



# FUTURE PROOF

## STRONG MOMENTUM

for a sustainable future

Action Plan 2011

Vizeum

 **iProspect.**

Posterscope

isobar

 Carat

Country: \_\_\_\_\_

Champion(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A M E D I S  
M E D I A



We have set an ambitious goal to double Aegis Media by 2015 through our vision of re-inventing the way brands are built. Our strategy to deliver that vision, the power brand strategy, focuses on putting in place the right people, the right structure and the right product to do the job.

Sustainability is an integral and essential part of the power brand strategy. Our commitment to taking our corporate responsibility seriously will help us attract and retain the best talent and enable everyone to reach their full potential.

Sustainability is an issue that cuts across all our agencies and countries, bringing us together as one organization. And, with sustainability integrated in what we do, we have the best product for the power brands to take to market.

**Simply put, without sustainability embedded in everything we do, we cannot re-invent the way brands are built.**

**– Jerry Buhlmann  
CEO, Aegis Group plc**

**Vision Building Sustainable Connections**

Sustainability is an increasingly important factor for our clients in the communication of their brands' values, products and services. It is also an essential consideration for our business, employees and investors.

**Commitment**

**CEO :** \_\_\_\_\_

**Country/**

**Office:** \_\_\_\_\_  
\_\_\_\_\_

**Signatures:** \_\_\_\_\_  
\_\_\_\_\_

**Champion(s):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Frank & Tracy:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Future Proof: Vision & Strategy

## Strategy

Future Proof is our framework to address the concerns of our stakeholders around corporate responsibility and sustainability.

The Future Proof framework defines five distinct areas of activity: Environment, Community, Workplace, Marketplace and Governance.



# Commitment

In \_\_\_\_\_ we will do:



**Environment**



**Community**



**Governance**

Frank and Tracy will do:



**Market place (RFPs)**



**Work place (ICP, HR)**



## Governance

### Responsible, responsive and transparent.

**2015 Target:** Aegis Media will achieve a GRI A+ accreditation.

**How we will get there:** In 2011, we will expand the scope and scale of sustainability reporting and increase the accuracy and completeness of our sustainability data and information.

#### 2011 action points

- Every Green Bean to complete the 2011 Environmental audit
- Every CARES champion to complete the 2011 Community audit

## Action Plan

\_\_\_\_\_ is responsible for completing the annual CSR submission, including...

### Aegis Media Green Bean

Electricity \_\_\_\_\_

Water \_\_\_\_\_

Gas \_\_\_\_\_

Waste \_\_\_\_\_

Paper \_\_\_\_\_

Travel \_\_\_\_\_

### Aegis Media CARES

Volunteering \_\_\_\_\_

Fundraising \_\_\_\_\_



## Environment

### Enabling sustainable lifestyles.

**2015 Target:** Reduce our carbon footprint by 20% by 2015 and enable suppliers, clients and consumers to do the same.

**How we will get there:** In 2011, we will ensure we have a Green Bean champion in every office worldwide. All champions will organize one environmental action to raise awareness. Reduce our carbon footprint by achieving ISO14001 accreditation in key markets.

#### 2011 Action Points

- One Green Bean champion in every office
- We will provide ISO14001 action points list to each Green Bean champion
- Every office to implement one green action

## Action Plan

Do you have a GB in every office?

Our environmental action/ (building awareness):

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Summer Event

Fall Event

Winter Event



## Future Proof: Community

### Promoting sustainable communities

**2015 Target:** Donate 1% of employees' time and expertise to local charities to build sustainable communities together.

**How we will get there:** In 2011, we will ensure we have one CARES champion in every office worldwide through whom we will roll out Global Giving (our digital volunteering community). Share time and expertise to the tune of 1% of pre-tax profit.

#### 2011 action points

- One CARES champion in every office
- Launch GlobalGiving in every office through the CARES champions
- Achieve 6 hours per person volunteer time (GlobalGiving or other initiative)

## Action Plan

Do you have a CARES champion in every office?

Launch plan for GlobalGiving

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Do want to do following?

Fundraising?

In-kind donations?

Volunteering?

Pro bono work?



## Communications

### What's available globally?

Marketing materials for:

- Future Proof
- Global Giving
- CARES program
- Green Bean program

### Coming soon:

A Future Proof microsite



**FUTURE PROOF**

## Communications

Do you do the following?

Local intranet?

Newsletter?

All company meeting?

Poster?

Social media?

How to involve employees

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