

CSR MISSION & POLICY



For over 25 years, Creative Events Agency, **an independent event communications consultancy**, has partnered with clients across all industries to design and produce events. Our work is distinguished by a **strong advisory role** and **widely recognized creativity**.

CONNECTION IS OUR CORE PURPOSE

Connection is the heart of our business and our source of inspiration. Our ultimate goal is to build and sustain strong, lasting relationships with our partners, clients, audiences, and teams.

By nurturing these bonds, we gain a deeper understanding of the expectations and evolving challenges within our ecosystem from health crises and digital pressures to the rise of hybrid events, pressing societal and environmental concerns.

OUR MISSION

Guided by our teams, clients, and partners, our mission for the next three years is to implement more sustainable events and productions that contribute to a more respectful, engaged, and inclusive society.

OUR VALUES

Today, and more than ever, our productions must go beyond more relevance. They must be sources of cohesion, meaning, and kindness, embodying solidarity and driving positive impact.



CREATIVITY

To seek and develop ever more innovative concepts by converging thinking and talent



TRANSPARENCY

To provide our stakeholders with clear and objective information



COLLABORATION

To design and co-create our productions with our stakeholders through ongoing dialogue and exchange



COMMITMENT

To our ecosystem and the environment, for a more positive and ethical contribution



RESPONSIBILITY

To guarantee the rigor and professionalism of our committed teams

OUR CSR APPROACH & POLICY

We are structuring our sustainable development commitments to highlight our initiatives in designing **USEFUL** and **SUSTAINABLE** event productions and to maximize their **social and local FOOTPRINTS**, all while complying with applicable regulatory standards.

In line with our values and consistent with our ISO 20121 certification (an international CSR standard tailored for the event industry), we have defined our strategic priorities and are mobilizing around three key pillars:

CONTRIBUTE

Our social imperative is to support our teams and employees by acting as a responsible employer, but also as a responsible advisor and partner.

Ensuring and encouraging skills development, optimizing human resources and quality of life at work, communicating regularly and transparently, promoting accessibility to our productions, and expanding our partnerships with actors in the social, solidarity, and inclusive economy.

IMPROVE & COMMIT

Our economic imperative is to support our ecosystem in deploying increasingly virtuous and responsible practices, and to guarantee the continuous performance of both projects and our organization.

Deploying and managing a responsible procurement policy, and proposing low-impact/eco-designed solutions.

RESERVE

Our environmental imperative is to support every event by acting responsibly, with the most precise understanding of its impacts and the footprint it leaves.

We are committed to:

- Managing waste at our offices and on event sites to ensure and systematize its proper handling.*
- Managing energy consumption in our offices as well as for our productions.*
- Encouraging our teams and clients to prioritize the use of soft mobility.*
- Integrating committed partners with scalable, impactful actions into our productions.*
- Combating waste. Incorporating circular economy principles. Prioritizing reuse.*
- Offering the implementation of carbon footprint assessments for our productions.*

ACTION PLAN

#1. Stakeholder Dialogue

Understanding our clients' needs and expectations and defining a roadmap together.
Working with our partners to implement shared improvement plans.
Communicating on the actions undertaken.

#2. Structuring Responsible Procurement

Raising awareness among our stakeholders about our commitments. Establishing CSR as a decisive factor in selecting our partners and integrating CSR criteria into calls for tender. Evaluating actionable measures and scalable levers for each production, in line with our commitments.

#3. Internal Awareness and Training

To engage and train our teams in the agency's commitments and CSR principles.
To analyze every completed production to capitalize on and share the practices and actions implemented.

#4. Evaluation and Monitoring of Performance Indicators

To measure and monitor the actions undertaken, and to adjust or correct them if necessary.

This policy is fundamentally built upon the following sustainable development principles:
inclusion, vigilance, integrity, and transparency.

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Olivier **SOUABE**
Leader

