

UNITED NATIONS GLOBAL COMPACT

COMMUNICATION ON PROGRESS

2020-2021

THE ESSENTIALS



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**This document is a summary of our Communication on Progress 2020-2021.
You can find the full version on the Global Compact website.**



Collectively we only have one possible way forward: that of sustainable development.

The global pandemic has weakened social ties and deepened inequalities. Climate change and the collapse of biodiversity are more and more evident every day, and the consequences more worrying. In this context, traditional trade and its implicated professions must reinvent themselves, while accounting for the effects of automation and disintermediation.

Our commitment to the Global Compact has been an important pillar of the Altavia Group over the past 13 years, where CSR has become increasingly embedded into our operations and services. The events of the last 18 months have strengthened my resolve to go further in our positive contribution to equality, and to the planet on which we live. The need is urgent. As the world's leading independent communication group dedicated to retail, we must commit to our own continuous improvement, but also that of our clients. We accompany them in their journey towards responsible communication, by adapting to their challenges and their timeframe.

It is reassuring to see that more and more economic and industry players are taking action, because we are all racing against the clock to adapt to a truly sustainable operation. Altavia contributes to this through its 5 Sustainable Development Goals, linked to our primary areas of impact, and our core expertise.

In a world where everything moves very fast the major challenge is to know how

to perpetually reinvent ourselves, in order to guarantee a strict balance between economic health, social well-being and environmental preservation.

We are determined to contribute to a socially and environmentally responsible business. For example, by promoting links with partners who have a particularly positive social impact, or by innovating in order to offer ever more sustainable communication materials. We do not abide by the opposition between physical and digital devices: each medium has its place, as long as its development is responsibly thought through.

With this COP, we invite you to discover or rediscover what we do on a daily basis, thanks to our teams around the world, whom I would like to thank warmly for their commitment to this journey. The road does not end here. We want to continue to drive engaged commerce: agile and dynamic in nature, and human to the core.

We will run with these convictions faster, higher and stronger than ever before. Thus, it is with this in mind that the Altavia Group has just enriched its mission, which has become a vocation for all of us: "By taking the side of the citizen client, help our retail clients to forge fruitful links with their own customers". Finally, the Group has also just adopted a new signature that will, I am sure, be faithful to its history and to the two signifiers of our Alta Via brand. This signature will contribute to our culture and help us exceed even our own expectations: Altavia: Retail for Humans.

Raphaël Palti
Founding Chairman
& CEO





Altavia in a nutshell

Altavia is the first international network dedicated to Retail Marketing Service

2,500
PEOPLE

650
CONSOLIDATED
TURNOVER IN 2020*

45
COUNTRIES ON
4 CONTINENTS

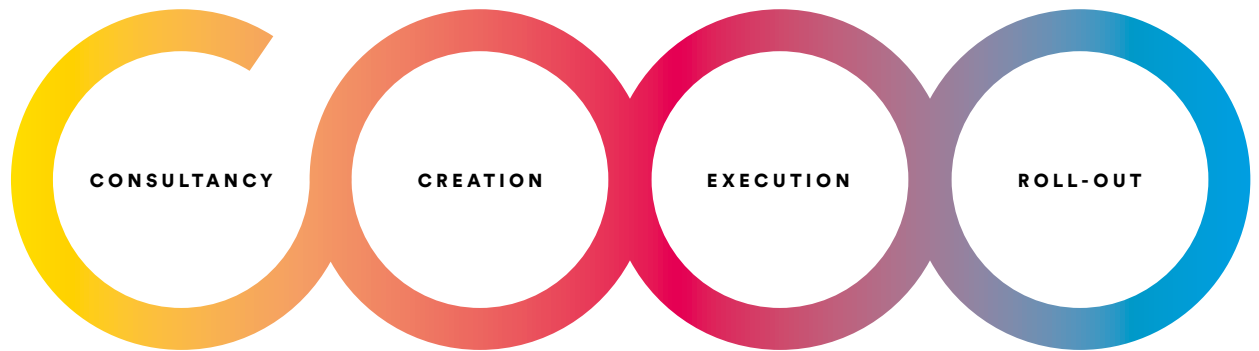
147.2
GROSS INCOME
IN 2020*

+500
CLIENTS
WORLDWIDE

3.4
OPERATING
RESULT IN 2020*

Our mission:

“Help our retail clients forge fruitful relationships with their own customers by taking the client’s side.”

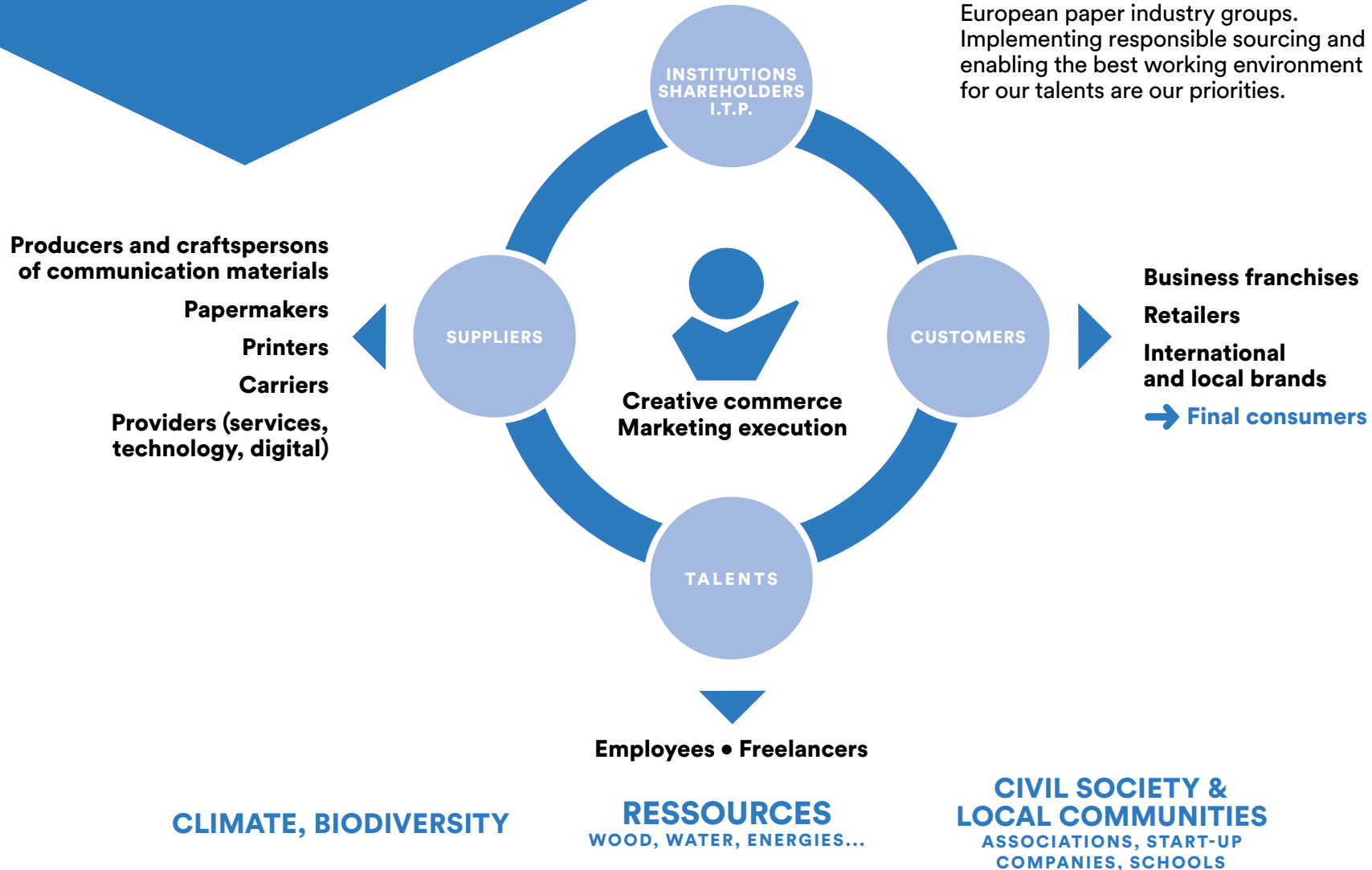


*In millions of euros.



Our business model

We are committed to being the sustainable partner of choice for our clients. **Altavia** works with a wide and diverse range of suppliers, from micro-businesses to large European paper industry groups. Implementing responsible sourcing and enabling the best working environment for our talents are our priorities.





Committed to contributing to socially and environmentally responsible business, and act as beacons of positive impact across the retail marketing sector

Our commitment

to the United Nations Global Compact

WE SUPPORT



[Click here](#)

2008

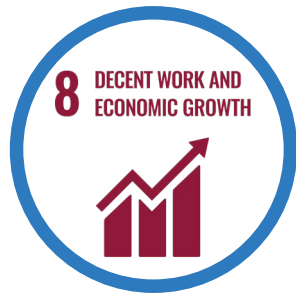
Altavia becomes member of the Global Compact France

2010

Publication of our first COP

2018

Altavia obtains «Advanced» level



We contribute to sustainable development of the territories in which we operate, through our human capital and our business relationships. We promote inclusion and favor partnerships with local businesses.



We launched Altavia Foundation in 2020. Its objective is to promote professional and economic integration by accompanying people who are far from employment in launching their own micro-business or micro-activity.



We guide our customers, through our offers and services to help them choose responsible alternatives by following the principles of eco-design, from conception to execution, to the end of the product life cycle, for all of our communication materials.



In line with the Paris Agreements, we subscribe to the necessary transformation that, with the help of our employees and partners, will enable us one day to be a zero-carbon group.



The dramatic erosion of biodiversity favors imbalances, such as the appearance of zoonoses and viruses like Covid-19. We want to minimize this risk by preserving forests, in particular by reinforcing requirements for our wood-based materials.

Altavia, a committed collective across the business

“We, as a leading communications service provider commit to the SDG 8, 10, 12, 13, 15, in line with our credo Positive for Humans and Positive for the Planet. The integration of ESG criteria into the measurement of our performance and decision making is essential to the sustainability of our business.”

Katia Ruet, General Secretary



“Our purchases are a tremendous lever for a positive impact. With our Positive Sourcing approach, we are committed to promoting a responsible supply chain, by combating discrimination and inequalities, but also by supporting disadvantaged businesses and regions.”

**Jon Wellings,
Managing Director Northern Europe**



“As a major buyer of raw materials (paper, cardboard) Altavia Group remains extremely vigilant regarding our sourcing approach. We have held FSC® and PEFC certifications at the Group level since 2010 in order to guarantee that our clients’ printed communication materials are responsibly sourced.”

**Laurence Bosshard,
Group Purchasing Director**



“Our claim “Retail for Humans” reflects the spirit of our Human Capital policy: since its creation, Altavia has defended and promoted an open and dynamic business, creating value by way of offering opportunities. Our Human Capital is our greatest asset and we are committed to promoting a common culture and values while cultivating our diversity.”

**Karine Mittelette,
Human Capital Director**



“Altavia Foundation was born out of desire to support the players in the field of micro-commerce and to contribute to the revitalization of their respective communities. The micro activity (trade, craft industry, provision of services) presents an opportunity for people in precarious situations and far from employment to make a new professional start.”

**Coralie Abram-Palti,
Altavia Foundation Director**



The 3 pillars of our ambition

**A lively, human,
responsible
business and
a vector of
social link**

LICENSE TO OPERATE

Purchase in a sustainable way

- certified materials (FSC® ; PEFC) or recycled
- code of conduct for suppliers

Enhance the CSR approach of all our business units around the world with Ecovadis

Operate in an ethical manner

- fight against corruption
- maintain and ensure the security of information

POSITIVE FOR HUMANS

Develop our Human Capital

- develop talents
- encourage diversity and promote professional equality
- ensure the safety and quality of life at work

Take action for inclusion with Positive Sourcing

Support micro commerce with Altavia Foundation

POSITIVE FOR THE PLANET

Improve our environmental footprint

- calculate the climate impact of our business
- adopt responsible practices
- contribute to carbon neutrality

Move forward with our customers and suppliers on the path to eco-design

Raise awareness of CSR in our ecosystem

FOR SUSTAINABLE PERFORMANCE WITH A POSITIVE IMPACT

93%

share of FSC® or
PEFC certified
paper purchases

11%

share of Positive
Sourcing purchases

73%

coverage rate of
Simplified Carbon
Footprint

Our license to operate



The mark of responsible forestry



As an FSC® and PEFC certified group since 2010, Altavia contributes to the achievement of SDG 15 by offering its clients communication materials printed on paper or cardboard from sustainably managed forests.

16
BUSINESS UNITS
CERTIFIED
IN EUROPE
AND ASIA



Since 2016, Altavia has been using the international Ecovadis rating programme to measure the CSR maturity of our activities and thus to **promote local responsible approaches.**



6 platinum medals



8 gold medals



9 silver medals

Responsible Business Partner Policy

Beyond the regulatory context, Altavia raises its suppliers' awareness of anti-corruption issues and requires them to commit to respecting our code of conduct, the **“Responsible Business Partner Policy”**.

The identification of risks initiates an audit procedure for the companies concerned.



Positive for Humans

1,843

employees
in 2020*

90%

on a permanent
contract

Average age

38
years
old

2023 OBJECTIVES

TALENT
DEVELOPMENT

**Launch of the
Talents Programme**

**Enhanced training
and follow-up
of employees**

DIVERSITY
PROMOTION

**A multitude of profiles
spread over 4 continents**

**Internal system for
reporting cases
of discrimination
or harassment
(no alerts in 2020
and 2021)**

GENDER
EQUALITY

**Deployment of extra-
financial reporting
at the Group level
to identify potential
gender-based pay
discrepancies**

PROPOSING
AN OPTIMAL
WORKING
ENVIRONMENT

**Agility and adaptation of
our working methods
since the beginning of
the Covid-19 pandemic**

**Our priority: the health
and safety of
our employees**

In order to maintain the well-being of its employees, **Altavia HRG** has reinforced its actions since the first lockdown: frequent agency meetings by video conference, activities such as yoga and meditation sessions.

Each year, **Altavia in France** participates in the European Week for the Employment of People with Disabilities. The teams are mobilised to raise awareness among employees and improve integration measures.

*Included in the 2,500 people working in the Altavia sphere (including many freelancers).

Positive Sourcing[®]



**POSITIVE SOURCING :
OUR RESPONSIBLE
PURCHASING APPROACH
WITH A POSITIVE SOCIAL
IMPACT - INCLUSION**

5 CRITERIA



Companies hiring disabled people

Enhanced procedures for recruiting, supporting, integrating and maintaining employment retention of people with disabilities.



Women-Owned Businesses

Promote female entrepreneurship, which is in the minority in most sectors of activity.



Small Businesses

Champion local economic players to ensure and reinforce social cohesion and local impact.



Operating in underprivileged Areas

Maintain a particular focus on these areas, which correspond, for example, to certain rural areas, or regions where the unemployment rate is particularly high.



Social inclusion

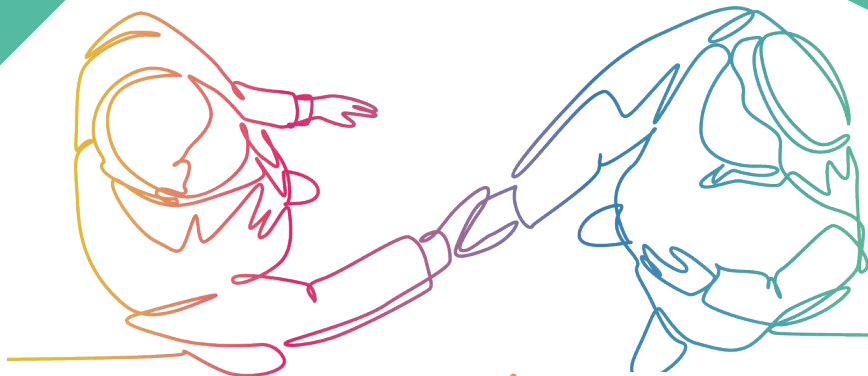
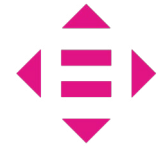
Supporting structures which promote dignified work for people in fragile or disadvantaged situations, such as those facing long-term unemployment, people suffering from addictions or formerly incarcerated people.

Altavia Polska

(38% of purchases) works with suppliers offering employment opportunities to people with disabilities and prisoners. A particularly strong performance, as it increased by 110% in 2020 compared to 2019. This same trend has been achieved with companies located in economically fragile areas.

Altavia Deutschland,

with 38% of its purchases coming from inclusive companies, stands out for its commitment to partner with entities headed by women.



Altavia Foundation's platform

ITS FUNCTION?

Inspire future micro-business managers and guide them in their path by directing them to potential directories or existing networks.

EMPLOYEE ENGAGEMENT?

Within the Group, Altavia Foundation relies on a network of 45 ambassadors whose mission is to identify potential beneficiary associations in their territories and to raise awareness within the Group.

Our philanthropic engagements



Altavia Canada has worked on a pro bono basis to design and develop the website for local charity «The For GOOD Foundation», which transforms surplus crops into food products for those in need.



Altavia China supports the Young Baker Programme in Shanghai, which aims at integrating young people who have had to abandon their studies due to a difficult family situation.



Positive for the Planet

TRANSITIONING to a low-carbon economy

13 CLIMATE ACTION



On the climate issue, we want to contribute to the carbon neutrality of our value chain, by aligning ourselves with the limits set by the Paris Agreement at COP 21.

On the biodiversity issue, as our business is historically based on the use of paper, we want to commit to the preservation of forests, by raising awareness and acting with our stakeholders.

Our business units contribute to carbon neutrality within their internal perimeter, by supporting a variety of sustainable projects around the world.

16

of our business units have carried out a simplified carbon footprint calculation in 2021 (19 will have done by the end of the year)

73%

of total revenue of the Group represented (75% by the end of 2021)

We are aiming for carbon neutrality for our ecosystem, by participating in the fight against climate change, and aligning ourselves with the «Science Based Targets initiative» (+1.5°C by 2030).



Karolina Rybus,
CSR AMBASSADOR **ALTAVIA KAMIKAZE**

“Ecology is important to us, and it’s not just words. So, in addition to the Simplified Carbon Footprint assessment, and relevant offset project, we wanted to actively participate ourselves. Thus, our employees went to help the Aeris Futuro Foundation to plant 500 trees in Poland.”



Agro-forestry and sustainable agriculture project in Kenya, supported by **Altavia ODG**



Progress together

on the path of eco-design

Eco-design, more than an optimization process, is a way of thinking and designing products and services for our clients. Altavia's teams are constantly adapting to their clients' requirements, to local contexts, and to opportunities to execute thoughtful products that preserve resources.



Altavia Lille has imagined a reusable POS display unit, considerably increasing its lifespan and thus optimizing its impact.

Discover in video the initiative of **Altavia Lille** by clicking on the image beside.



Altavia ACT has put its creative and consulting skills to use in the city of Brussels in order to raise awareness among Belgian citizens to stop leaving their waste in the parks through the campaign «We are park». This project also allowed Altavia ACT to collaborate directly with the stores in the vicinity of the origin of the packaging.





COMMUNICATION
ON PROGRESS



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

