



## #sidièse

**Sector: Media**

**Employees: 25**

### **Criteria 21: The COP describes stakeholder engagement.**

#### **Description and implementation process:**

The agency organizes regular quarterly meetings called Entre Nous.

Principle: a speaker is invited to talk about a subject related to sustainable development. This might be a member of our staff, or a freelance collaborator, or alternatively one of our clients.

Both the guest speakers and the topics are many and varied and reflect the different facets of sustainable development, covering themes such as environment, sociology, communication, and psychology. This in turn contributes to a shared and common reflection on changes in behavior.

We have had the pleasure of hosting, among others, GreenPeace with Jean François Julliard, Bettina Laville, Pierre Rabhi, Dominique Wolton, and Clair Michalon.

#### **Challenges encountered and response(s) provided:**

How can a subject be discussed when it is too specific or technical for an audience with a different culture or knowledge of the subject?

The solution lay in the advance preparation of talks to make them as accessible as possible. A question and answer session at the end of the talk has also been introduced.

#### **Impact and results:**

Over the years we have come to realize how special this event really is. It is equally looked forward to by both staff members and external participants and brings together an average of 40 people, including many regular participants.



RÉMY COINTREAU

**Sector: Beverages**

**Employees: 1,621**

## **Criteria 21: The COP describes stakeholder engagement.**

### **Description and implementation process:**

“Marketing ethics and responsible communication”.

Since 2004, Rémy Cointreau has devised a Responsible Communication Charter, committing the Company to:

- Promoting responsible consumption of its products;
- Refraining, in its sales campaigns, from targeting populations below the legal age for alcohol consumption, and vulnerable populations;
- Clearly displaying the type of product and its alcoholic concentration;
- Refraining from associating consumption of its products with activities involving risk;
- Developing responsible advertising that does not offend human dignity.

The in-house Responsible Communication Committee (CCR) supervises the upholding of the Responsible Communication Charter and performs a role of vigilance and information provision.

Promoting responsible communication and consumption are inherent in Rémy Cointreau's commitments to a socially and environmentally responsible policy. At the end of 2011, the Company confirmed its ethical commitments by signing the Responsible Communication Charter of the UDA (Union des Annonceurs - French Advertisers' Union).

Rémy Cointreau has also taken a stand in national and international fora to promote product labelling that encourages responsible consumption.

### **Impact and results:**

In 2013, the Responsible Communication Committee (CCR) introduced an audit tool to identify new advertising campaigns by country and by brand so as to ensure that the approval process is systematic and consistently applied. This new audit tool provides proof that all new creations and initiatives were sent to the CCR for approval in 2013.

# BUSINESS CASE

## **Links to reference documents / Links for more information:**

Link to CSR report 2013-2014: [Click here](#).