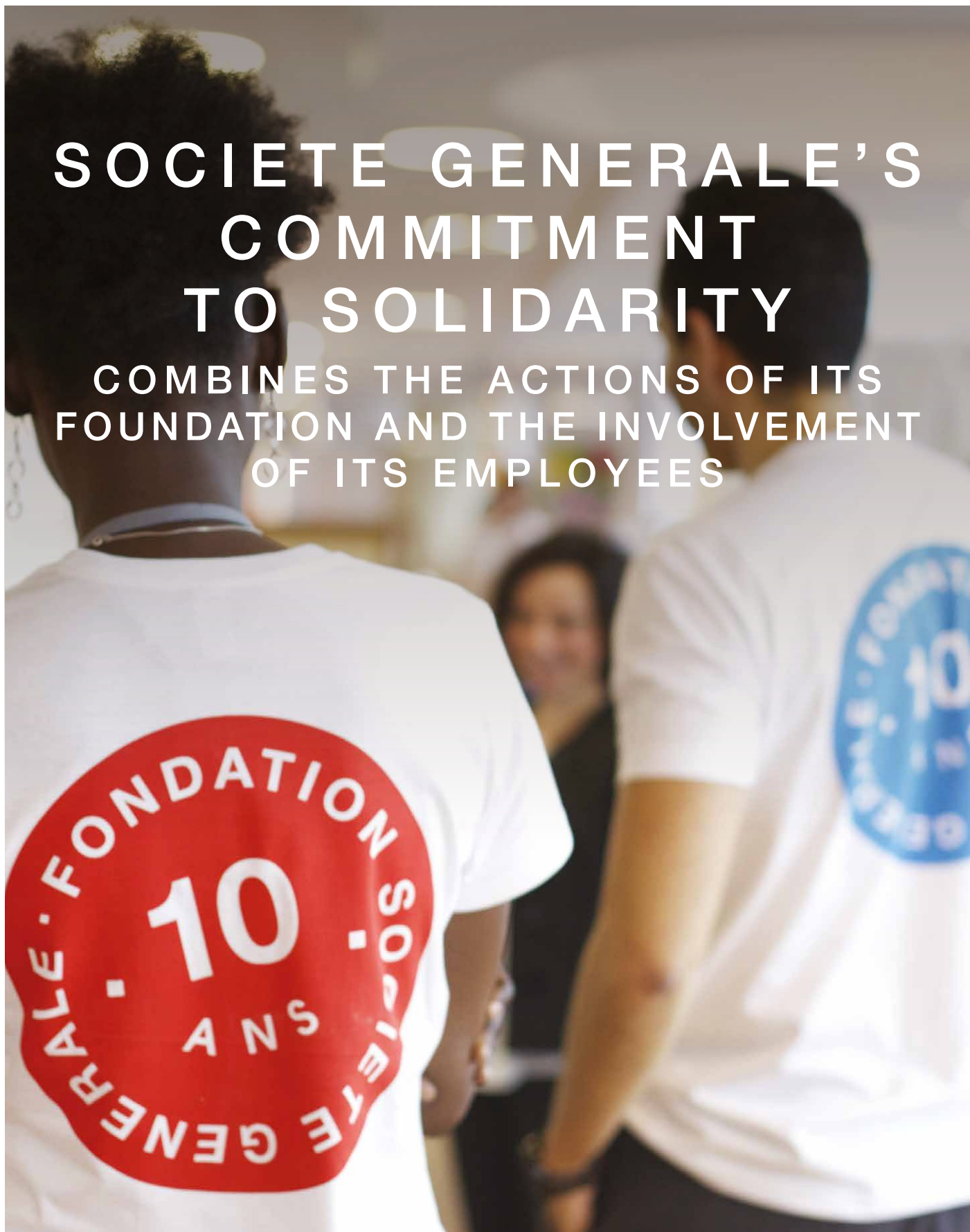


# SOCIETE GENERALE'S COMMITMENT TO SOLIDARITY

COMBINES THE ACTIONS OF ITS  
FOUNDATION AND THE INVOLVEMENT  
OF ITS EMPLOYEES



PRESS RELEASE | 2 DECEMBER 2016



BUILDING TEAM SPIRIT  
TOGETHER

## KEY INFORMATION

### **Growing employee involvement is enhancing the work of the Societe Generale Foundation for Solidarity**

- For the past 10 years, the Societe Generale Foundation for Solidarity has been committed to promoting professional integration and inclusion through culture and sports
- €20 million have been invested in nearly 850 non-profit projects helping 250,000 beneficiaries in 29 countries
- Launch of innovative skills sponsorship programmes, Pro Bono Days and fund raising events to get employees involved in community projects
- Every year, 15,000 employees take part in solidarity-based initiatives. In 2015, they donated the equivalent of 5,000 work days to skills sponsorship programmes

# GROWING EMPLOYEE INVOLVEMENT IS ENHANCING THE WORK OF THE **SOCIETE GENERALE FOUNDATION FOR SOLIDARITY**

The Group's solidarity policy is primarily expressed through the actions of the Societe Generale Corporate Foundation for Solidarity, created in 2006, and the implementation of involvement programmes for employees, which resonate with the Group's four key values: commitment, team spirit, responsibility and innovation.

Societe Generale Group is especially committed to professional integration and inclusion through culture and sports.

The employee involvement programmes are springboards of social utility which extend the company's actions and meet the growing employee demand to take part in community initiatives.

They are also powerful springboards for mobilisation and commitment centred on the Bank's core values and corporate social responsibility, strengthening its image as an employer and consolidating internal cohesion by establishing ties between employees and building team value.



*Commitment is one of the four core values held by Societe Generale.*

*In a sector in the midst of a complete transformation, commitment is crucial to overcoming obstacles and better serving our customers, and not only reflects the way we want to run our business but also, more broadly, how we wish to get involved in the life of the community at large. Our community involvement is a long-term effort that combines the actions of the Societe Generale Foundation and the participation of our employees. For the past 10 years, the Societe Generale Foundation for Solidarity has built partnerships with charity organisations dedicated to professional integration and inclusion through culture and sports. We are also creating the conditions for employee involvement through our citizenship programmes, which give us the opportunity to further enhance our individual and collective commitment, expand professional expertise, build team spirit and strengthen the appeal of our company.*



**Frédéric Oudéa,**

Chief Executive Officer of Societe Generale Group  
and President of the Societe Generale Foundation for Solidarity



SOLIDARIETÀ • परापक्व

DARITÉ • SOLIDARITA • SOLIDARITATE • SOLIDARIT

ARITÉ • СОЛИДА

• SOLIDARIT

# 10 YEARS OF INITIATIVES BY THE SOCIETE GENERALE FOUNDATION FOR SOLIDARITY



Since it was founded in 2006, the Foundation has been working to promote professional integration, in particular by backing projects aimed at helping young adults begin a career and by combating illiteracy.

Since 2015, the Societe Generale Foundation for Solidarity has broadened its scope of intervention to include education, and has notably chosen to support non-profit projects that use sports and culture to promote education and/or inclusion for disadvantaged youths.

These actions take a variety of forms, depending on the needs of the beneficiaries: use of sports as a source of motivation to encourage young people to define their career aims, through programmes such as "Sport dans la Ville" for example, or daily support provided by the teams at ARES to populations deprived of employment opportunities. The Societe Generale Foundation has decided to expand its long-term relations with five major partners: ARES, CARE France, Sport dans la Ville, Emmaüs Défi and Apprentis d'Auteuil.



[Click to watch the video](#)

The Foundation conducts initiatives directly in France and in the Group's other countries of operation. In such a challenging economic environment, now more than ever, the Foundation supports some 100 projects a year, with an annual allocation of €3 million. The Societe Generale Foundation also regularly builds on the solidarity-based initiatives of its countries of operation by drawing on locally created foundations and associations.

<http://foundation.societegenerale.com/>

 @Fondation\_SG

## THE SOCIETE GENERALE FOUNDATION FOR SOLIDARITY, SUMMED UP IN 10 YEARS:

nearly **850**  
non-profit projects supported

**250,000** beneficiaries

**29** countries

**€20m**

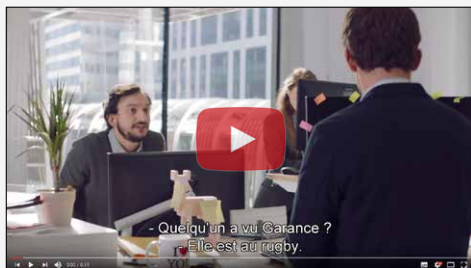


## EXAMPLE OF A LONG-TERM PARTNERSHIP WITH THE CHARITY DROP DE BÉTON

Drop de Béton has been working to promote education through sports and social and professional integration of struggling populations for almost twenty years. Its educational programme is centred on the practice of rugby and the values it conveys. With its rules and gameplay, rugby is a powerful tool for education and inclusion.

In twenty years, Drop de Béton has developed its project and initiatives by adapting to social conditions: accordingly, the charity has expanded its field of action to include disabled sports, professional integration, and promotion of women in sports. These actions naturally go hand-in-hand with those undertaken in disadvantaged neighbourhoods.

The work done by Drop de Béton has been recognised by local and national institutions and local partners. Its work now extends beyond the borders of the Gironde region, with the seeds of the Drop de Béton concept having been sown in the Aquitaine and Ile-de-France regions.



[Click to watch the video](#)



The Societe Generale Foundation financially supports the charity's Proxirugby project, an inclusion programme targeting socially and professionally disadvantaged populations through rugby: 2,000 children and teens from disadvantaged neighbourhoods in Bordeaux, and 150 15-30 year-old dropouts and young offenders seeking employment.

In 2016, a Pro Bono event was held for the charity at Societe Generale's La Défense head office, with ten employees focusing on a spin-off strategy for Drop de Béton.

The Bordeaux Sales Department also launched a youth partnership with the charity to implement women's rugby initiatives, and several employees

are sponsoring Drop de Béton youths in their career endeavours.

Finally, Drop de Béton was one of the charities that benefited from the fund-raising efforts conducted by 85 Retail Banking employees in the Bordeaux region, who dedicated a total of 160 hours of their time in June 2016.

<http://www.drop-de-beton.fr/>

[@Drop\\_de\\_beton](https://twitter.com/Drop_de_beton)

“ *It takes everyone's support to help young people seeking employment! Our Societe Generale partners work with educators and the volunteers at Drop de Béton to prepare them to meet these huge challenges. Skills sponsorship programmes offer new opportunities for working with and helping young people.* ”

**Jean Boucain,**  
Educator/Head of professional integration at Drop de Béton

# SOCIETE GENERALE ENCOURAGES EMPLOYEE COMMITMENT IN ALL ITS FORMS



In addition to the financial support provided by the Foundation, one of the goals of the Group Citizenship policy is to build on the commitment to solidarity of Societe Generale employees, by offering them the chance to donate their work hours, skills and energy to the Group's partner associations. Not only do these programmes serve a higher social purpose, but they are also springboards for mobilisation and commitment, meeting growing employee demand to get involved in solidarity-based and skills sponsorship initiatives.

For the Group, these fast-growing initiatives make Societe Generale's employees prouder to be part of the company and share its values (innovation, team spirit, commitment and responsibility) and corporate social responsibility. They also build a sense of cohesion and enhance its appeal as an employer, while further developing the skills and motivation of its employees.

## CITIZEN COMMITMENT TIME

A truly strong achievement of Societe Generale Group solidarity, the Citizen Commitment Time event is held each year to strengthen and build on the commitment of Societe Generale employees around the world. They are invited to participate in athletic challenges to raise funds, dedicate time to skills sponsorship, mentoring, or volunteering to support the Foundation's partner charities, in favour of education and inclusion through sports and/or culture.

### CITIZEN COMMITMENT TIME 2016

12,000 employees

43 Societe Generale countries of operation

> €430,000 granted  
by the company to non-profit projects targeting  
inclusion through sports and culture

## SKILLS SPONSORSHIP

Through skills sponsorship programmes, employees volunteer to spend some of their work hours helping partner associations.

### SKILLS SPONSORSHIP IN 2015

> 5,000 work days

15,000 employees

3 commitment programmes

## PRO BONO DAYS

Pro Bono is a Latin phrase meaning "for the public good." Pro Bono work originated in the 1970s at US law firms and was embraced by other professions in the 2000s with corporate employees offering their skills to general-interest non-profit organisations.

The aim of Pro Bono initiatives at Societe Generale is to provide support to a given charity over a one-day event. Employees contribute their value-added expertise to meet the charity's clearly defined needs in terms of communication, marketing, HR, finance, IT and more. Such skills sponsorship initiatives also highlight the professional expertise of the employee volunteers.

On the international front, Societe Generale employees donate their work time to help associations and schools. This is the case in Romania, for example, where Societe Generale employees are involved in two programmes aimed at preventing children and teens from leaving school, in conjunction with local schools, and at aiding in the personal development of high school students.

### SOCIETE GENERALE'S PRO BONO WORK IN FRANCE SINCE 2012:

49 Pro Bono Days

346 employees

> 2,600 hours

39 beneficiary non-profit organisations

## MENTORING

For employees, mentoring means helping socially or professionally disadvantaged persons on their educational path, on their career path or in their search for a job, by sharing with them their experience and advice.

To date, nearly 300 Societe Generale employees in France have worked as mentors at six of the Foundation's partner associations (Proxité, Nos Quartiers ont des Talents, Solidarités Nouvelles face au Chômage, Fateli, Mozaïk RH and Capital Filles).

Keenly aware of its role in civil society and the importance of bringing the company and young people together, the Group encourages its employees to get involved in a wide variety of mentoring and youth support programmes around the world, particularly in India, the UK, Brazil and the US.

## FINANCIAL EDUCATION

Societe Generale firmly believes that the informed use of banking products and services comes through financial education. Accordingly, it provides tools in its network to help young adults and disadvantaged persons better manage their budget by drawing on the expertise of its employees.

Societe Generale and the CRÉBUS organization worked together to design and offer a budget education programme through skills sponsorship. Since 2013, the Financial Education project has strived to teach 16-25 year-olds how to manage their budget, through joint interventions at Apprenticeship Training Centres (CFAs) and Second-Chance Schools (E2Cs) in France. In 2014-2015, 1,935 CFA students and E2C youths received budget management training from over 150 Societe Generale employees.

Societe Generale also offers its employees the opportunity to highlight their professional skills through the development of international financial education programmes (particularly in Poland, Morocco, Albania, Czech Republic, Spain, the US, Benin and Senegal).



# A UNIQUE EXPERIENCE: 100 SOCIETE GENERALE EMPLOYEES TAKE PART IN A PRO BONO DAY



On 9 September 2016, the teams at Societe Generale Consulting (SG Consulting) dedicated one day of their annual seminar to Pro Bono work.

Aided by Pro Bono Lab and the Group's Citizenship Division, 100 SG Consulting employees took part in this experience, divided into three phases.

Phase 1 saw the selection of motivated non-profit organisations available for the September seminar, drawing on the expertise of Pro Bono Lab. Their needs were then analysed and translated into operational missions. Three charities were selected from among those already supported by the Societe Generale Foundation and the 30 Pro Bono Lab award-winners: Orange Rouge, Rev'elles and Médecins de l'Imaginaire.

During Phase 2, during the seminar, the employees were divided up among the different charities, each of which gave a presentation.

They offered critical feedback on each charity's presentation and split into sub-groups to help them resolve a previously identified issue.

Orange Rouge needed help preparing its development plan for the next three years. The teams that chose Rêv'Elles worked on formalising the charity's business plan. For Médecins de l'Imaginaire, the groups focused on brainstorming and recommending solutions to manage the launch of a support system for people suffering from PTSD.

Finally, Phase 3 took place a few weeks after the seminar, with all participants asked to attend the presentation by the beneficiary charities of the impact review of the teams recommendations.

## SG CONSULTING

SG Consulting is the Societe Generale Group's in-house consulting firm. It comprises around 100 consultants who offer the benefit of their services throughout the Group: business lines, corporate divisions, subsidiaries in France and abroad (approx. 20%).

SG Consulting mirrors the Group's stakes and challenges in its work: structuring and overseeing the digital or regulatory transformation programme, adapting its organisational structure, and operational and commercial efficiency.

SG Consulting works on the open market, competing with external consulting firms and invoicing its services. Its strength lies in its knowledge of the Group, its ability to embrace issues in all their complexity and its close relations with the teams for a transformation from within. SG Consulting thus has a duty to deliver a level of quality of the very highest standard.

SG Consulting is also a wellspring of talent, spreading a culture and savoir-faire of agile transformation throughout the Group, coupled with the experience of an innovative, horizontally-structured managerial model that encourages the consultants to fully commit to their roles both in and outside the firm.

“Our teams work all over the Group and evolve quickly. Our goal in organising a Pro Bono Day during our annual seminar was to promote team cohesion, in line with our service-driven values. Working together on a valuable, solidarity-based project builds a sense of pride in belonging to the team and goodwill, which also contributes to the development of skills and team spirit.”

**Geoffroy Dallemagne,**  
Head of SG Consulting

## PRO BONO LAB

Created in 2011, the Pro Bono Lab is a citizenship innovation lab specialising in volunteer work and skills sponsorship. Its ambition is to allow socially-oriented organisations to gain access to the skills they need. To this end, Pro Bono Lab invents and promotes innovative commitment formats by working with companies, foundations, charities, local authorities, universities and institutes of higher learning in France and abroad. These projects, called “Pro Bono missions”, provide associations with the skills they need in marketing, communication, strategy, finance, HR, Internet, law, etc. Pro Bono Lab mobilises professionals and students alike for the greater good.

In 2015, Pro Bono Lab launched an endowment aimed at conducting research and education activities, and spreading knowledge to as many people as possible.

Pro Bono Lab is a member of the Global Pro Bono Network, made up of 42 organisations in 30 countries. The members, also known as “Pro Bono intermediaries”, constitute a network of organisations which have developed Pro Bono services and expertise in countries all over the world. They work together and share best practices to conduct and roll out Pro Bono initiatives worldwide.

<http://probonolab.org>

 @ProBonoLab

### PRO BONO LAB: THE BENCHMARK IN FRANCE

> 30,000 hours  
> 3,000 volunteers  
> 330 consulting missions  
> 250 charities supported

“Giving meaning to your profession, getting involved on a human level, and pooling your skills, that's putting yourself to good use. Helping to professionalise a non-profit organisation means helping that charity focus on its social work. Pro Bono Lab catalyses this goodwill to serve the greater good. Its civic-minded solidarity makes the most of each person's talents for the benefit of all.”

**Yoann Kassi-Vivier,**  
Co-Founder of Pro Bono Lab

### 3 BENEFICIARY NON-PROFIT ORGANISATIONS



#### ORANGE ROUGE

Orange Rouge brings disabled teens together with contemporary artists through a collaboration on a collective work of art.

#### ACTIONS

- > Brings artists and disadvantaged teens together to work on a shared artistic project
- > Organises workshops led by recognised artists
- > Promotes a demanding approach from an artistic and educational standpoint

#### KEY FIGURES

- > **1,400** teens have participated in Orange Rouge projects
- > **75** workshops
- > **80** contemporary artists
- > **200** teachers and special-needs assistants

#### KEY DATES

**1994:** Orange Rouge is established

**2011:** Orange Rouge receives a Special Award from the City of Paris Judges Panel for its "Handicaps & Créations" initiative

[www.orangerouge.org](http://www.orangerouge.org)

 @Orange\_Rouge\_

“ This mission helped refine the thinking, strategy, approaches and tools to be used in developing the organisation. We met with people from another walk of life, with their own ways of thinking and acting, who offered us advice we would not have thought of on our own. This collaboration was highly productive. ”

Corinne Digard,  
Director of Orange Rouge



#### RÊV'ELLES

Rêv'Elles is a non-profit organisation that helps young women from working-class areas develop a career plan through group workshops. The goal is to motivate them to take an active interest in their future and grasp their potential.

#### ACTIONS

- > Group coaching workshops, introductions to the business world and meetings with mentors
- > A day in the life and work of role models
- > Informal discussions on female empowerment, over coffee

#### KEY FIGURES

- > **128** young women have participated in the programme in a total of **40** cities
- > **97%** satisfaction rate for programme participants

#### KEY DATES

**2013:** Pilot programme launched, organisation established

**2016:** The organisation conducts 3 programmes per year

<http://www.revelles.org/>

 @RevellesAsso

“ Today gave us new things to think about that will be helpful in developing the organisation. As founder of the organisation, I have gained many insights that will help me build my vision of Rêv'Elles. ”

Athina Marmorat,  
Founder of Rêv'Elles



#### MÉDECINS DE L'IMAGINAIRE

Médecins de l'Imaginaire works in paediatric and adult cancer to provide patients with access to art therapy programmes, specifically designed and recognised for their therapeutic value. Over the years, the organisation has stepped up its initiatives and has earned the recognition of many healthcare professionals.

#### ACTIONS

- > Art therapy programmes (combining various tools of artistic expression) in hospitals or in-town facilities that receive patients during and after treatment, in conjunction with on-staff professionals
- > Creative systems and tools designed to meet the patients' needs and treatment conditions
- > Training provided to art therapists to address the patients' specific treatment needs

#### KEY FIGURES

- > Each year, around **250** patients take part in the programme free of charge

#### KEY DATES

**2003:** The organisation is established

**2004:** First art therapy programme conducted at Hôpital Necker

**2015:** Programme launched in Saint Malo

[www.medecinsdelimaginaire.com/](http://www.medecinsdelimaginaire.com/)

 @mdimaginaire

“ The mission established a framework for a new project and confirmed the legitimacy of art therapy. It also expanded the scope of investigation and helped us plan the necessary resources for the project. We were subsequently able to put together a team for the project and to structure consistent fields of action. ”

Elisabeth Sannié,  
Art Therapist at the E. Rist clinic

## SOCIETE GENERALE

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we accompany 31 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services** to corporates with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

For more information, please follow us on twitter

 @societegenerale

or visit our website

[www.societegenerale.com/en](http://www.societegenerale.com/en)

## FOR MORE INFORMATION ONT THE SOCIETE GENERALE FOUNDATION FOR SOLIDARITY


<http://foundation.societegenerale.com>

 @Fondation\_SG

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