

- 2015** ■ Vivendi takes part in the 10th anniversary events of the United Nations Educational, Scientific and Cultural Organization (UNESCO) Convention on the Protection and Promotion of the Diversity of Cultural Expressions ■ Supports My Positive Impact, a campaign to promote effective solutions to combat climate change launched by the Nicolas Hulot Foundation within the COP 21.
- 2014** ■ Stakeholder consultation: validation of Vivendi's CSR positioning mainly based on four strategic "core" issues (the issue of valuation and protection of personal data is added to the three historical CSR issues) ■ Value creation and CSR: deepening of our integrated reporting process.
- 2013** ■ Integrated reporting approach: setting up a pilot project ■ Publication of the study "Women in Artistic Creation" ■ Launch of Vivoice, Vivendi's CSR webradio.
- 2012** ■ CSR strategic issues reported under the societal heading of French Grenelle II Law. ■ Integration of a chapter entitled "Societal, Social and Environmental Information" in the Annual Report and verification by the Statutory Auditors ■ Creation of the website "Culture(s) with Vivendi" which illustrates the contribution of the media and cultural industries to economic growth, innovation and social cohesion.
- 2011** ■ Founding member of the CEO Coalition to make the Internet a better place for children, a European Commission initiative ■ Development of a CSR risk-mapping.
- 2010** ■ Integration of CSR criteria into senior executives' variable compensation based on the three CSR strategic issues.
- 2009** ■ Founding member of the Global Reporting Initiative (GRI) media sector working group ■ Environmental certification: Vivendi HQ is EMAS (Eco-Management and Audit Scheme) registered.
- 2008** ■ Signing of the United Nations Global Compact and integration of the three CSR strategic issues into the principles related to human rights.
- 2007** ■ Integration of CSR issues in the agenda of the Risks Committee.
- 2006** ■ First CSR roadshows organized with investors.
- 2004** ■ Reporting Protocol for non-financial data (updated each year) ■ Definition of indicators related to the three CSR strategic issues.
- 2003** ■ Value creation and CSR: definition of three CSR strategic issues related to content production and distribution (promoting cultural diversity, empowering & protecting young people, knowledge sharing) ■ Creation of the Sustainable Development Committee.

## A CONSTRUCTIVE DIALOGUE

Within the framework of its CSR policy, Vivendi maintains regular and constructive dialogue with all its partners: investors and analysts, representatives of national, European and international institutions, professional organizations, the academic world and NGOs.

In particular, Vivendi contributes to the UNESCO chair "To move forward in sustainable digital development", takes part in the public consultation on the digital strategy in France, is a member of the working group of the Sustainable Finance Commission of Paris Europlace, contributes to the discussions of the International Integrated Reporting Council (IIRC), and participates in the European Youth Parliament's workshops.

Vivendi is also a member of the Ministerial Committee for gender equality created by the French Minister of Culture. The Group is a founding member of ORSE (the Study Center for Corporate Social Responsibility) and contributes to the works of IFA (the French Institute of Directors). Moreover, Vivendi and SciencesPo (a world-class university in the social sciences) have entered in a partnership to foster the public debate on the social responsibility of companies in the media and cultural industries.



# THE ESSENTIALS OF CORPORATE SOCIAL RESPONSIBILITY

### DIALOGUE TOOLS

Because dialogue with stakeholders brings new ideas and suggestions to any group that keeps abreast of its partners' concerns, the CSR Department has implemented two innovative tools: the website *Culture(s) with Vivendi* and the CSR webradio *Vivoice*.

[vivoice.vivendi.com](http://vivoice.vivendi.com)  
[@WebradioVivoice](https://twitter.com/WebradioVivoice)  
[cultureswithvivendi.com](http://cultureswithvivendi.com)  
[@CulturesWith](https://twitter.com/CulturesWith)  
[Cultures with Vivendi](https://www.facebook.com/CultureswithVivendi)

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Vivendi is a global integrated media and content group comprising Canal+ Group, Universal Music Group and Vivendi Village. Vivendi differentiates itself through its approach and contribution to sustainable development, allowing present and future generations to:

- meet their needs to communicate,
- nurture their curiosity,
- foster the development of their talent,
- encourage intercultural dialogue and learning to live together.

As a creator, publisher and distributor of content, Vivendi exerts a human, intellectual and cultural influence. In 2014, the Group invested €2.3 billion in content.

Since 2003, Vivendi has based its corporate social responsibility on some “core” strategic issues that are directly linked to its business (please see “An Innovative Positioning”).

The CSR is integrated in the strategy and governance of the Group because it fully contributes to its value creation.

## AN INNOVATIVE POSITIONING

### Four CSR “core” strategic issues promoting human rights

#### PROMOTING CULTURAL DIVERSITY

How does Vivendi’s specific expertise contribute to spotting and empowering the artistic talent? How do we refresh the creative pool of the present and future generations to avoid the rise of a monoculture? Why do we associate cultural investments to human development?

Vivendi aims to promote cultural diversity as a growth driver and a pillar of social cohesion. It therefore shares the vision of the United Nations Educational, Scientific and Cultural Organization (UNESCO) which, in its 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, stated that cultural diversity is a “mainspring of sustainable development of communities, peoples and nations”. Encouraging diversity in musical repertoires and cinematographic expression, promoting local talent and showcasing cultural heritage – these objectives are shared by all the Group’s business units.

*Film director Susanne Bier in a Studiocanal’s film shooting; the trainees of the sound engineer training program in Mali supported by Vivendi.*



© Larry D. HORRICKS / STUDIOCANAL - © Sébastien REUSSEC



*Workshop of the European Youth Parliament on: “Digital Life and Protection of Personal Data” initiated by Vivendi*

#### KNOWLEDGE SHARING

Promoting knowledge sharing means enabling the Group’s customers to participate in building a global society of information, culture, knowledge and digital technologies. This is perfectly in line with Vivendi’s social responsibility.

Due to the international nature of its businesses, leaders in their respective markets, Vivendi has a duty to guarantee quality and pluralism of content, to facilitate access to content offerings and media, to encourage dialogue among cultures, and to raise public awareness with respect to sustainable development issues.

#### RECONCILING THE VALUATION AND PROTECTION OF PERSONAL DATA

The innovative steps taken by the Group to offer content and services meeting the expectations of its customers and its various audiences while taking advantage of pooling its subsidiaries’ skills and resources must be accompanied by vigilance when it comes to protecting personal data. The Group partners’ trust in this digital transition is at the heart of the company’s long-term performance.

#### EMPOWERING AND PROTECTING YOUNG PEOPLE

How does Vivendi empower and protect the younger generations in their cultural and digital practices so that they can exercise their creativity and citizenship within an environment that respects their rights?

Films, television programs, the Internet and other platforms can, on the one hand, expose young people to risks: the disclosure of personal data, excessive or inappropriate use, and access to sensitive content. On the other hand, these digital tools can offer them vast opportunities in terms of expression and discovery as well as employability once they become media literate.



## OUR EIGHT CSR PRIORITY ISSUES

Vivendi leads a CSR policy that links its economic, societal, social, and environmental performance to its activities and geographic presence.

The Group makes its commitments clearly visible to all its stakeholders: customers, shareholders, artists, suppliers, government and civil society.

These commitments, which include **the four “core” strategic issues**, are developed in eight priority CSR issues:

- promotion of cultural diversity in content production and distribution
- empowerment and protection of young people in their use of digital media
- knowledge sharing
- valuation and protection of personal data
- vigilance in business conduct
- social and professional empowerment of employees
- local economic, social and cultural development
- respect for the environment in the digital era

These issues are presented in detail in the 2014 Annual Report of Vivendi and under the CSR heading on Vivendi’s website ([www.vivendi.com](http://www.vivendi.com)).

## A HIGH RATING

In 2014, the **International Federation for Human Rights (FIDH) Liberty and Solidarity Investment Fund**, managed by Banque Postale AM, added Vivendi to its portfolio; Vivendi is the only French company in the media sector in this investment fund, a fund that was awarded the Novethic SRI (Socially Responsible Investment) label.

Vivendi renewed its listing in the main SRI indices: the **FTSE4Good Global** and **FTSE4Good Europe** (FTSE), the **Ethibel Excellence** (Ethibel) investment register, the **Thomson Reuters CRI Europ ESG Index** (Thomson Reuters) and the **NYSE EuroNext Vigeo World 120, Eurozone 120, Europe 120 and France 20** (Vigeo) indices.

In 2015, Vivendi ranked number four among the French companies of the Global 100. Out of 4,500 global variables, the Global 100 identifies the 100 companies with a “best in class” CSR approach and strong financial performance. In 2013, Vivendi was positioned third in the latest ranking of the companies in the CAC 40 in relation to taking into account the “**Children’s Rights and Business Principles**”, established in 2012 by UNICEF, the United Nations Global Compact and Save the Children.