



CSR Governance

Dentsu Aegis Network recognizes that it has economic, social, and environmental impacts beyond its core business. We launched the Future Proof program—our Corporate Social Responsibility (CSR) strategy—to tackle these impacts and their associated risks and opportunities, and engage all the stakeholders involved. Future Proof reflects the company’s material impacts, responds to the challenges facing its people and the wider industry, and addresses the issues it is concerned about.

CSR Steering Group

The CSR strategy is set by the CSR Steering Group, composed of the leaders of our global functional departments and brand representatives. It is also responsible for setting the CSR targets, as well as ensuring they are aligned to the corporate strategy. The CSR Steering Group, chaired by Nigel Morris, CEO Dentsu Aegis Network Americas & EMEA, also oversees the implementation of Future Proof by the global CSR team and monitors its progress. The CSR Steering Group meets six times a year.

CSR Team

The global CSR team is responsible for the implementation of Future Proof. The team, consisting of three full-time employees in 2015, coordinates the measurement, reporting, and management of all CSR campaigns and programs—including compliance with the global CSR, Community, and Environmental Policies. The global CSR team manages all internal and external communication and engagement with both CSR champions and stakeholders, and regularly assesses the risks and opportunities related to CSR. These are reported to the company-wide Risk Committees.

CSR Champions

The CSR team engages on a regular basis with a network of over 300 CSR champions to help execute Future Proof campaigns and programs in every office around the world. These champions are volunteers and come from a variety of backgrounds, both client and functional side. The CSR champions are provided with free campaigns and programs by the global CSR team to implement, but are also encouraged to pursue specific issues and partnerships that are locally relevant to the offices, brands, and culture.

V o i c e

**Louisa Wong**

Chief Digital Officer Amplifi

Why is it important that we “give back” and engage around corporate social responsibility (CSR) as a leading global agency?

During my time at Dentsu Aegis Network, I have been working across some of our newest agency offerings, Amnet and Amplifi. To get these off the ground, we really are looking for some of the best and brightest out there, and as they are 100% digital and programmatic, we are increasingly looking for those people who can contribute innovative and creative value to our team. On top of that, these agencies have been some of the fastest growing in our Network, doubling in size year-on-year. Keeping this newly built ship steady and on course means developing a culture of engagement around our brand—and CSR delivers that for us. It helps us build new teams, increase collaboration in the agency itself, and is a springboard for innovation, showcasing the power of what digital and programmatic can do for charities.

What do you want people to know about your involvement with Future Proof?

In 2015, I joined the global CSR Steering Group, making a contribution alongside functional and brand colleagues to the oversight of the CSR team and CSR strategy. I was so impressed to get a view of everything that is going on around our Network and, most importantly, the hard work behind the scenes by many volunteers to make sure we actually deliver real impact on the ground. I had the pleasure to help develop our new five-year CSR strategy launched in 2016 with some ambitious goals until 2020. We can really build on some of the success of Future Proof over the last five years and take a leadership role in our industry.

What are you proud of last year?

That’s a really personal story for me. 2015 will stand out in history as the year of the refugee. Rather than a “far-from-my-bed show,” it came close to home for many of us working and living in Europe. I spearheaded our efforts to make a small contribution when we had our annual leadership agency conference in Hungary in 2015. I asked everyone to bring an extra suitcase of winter clothing for a charity that helps refugees that had entered the country. Many of our media partners contributed, too, and together we released an enormous amount of clothing that helped more than 1,000 refugees locally. My little contribution to the bigger picture.

V o i c e

**Dawn Rowlands**Chief Executive Officer,
Dentsu Aegis Network Sub
Saharan Africa

Why is it important that we “give back” and engage around corporate social responsibility (CSR) as a leading global agency?

First and foremost, I believe that CSR builds a really strong culture of engagement in our agency. Our success depends on our ability to attract and retain the best talent in our industry and make sure that they grow as individuals whilst they are with us. CSR is a key part of our value proposition, and it contributes strongly to the culture of responsibility, ambition, and collaboration that we have. It also helps bring our values alive, off the page, and into hearts and minds. As we’re aiming for continued growth in our region, CSR is more than ever a key building block for an engaged and successful agency.

What do you want people to know about your involvement with Future Proof?

What I want people to know about South Africa’s contribution in 2015 to Future Proof is really that we are moving from doing “less bad” to “more good.” Environmental responsibility remains important, and of course, our people’s efforts to give blood, raise funds, and give back in a million other small ways are fantastic. But when thinking “more good,” I firmly believe that in the future we will see more projects like isobar nowlab’s Mandela Day rural coding day—where our people joined in a collaborative project to bring coding to rural young people across South Africa and inspire them to envisage a better future. That’s what we as agencies can do, share our skills and reach as many people as possible to inspire them.

What are you proud of last year?

Alongside the nowlab’s rural coding initiative, I am proud of launching our new CSR strategy in South Africa, which has been re-aligned closely with the needs of all the stakeholders. We are focusing very strongly on local impact, adopting local schools in Cape Town and Johannesburg and working with them to identify and address the key issues they are facing. This new two-year partnership, spearheaded by Bongiwé Mkhize, is much more focused on longer-term impact and responsive to the local needs. That is what CSR should ultimately be about: not what is the sexiest, but what is most needed in the world around us.

CSR Strategy

We launched Future Proof in 2010, reflecting our material impacts, responding to the biggest challenges facing our people and our industry, and addressing the issues we are concerned about. As our comprehensive CSR strategy, Future Proof set a clear vision for our business:

Become a more responsible business

This means doing the right thing from the get-go, reducing our impact on the environment and weeding out illegal behavior. It is about a system of good governance, effective monitoring, and credible reporting.

Inspire positive action

We have the reach and scope to make a positive impact on society. This means we play an active role in giving back to our communities, and we invest in a better environment.

Innovate the way brands are built

Future Proof encourages internal collaboration, connections, and trust that help our vision come alive. It means doing things in a different and better way.

This vision has inspired the progress and performance of Future Proof since 2010 and enabled us to accept our responsibility as a corporate citizen, make a valuable contribution to our local communities, and start the process of innovating in all the work we undertake.

Our Targets

As part of our vision for Future Proof, we set four ambitious targets until 2015, on which we have reported progress and performance on an annual basis since 2010. The four targets reflect the most important issues in Future Proof and are set at a global level:

- Reduce the carbon footprint per average person by 20%
- Increase the community investment to the equivalent of 1% of our people's time
- Enable 90% of employees to understand what Future Proof means in their day-to-day job
- Involve 90% of employees in creating the best place to work in the industry

Our Delivery Model

We have a unique four-part delivery model to help us achieve our 2015 targets. This model explains what steps we are taking to drive positive outcomes across our company.

1. Global campaigns to raise awareness among our mostly digital and young audience. Examples of these in 2015 are Energize, Ignite, and Care.
2. Global programs that leverage the power of digital to inspire positive action across our Network. Examples of this in 2015 are Route to Good and GlobalGivingTIME.
3. Global integration of Future Proof into functional departments, such as HR, Technology, Finance, Facilities, Procurement, and Legal to embed CSR into our day-to-day operations.
4. Local partnerships that unlock meaningful action in the communities and environments near our offices through our Future Proof champions.

Energize

In 2015, we brought a lot of our environmental and workplace campaigns together under the heading of “Energize.” This campaign ran from March 1, 2015, to April 30, 2015, and it focused on raising awareness and unlocking greener and healthier behavior in and around our place of work. The campaign centered on Earth Day on April 22nd as a focal point for activities, but activities were deployed year-round. When it comes to wellbeing, we partner with Human Resources (HR) to further develop the workplace agenda.

Local Partnerships Story: Million Trees Moscow

As part of its 10th anniversary celebrations, Vizeum in Russia joined the Million Trees global campaign to green Moscow. Following up on an earlier event three years ago, the whole office came together to plant 20 cedars and 20 junipers in the grounds of a local school, the 1550 Lyceum. It is symbolic that the main element of the Vizeum logo is a tree, which reflects an idea of growth and development. This event brought the office together and brought our values alive. By leaving a custom-made sign, we make sure everyone can see what contribution Vizeum made in 2015. This is a permanent and lasting impact on the environment in Moscow and beyond.



Functional Integration Story: Germany Going 100% Green

Everyone is affected by climate change—whether personally or as a business. With a demand of more than 1.3 million kWh per year, Dentsu Aegis Network in Germany could make a big difference. We already reduced our consumption by 20% since 2010, but in 2015, we aimed to switch all our offices in Germany to 100% green electricity. By bundling our entire consumption together, we had a strong bargaining position. Even though we switched from cheap nuclear electricity to 100% renewable energy, we managed to still reduce the total costs of Germany’s electricity consumption by 100,000 euros. This means Germany is now 100% green since January 1, 2016.



V o i c e



Daniel Ahrens

Commercial Director
Dentsu Aegis Network
Germany

Why is it important that we “give back” and engage around corporate social responsibility (CSR) as a leading global agency?

In my role, I have to find the balance between our finite resources, our ambitious growth strategy, and the demands of our people and clients. CSR plays a key role in doing this successfully. Taking action on our environmental performance reduces our financial burden and makes us more resilient for the inevitable impacts of resource scarcity and price fluctuations in the future. It also helps us make a stronger case in the pitch to our clients and people: we are an agency that thinks much beyond own four walls, of create wider social and environmental benefits.

What do you want people to know about your involvement with Future Proof?

I think it’s important to show people that CSR is not only for communications, HR, or brand people; functional leaders in Finance and Technology can also get involved and actually make a huge contribution. It may not involve everyone in the office like volunteering or pro bono work does, but it makes a huge impact. Whether it is better procurement of electronic equipment, improving our server or power management, or investing in greener offices, these are all things that functional people can contribute. Bringing these hidden contributions to light is what I want to do and why I take a leadership role. Without these people and their passion, we would not go half as fast on our CSR journey!

What are you proud of last year?

Together with the Future Proof team here in Germany, we really wanted to make a giant leap forward when it came to our environmental performance and show our leadership in our Network. We were thinking, “How can we have the biggest impact on our environmental performance?” And we realized that, if in some way we could run without any energy consumption, we would really be the greenest in the Network! That’s how we started an energy audit and tender to find ways to save. In the end, we consolidated all energy consumption with one supplier, saving us 100,000 euros while also switching us to 100% certified green electricity. We are now the first country in Dentsu Aegis Network to go 100% green.

Ignite

In 2015, we brought our non-skilled and team-based volunteering together under the heading of “Ignite.” This campaign ran from May 1, 2015, until July 31, 2015, and it focused on raising awareness and unlocking volunteering time and enthusiasm from our people around the Network. The campaign centered on One Day For Change on June 4th and 5th as a starting point for activities, but community support was deployed year-round.

Local Partnership Story: Refugees Welcome

In 2015, thousands of refugees from the Middle East, particularly Syria, fled to Europe. In Germany alone, approximately 1.1m refugees arrived after braving the dangerous and uncertain journey across Europe. Led by the Hamburg office, all brands in Germany came together to launch “Refugees Welcome” in response. 40 volunteers formed a core organizing team that delivered 50 boxes of donated clothing, organized several events with the refugee children (such as football games, excursions for the kids, etc.) to create even stronger relations and experiences. Overall, we showed that “Deutschland schafft das” (“Germany can do it”). Carat CEO Christopher Samsinger said, “This is 110% responsible: I love it!”



Local Partnership Story: Dryden Primary School

Dentsu Aegis Network South Africa recently adopted Dryden Primary School, situated 2.5 km from the Cape Town offices. This partnership will be for the duration of about 24 months to complete a revamp of the school. All brands have adopted a class and each takes its in turn to lead activities. Work on the fabric of the school started in 2015, and helpful materials were fundraised. In addition, we have gone into partnership with one of Carat’s clients, Woolworths Financial Services, who has agreed to assist with 50% of refurbishment costs of the school as well as participate in any Dentsu Aegis Network arranged activities.



V o i c e



Bongwiwe Mkhize
CSR Coordinator

Why is important that we “give back” and engage around corporate social responsibility (CSR) as a leading global agency?

As a global agency, we have the responsibility and the privilege of highlighting issues that concern us. With such a wide reach, we have to take the lead in our industry on the issue of CSR. For me, that means enabling our people to give back and make a difference. That’s why in South Africa we set up some fantastic programs that really involve and engage our people with environmental and social issues. We can show the way for other agencies in our industry.

What do you want people to know about your involvement with Future Proof?

Coming from a finance background, I took the lead for CSR in South Africa, and we built some fantastic long-term programs that deliver real impact. Our main focus is on the key issues that the neighborhood around our offices in Cape Town and Johannesburg encounter. We adopted two local schools and are working through a two-year program with them to support them in any way possible. Dentsu Aegis Network South Africa also supports Sani Sisters, bringing female hygiene education and products to the underprivileged.

What are you proud of last year?

I am most proud of the increase in participation on the various projects we were involved in, across each of our brands and divisions. In addition, we built a partnership with our client Woolworths Financial Services to support our local schools, leveraging our scale for better partnerships.

Care

In 2015, we brought our skilled and pro-bono volunteering together under the heading of “Care.” This campaign ran from October 1, 2015, until December 31, 2015, and it focused on raising awareness and unlocking skilled, pro-bono volunteering time and enthusiasm from our people around the Network. The campaign centered on the #1000cranes global action day on December 4th as a focal point, but activities occurred year-round.

Functional Integration Story: Dentsu Maker Lab Kids

This innovative and ground-breaking initiative aims to inspire the next generation of advertising stars and stimulate the development of more than 28 children. Children from the local community were invited to take part in a series of 18 workshops (two editions until now), during which kids could learn more about robotics, 3D printing, game programming and creating web pages, composing music, and wise use of media. The program, supported by DAN volunteers from the office, was realized in close cooperation with the Foundation “RUSZYŁA MASZYNA,” which aims to inspire the next generation in Poland.



Local Partnership Story: #likeforlife

Every day, 70 people across Hungary die of sudden heart attacks. Many of these deaths could be prevented if more people knew the basics of CPR—cardiopulmonary resuscitation. isobar in Hungary tried to do just this. isobar Hungary worked with the Red Cross to raise awareness of the potential of CPR to save lives. For this, they partnered with Instagram. isobar Hungary used this simple tool to ensure that the next time you “tap,” you do it to save a life. As a result of the campaign, the number of followers of the Red Cross Instagram campaign increased by 66%. With an uplift of 2,000 more participants, 37k Hungarians are now trained in CPR.

