

RESPONSIBLE COMMUNICATION AND FAIR ADVERTISING PRINCIPLES

In the context of climate change and societal expectations, the communication industry is entrusted with a new specific responsibility: leveraging its creative talent and media clout to promote a more sustainable lifestyle and a greater respect for diversity. This approach is referred to as “responsible communication”.

Engaged in this process, the BNP Paribas Group:

- is a signatory to the FAiRe programme launched by the Union Des Marques¹ (UDM) in 2018, comprising 15 commitments related to responsible communication;
- chairs the ACCTE Committee (Alliance Communication Commerciale et Transition Écologique des modes de vie²) of Entreprise pour l’environnement³ (Epe) since 2020;
- has signed a Climate Contract in July 2022 under the Climate and Resilience Act.

RESPONSIBLE COMMUNICATION

BNP Paribas’ responsible communication approach applies to all communications managed by the Group’s Communication Department (Group Communication), and by extension to all Communication Departments of BNP Paribas Group entities.

BNP Paribas’ responsible communication approach aims at:

- developing a strategic and global vision of responsible communication;
- sharing and implementing this vision throughout the Group;
- setting commitments and measuring progress.

BNP Paribas’ responsible communication is based on three pillars:

- Storytelling: shifting imaginations towards a more open and sustainable model of society.
- Production and distribution: developing new formats in order to consider environmental and social stakes.
- Events management: organizing responsible events.

More specifically, in this approach, advertising plays a predominant role due to the power of its impact on the different audiences.

¹ Brands Union

² Alliance for Commercial Communication and Ecological Transition of Lifestyles

³ French Association of Enterprises for the Environment.

FAIR ADVERTISING

BNP Paribas complies with applicable regulatory principles standards

- The « AGEC » (Anti-gaspillage pour une économie circulaire⁴) and Climate and Resilience acts contain provisions that govern or even prohibit certain environmental allegations.
- The ARPP (Autorité de régulation Professionnelle de la Publicité⁵) lays down the ethics rules applying to advertisers and agencies when they use an ecological argument or refer to ecological transition issues.
- In March 2023, the European Commission announced its intention to strengthen “consumer protection against unreliable or false environmental allegations, by prohibiting greenwashing and practices that mislead consumers as to the sustainability of a product”.

BNP Paribas strives to avoid the following main risks

- non-inclusive representation of the society (stereotype, exclusion depending on age, gender orientation, geographical origin, disability);
- representation of the environment and behavior contrary to the principles of sustainable development;
- communication not accessible to people with disabilities;
- lack of transparency on the advertising nature of a communication;
- over-solicitation of targeted people;
- greenwashing, misleading commercial practice, misleading advertising.

BNP Paribas has defined a process for designing and validating advertising actions

- Advertising creations are validated by a committee composed of Group Communication Management Committee members and the originating entity’s Executive Committee members; some creations are subject to validation by a member of the Group’s Executive Committee.
- National commercial communications (television, posters, press, cinema, radio, web) using ecological arguments highlighting an environmental allegation are subject to a prior opinion from the ARPP’s Sustainable Development Council.
- Advertising messages are also validated by the BNP Paribas Group’s Compliance Function.

⁴ No-waste for a circular economy

⁵ Professional Advertising Regulation Authority

BNP Paribas produces regular reports on responsible communication and fair advertising

- Every year, commitments related to the Climate and Resilience Act are reported on the dedicated platform.
- Every two years, a progress report is drawn up on the 15 commitments of the UDM's FAIRe programme.
- The carbon footprint of the production and distribution stages of commercial communication with a budget of more than €50k is assessed.

BNP Paribas endeavors to train and raise awareness among its employees concerned

- The main training target comprises employees in the Group's communication stream.
- An intranet space dedicated to responsible communication centralizes the approach, tools and best practices.
- An initiating video presents the challenges and objectives of responsible communication.
- Thematic webinars (greenwashing, carbon footprint measurement, responsible message...) are offered.
- An e-learning in progress will be launched in 2024.
- Employees have free access to trainings offered by the UDM.

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