



┌

Shaping the World of Tomorrow

CPM Corporate Social Responsibility Review

2022/23



┌

www.cpm-int.com

└



Shaping the World of Tomorrow

Our world is facing a series of significant environmental and social challenges, and we are all responsible for addressing those challenges. At CPM, we're committed to taking action to improve the society we are all part of. We want our contribution to be meaningful and sustainable. We want to improve the lives of the people around us. And we want to create a long-term impact.

The past year has been a period of great uncertainty. The world economy has been battered by a series of blows, with economic disruption affecting every one of us. However, at CPM, we have remained committed to our clients, communities, and each other. Corporate social responsibility is a journey. Whatever we have achieved, there is always more to be done. As this review demonstrates, we have come a long way over the past year.

We believe how we act today shapes the world of tomorrow. Let's take a look at some of the actions we have taken over the last 12 months...



How we act today shapes the world of tomorrow

Community

Our approach is to make a meaningful difference in society. We are committed to creating a positive impact by leveraging our influence in the communities where we live and work, all around the globe.

We collected supplies for those affected by the Ukraine war

Since the conflict in Ukraine escalated countless homes, schools, hospitals, and vital infrastructure have been destroyed. Millions of people are still in need of the essentials, including food, clothing, shelter, and healthcare.

Our offices in France and Spain supported a Ukraine appeal that saw them collecting clothing and supplies. Their efforts provided both immediate and long-term support, helping communities to survive the crisis. Our ongoing support for UNICEF also ensures assistance for even more children and families affected by the war.

We encouraged personal giving and volunteering

At CPM, we actively encourage our employees to donate their time and earnings for the benefit of others. That's why we have initiated an option that allows staff to use their personal budgets for a donation to a social charity.

We've also set up an annual volunteer day, open to all internal employees. Staff are entitled to apply for a day to work or fundraise for any registered charity they choose. It's a win-win for everyone involved. The volunteer day gives employees an opportunity to make a meaningful difference, and it gives charities access to skilled, enthusiastic support.

We supported local charities in their fundraising

CPM UK is proud to support two local charities, nominated by employees and led by a team of volunteers. Our chosen charities in 2022 were Thame Youth Projects and Leeds Mind, which are located in the towns where we have offices.

Thame Youth Projects believes that young people are not a problem to solve, but a wonder to behold. They provide activities for young people aged 11-18 and are building a new youth centre in the local area. Leeds Mind is a division of the national Mind.org charity. They provide training for businesses, suicide prevention, fund-raising and services to help raise awareness and offer help to those in need.

We sponsored end-of-life and bereavement care

Every year, CPM Ireland provides sponsorship for the Irish Hospice Foundation. This amazing charity works hard to ensure the best end-of-life and bereavement care, for all. Because, as they say, every death matters, and we only have one chance to get it right.

The foundation provides a full range of services, from advocacy and education to Nurses for Night Care and the Bereavement Support Line. In the last twelve months, over 1,400 calls were answered on the support Line, and nurses provided more than 2,600 nights of care. In addition, 72 families were supported through the unthinkable loss of a child.

Diversity, Equity and Inclusion

Our people are at the heart of our business and at the heart of our commitment to be a force for good. We're dedicated to creating a diverse and inclusive workplace culture where everyone can thrive.

We encouraged employee resources groups (ERGs)

At CPM, we place great emphasis on our employee resource groups. These voluntary, employee-led groups aim to foster a diverse, inclusive workplace, and play a crucial role in our decision-making. We continue to encourage the participation of all our employees in our existing and new ERGs in every country.

Across the company, we have employee resource groups in place to promote Pride. In the UK, we have ERG groups for menopause awareness, well-being, neurodiversity, BOLD (Black Organisation Leaders for Diversity) and Baby Loss and Bereavement. In France, we have appointed a Disability Officer to encourage and support the professional integration of employees with disabilities into our business. We have introduced a Happiness Manager who promotes well-being in the workplace.

All of our ERGs are accessible to all employees across the business.

We delivered training and support for every employee

As part of our wider strategy, CPM delivers mandatory employee training. All employees are required to complete the DE&I unconscious bias training as part of their role.

This essential programme covers key topics such as the benefits and best practices of inclusion, the importance of awareness and the types of diversity. It also addresses the issue of unconscious bias; how to recognise it, how bias and inequities impact inclusion, how to take responsibility, and how important everyone's personal role is in the wider picture.

In addition, all employees completed the Ethics and Code of Conduct mandatory training and have ongoing access to our wellbeing champions in every market. These champions create an environment where every employee feels welcome and knows they will be treated fairly and equitably.

We launched the DNA Awards

Last year, we created DNA Awards to push forward our DE&I objectives.

We have now launched the DNA awards in the UK, Ireland, Spain and Slovakia. The purpose of the awards is to encourage our teams to nominate a colleague they feel is living our DNA values: 'We care, We are curious, We achieve Together'. The awards have been a fantastic way to embed our company values across our business and promote a truly inclusive workplace.

Environment

We want to reduce our impact on the planet, minimise our carbon footprint, and meet our environmental responsibilities as a sustainable company. Through our initiatives, we aim to give back more than we take and have a medium-term plan commitment to be carbon neutral by 2026.

We rolled out a hybrid working model

Across CPM, we have implemented a hybrid working policy, allowing our employees to split their time between home and work. Spending less time at work or travelling to work drives a drop in carbon emissions from buildings and vehicles alike. This flexible way of working has reduced the travel requirements of our office staff by 40%.

Following the successful trials of our liquid ways of working in the UK and Ireland, we delivered a 12% reduction in the miles we drove and by association reduced our CO2 emissions. This is made possible by implementing a digital contact strategy (including our retailer *shopt app) within the convenience channel.

The rollout of digital solutions, incorporating our *shopt app across our global business ensures we will scale these environmental benefits. Using a digital contact strategy is more than just reducing CO2 emissions through reduced mileage. *shopt is also enabling reduced POS wastage through targeted execution and compliance, which means less water, energy, deforestation and chemical usage required in paper/card manufacture.

We promoted the use of electric vehicles

Our company-wide mobility policy actively encourages the use of electric vehicles. Fewer gas-powered cars and more electric vehicles on the road will ultimately reduce carbon emissions and lead to a healthier environment for us all.

In the UK, we gained agreement from Suntory, one of our largest clients, to trial electric vehicles. This trial will commence in 2023, and we hope this to be the beginning of converting our fleet of vehicles from hybrids to full EVs. The UK fleet currently consists of 378 cars, of which 20% are hybrid cars, with plans to increase that in increments over the next 2-3 years.

We reviewed our energy usage

In the last 12 months, we undertook a comprehensive review of our energy usage at our UK head office. Understanding our energy usage around the facility has become fundamental in reducing our energy consumption and identifying alternative energy sources.

As a result of this review, an action plan has been created with the view of implementing key target areas. An example of this, a waste reduction programme took place across the office space. The UK head office has now become a paperless setup, wherever possible.



Governance

Sound governance is a cornerstone of our ability to create shared value and maintain integrity. Our governance structure reflects our purpose, enables our strategy, and supports our commitments

We developed our Privacy & Compliance programme

The global data privacy and compliance landscape has evolved over the 5+ years since the GDPR (and subsequent UK GDPR) came into force. The focus on having a robust Privacy & Compliance programme has intensified, and CPM has risen to the ongoing challenge.

The world continues to trend towards trust as a cornerstone of engaging with partners, service providers and employers. Trust is a concept which is fundamentally built upon two core concepts - transparency and accountability. CPM demonstrates both competence and integrity by focusing on delivering against these two concepts, thus enhancing and deepening our relationships with clients, consumers and employees.

As part of our Privacy & Compliance strategy, 2022 saw all CPM agencies align to the ISO 27001 (Information Security Management System) standard. Our 2022 annual Information Security and Privacy audit, conducted by an independent third party, validated the maturity of our Privacy & Compliance programme and evidenced our commitment to continuous improvement.



Get in touch

CPM International
47 Aylesbury Road, Thame,
Oxon, OX9 3PG
United Kingdom

Tel: +44 (0)20 3481 1020

