

## Publicis Groupe France launches "No Impact for Big Impact", a program for an ecological transition in communication

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### #NIBI – No Impact for Big Impact

The impact of campaigns is one of the main KPIs for marketers, so Publicis Groupe France decided to bring into view the environmental and societal impact of campaigns by launching "No Impact for Big Impact" a program for ecological transition in communication.

*"Since 2017, Publicis has implemented an eco-communication process which analyzes the lifecycle of campaigns and allows its clients to implement new practices, at all levels of their ecosystem, enabling the operational and ecological transition of communications to be taken together."* says Caroline Darmon, CSR Director Publicis Groupe France.

So, whatever the stage, from the initial client brief to the end of the campaign (including production, which comprises around 70% of the impact) but also irrespective of the medium, from video to print, via websites or events, Publicis analyzed the impacts and found solutions to reduce them by relying on internal (Prodigious for print, filming, shooting) or external experts (Frédéric Bordage, founder of the Green IT collective for digital eco-design).

Publicis Groupe, in partnership with Bureau Veritas, has developed a tool for calculating the international carbon footprint for all campaigns; this tool has been tested for 1.5 years and will see its widespread use to offer the most economical and least impactful solutions for clients.

Publicis Groupe in France, via its creative and digital agencies, has set indicators and targets by 2025 to monitor the progress of its achievements (creative campaigns, digital devices including social networks, websites):

- 100% of campaigns offered to clients will be eco-designed
- 100% of eco-produced campaigns will be offered with a carbon footprint and offset options
- 100% of TV spots will be sub-titled for the Deaf & Hard of hearing (with audio description whenever possible)
- 100% of content and digital production files will be sorted and archived within 3 months following the end of the campaign
- And 100% of produced campaigns will be assessed with a carbon footprint



Finally, for offset operations and thus reaching a net zero for all eco-produced campaigns, Publicis has established a partnership with "Cœur de Forêt" association.

*"Our standard becomes eco-communication and we have 5 years for 100% of our productions to meet these specifications and reduce our business impact. Internal training started many months ago and we have started to do the same with our clients."* says Valérie Henaff, Chief Strategy and Engagement Officer Publicis Groupe France.

BNP Paribas, Orange and also Garnier were among the first to commit to this program. Publicis Groupe France wants to offer this **"No Impact for Big Impact"** program to all its clients because there are many of them, already engaged in the UDM's FAIRe program, who want their carbon footprint and societal impact of campaigns to become a critical decision in their entire communications process.

### **Publicis Positive Library**

After the release of the launch in December of the "Positive Library", the 1st bank of international CSR cases, the Groupe announces the integration of more than 150 cases available to all Publicis Groupe employees in France, a tool that has become essential to support clients in their CSR transformation.

### **About Publicis Groupe - The Power of One**

French leader in marketing, communication, and digital transformation, driven through the alchemy of data, creativity, media and technology, uniquely positioned to deliver personalized experience at scale. Chaired by Agathe Bousquet, Publicis Groupe France is a Talent company with more than 6,500 talents, spread across 25 branches, which supports nearly 600 clients.

Publicis Groupe France offers its clients a seamless end-to-end service to address all their marketing and transformation challenges. Publicis Groupe France is organized across Creativity (Publicis Conseil, Marcel, Leo Burnett Paris, Saatchi & Saatchi, Publicis Consultants, PublicisLive, Carré noir, Publicis Luxe, Prodigious), Media (Publicis Media, Starcom, Zenith, Spark Foundry, Blue449, Performics), Technology (Publicis Sapient), and Data with Epsilon, the data-driven marketing and tech company and its platform Conversant, is positioned at the center of the group fueling all the group's operations.

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