

Other actions taken by the Groupe to reduce and offset GHG emissions

By joining SBTi in 2020, Publicis Groupe has made a number of commitments for 2030. The very first of these concerns the direct reduction of all impacts on the three scopes (absolute): 47% for Scopes 1 & 2, and 14% for Scope 3 (on the main items representing 75% of Scope 3).

In the meantime, the Groupe has chosen to use the options available on the market to reduce its direct and unavoidable impacts of Scopes 1 and 2, and thus participate in the financing of the energy and ecological transition.

In terms of renewable energies, the Groupe purchased RECs (Renewable Energy Certificates) to reduce the amount of energy consumed from non-renewable sources in its four largest countries in terms of headcount: United States, India, United Kingdom, France. The Groupe has chosen to commit to a multi-year offset program in India, the Gandhi program, by purchasing

Voluntary Carbon Credits (CCVs), covering the residual impacts of Scope 1 & 2. This program finances the deployment of wind farms in three Indian regions: Gujarat, Karnataka, Maharashtra, with a strong social impact, around the education of children and the economic empowerment of women. This program was supplemented by the purchase of CCVs in the forestry project *Madre de Dios* in Peru, to protect primary forest and its biodiversity.

These various commitments enable Publicis Groupe to post **carbon neutrality for Scopes 1 and 2 in 2020**, in accordance with the requirements of the Paris Agreement.

Publicis Groupe is supported in these projects by the external firm EcoAct, in order to validate the robustness of the projects selected and to monitor their evolution over time. All projects in which the Groupe is committed are subject to external certification (Gold Standard for the Global Goals, or VCS – Verified Carbon Standards, or CCBA – Climate, Community & Biodiversity Alliance).

/ Summary table of environmental indicators

Multi-year data trends are available on the Groupe website, in the CSR section of the CSR Smart data page.

Indicators	Unit	2018	2019	2020	Objectives By 2030 ⁽¹⁾
Groupe headcount		75,588	83,235	79,051	
Scope 1	TeqCO ₂	5,586	9,895	7,351	-47%
Scope 2	TeqCO ₂	60,744	56,018	40,146	-47%
Scope 3	TeqCO ₂	217,418	250,236	140,622	-14%
Scope 1+2+3	TeqCO ₂	283,748	316,149	188,299	
Carbon intensity <i>per capita</i>	TeqCO ₂	3.78	3.45	2.4	
Electricity consumption	MWh	147,407	158,522	125,655	-
Energy intensity <i>per capita</i>	MWh	1.95	1.9	1.6	-
Renewables as a percentage of total consumption	%	33.5	31.3*	33.5	100
Water consumption	m ³	724,401	727,200	506,374	
Water per capita	m ³	9.7	8.8	6.4	
Total volume of waste recycled	metric tons	3,810	2,211	891	
Recycled waste per capita	metric tons	0.04	0.02	0.01	
Paper consumption	metric tons	703	610	257	
Of which paper per capita	metric tons	0.009	0.007	0.003	
Total kilometers traveled (business trips and commuting between home and work)	thousand km	1,138,298	990,000	288,965	
Travel per capita	thousand km	15.2	11.9	3.65	
Business trips Commute	thousand km	636,087	507,780	112,535	
Daily commute	thousand km	502,210	482,220	176,430	

* Publicis Groupe with Epsilon was recalculated for 2019 on the basis of actual energy consumption in 2020.

(1) SBTi validation in March 2021. 1.5° scenario used for the three scopes. Detailed data available on CSR Smart data.