

## PRESS RELEASE

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### **FOR 2011-2012, CITIZEN ACT, SOCIETE GENERALE'S CSR TRAINING GAME EMPHASIZES TEAMWORK**

From Monday 3 October to 5 December 2011, students from all over the world are invited to apply online ([www.citizenact.com](http://www.citizenact.com)) to participate in the 6th CITIZEN ACT competition.

Since 2006, CITIZEN ACT has been offering Bachelor's and Master's students worldwide the opportunity to deepen and apply their knowledge of corporate social responsibility (CSR) applied to the banking sector. The participants will be asked to propose ideas relating to the resolution of a genuine case study within Societe Generale, with the help of company CSR expert tutors.

In addition to the prizes of between €3,000 and €7,000, this year the winners will be offered an internship suited to their training and chosen career, and enabling them to develop their employability even further.

#### **CITIZEN ACT: responsibility and team spirit at the heart of the assessment criteria of future talents**

Anne Marion-Bouchacourt, Head of Societe Generale group Human Resources, will be the sponsor and president of the jury for the 2011-2012 competition, which places the appetite for CSR issues and team spirit at the heart of the selection process.

To be selected, the students must be able to generate support for their team using social networks and demonstrate their capacity to play on the team's complementary skills and ability to act as role models with regard to CSR issues.

#### **A professionalizing experience certified by the EFMD; a real asset on the job market**

More than a traditional business game, CITIZEN ACT is a genuine training approach to CSR topics: it is the first training game in the banking sector to obtain CEL "Technology Enhanced Learning" accreditation, validated by the EFMD (European Foundation for Management Development, an organization certifying business schools and company training institutions), which certifies its pedagogical and formative nature.

CITIZEN ACT is also recognized in some schools and universities as a credit unit.

At each stage, the students have the opportunity to learn from the CSR content made available on the site (teaching case studies, video content, e-learning modules, etc.), from the advice of coaches and recognized experts in the field of CSR and banking and finally, for the selected students, from workshops and simulations of real situations organized by professionals, notably from UNEP FI, the United Nations Program responsible for developing and promoting links between sustainable development and financial performance.

#### **PRESS RELATIONS**

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**An increasing success**

In 2010-2011, for the 5th edition, the number of registered students had increased by 40%, with 249 teams participating from 37 countries.

The [www.citizenact.com](http://www.citizenact.com) site recorded 2,095,540 hits and 106,854 unique visitors (Traffic: 36% Facebook, 37% direct access).

The 45 team blogs totalled around 687 posts and generated no less than 25,030 comments and 523,620 "I like".

The CITIZEN ACT Facebook page had 2,581 fans, 64% of whom were aged between 18 and 24. The Top 3 countries with the most fans were France, Morocco and Romania.

**In practice:**

CITIZEN ACT is organized into five major stages:

From 3 October to 5 December 2011: enrolments

Students register with CITIZEN ACT in teams of three using a tool to create a "team" profile.

The objective is to demonstrate the qualities of their team: complementary skills, values, appetite for CSR subjects, ability to generate interest, etc.

From 7 November to 5 December 2011: participant assessment and selection by Société Générale's team of CSR specialists.

The CITIZEN ACT assessment test consists of a multiple-choice questionnaire assessing their CSR skills and a mini case study which asks the students to solve a problem relating to CSR issues.

14 February 2012: Opening Meeting:

Société Générale invites the 45 selected teams from around the world to Paris for the Opening Meeting, during which the case study on which all the teams will be working will be revealed.

It will correspond to a genuine issue within Société Générale.

The day of 14 February will be dedicated to meeting the coaches and to training workshops, the aim of which is to enable students to gain all the necessary tools to best address the case study.

From 15 February to 12 March 2012: Response establishment phase:

During this period, students will work on their answers to the case study given to them at the Opening Meeting.

Content produced by Société Générale in relation to this case study will be posted online on the dedicated site each week.

At the end of this stage, students submit their project and a panel of experts meets to select 10 teams to go through to the final.

27 April 2012: Final Contest: Final in Paris at the end of which the three winners are chosen.

After a day of training with their coach, the students will go before our Grand Jury to present their projects in a simulation of a real situation.

Three winning teams will be selected by the jury, one team will be chosen by Societe Generale staff.

The winners will be offered the opportunity of an internship with Société Générale as well as prizes of between €3,000 and €7,000.

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**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.

Its 157,000 employees\* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis.

Societe Generale' 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
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.

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

*\* including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord*