

SUSTAINABLE DEVELOPMENT

DEVELOPMENT

SUSTAINABLE

The Lagardère group's sustainable development strategy is based on four priorities:

- to assert itself as a responsible employer;
- to develop its business with respect for the environment;
- to promote access to information and knowledge;
- to be a media group that creates social cohesion.

The Group's sustainable development strategy

These four priorities reflect the Group's main sustainability goals:

- integrating sustainable development into the day-to-day operations of its subsidiaries and the production process of its different business lines;
- anticipating the risk of climate and energy crises, as well as consumer demand for more ethical products;
- assuming the special responsibility inherent to operations as a media group.

Lagardère works toward commitments corresponding to each of these four priorities in an approach based on ongoing progress.

Social commitments

These commitments testify to Lagardère's efforts to create a dynamic and appealing workplace where the independence, motivation and creativity of its employees are valued:

- ensuring workforce balance and diversity;
- promoting harmonious working conditions;
- encouraging development of skills.

Environmental commitments

These commitments reflect the goals and challenges inherent to the roles of publisher and distributor:

- ensuring efficient and responsible paper management;
- streamlining transport;
- introducing environmental measures into the organisation of our operations.

Six actions initiated or continued in 2010-2011

For more information www.lagardere.com



Media Campus Club meeting devoted to sustainable development >>>

At the end of 2010, over 130 Group employees participated in a special meeting of the Media Campus Club* devoted to sustainable development. The goal was to show how the major national and international challenges of sustainable development also exist in concrete forms in the execution of their daily tasks.

First, Julia Haake, Director of Company Partnerships at WWF-France, touched on global environmental challenges, including climate change, the disappearance of biodiversity and increasing shortages of natural resources. Next, Ronald Blunden, Director of Communications and Sustainable Development at Hachette Livre, addressed the issue of corporate social responsibility,

describing different initiatives implemented within the division (Bilan Carbone® assessments, etc.). Finally, Bérangère Bonte, Assistant Editorial Director of Europe 1, who has long been in charge of sustainable development topics, expressed her views on the particular responsibilities incumbent upon a media group.

For 2011, we plan to integrate the topic of sustainable development into our Media Campus university, which is open to all Group employees. We are also working with the divisions to investigate the possibility of targeting more specific audiences. Finally, we are going to offer a training module for all employees of Lagardère Ressources.



Christine Grézis
Assistant Director of Group Human Resources Development

*Media Campus Club meetings have been organised by the Group's Human Resources Department for former Media Campus programme participants several times per year since the Club's founding in 2002; each meeting takes an imaginative look at a different management topic.

Lagardère Publishing's "forest and paper CO₂ calculator" >>>



Jean-François Lyet
Technical Director,
Hachette Livre

The "forest and paper CO₂ calculator", which Carbone 4 developed for us, will allow Hachette Livre to assess, for a given supplier site or paper type, the CO₂ emissions associated with wood harvesting to produce pulp or paper according to the geographic origins of the wood. The tool also differentiates certified and uncertified wood, and distinguishes the two main certification labels: FSC and PEFC. This tool was created to help the division make more responsible choices. In the company, we have developed a

model to consolidate the data of the "forest and paper CO₂ calculator" with the carbon footprints of each production operation and transport between the sites of paper manufacturers, printers and distributors. Once it becomes operational, this model will allow us to compare the carbon footprints of different solutions that could be used to create a single work, and to submit these results in the estimates sent to publishers alongside other criteria such as price and delivery time.

Paris Match helps schoolchildren in Haiti >>>



Olivier Royant
Managing Editor,
Paris Match

Considering the scale of the disaster, we wished to go beyond our role as witness. In circumstances such as these, *Paris Match* is at the forefront of information. We tell the story, give a voice to the people involved and return several months later in some cases. But what role do we really play in helping the victims of such a disaster? In this specific case, we wished to take part in a concrete project and get our readers involved too. We evaluated the situation, entered a partnership agreement with the NGO Première Urgence, gathered the necessary financing, and launched a rehabilitation programme

at the Carius Lhérisson school in Port-au-Prince. At least 250,000 people live in this immense shantytown, which is among the poorest areas of the capital, and the school has nearly 2,500 students. It was partially destroyed in the earthquake. The project launched by *Paris Match* is now one of the most significant to be implemented in the framework of reconstruction efforts. After over four months of construction, this public school was inaugurated on the 11th of last March. We were able to show our readers the result of our commitment in our issue of 7 April.

Six actions initiated or continued in 2010-2011



Planète Lagardère Active, the sustainable development magazine >>>



Anne Chéret
Sustainable Development
Director, Lagardère Active

When we asked ourselves how we could present Lagardère Active’s approach to sustainable development, the answer came naturally: by doing what we do best - making a magazine. The team formed at Lagardère Custom Publishing and was comprised of a few of our journalists, with a small budget, a great deal of enthusiasm and a shared passion for sustainable development. We had to choose the name and format, design the mock-up, etc. Week by week, the magazine took shape with the addi-

tion of articles, interviews and reports by our journalists. Designed for our stakeholders, *Planète Lagardère Active* aims to share information about the goals of sustainable development and how our operations are affected. Functioning as a spokesperson for the women and men of Lagardère Active, it presents past projects and work already achieved at this division of the Group. Our commitment will be a lasting one. Story to be continued in the next issue...

Energy savings at Relay stores in Poland >>>



Przemyslaw Lesniak
Director of the Retail Trade
network in Poland

In addition to the need to keep electricity costs down, we wanted to reduce the energy consumed at each of our points of sale.

We experimented with the installation of a new system for tracking the consumption of electricity using a sophisticated monitoring system at pilot stores. The new computerised solutions allow real-time monitoring of each store's electricity consumption. They provide access to such information as precise opening and closing times, with a text message sent to the regional manager when the store has

been closed for over 10 minutes. This system can be used to check whether a particular device – a refrigerator or a register for example – is plugged in, and to access its electricity consumption. It can also be used to monitor the number of customers entering the store at various times of day. An intelligent application of this information made it possible to considerably reduce energy consumption: we saved €32,300 over the year and reduced the energy consumed by 16% compared to the previous year for the stores in question.

ISO 14001: goals for 2010 met at La Croix Catelan >>>



Marie Schierer
Environmental Management
System Manager at
Lagardère Paris Racing
Ressources

In 2010, the development of our Environment Management System focused on sorting hazardous waste, verifying compliance with environmental regulations, introducing monitoring of scheduled initiatives to improve our environmental commitment and performing emergency drills. The audit showed that our goals for 2010 had been reached.

Lagardère Paris Racing Ressources's staff has made our environmental management system more dynamic. Each participant was able to introduce new methods, approaches and actions supporting sustainable development into his or her day-to-day tasks.

In 2011, we will deploy risk-prevention measures for outside companies working on the site. Renovation of the nautical space, exterior spaces and the building will grant us many possibilities for sustainable development: for example the treatment of pool waters and the recovery of rainwater and runoff water with the creation of drainage devices (large planted ditches to collect water and allow its progressive absorption into the ground water), as well as an increase in our planted areas.

Key words



Grenelle 2 >>> Voted in July 2010, the Grenelle Environment Act includes new requirements for companies, in particular regarding greenhouse gas assessments, extra-financial reporting and control of extra-financial data.

ISO 26000 >>> Referred to as “Guidelines on societal responsibility” and entering into force in November 2010, this is the first standard to comprehensively cover corporate social responsibility.

Bilan Carbone® >>> In 2010, Lagardère Publishing performed Bilan Carbone® assessments in the United Kingdom and Spain.

Eco-rating for magazines >>> A tool for evaluating the environmental footprint of magazines developed by the sustainable development commission of the magazine press union, to which Lagardère Active contributes actively.

The forest and paper CO₂ calculator >>> With this new tool, Lagardère Publishing can evaluate, for a given supplier site or paper type, the CO₂ emissions associated with wood harvesting to produce pulp or paper according to the geographic origins of the wood.

EcoVadis® >>> A collaborative platform used by Lagardère Active in 2010 to evaluate the environmental, social and ethical performances of its suppliers around the world.

Cogeneration >>> A system that simultaneously produces electricity and heating and is used by the Lagardère group in some of its buildings.

Divertimento >>> Name of the symphonic orchestra conducted by Zahia Ziouani and involved in educational projects. It is supported by the Jean-Luc Lagardère Foundation.

Integration Seminar >>> In 2010, this seminar at the Media Campus University was opened to all newly-recruited managers of the Group.

“Je suis ~~handi~~cap” >>> In 2010, Mission Handicap continued its recruiting and awareness-raising efforts at Lagardère Active.

For more information www.lagardere.com



Reduction in energy consumption achieved at the Relay stores of Lagardère Services in Poland thanks to the installation of a new computerised system.



Reduction in number of kilometres covered by Lagardère Services trucks in Hungary, thanks to the trip streamlining strategy.



Ranking obtained by the Lagardère group in the PAP 50 survey carried out by WWF and other NGOs in the paper-use policies of 50 major French corporations.



Percentage of recycled paper used by Hachette Book Group in the United States, which has doubled its use of recycled paper over one year.



Percentage of Lagardère Publishing's Asian printers that have OHSAS 18001 certification.



Lagardère Active obtained PEFC certification for all of its magazines in France.



Number of new collective agreements signed in 2010.



Percentage of female senior managers receiving a salary raise in 2010.



Number of hours of training provided in the Group as a whole in 2010.



Amount corresponding to a gross-rate value for advertising space provided free of charge to humanitarian and social causes by all of Lagardère Active's media.



Name of the studio at Centre Pompidou dedicated to teens and with which the Jean-Luc Lagardère Foundation signed a two-year partnership in 2010.



Number of proposals in the White Paper of the États Généraux de la Femme organised by the magazine ELLE.

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26	28	38	48	58