



## DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

**This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.**

## DISCLOSURE QUESTIONNAIRE

Company Name: Havas London  
 Date Submitted: September 15, 2021

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		✓
Biodiversity Impacts		✓
Chemicals		✓
Company Explanation Of Disclosure Item Flags		✓
Disclosure Alcohol		✓
Disclosure Firearms Weapons		✓
Disclosure Mining		✓
Disclosure Pornography		✓
Disclosure Tobacco		✓
Energy and Emissions Intensive Industries		✓
Fossil fuels		✓
Gambling		✓
Genetically Modified Organisms		✓
Illegal Products or Subject to Phase Out		✓
Industries at Risk of Human Rights Violations		✓
Monoculture Agriculture		✓
Nuclear Power or Hazardous Materials		✓
Payday, Short Term, or High Interest Lending		✓
Water Intensive Industries		✓
Tax Advisory Services		✓

  

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones		✓
Child or Forced Labor		✓
Negative Environmental Impact		✓
Negative Social Impact		✓
Other		✓

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		✓
Breaches of Confidential Information		✓
Bribery, Fraud, or Corruption		✓
Company Explanation Of Disclosure Item Flags		✓
Company has filed for bankruptcy		✓
Consumer Protection		✓
Financial Reporting, Taxes, Investments, or Loans		✓
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		✓
Labor Issues		✓
Large Scale Land Conversion, Acquisition, or Relocation		✓
Litigation or Arbitration		✓
On-Site Fatality		✓
Penalties Assessed For Environmental Issues		✓
Political Contributions or International Affairs		✓
Recalls		✓
Significant Layoffs		✓
Violation of Indigenous Peoples Rights		✓
Other		✓

  

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		✓
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		✓
Company Explanation Of Disclosure Item Flags		✓
Company prohibits freedom of association/collective bargaining		✓
Company workers are prisoners		✓
Conduct Business in Conflict Zones		✓
Confirmation of Right to Work		✓
Does not transparently report corporate financials to government		✓
Employs Individuals on Zero-Hour Contracts		✓
Facilities located in sensitive ecosystems		✓
ID Cards Withheld or Penalties for Resignation		✓
No formal Registration Under Domestic Regulations		✓
No signed employment contracts for all workers		✓
Overtime For Hourly Workers Is Compulsory		✓
Payslips not provided to show wage calculation and deductions		✓
Sale of Data		✓
Tax Reduction Through Corporate Shells		✓
Workers cannot leave site during non-working hours		✓
Workers not Provided Clean Drinking Water or Toilets		✓
Workers paid below minimum wage		✓
Workers Under Bond		✓
Other	✓	

## B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY: Havas London UPDATED AS OF: September 15, 2021

DISCLOSURE QUESTIONNAIRE CATEGORY	Other
ISSUE DATE	Ongoing
TOPIC	Clients in Controversial Industries
SUMMARY OF ISSUE	Havas London is an advertising agency that provides advertising and marketing services. Some of their clients operate in controversial industries such as Nuclear, Fossil Fuel and Alcohol.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	Clients in the nuclear and fossil fuels industries account for 1.87% of annual revenue and the company has been working with them for the past 2 years. Clients in the alcohol industry account for 4.9% and the company has been working with these clients over the past 4 years.
IMPACT ON STAKEHOLDERS	Companies that provide marketing and advertising services to clients in controversial industries help to promote the activities and increase the business of these industries. Therefore, it is best practice that companies have mechanisms in place to ensure that they are not promoting the controversial aspects of these companies.
IMPLEMENTED MGT PRACTICES	<p>Havas London's client in the energy industry is EDF – Britain's biggest generator of zero carbon electricity. Havas champions EDF's diverse electricity generation mix and its role as a significant contributor to tackling net zero – underlining the fact that, unlike many of its historical and start-up rivals, EDF is actually generating zero carbon electricity at scale, not just selling it.</p> <p>Marketing campaigns highlight EDF's unique combination of wind, nuclear and solar energy production, and position EDF as an energy firm making a tangible difference in helping the nation to achieve its net zero ambitions. Havas' campaigns also attempt to educate consumers on the benefit of zero carbon energy to the world and the environment, and that through their actions – such as switching to electric vehicles – they can make a positive impact.</p> <p>Havas London's client in the alcohol industry is Molson Coors, for which Havas looks to help make positive impacts to local communities, particularly those surrounding its breweries.</p> <p>A prime example is Havas' 'Made Local' campaign for Carling, which has actively help fund and support sustainable, grassroots projects in local communities, including non-league, LGBTQ+ - inclusive football club Black Country Fusion FC.</p> <p>Havas also created a campaign for Sharp's Brewery to help protect its home, the Cornish coast. Partnering with local charity Surfers Against Sewage, Havas produced the world's first record made from recycled ocean plastic – commissioning a boutique song from well-known musician Nick Mulvey to generate awareness of the fight to preserve the ocean and its beaches against plastic waste. Sales of the vinyl, which also shone a light on unsustainable production practices in music, and streams of the song raised £50,000 – all of which went directly to Surfers Against Sewage.</p> <p>When considering whether to work with a new client, Havas takes into account the industry it operates in and its behaviours as an organisation, and meets any potential client to ensure its values align with the agency's own.</p>