

IPSOS OUR ESG JOURNEY

2024 Edition



SUMMARY

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A photograph of three young people lying on their backs on a light-colored carpet, laughing joyfully. The person on the left is a man with a beard and glasses, wearing a denim jacket. The person in the middle is a woman with glasses and a headband, wearing a patterned shirt. The person on the right is a woman with dreadlocks, wearing a light blue t-shirt. The image is framed by teal and orange diagonal shapes.

ESG IN OUR DNA



*Deliver reliable information
for a true understanding of
Society, Markets and People*

*to help the world make
better decisions.*

OUR RAISON D'ÊTRE

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

In the face of fake news and alternative truths, companies and public organisations need reliable and verified data.

Ipsos uses all available data sources combined with our teams' expertise:

- from face-to-face interviews to satellite imagery
- from social listening to lab testing
- from online polls to drone footage

INTERVIEWING ALL AUDIENCES FOR BETTER DECISIONS

Citizens



How does inflation impact **citizens'** spending?

How can transportation services be improved in Paris?

Patients



Are **patients** satisfied with their treatment?

How did the Covid pandemic evolve?

Employees



Are **employees** happy in their company?

Do they perceive their company as inclusive?

Consumers



How to develop sustainable packaging for **consumers**?

Is it relevant to develop Direct to **customers** shipping?



OUR ESG OFFER

AN ESG OFFER MEETING ALL CLIENTS' NEEDS

ORIENTATE

What is our client
ESG context?

FOCUS

What strategy and priorities
should our client implement?

EVALUATE

How to measure the impact?

ACT

What should our client do?

TALK

How to communicate?

HELPING OUR CLIENTS ON THEIR OWN ESG JOURNEYS



ESG Risk Monitor

leveraging digital data & analytics to identify risk and shape timely ESG engagements



Eco-Scoring of beauty products

Contributing to the design and narrative for a successful deployment



Ministry of Housing and Urban Affairs

Understanding the status

of water availability and quality in urban Indian cities



Exclusive partner

to measure ESG marketing initiatives at brand level

INSURANCE COMPANY

ESG Materiality assessment compliant with ISSB



How to communicate on sustainability to drive behaviour change

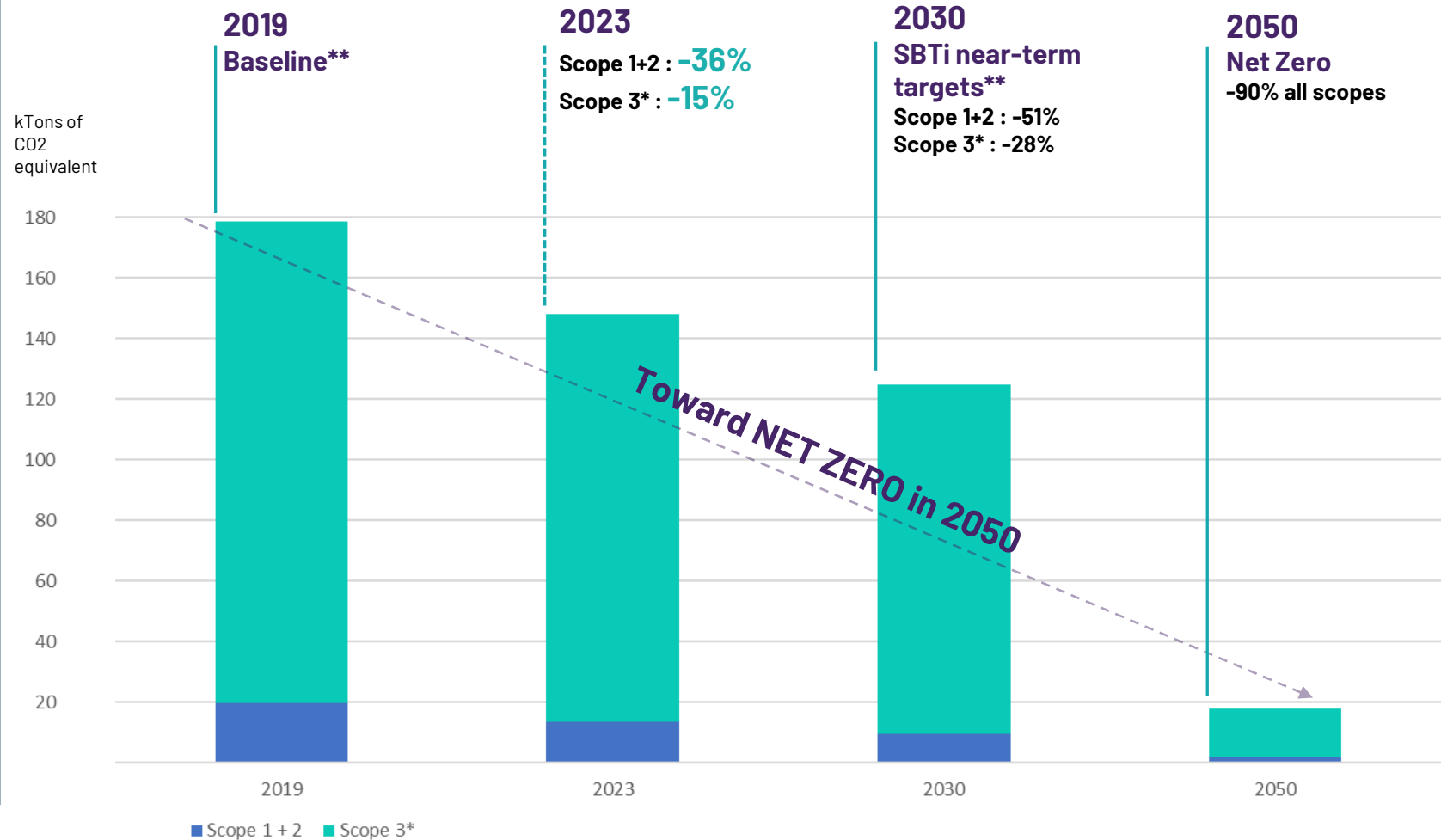
OUR ACTIONS



OUR ACTIONS FOR THE PLANET



SCIENCE
BASED
TARGETS



*excluding scope 3.2 capital goods

** under review by SBTi

OUR ACTIONS FOR THE PLANET

IMPLEMENTING:

CSRD

TCFD

REDUCING IPSOS' CARBON FOOTPRINT

OFFICES

Considering sustainability criteria when selecting new offices

Reducing energy consumption

Adjusting our office surface

Increasing the share of renewable energy

Banning single-use plastic

Promoting Eco-gestures

TRANSPORT

Company vehicle policy (reduce car fleet and promote electrification)

Business travel policy

Promoting sustainable commuting modes

Remote working

SUPPLIERS

Supplier engagement program, ensuring they join Ipsos on our Net Zero journey

Considering sustainability criteria (UNGC, SBTi) in RFP processes

PROGRESS ON OUR ROADMAP 2023: PLANET

	Baseline value	Target set in 2021 for 2023	Achievement in 2023
Greenhouse gas emissions per employee	2.35 tons of CO2e per employee	Total tonnage of CO2 equivalent emissions for Scopes 1 and 2 and business travel in Scope 3 of 2.05 per employee Scope : 35 countries monitored for GHG emissions	1.06 ton of CO2e per employee
Single-use plastic	N/A	Ban of single-use plastic by 2023	
Direct purchases of paper	260 metric tons	Reduce purchases of paper by 10% Scope : 35 countries monitored for GHG emissions	174 tons - i.e. -33.1% compared to the baseline value
Paper recycling	84.2%	90% of paper available for recycling to be recycled	97.7%

2026 TARGETS : PLANET

	Baseline value	Target set for 2026
Greenhouse gas emissions	<p><u>2019 (baseline):</u> Scope 1 + 2 : 19 544 tCO2e* Scope 3 excluding capital goods : 158 960 tCO2e*</p> <p><u>2023:</u> Scope 1 + 2 : 12 431 tCO2e Scope 3 excluding capital goods : 134 321 tCO2e</p>	<p>Scopes 1 + 2 : -42% vs. 2019 Scope 3 excluding capital goods : -19% vs. 2019</p>
Share of renewable energy within the total energy consumption	N/A	35%



To be the **best place to work**
in our industry

OUR ACTIONS FOR PEOPLE

Our mission, values and behaviors

are the foundation of how we recruit, develop and retain our 20,000 employees in our 90 markets

United by strong values:

Integrity

Curiosity

Collaboration

Client First

Entrepreneurial Spirit

OUR PEOPLE: OUR MOST VALUABLE ASSET

Monitoring employee engagement

Ipsos introduced Pulse in 2003, **annual satisfaction survey** conducted worldwide

Global action plans reinforce employee satisfaction and engagement

76%

Engagement rate*

Creating an inclusive workplace

91% of **permanent employees**

Global Programmes:

Belong, Ipsos CARES, Gender Balance Network, Pride, Ethnicity, Neurodiversity

Second Parent leave

81%

Diversity & Inclusion index*

Continuous training and learning

Ipsos Training Center designs and delivers online training to all employees

Ipsos Knowledge Center shares the best of what Ipsos knows

500

training courses

Developing talent

Generation Ipsos program offers young talents opportunities to discover Ipsos' business through multiple activities

4,000

graduates in *Generation Ipsos* since launch

PROGRESS ON OUR ROADMAP 2023: PEOPLE

	Baseline value	Target set in 2021 for 2023	Achievement in 2023
Employee commitment	72%	Equal to the "RED" (Representative Employee Data) benchmark	76% (vs. RED 70%)
Employee turnover rate	11.7%	Below 12% related to voluntary departures (excluding employees with under 3 years length of service)	7.8%
Gender equality	34%	40% of women in level 1 of the <i>Leadership Team</i>	- Level 1: 40%
	44%	50% of women in level 2 of the <i>Leadership Team</i>	- Level 2: 48%
Response rate to the "Taking Responsibility" survey	100%	95% response rate to the "Taking Responsibility" survey for all countries with more than 50 employees	100%

2026 TARGETS : PEOPLE

	Baseline value	Target set for 2026
Employee commitment	72%	Employee commitment at least equal to the "RED" (Representative Employee Data) benchmark
Gender equality	40%	42% of women in level 1 of the <i>Leadership Team</i>
	48%	50% of women in level 2 of the <i>Leadership Team</i>
Employee turnover rate	7.8%	Below 12% related to voluntary departures (excluding employees with under 3 years length of service)
Share of employees trained on data protection and security risks and on corruption risks with regard to client and suppliers	N/A	95%

OUR ACTIONS FOR SOCIETY

The Ipsos Foundation

Promotes **access to education for disadvantaged children worldwide**

> **100 projects** supported since 2014 in 43 countries

Each project sponsored by an Ipsos employee

Ipsos supports refugees

Member of the **Tent Partnership for Refugees**

Committed to **recruit 100 refugees by 2026** – after a successful campaign initiated in 2018

Takes a stance on **World Refugee Day**: annual survey on the perception and integration of refugees, volunteering initiatives around the world

Employees are involved in **mentoring** for refugees

**GIVING BACK TO LOCAL
COMMUNITIES IN OUR 90
MARKETS**



2 VOLUNTEERING DAYS
per year for all employees,
to devote to charities or
community service

MATCHED GIVING
for employees donating to
charitable organisations

MAKING OUR SUPPLY CHAIN PART OF OUR ESG JOURNEY

Supplier code of conduct

Shared commitments on all dimensions of ESG, including labour rights, environmental action and good governance

91%

of Global suppliers adhering to the United Nations Global Compact in 2023

Supplier engagement programme

Contributing to Ipsos' Net Zero commitment (two-thirds of our carbon emissions linked to our supply chain)

Driving supplier commitment to Diversity, Equity & Inclusion (DEI)

Pioneering work on gender-inclusive surveys

TAKING CARE OF RESPONDENTS AND DATA

Gold standards on compliance

Procedures and training in place
Commitments to Esomar / GDPR rules for protecting respondents
Data privacy officer in each country

Preventing cyber risks

First rates security providers
VPN and Multifactor id in place
Increasing investment in Cyber

Data center, data ownership

Highest data quality standards:
fighting online fraud,
strengthening panelist engagement

A DIVERSIFIED BOARD OF DIRECTORS



Didier Truchot
Chairman of the Board



Ben Page 
Chief Executive Officer



Patrick Artus
Strategy and ESG



Pierre Barnabé
Strategy and ESG (I)



Virginie Calmels
Chair of Strategy and ESG (I)



Filippo Lo Franco 
Chair of Audit (I)



Anne Marion-Bouchacourt
Chair of Appointments and Compensation (I)



Àngels Martín Muñoz 
Strategy and ESG (I)



Florence Parly (I)
Appointments and Compensation



Eliane Rouyer-Chevalier
Audit (I)



Laurence Stoclet
Audit



André Lewitcki
Appointments and Compensation (E)



Sylvie Mayou
Strategy and ESG (E)

(I): independent
(E): representing employees
Committee

Roles of Chairman
and CEO separated

(since 2021)

4 nationalities

54% female

64% independent

SOUND GOVERNANCE

Creation of a Strategy & ESG committee at the board

Placing ESG at the heart of Ipsos' overall corporate strategy
Chaired by an independent director

CEO bonuses depending on ESG performance

KPIs: carbon emissions reduction & gender balance among the leadership teams
20% of the CEO's bonus & 10% for the Executive Committee

Code of conduct and ethics














Code of conduct including Data protection and privacy, anti-corruption, corporate government, labour rights, whistle blowing...
Applicable alongside the International ESOMAR Code on Market, Opinion and Social Research and Data Analytics

2026 Targets : GOVERNANCE

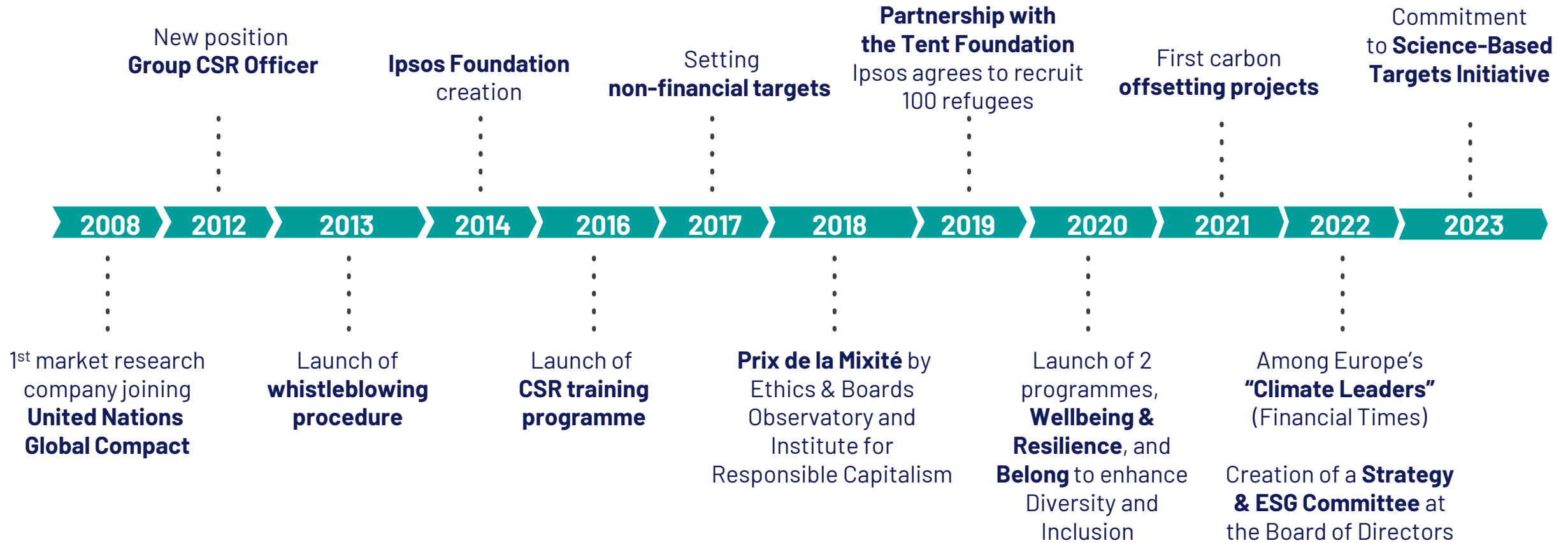
	Baseline value	Target set for 2026
Share of employees trained on data protection and security risks and on corruption risks with regard to client and suppliers	N/A	95%

APPENDIX

CONTINUED BROAD RECOGNITION OF OUR ESG PERFORMANCE

 <p>United Nations Global Compact</p>	 <p>Advanced Level Active Learner</p>
 <p>Carbon Disclosure Project</p>	 <p>Leadership Management Awareness Disclosure</p>
	 5.9/10 <p>AAA AA A BBB BB B CCC</p>
	 <p>Top 1% – Platinum Top 5% – Gold Top 25% – Silver Top 50% – Bronze</p>
	 60/100 <p>Advanced Robust Limited Weak</p>
	 20.8 <p>Negligeable Risk Low Risk Medium Risk High Risk Severe</p>
	<p>Environment : 46/100 Social : 33/100 Governance : 36/100</p>

A PIONEER IN ESG



AN ESG OFFER SPANNING CLIENTS' ENTIRE VALUE CHAIN

ORIENTATE

What is the external and client-specific ESG context?

- Ipsos Trends & Foresights
- ESG corporate performance benchmarks (ESG Watch)

EVALUATE

How to measure impact?

- Brand Tracking with an ESG focus
- Supporting public policy design & evaluation for governments

TALK

How to communicate?

- Monitoring ESG reputation risk (Ipsos RISE)
- Ad testing addressing gender equality, diversity and inclusion (Gender Equality Measure® (GEM), Diversity, Equity & Inclusion (DEI) metrics)
- Behavioural Science offer



FOCUS

What strategy and priorities should the client implement?

- ESG Materiality Assessment
- Assessing ESG Return On Investment (ROI)

ACT

What should the client do?

- ESG "Better Brands Lab": combining qualitative and quantitative research to help brands position themselves and detect risks of greenwashing
- Accessible User Experience & Design
- And numerous customised solutions for individual client needs