

opinionway,

# CSR Charter

January 2025



# ” A word from our CSR manager

OpinionWay has appointed **Nadia Auzanneau**, Managing Director of the Healthcare Division, as CSR Manager.



OpinionWay has a long-standing commitment to CSR, with initiatives such as study grants, pro bono support for associations and the conversion of incentives paid to participants in our quantitative and qualitative studies into donations.

Today, faced with the new challenges of transition, which are particularly important to younger generations, OpinionWay is going even further and strengthening its commitment in this area through various initiatives: As a **Mission-Driven Company** since 2025, we conducted our first carbon assessment at the end of 2023 (the next one will take place at the end of 2025) and we have set up various committees (CSR committee, WorkingWithIt committee).

As a new CSR manager, I'm both proud and confident to be taking OpinionWay in this direction, with teams committed to the subject and convinced that this commitment will also lead us to rethink the way we conduct our day-to-day business!

Nadia Auzanneau, DGA – CSR Manager

# opinionway' has set up a

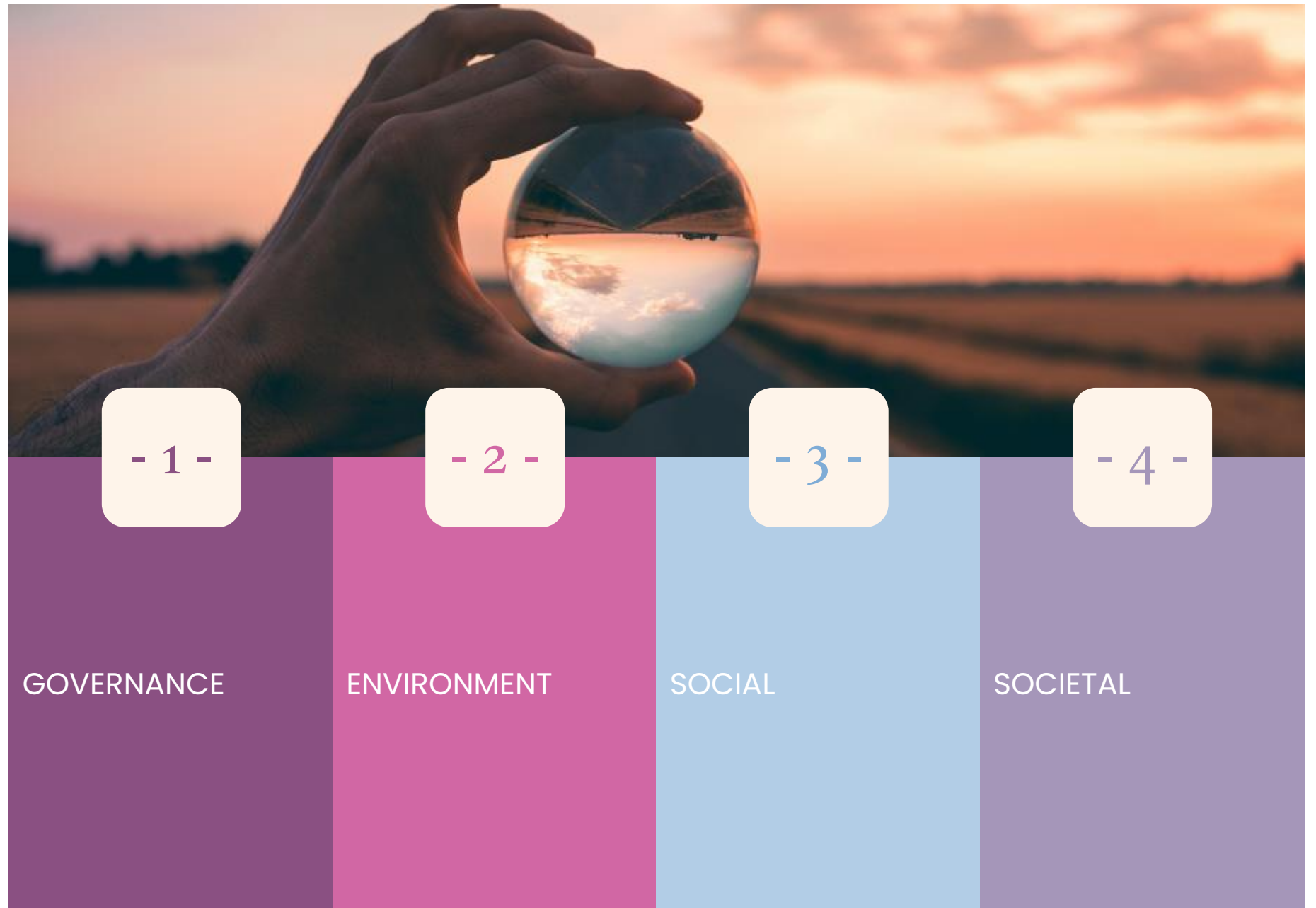


Chaired by Nadia Auzanneau, OpinionWay's General Manager in charge of CSR, the CSR Committee is made up of employees from all departments and of all statuses.

Its mission is to :

- ▶ Raising employee awareness of the importance of CSR within the company
- ▶ Reflect on the actions to be implemented,
- ▶ Implement actions and evaluate their effectiveness
- ▶ Ensure compliance with OW's CSR policy

# Actions implemented around 4 pillars







#1

GOVERNANCE



## Our actions on the GOVERNANCE pillar

### Half-yearly communication on the company's strategy and balance sheet

Our company is committed to maintaining transparent and regular communication with all its employees.

Every six months, we organize communication sessions dedicated to presenting our strategy and assessing the results achieved. These meetings enable us to share short- and medium-term objectives, as well as the company's financial and operational performance. They also foster constructive dialogue between management and employees, reinforcing cohesion and commitment within our organization.

A monthly in-house newsletter was also introduced in 2024, in particular to keep employees abreast of Management Committee decisions and discussions.

### Adoption of an Occupational Health and Safety Policy

Our company has established a rigorous Occupational Health and Safety Policy to ensure a safe and healthy working environment for all our employees.

This policy includes preventive and corrective measures aimed at minimizing occupational risks and promoting well-being at work. We are committed to providing the necessary training, regularly assessing working conditions and implementing corrective actions to prevent accidents and occupational illnesses. The health and safety of our employees is at the heart of our concerns, and we strive to create a working environment where everyone can evolve in complete serenity.



# Our actions on the GOVERNANCE pillar

## Commitment to gender equality

OpinionWay is firmly committed to equality between men and women. We have put in place a proactive policy to promote equal opportunities and ensure fair treatment for all our employees, regardless of gender.

In 2023, our commitment resulted in a professional equality index of 78/100, reflecting our ongoing efforts to reduce pay gaps, promote access to positions of responsibility and support an inclusive working environment.

## Professional stability and chosen working hours

We are proud to be able to offer our staff a high degree of professional stability, with over 90% of our employees on permanent contracts. This policy aims to reinforce job security and foster a climate of trust and commitment within our company.

What's more, part-time work is entirely at the employee's discretion, enabling everyone to find a balance between their professional and personal lives.



## Our actions on the GOVERNANCE pillar

### Communication of the various CSR actions right from on-boarding

We have included a section dedicated to CSR actions in our welcome booklet for new employees. This booklet details the initiatives and projects we have put in place to promote sustainable development, well-being in the workplace and social commitment.

By informing our new employees about our CSR practices as soon as they arrive, we raise their awareness of environmental and social issues, and encourage them to play an active part in our responsible approach.

### Introduction of an anti-corruption/conflict of interest charter

OpinionWay has implemented an anti-corruption and conflict of interest prevention charter. This charter aims to guarantee integrity and transparency in all our operations. It defines clear rules and strict procedures for preventing, detecting and dealing with any form of corruption or conflict of interest.





# Our actions on the GOVERNANCE pillar

## EcoVadis Silver Medal

Our company was awarded the EcoVadis Silver Medal in March 2024, a distinction given to companies that have completed the EcoVadis assessment process and whose management system effectively covers the CSR criteria defined by the EcoVadis methodology.

EcoVadis medals are awarded to the top 35% of companies assessed, and the Silver Medal is specifically awarded to companies in the top 15% (percentile of 85 or more) of companies assessed.

This recognition reflects our position as one of the world's leading companies in terms of corporate social responsibility.

ecovadis



#2

ENVIRONMENT



## Our actions in the ENVIRONMENT pillar

### Raising employee awareness of climate issues

Since September 2024, we have organized several "Climate Fresco" workshops, led by trained members of our team. These interactive workshops provide a better understanding of the mechanisms of climate change and identify concrete courses of action to be implemented within the company.

We also take part in the "Ma Petite Planète" challenge, a fun and educational competition designed to raise awareness and mobilize our employees around environmental issues.

Finally, we have launched a number of awareness-raising initiatives, such as email campaigns and updates on our internal portal to encourage best practices in terms of carbon footprint reduction.

### Adoption of an energy and digital sobriety plan

Our company has introduced an energy-saving plan to reduce energy consumption and promote sustainable practices.

This plan includes a number of initiatives affecting digital tools in particular: such as reducing the number of physical servers in our computer room, and doing away with physical telephone sets, replacing them with more energy-efficient SIP solutions.

The air-conditioning system has been overhauled for greater energy efficiency. We also encourage our teams to adopt eco-responsible behaviors, such as turning off computers and screens at the end of the day.



# Our actions in the ENVIRONMENT pillar

## Computer hardware second life program

The lifespan of employees' PCs has been extended from 3 to 4 years.

When PCs become obsolete for our business but are still in working order, they are sold to an association for a second life.

## Recycling computer equipment

We have set up a hardware recycling program to manage obsolete equipment responsibly and reduce our environmental impact.

This program includes the systematic collection of used IT equipment, such as computers, screens, cables, keyboards and mice, for recycling by specialized partners like Recycl'Ordi.



# Our actions in the ENVIRONMENT pillar

## Selective sorting

We have set up a selective sorting system to effectively manage waste and promote environmentally-friendly practices on our premises.

Since September 2024, we have installed two garbage cans per floor, dedicated to packaging and other waste, and eliminated individual garbage cans in other areas, limiting their number to one per open space.

This initiative aims to reduce waste, encourage selective sorting and perpetuate good ecological habits among our employees.

## Carbon footprint

We have commissioned SAMI to carry out our carbon assessment in 2023, in order to obtain a precise diagnosis of our carbon emissions.

We plan to re-issue this report every 3 years, and to implement corrective actions.



## Our actions in the ENVIRONMENT pillar

### Setting up a sustainable mobility plan

Our company has developed a sustainable mobility plan designed to promote environmentally-friendly modes of transport and reduce the carbon footprint associated with business travel.

This plan includes negotiating an increase in the mobility package ceiling for our employees, thus facilitating the adoption of more environmentally-friendly means of transport, such as car-sharing, cycling or public transport. When traveling outside Paris for business reasons, train travel is always preferred to air travel whenever possible.

### Provision of glass bottles and cups

As part of our policy to reduce plastic waste and promote sustainable practices, we have provided our employees with reusable glass bottles and cups. These help reduce the use of single-use containers, thereby helping to reduce our environmental footprint.





# Our actions in the ENVIRONMENT pillar

## Exclusive use of recycled paper

OpinionWay is committed to minimizing its environmental impact by adopting the exclusive use of recycled paper for all its activities. This initiative aims to reduce the consumption of natural resources and promote responsible waste management.



#3

# SOCIAL & WELL-BEING

# ” Our actions in the SOCIAL - WELL-BEING pillar

## Membership of the Cancer@Work association

OpinionWay has joined the Cancer@Work association, demonstrating our commitment to promoting and keeping active people suffering from cancer or chronic illnesses. By joining this association, we actively participate in awareness-raising and support initiatives.

We have also set up a **WorkingWithIt Committee** within our organization to address these issues and implement concrete actions to improve the quality of working life for employees affected by these illnesses.



## Carrying out an internal climate study and setting up a workplace well-being program

Since 2008, OpinionWay has carried out annual internal climate surveys to gather employees' perceptions and feelings about various aspects of their working lives.

These surveys, conducted anonymously, enable us to identify areas for improvement and implement appropriate actions to meet our teams' expectations.

To complement this, we have introduced a workplace well-being program since 2017.



## Our actions in the SOCIAL - WELL-BEING pillar

### Proposal for a company savings plan (PPE) including a 30% matching contribution from the company

Our company offers its employees an attractive Plan d'Epargne Entreprise (PPE), designed to encourage employee savings and strengthen employees' financial security.

The scheme includes a 30% matching contribution from the company, giving employees a significant boost to their savings.

In 2024, employees were also able to benefit from the LVMH Group's employee shareholding plan, enabling them to invest in LVMH shares on preferential terms.

### Signing of a charter on the right to disconnect

Our company has signed a charter on the right to disconnect, affirming our commitment to respecting our employees' work-life balance. This charter establishes clear principles to ensure that employees are not solicited outside their working hours, unless absolutely necessary.



# Our actions in the SOCIAL - WELL-BEING pillar

## Team training

Our company attaches the utmost importance to developing the skills of its employees.

In 2024, we delivered 202 training or awareness-raising initiatives, totaling 694 hours, to meet the professional development needs of our teams.

These training courses, whether internal or external, cover a wide range of skills, from new technologies to management techniques, including the necessary adaptations to workstations.

## Raising employee awareness of sexism and sexual harassment

OpinionWay is firmly committed to fighting ordinary sexism and sexual harassment in the workplace. To this end, we have set up an awareness-raising workshop for all our employees, aimed at informing and training them on these issues.

Two employees, who act as sexual harassment referents, are available to all employees.



#4

SOCIETAL



# Our actions in the SOCIETAL pillar

## Incentive-donation conversion program for panelists and study participants

Since 2003, our company has been running an innovative program to convert incentives from panellists and survey participants into donations for charity.

Thanks to this initiative, over 200,000 euros have been donated to organizations such as Noé Conservation, Bibliothèques sans frontières and A Chacun Son Everest.

This program offers participants the opportunity to support important causes while contributing to our research projects.

## Scholarships to support young entrepreneurs

Our company actively supports entrepreneurship and innovation through our scholarship program.

Each year, we carry out three *pro bono* studies to support young entrepreneurs, notably the winners of the Les Audacieuses and PIA programs with La Ruche. This support enables these young talents to benefit from valuable analysis and insights to develop their projects and refine their strategies.

Since 2007, OpinionWay has been working with entrepreneurs on subjects as varied as employment integration, the design of sportswear made from recycled plastic, the installation of bulk scales, the recycling of fresh produce, music therapy, the distribution of unsold produce, regional produce and flowers... to help them grow!

# Our actions in the SOCIETAL pillar

## Offer of a study to award the OpinionWay Public Prize at the Miss Pitch Awards

As part of our commitment to supporting creativity and innovation in the service of great causes, each year we offer a study for the OpinionWay Public Award at the Mlle Pitch Awards.

This creative citizens' competition rewards innovative projects and initiatives that have a positive impact on society, enabling associations and causes (Médecins du Monde, the Red Cross, Aides, ....) to raise their profile.

By carrying out this study, we enable the public to express themselves and choose the project that inspires them most, reinforcing the participative and democratic dimension of the event.

## Creation of a file of virtuous lunch addresses

We have created a file of virtuous lunch addresses, available to our employees.

This file lists restaurants and establishments offering vegetarian and vegan options, as well as seasonal and local produce, in Paris and Bordeaux.

By promoting these food choices, we encourage our employees to adopt more sustainable and environmentally-friendly consumption habits.

*By 2025?*



# ” OpinionWay, a mission-driven company!

Since January 2025, OpinionWay has been a mission-driven company!



Combining people and innovation to support brands and organizations in their decision-making towards a desirable future

Informing our customers about sustainable development and social issues

Cultivating links, agility and enthusiasm within our company

Continuously question the relevance of our approaches

2025

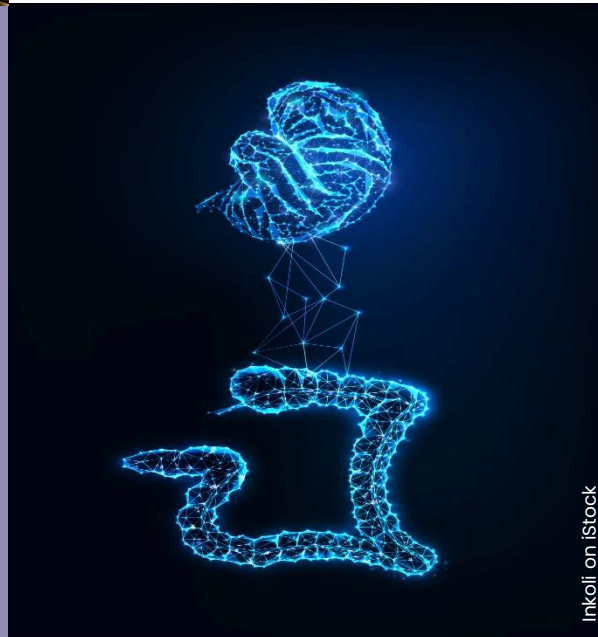


The drafting of a new AI Charter incorporating rules to limit our digital impact



Thijs van der Weide on Pexels

Regular communication on virtuous practices to all employees throughout the year.



Inkoll on iStock

Sending our suppliers a CSR questionnaire to create an index and monitor its evolution over time (Q1 2025).

2025



New frescoes

Participation in various  
national awareness  
campaigns (climatic,  
medical, etc.)





# opinionway

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**Founded in 2000 on what was then a radically innovative idea, OpinionWay was a pioneer in transforming the practices of the marketing and opinion research profession.**

Building on continuous growth since its inception, the company has consistently expanded its horizons to better address all marketing and societal challenges. It has incorporated into its methodologies Social Media Intelligence, the use of smart data, creative co-creation dynamics, community-driven approaches, and storytelling. Today, OpinionWay continues its growth momentum by geographically expanding into high-potential regions such as Eastern Europe and Africa.

## **Enable today, shape tomorrow**

**This mission drives the employees of OpinionWay and underpins the relationships they build with their clients.**

The pleasure they take in providing answers to the questions their clients ask, reducing uncertainty in decision-making, tracking relevant insights, and co-creating future solutions fuels every project they undertake. This enthusiasm, combined with a genuine passion for innovation and knowledge-sharing, explains why clients report high levels of satisfaction after each collaboration – 8.9/10 – and a strong recommendation rate – 3.88/4. Enjoyment, commitment, and intellectual stimulation are the three guiding principles of our work.

## Let's stay *connected!*



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Corporate

