023 survey and from an 84% response rate from 179 respondents <sup>2</sup>: According to internal data.



## EMPLOYEE HEALTH IS OUR RESPONSIBILITY

We cover **85% of private health insurance and 100% of accident insurance** so that it doesn't cost our employees anything. We also made the choice to sign all collaborators up to AXA Insurance's Angel service so that they're able to talk to and get an over-the-phone consultation or remote appointment with a doctor at any time of day, 7 days a week.

Any employee with private health insurance automatically receives access to the **MyEasySanté** online service. This platform offers advice for staying healthy, nutritional tips, videos, and a wide range of units to help you take care of yourself, whether you're on or off the clock.

To prevent the various musculoskeletal issues caused by poor posture, **we've invested in free equipment** (ergonomic chairs, adjustable footrests, a 2nd screen for laptops...) and we've educated our collaborators on adopting the right habits (seat height, limiting screen time, the benefits of regular breaks...).

# 100%

We cover 85% of private insurance fees and 100% of accident insurance.



## FEEL GOOD INDIVIDUALLY, SUCCEED TOGETHER



We offer remote working using a standard hybrid model of **3 days in the office and 2 from home** for all our employees (managers included). After lockdown, we set up a **charter to implement a framework** and ensure our data is secure and private.

We have also adopted a **hot desking** scheme. We believe that being able to set up in your preferred setting allows you to **develop synergies, explore new ideas, and get the most from your time at work.**

We also offer part-time work schemes for executives and non-executives when necessary.

Thanks to the **Quatre Épingles concierge service**, we are able to make life easier for our collaborators by offering them access to vendors and services without having to bother with the hassle and time of travelling.

Finally, to help young parents find a nursey place near their home and make their lives easier, from September 2018,

**we've acquired 3 nursey places through a partnership with Crèches de France**, a private nursery organisation with one of the widest networks of nurseries in the Île-de-France region.

## CREATING BONDS SO WE GET THE MOST FROM WORKING TOGETHER



### FROM BREAKFAST

Le Club, our co-working and communal area, **offers breakfast** every day from 8:30 onwards. Anyone can get a coffee (freshly brewed) and fix themselves a snack, all while connecting with people they may not usually encounter.

### WITH OFFICE PARTIES AND THE CREATIVE SHOW

Team spirit is grown, not built. Agency parties give our collaborators

**the chance to meet up, celebrate our success together,** and build up a common culture..

Every year, the Creative Show organised by the agency's Creative Directors **celebrates our home-grown creativity.** This festive event **takes our collaborators' talent and puts it centre stage,** along with our high-quality work, and our diverse projects and clients, creating a **strong feeling of pride and belonging.**

### WITH THE INTERNATIONAL EXCHANGE PROGRAM

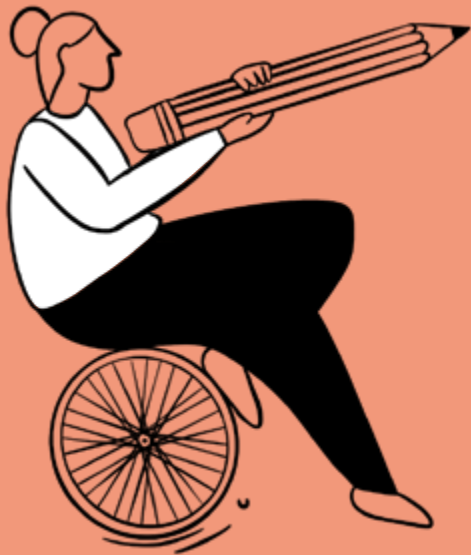
If the opportunity arises, we offer interested collaborators the chance to take part in **international exchanges either between our offices in Paris and Singapore,** or even with our partners. In 2023, two Singaporean collaborators spent a month working in the Paris office to encounter new perspectives and feed their creativity.



# PRIORITISING COLLABORATOR WELLBEING



Following on from Paris in 2022/2023, our agency in Singapore was awarded **Great Place To Work® certification for 2023/2024**, indicating the amazing collaborator experience on offer.



# 95%

of employees feel like a full member of the team irrespective of their role in the company.

# 93%

of respondents believe that management runs the business transparently and in respect of ethics laws.

# 78%

of collaborators believe that "overall, Lonsdale is a good company to work for."

# 83%

of collaborators feel like they can count on colleagues or other staff for help.

# FOSTERING A STAND-OUT SOCIAL DYNAMIC

## THE ESC

Following **the 2021 ESC elections**, labour relations have been strengthened within the agency and an anti-harassment advisor was brought in. Numerous discussions on financial matters, HR strategy, healthcare, and working conditions culminated in a range of collective agreements, such as the Value Sharing Premium scheme, which was introduced in 2023.

Members of the ESC challenged us to review bonuses to increase the number of people that could benefit from them. We discussed it with them at length, and these conversations allowed us to work together **to find a satisfying solution for all parties involved. prenantes.**



# 0.4%

The ESC's budget is equivalent to 0.4% of the gross annual payroll.

***"Our goal is to ensure the wellbeing and safety of everyone in the workplace. In that regard, we believe that free-flowing and constructive exchanges between employees and management is an essential part of a healthy company. We still have more we want to achieve, but we're proud to be playing our part!"***

**Lonsdale Economic & Social Committee**

# SHARING OUR EXPERTISE TO BRING PEOPLE TOGETHER



For the 3<sup>rd</sup> consecutive year, **we hosted a micro-credential course on brand consultancy and design** in partnership with Union des Marques as part of their Brand Academy initiative.

This 4-session program curated by our experts covers **brand strategy, design, packaging, and retail and creativity**. We're proud to announce that this partnership will once again return for 2024.



**Athénaïs Rigault,**  
Union des Marques,  
Academy and Programs Director

**"The right balance between a clear and structured methodology, real-world examples, and interactions is particularly appreciated. The speaker's expertise and their ability to adapt their lectures to Union des Marques' wide range of advertisers allows all participants to develop skills in this area."**

**+80**

people already trained by our collaborators as part of the Brand Academy initiative (including collaborators with Fnac-Darty, Michelin, Axa France, Engie, Ursa, and Bouygues Télécom).

**+25h**

of training provided as part of the Brand Academy initiative.

## PRIORITISING INTERNAL MOBILITY WHEN POSSIBLE

We believe that **everyone should be an expert in their field**, and that it's difficult to be good at everything. You can't be a leading retail expert and, at the same time, be a corporate specialist.

However, whenever possible, **we prefer to develop internally rather than hire externally**.

Our current traffic manager, our talent director, the director of our audiovisual affiliate MakeMyDay, and the manager of our digital studio are proof **that internal mobility is a real possibility at our agency**.



**Sandrine Veillet,**  
Traffic Manager  
Lonsdale Corporate Division

**"After 12 years as an Artistic Director at Lonsdale, the agency gave me the chance to take up the position of Creative Traffic Manager. Between purchasing art and creating planning, I've acquired plenty of new skills and I've met some amazing creatives, consultants, illustrators, photographers, and even financiers. I'm still doing what I used to, but in a new direction!"**

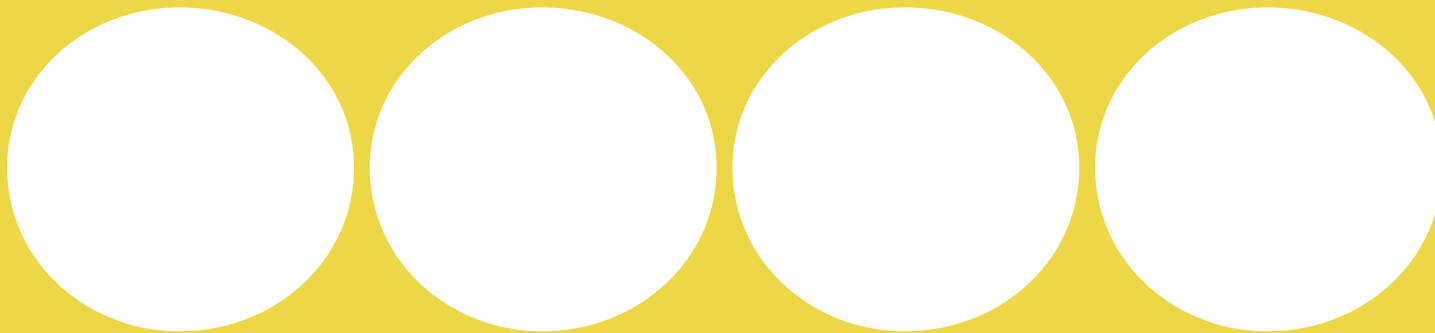


# 37%

of employees received a promotion  
(wage/and/or title) in the last 12 months.

# ENVIRONMENT

Thanks to the support of our clients, we've been able to instil an ecological and societal transition in our sector. Helping them generate more ethical and inclusive services and products is our most powerful tool. However, we believe that it's vital that we lessen the impact of our own activities by reducing our carbon emissions, being mindful of our waste, and adopting sustainable behaviour.

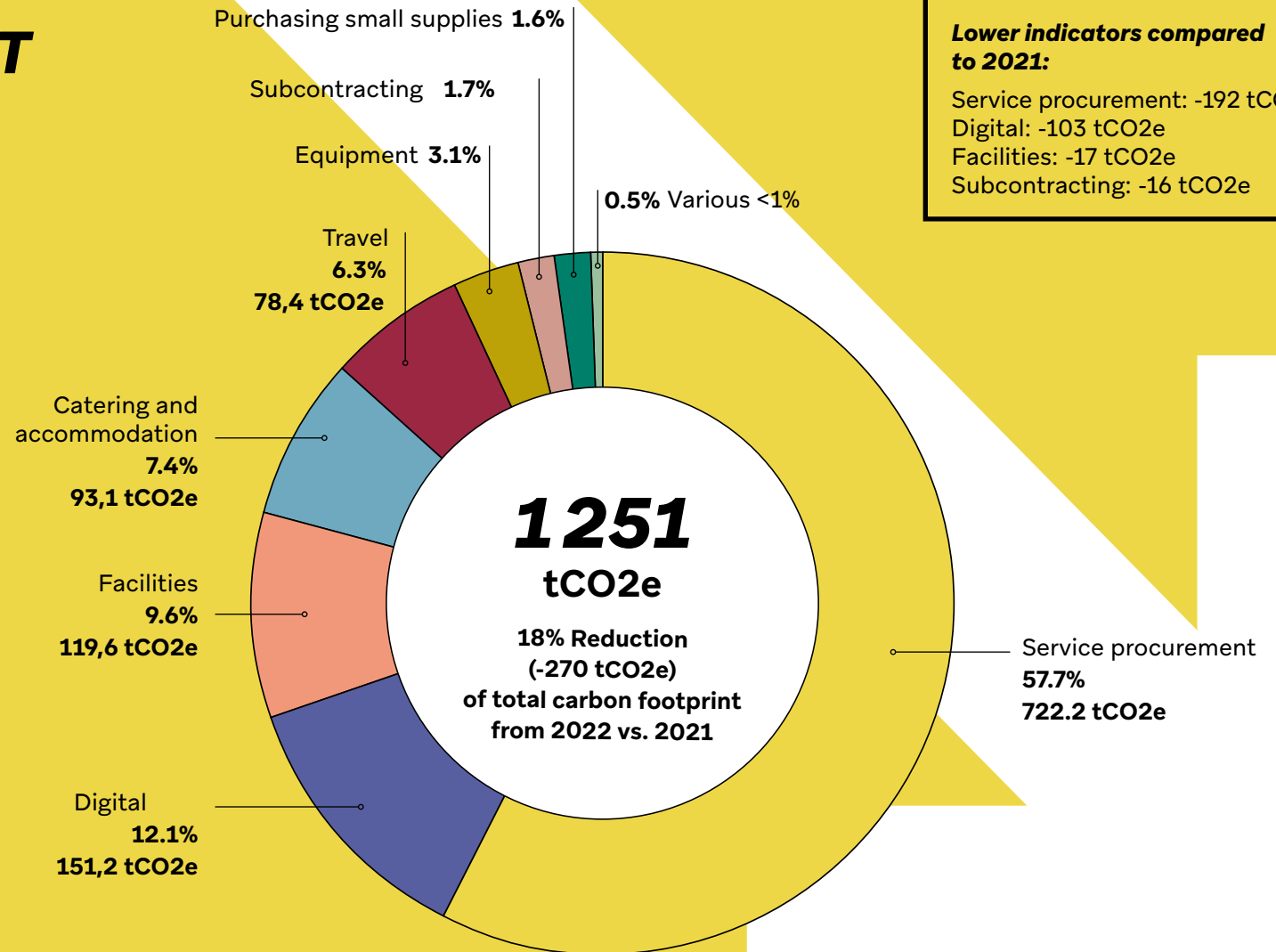




# OPTIMISING OUR CARBON FOOTPRINT



**In June 2023, we released Lonsdale's Bilan Carbone® 2022 to evaluate the total physical emissions needed for business operations, including upstream (procurement, freight, etc.) and downstream production activities (distribution, using sold products, etc.)** Bilan Carbone® is a carbon accounting method created in France in 2004 by ADEME and currently operated by the Association Bilan Carbone (ABC).



## Lower indicators compared to 2021:

Service procurement: -192 tCO2e  
Digital: -103 tCO2e  
Facilities: -17 tCO2e  
Subcontracting: -16 tCO2e

# MAKING OUR TALENT TRANSITION AMBASSADORS

Protecting the environment is a major focus of our CSR policy. With our Better-Best program, **we're sharing the right advice, the right practices, and the right approaches internally to reduce our everyday impact.** Raising awareness through training and practices allows us to take ownership of these issues.

# 20

members of the corporate committee who have attended "Climate and Responsible Communication" training organised by the Climate Fresk.



# 45

collaborators who have already attended 2tonnes workshops.



## WORKING INTERALLY TO REDUCE WASTE

### SINCE 2019, WE'VE CRACKED DOWN ON WASTE

We have been working with recycling companies such as **Paprec** for paper and cardboard, **TerraCycle** for office supplies, and **Cy-clope** for cigarette ends, while toners and printer materials are recycled by our supplier.

### PLASTIC-FREE

We have **said goodbye to single-use plastic products** and sent collaborators a Gobi flask, a French made, eco-friendly and BPA-free product made in Val-de-Marne on an ESAT assembly line.

We have also installed **water fountains** and opted for coffee beans to avoid using capsules and **limit our waste**.



## 2022\*

Cy-Clope's key figures:

# 1.87 Km

of cigarette ends collected,  
18.7kg in total.

# 37400 m<sup>3</sup>

of water saved.

# 7,5 Kg

of fossil fuels prevented.

\* In 2022, according to data collected by Cy-Clope.

## PROMOTING SOFT MOBILITY AT THE AGENCY

We've installed **three electric charging stations** and brought in **sustainable transport subscriptions** to help support collaborators looking to rent carbon-free vehicles for their commute. They are available **on a monthly subscription of around 40 euros.**

### Soft mobility figures\*:

# 13%

In 2022, 13% of employees commuted by bike or e-bike, a 4.8% increase in one year.

# 48%

of employee commutes by car were car-shares.

\*According to our 2022 carbon footprint report from Sami.



**Sandy Lasry,**  
Lonsdale Strategic Planner.

**"The fact that the agency supports and rewards soft mobility is a real bonus and the reason I decided to make the leap. Since I've been commuting to the office by bike, I've saved more time and energy, giving me a better start to my day. So essentially, I'm producing less CO<sub>2</sub> and I'm getting more from life (even if it is a lot less fun when it rains)."**

## PROMOTING SUSTAINABLE AUDIOVISUAL PRODUCTIONS

In order to collectively improve our industry, **MakeMyDay by Lonsdale**, the agency's audiovisual production house, **has joined the Ecoprod interdisciplinary working group.**

This collective is committed to upholding exemplary working procedures and creative processes so that they **can offer carbon-zero productions.** Limiting travel, avoiding one-off shooting locations,

and selectively re-using sets are all measures that are now part of the design brief for all audiovisual projects.



**Sébastien Bouyges,**  
MakeMyDay  
by Lonsdale Business Director

**"In accordance with Ecoprod, MakeMyDay advocates for more sustainable and environmentally-friendly audiovisual productions. As pioneers in our industry, we use production partners trained in eco-friendly productions (AFNOR label) and carbon offsetting schemes through Carbonapp (low-carbon label)."**

# ACTION

# PROMOTING A MORE SUSTAINABLE DIGITAL ENVIRONMENT

With digital pollution on the rise, we're looking to reduce our impact by using decarbonisation to support our clients, while also offering solutions that are tailored to their company and internal processes.

## OUR RESOURCES

We employ the use of project management platforms like **Teamwork and Figma** to limit the amount of emails and attachments, whilst also streamlining project monitoring and creative workflows, both for our clients and internally.

teamwork.



## OUR APPROACH

When designing digital or print media, **we're using the right resources to limit their environmental impact**, both during production and the way they're used.

green IT .fr

eco Index

Ecograder

## OUR CERTIFICATIONS

We are **ISO 27001 certified**, which indicates that we have implemented an effective cybersecurity management system to identify cyber-attacks, manage the risks associated with companies' crucial data, and instituting appropriate protective measures to guarantee data confidentiality, availability, and integrity for both us and our clients. We have also **received Access 42 training** to bring the challenges of accessibility to all of our digital projects.



BUREAU  
VERITAS



Access42

# DO ▶ SUPPLI- ERS



Segmentation, individualisation, and excellence are the three keywords that characterise our relationships with our suppliers. We work on the principle that a single-member company should not have the same administrative obligations as a more structured SME. But as a partner agency, we have a responsibility to ensure that our exchanges are as seamless and transparent as possible. Even though we hold ethics in high regard and we encourage those that are able to do so to address their own carbon footprint, we're still focused on the right talent for the job.

## ETHICAL BEHAVIOUR AS A REQUIREMENT

At Lonsdale, we are uncompromising when it comes to any form of corruption or fraud. In that regard, we've implemented a range of measures:

**- A code of conduct for our employees.**

This document is available in full on our website:  
[www.lonsdale.fr](http://www.lonsdale.fr)

**- A reporting initiative** to allow potentially inadequate behaviour to be reported and corrected.

**- Regular manager training on good practices** to recognise the principles of corruption, influence peddling, and the relevant sanctions.



Code of  
conduct

# 15

managers trained  
on ethical behaviour.

# 15h

of training.



# CULTIVATING RELATIONSHIPS OF TRUST AND MUTUAL RESPECT



*Frédéric Messian,  
President*

During Frédéric Messian's time as president of the Association Design Conseil, we released the inaugural ADC White Paper. This guide, which was designed in partnership with Union des Marques, outlines the essential guidelines needed to establish **a lasting relationship of trust and efficiency between advertisers and design consultancy agencies.**

**We also adhere to the La Belle Compétition charter** to promote good practices in design project implementation, ensuring that transparency, responsibility, and honesty prevail during the bid process.

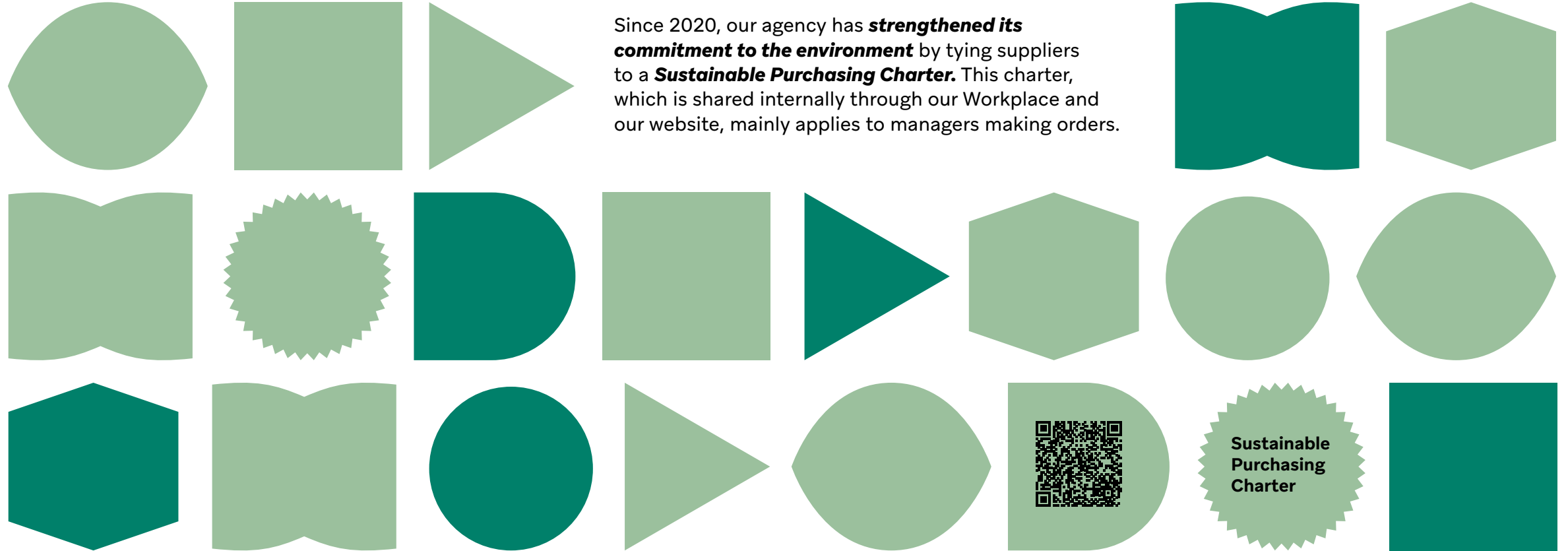


# IMPLEMENTING A SUSTAINABLE PROCUREMENT POLICY

Since 2020, our agency has **strengthened its commitment to the environment** by tying suppliers to a **Sustainable Purchasing Charter**. This charter, which is shared internally through our Workplace and our website, mainly applies to managers making orders.



Sustainable  
Purchasing  
Charter



# PRIORITISING ECO-DESIGN DURING SUPPLIER AGREEMENTS

***Because the role of our Retail and Architecture business is to design facilities and imagine new experiences,*** we

believe that it's also our responsibility to design these spaces to be eco-conscious, to limit their environmental impact, and to offer solutions that match our values.

For that reason, we have created ***an environ-***

***mentally-friendly material library and we are bringing suppliers on board that meet our design brief.***

We permanently classify materials based on a range of criteria, such as its material makeup, processing, and distribution, thereby allowing our clients to make an informed decision for their sales locations or offices.



***Pascal Barrère,***  
*Creative Director*  
*Lonsdale Retail & Architecture Division*

***"Integrating eco-designed materials into sales location design has become a major challenge in terms of environmental responsibility. Preserving natural resources, reducing waste production, limiting our carbon footprint and energy consumption, these are all targets we're able to achieve with our clients thanks to this operational instrument."***

# CLIENTS

Our role as a partner is to support and encourage our clients towards a more responsible business model and help them innovate and create ethical value. We owe it to ourselves to collectively find coherent strategies which combine business growth, consumer satisfaction, and environmental friendliness.



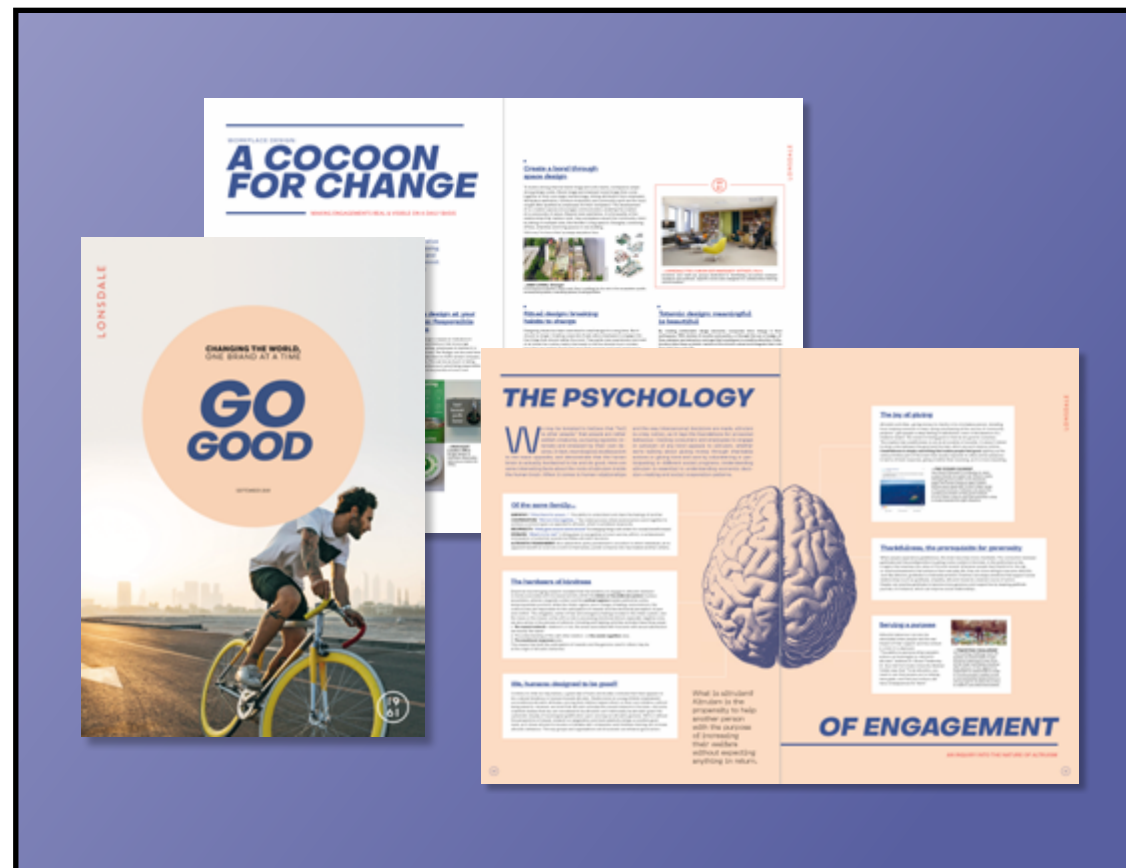
# INCLUDING CSR COMMITMENT IN CLIENT COMMUNICATION

## DESPITE INFLATION, CONSUMERS STILL HOLD STRONG EXPECTATIONS FOR BRANDS

If brands want to remain desirable, they must advocate for **living responsibly** and remain affordable. Say goodbye to planned obsolescence, fast fashion, overcomplicated ranges and offers... It's time for relevant, lasting, and sustainable innovations.

## SINCE 2019 WE'VE PUBLISHED THE SO GOOD STUDY

This 60-page study breaks down the branding initiatives that have been **the most effective at incorporating their CSR commitments into their core operations**. By covering these real-world examples and the specific resources we've developed, we support our clients as they implement these initiatives.

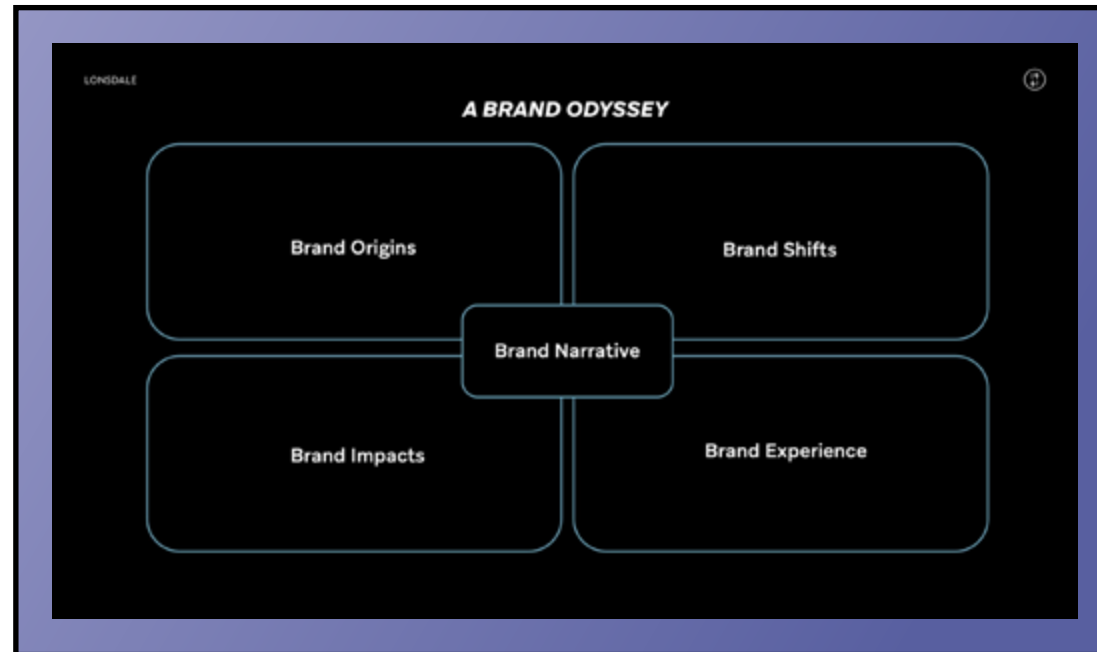


## WE ARE CHANGING OUR PRACTICES

As we can't stand idly by on value creation for individuals, businesses, and the environment, we now include **a CSR element in all recommendations** we send to our clients.

# A NEW APPROACH TO BRAND POSITIONING

**Brand Odyssey is our proprietary template** to conceptualise a brand's momentum and **place its impact at the heart of its design strategy.** Each brand has its own story that needs to evolve with the times and look to the future, whilst still staying loyal to its original vision. **It's a joint adventure that radiates a positive impact.**



**Mélanie Bonnet,**  
Branding Business Director  
Lonsdale Corporate Division

**"Brand credibility and attractiveness are conditioned by strong engagement, especially real-world actions that they should represent. That's why we now design their positioning using our Brand Odyssey initiative, which lets us both identify major shifts that brands must go through in response to current issues and materialise their branding actions on a business and environmental level."**

## EDUCATING OUR TEAMS AND CLIENTS TO TRANSFORM THE WAY WE DO OUR JOB

### A CIRCULAB® CERTIFIED AGENCY

In order to offer our clients effective support using resources that allow us to work as ethically as possible, **Circulab® has provided our teams with circular thinking training.**

Several of our certified collaborators use the proposed toolbox to develop new products or services, meet regulations, make cooperation easier between relevant parties, host research phases on new products or services...

# 3000

people who have experienced innovative methods.

# 10

circular design  
innovation demos.

# 5

client projects  
implemented (primarily  
in nutrition and health).

# 3

classes taught at  
the Paris Institute  
of Political  
Studies, CELSA,  
and ISCOM.

# + of 1,000h

We have provided more than 1,000 hours of training to our collaborators/partners/clients & prospects, by showcasing Circulab® tools.

## CLIENT PROJECT

# RÉMY MARTIN XO

*Rémy Martin entrusted us with developing a limited edition of its iconic Rémy Martin XO cognac to celebrate the end-of-year festivities for 2022-2023.*

We set out with the goal of reducing the environmental impact of this commemorative item and came up with a box set featuring an innovative design which opens up to form a dazzling fan structure. **The box set is made from 100% recycled cardboard**, and the fan, the “surprise” element of the set, creates a defined stage around the carafe. **All possible details were considered to ensure the product was as**

**environmentally-friendly as possible** (purely mechanical fastening system, freeze branding...) all while staying within the same budget as the previous year.

The results compared to the previous year’s edition, with the same budget and the same expectations for a high-quality packaging.

- 2% lower carbon emissions**
- 50% less primary material impact**
- 10% savings on water consumption**

This product is proof that a luxury item can be more eco-conscious.





## CLIENT PROJECT

# RENAULT

**Both an iconic automotive manufacturer and the European leader in electric vehicles,**

Renault has been developing innovative vehicles for more than 120 years and is opening new pathways in mobilities. We have collaborated with the brand on their physical spaces, in particular at motor shows they have displayed at, since 2021.

As an extension to these vehicles which embody Renault's strategic commitment to sustainable development in areas such as the environment, security, and inclusion, **these spaces were designed to be more environmentally-friendly:**

• **The materials used for the stand were recycled** and/or recyclable, as seen from the "Le Pavé"

material used in certain areas in the vehicle and their Change Now 2022 booth.

• **Systematically reusing elements from one event to the next,** focusing on renting where possible (lighting, screens, furnishings).

Our spaces have been designed for everyone, and are even accessible for people with reduced mobility. The recurrent issue of ergonomics and inclusion is at the heart of all our spaces, such as work spaces: thought-out sound environments, appropriate lighting, natural and effective ventilation, and seating chosen for comfort, whether in retail environments, at auto-shows, or in the tertiary sector.



## CLIENT PROJECT

# BOUYGUES TELECOM

As the benchmark in their industry, since 2015, Bouygues Telecom has made strong commitments **to strengthen its accessibility criteria** for its products and services, as well as its communication resources.

We have been working together to **redesign their corporate site, with the goal of putting its commitments** to the relevant parties at the centre of the design.

To achieve this, we designed **a UX more appropriate to their new editorial line**, part of a deep reflection **on the website's accessibility and eco-design**, to match their CSR commitments.

Strengthening accessibility criteria produced the following results:

- **30% lower energy consumption compared to the previous website**
- **An Ecoindex rating of C**
- **An 86% accessibility compliance rate**



**Anthony Colombani,**  
Corporate Director at  
Bouygues Telecom and President  
of the Bouygues Telecom  
Corporate Foundation

*“With its new corporate website, Bouygues Telecom now has a centrepiece that matches its intentions on sustainable development. While designing the website’s architecture, we made the decision to put our commitments, as well as those made by the Bouygues Telecom Corporate Foundation, to the forefront. It’s the product of our dual aims: showcasing our tangible and actionable commitments to CSR and educating our clients and prospects to all these causes.”*

# SOCIETY

We used our creativity to take collectively educate people on societal questions and the current challenges of sustainable development. We support meaningful initiatives, just like we do with our clients. We have gone above and beyond industry standards to help develop a more inspiring, inclusive, and supportive society.

## HIGHLIGHTING RELEVANT VOICES

### INSPIRE

Since 2019, we have partnered up with Terra Incognito to launch a series of internal lectures. Formerly known as “WAKE UP CALL,” the purpose of these “Inspire” talks is to **allow people see and hear project initiators and brand creators with strong commitments to CSR**, providing us with inspiration for our client’s projects.

The challenge is therefore **to initiate new actions** and to encourage the relevant parties **to make commitments to open up new perspectives in the future.**



**Brieuc Saffré,**  
CEO and Circulab founder in 2012

**A major player in designing ethical and circular ecosystems.**



**Marion Carrette,**  
OuiCar Co-founder in 2012

**A figurehead in French Tech and a pioneer in collaborative consumption.**



**Tristan Lecomte,**  
Founded the Alter Eco brand in 1998, and later Pure Projet

**A pioneer in responsible consumption and a specialist in carbon offsetting projects.**

## ENSURING TECHNOLOGY IS ACCESSIBLE TO ALL

Nearly 20% of all people have disabilities, meaning that it's our responsibility as an agency to **develop websites that all users can browse seamlessly irrespective of handicap.**

To give our clients the best support we can on these issues and develop websites that are accessible to all, **our digital teams are given training on how to understand the challenges and issues connected to accessibility.** They learn how to implement them.

With a success rate between **80 and 95%**, **all teams are now certified** and are putting what they've learned into practice on new projects, such as Bouygues Telecom's new corporate website, or the DGAFP job site.



**Clarisse Dezerable,**  
Lonsdale Digital Studio Director

**"As part of offering equal access to digital services and legal compliance, it's essential that we educate our creative teams and production teams, and support our clients within this opportunity to progressively contribute to making digital solutions accessible to all."**

# 119

hours of training provided,  
6 collaborators trained.

# JOINING FORCES WITH ISCOM TO MAKE TRAINING EASIER FOR STUDENTS



**Marianne Conde Salazar,**  
ISCOM Group Director

***"In order for tomorrow's communication to reflect our society in all our otherness and differences, it's vital that we open our schools to young, talented people who aren't aware of courses for these jobs and/or who don't have the means to pay for it. Through this system, ISCOM and Lonsdale are committed to co-financing school fees for one student."***

In order to make the quality training ISCOM offers available to all sorts of talented people, thereby ***promoting diversity and inclusion in our industry***, in 2022 ***we made the decision to co-finance a young student's scholarship*** for the duration of her studies.

ISCOM preselected candidates and after meeting them, ***we decided to support a young student through her training course***. We were the first company to collaborate with ISCOM in this manner on their ***"ISCOM Diversity"*** initiative, which has since expanded with other companies such as Tinder or BCW France later pledging to take part.

## **Julie Verdeau**

our Talent Director is a member of ISCOM's scientific committee, with them looking to analyse and gain better awareness of developments in the industry and the school's strategic decisions.

# 10

We have employed 10 ISCOM students on apprenticeship programs over the last four years.

# 2

theoretical design sprints run in schools to imagine tomorrow's world as part of our partner ADEME's Transition(s) 2050 carbon neutral scenarios.

# OPENING PROSPECTS TO CREATE EQUAL OPPORTUNITIES

## WE ARE ALLOCATING A THIRD OF OUR APPRENTICESHIP TAX CONTRIBUTIONS TO PROXITÉ

In 2022, and also in 2023, we made the decision to **support this company** that offers training and professional opportunities to young people from disenfranchised backgrounds.

Proxité

## WE HAVE MADE A €3,100 FINANCIAL CONTRIBUTION TO THE ESPÉRANCE BANLIEUES ORGANISATION

This complementary organisation to the Education National is supported by the Fondation de France **and tackles school dropouts, and social and cultural inequalities.**

Espérance  
Banlieues

## WE ARE SHARING THE FRUITS OF OUR SUCCESS

In October 2022, we decided to allocate a **Value Sharing Premium** to all our employees on or below a gross annual salary of €45,000 to provide them with financial support during this period of inflation. More than 85 collaborators were able to benefit from this scheme.

A unilateral decision was drawn up to define attribution rules after consultation with the ESC.

# 1/3

We are allocating a third of a of our apprenticeship tax contributions to Proxité.

# €3,100

We have made a €3,100 financial contribution to the Espérance Banlieues organisation.

# + of 85

collaborators benefited from the Value Sharing Premium scheme.

# CREATING BRIDGES TO BRING NEW TALENT TOGETHER

## PRIORITY EDUCATION NETWORK

### SHARING OUR PASSION WITH STUDENTS EDUCATED IN PRIORITY EDUCATION NETWORKS AND REINFORCED PRIORITY EDUCATION NETWORKS

In February 2023, in collaboration with the "Viens Voir Mon Taf" organisation, who work to develop ties with underprivileged youth, **we hosted 5 Year 9 students with interests in design.** We provided them with the opportunity

to experience our agency from the inside and the numerous roles within it. They were offered a **five-day on the job immersion** based on their area of interest which, we hope, will prove impactful for years to come. As part of this event, Julie Verdeau, our Talent Manager, led a **session to raise awareness for all collaborators** to ensure that the work placements were a success.



**Julie Verdeau,**  
Lonsdale Talent Director

**"I've found that applications that reach my desk are often well formatted and from the same schools, which is why we believe that a lot of young people are going under the radar. We need to widen our search by offering work placements so that our industry can better reach young people from all backgrounds."**



We have accommodated 5 Year 9 students interested in design.

A 5-day on-the-job immersion based on their area of interest.



On 23<sup>rd</sup> November 2023, we hosted 5 people with disabilities interested in working in our industry to offer them the opportunity to discover what we do and create professional synergies.



# HIGHLIGHTING GEN Z'S POTENTIAL AND IDEAS

## WE HAVE CREATED THE COLLAB, AN "ENHANCED" SOLUTION

It's the **first collective and creative strategy that values young, talented people born after 1997.**

It features more than 80 members born in Generation Z, agency collaborators based in Paris and Singapore, as well as our partner agencies in the United States and the ISCOM student network. By highlighting their creative expression and by offering them a welcoming space to exchange ideas, we are

creating a collaborative and inclusive environment that creates value.

Its purpose is to educate brands by granting them an authentic and direct encounter with this generation. As part of brand consultancy, **The Collab functions like a highly responsive and receptive focus group.**

This innovation cell allows brands to develop their Gen Z appeal through swift and creative means.



**Astrid Valembois,**  
European Director  
of Innovation Strategy  
at Coca-Cola

**"The Collab made vital contributions to our strategic briefs. On top of the incredible creativity they brought to the project, which went above and beyond what we expect from Lonsdale, they allowed us to quickly and authentically position ourself on relevant issues in order to speak directly to Generation Z."**

## + 80

volunteer members

## 100%

a 100% Gen-Z collective

## + 10

client projects in 2023

## SUPPORTING OUR TEAMS' COMMUNITY ACTIONS

# 44

volunteers in our 2022 and 2023 projects

# 176

hours volunteered

# €4,000

euros spent

# 3

computers provided

### **La Fondation Action Enfance**

has been one of our clients for several years. This association accommodates brothers and sisters that have been separated from their parents for legal reasons so that they can grow up together in a warm, stable, and safe environment.

In 2022, we hoped to do more for these children affected by family trauma, and **we decided to make a joint contribution to them.**

The town of Clairefontaine needed a multimedia space to teach them how to use a computer. We decided to resolve that issue, **creating the Aquaroom, an ocean-coloured multimedia room** made for and by local children.

This project relied on voluntary work from our collaborators during working hours and led to a strong relationship forming. Within no time at all, the idea of giving the children Christmas presents was already put in motion. We decided to compile a list to allow **anyone to offer one present to one child.**

We hoped to renew this initiative **in 2023** in order **to create a small youth library.**



**Isabelle Guénot,**  
Institutional  
Communication  
Manager  
Action Enfance

**“We would like to extend our heartfelt thanks to the entire Lonsdale team for their incredible work on the Aquaroom. They have created a dreamlike environment that is both seamless and engaging, which will be a wonderful sanctuary for children to dream and work in peace. Seeing children overflowing with ideas and desires in the space has been the greatest reward of all.”**



→ **SUPPORTING OUR TEAMS IN COMMUNITY ACTIONS**



**Aquaroom  
Multimedia room  
completed in 2022**



**Library  
Reading space completed  
in 2023**



# THANK YOU!

Thank you to everyone who contributed to this report and worked tirelessly to improve our practices to ensure that Lonsdale is taking a progressive approach and is playing a role in ensuring the next wave of creatives are more sustainable and inclusive.



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