



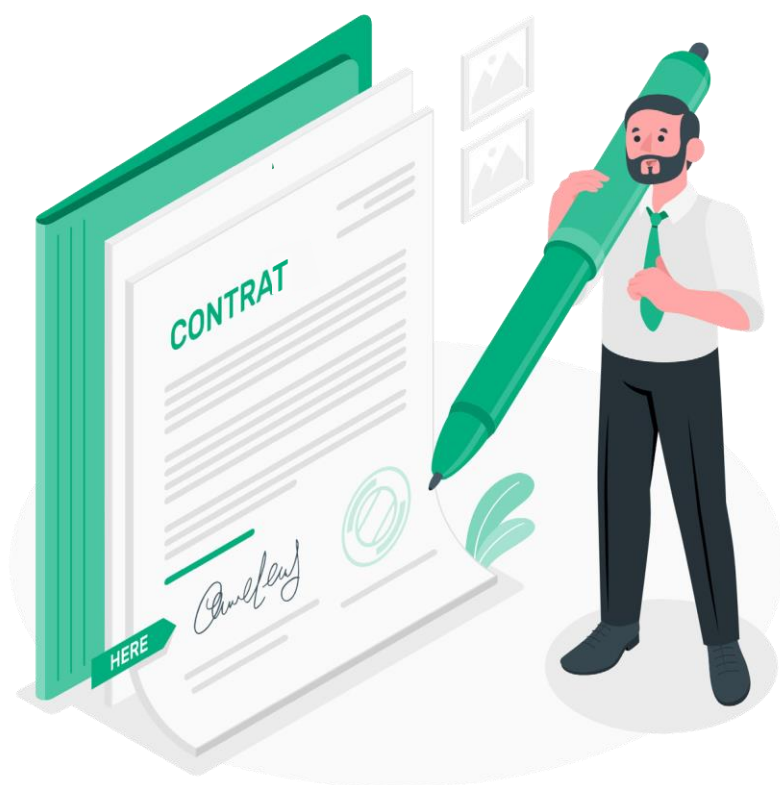
MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE

Liberté

Égalité

Fraternité

Arcom



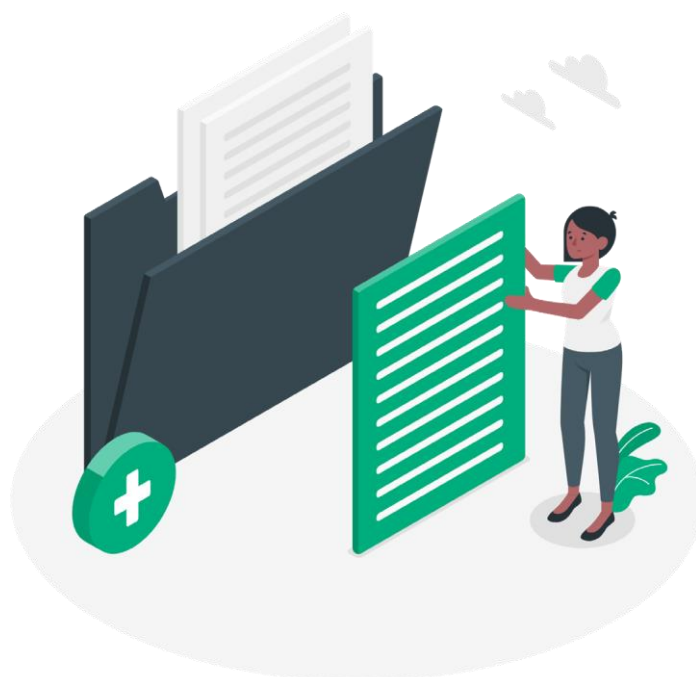
GUIDE FOR DRAWING UP A CLIMATE CONTRACT AND SIGNING IN ON THE PLATFORM

TABLE OF CONTENT

1. Presentation of the climate contract: philosophy, objectives, and architecture

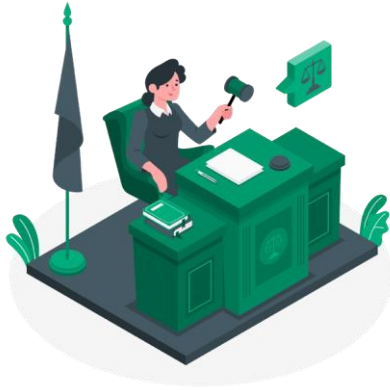
2. How can an organization sign in on the online platform and/or draw up its climate contract?

3. Glossary





1. Presentation of the climate contract: philosophy, objectives, and architecture



Reminder: climate contracts in the Climate & Resilience Law of August 22nd, 2021



Article 7 – Scope of the concerned actors and link between the platform and climate contract.

Art. L. 229-67. Importers, distributors or other marketers of **goods and services subject to:**

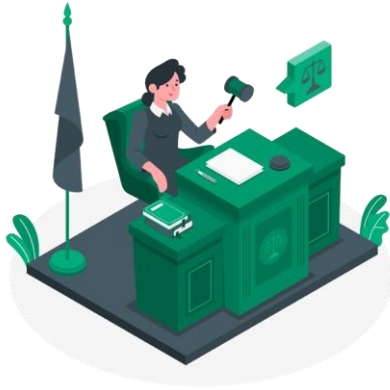
- The **mandatory environmental labelling** pursuant to Article L. 541-9-11
- A **mandatory energy label** under Article 16 of Regulation (EU) 2017/1369 of the European Parliament and of the Council of 4 July 2017 establishing a framework for energy labelling and repealing Directive 2010/30/EU
- Or a mandatory label under Article L. 318-1 of the **French Highway Code**.

And whose advertising investments are greater than or equal to €100,000 per year, have to declare themselves to a dedicated digital platform set up by the public authorities, in accordance with the procedures and under conditions defined by decree.

Under conditions laid down by decree at the Conseil d'Etat, the administrative authority may penalize failure to comply the obligation provided for in the first paragraph of this article by a **fine of up to €30,000**.

Each year, **the public authorities shall publish a list of the undertakings mentioned in the first paragraph that subscribe and those that do not subscribe to the sectoral and cross-sectoral codes of good conduct** mentioned in Article 14 of Act No 86-1067 of 30 September 1986 on the freedom of communication.

The modalities for the publication of the list of companies mentioned in the third paragraph of this article are fixed by regulation.



Reminder: climate contracts in the Climate & Resilience Law of August 22nd, 2021



Article 14 – Objectives of climate contracts.

I.- Article 14 of Law 86-1067 of 30 September 1986 on freedom of communication is amended as follows:

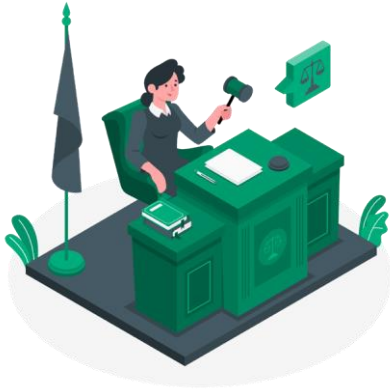
1st Before the last sentence of the first paragraph, the following sentence is inserted: “The self-regulatory authorities set up in the advertising sector shall send each year to the Parliament **an annual report on the existing self-regulatory mechanisms and the results of their action**” ;

2nd : The following three paragraphs are added :

“The Arcom (Audiovisual and Digital Communication Regulatory Authority) shall also promote sectoral and cross-sectoral codes of good conduct in environmental matters, known as “climate contracts”, **the purpose of which shall be to significantly reduce commercial communications** on audiovisual communication services and on services offered by online platform operators, as defined in Article L. 111-7 of the Consumer Code, **relating to goods and services that have a negative impact on the environment, in particular in terms of greenhouse gas emissions, damage to biodiversity and consumption of natural resources over their entire life cycle**. These codes of conduct also aim to prevent commercial communications that favorably present the environmental impact of these same goods or services. This impact shall be measured by means of the environmental display provided for in Article L. 541-9-11 of the Environmental Code, when this environmental display is generalized.”

“The sectoral codes of good conduct shall cover at least the sectors of activity to which the companies mentioned in Article L. 229-67 of the same code belong.”

“These sectoral and cross-sectoral codes of good conduct are **made public and include objectives and indicators that allow their implementation to be monitored annually**.”



Reminder: climate contracts in the Climate & Resilience Law of August 22nd, 2021



Article 14 – Monitoring and assessment of the implementation and effectiveness of climate contracts.

I.- Article 18 of the Act No. 86-1067 of 30 September 1986 is amended as follows:

1st After the 11th, a 12th is inserted as follows

“12th **An assessment of the effectiveness of codes of good conduct aimed at significantly reducing communications** on audiovisual media services and services published by online platform operators, within the meaning of Article L. 111-7 of the Consumer Code, **which have a negative impact on the environment**, carried out with the assistance of the Agency for the Environment and Energy Management mentioned in Article L. 131-3 of the Environmental Code.

2nd The following paragraph is added:

“**The assessment of the codes of good conduct mentioned in the 12th paragraph of this article shall be presented each year by the chairman of the Arcom (Audiovisual and Digital Communication Regulatory Authority) at a joint public hearing before the standing committees responsible for cultural affairs and sustainable development of each parliamentary assembly.**”

III - **Within two years of the promulgation of this law, the Government shall submit a report to the Parliament on the implementation of the codes of good conduct provided for in this article and on their effectiveness** in significantly reducing audiovisual commercial communications relating to goods and services with a negative impact on the environment.



The climate contract: a tool for the ecological transition of the advertising field

The **Climate & Resilience Law** therefore defines the **climate contract** as a tool: “*aimed at significantly reducing commercial communications (...) relating to goods and services that have a negative impact on the environment, particularly in terms of greenhouse gas emissions, damage to biodiversity and consumption of natural resources over their entire life cycle*”.

Objectives :

- promoting "good practices" and not constraining the advertising activity of associated players
- significantly reducing commercial communications on audiovisual communication services and on services offered by online platform operators, within the meaning of Article L.111-7 of the Consumer Code, relating to goods and services with a negative impact on the environment
- preventing commercial communications favorably presenting the environmental impact of these goods or services.

The content of these contracts, through commitments and indicators, is **voluntary** for all actors in the advertising value chain. **The Arcom (Audiovisual and Digital Communication Regulatory Authority)** is responsible for promoting these contracts and reporting to the Parliament on their results. The Government will have to submit a report to the Parliament on the effectiveness of the system by summer 2023.

For each of these commitments, the climate contracts show:



- **Clearly stated objectives and**, if possible, a **timetable for implementation**;



- **Monitoring indicators and evaluation methods** to measure the the objectives.

The scope of products and services subject to the declaration obligation (Article 7 of the Climate & Resilience Law)



Goods and services subject to mandatory labelling under Article L. 318-1 of the French Highway Code:



- Passenger cars

Goods and services subject to a mandatory energy label under Article 16 of Regulation (EU) 2017/1369 of the European Parliament and of the Council of 4 July 2017 establishing a framework for energy labelling and repealing Directive:



- Lighting (light sources such as bulbs and LEDs, control gear),



- Heating equipment (decentralized heaters, space and water heaters, solid fuel boilers),



- Refrigeration (refrigerators, freezers, professional mains-operated refrigerators, refrigerators with a direct sales function (supermarket refrigerators, ice cream display cabinets, refrigerated vending machines, beverage refrigerators and ice cream freezers)),



- Washing machines, dryers, tumble dryers,



- Residential air conditioners and ventilation units,



- Electronic display devices (televisions, computer screens, digital signage),



- Cooking appliances (ovens, hoods),



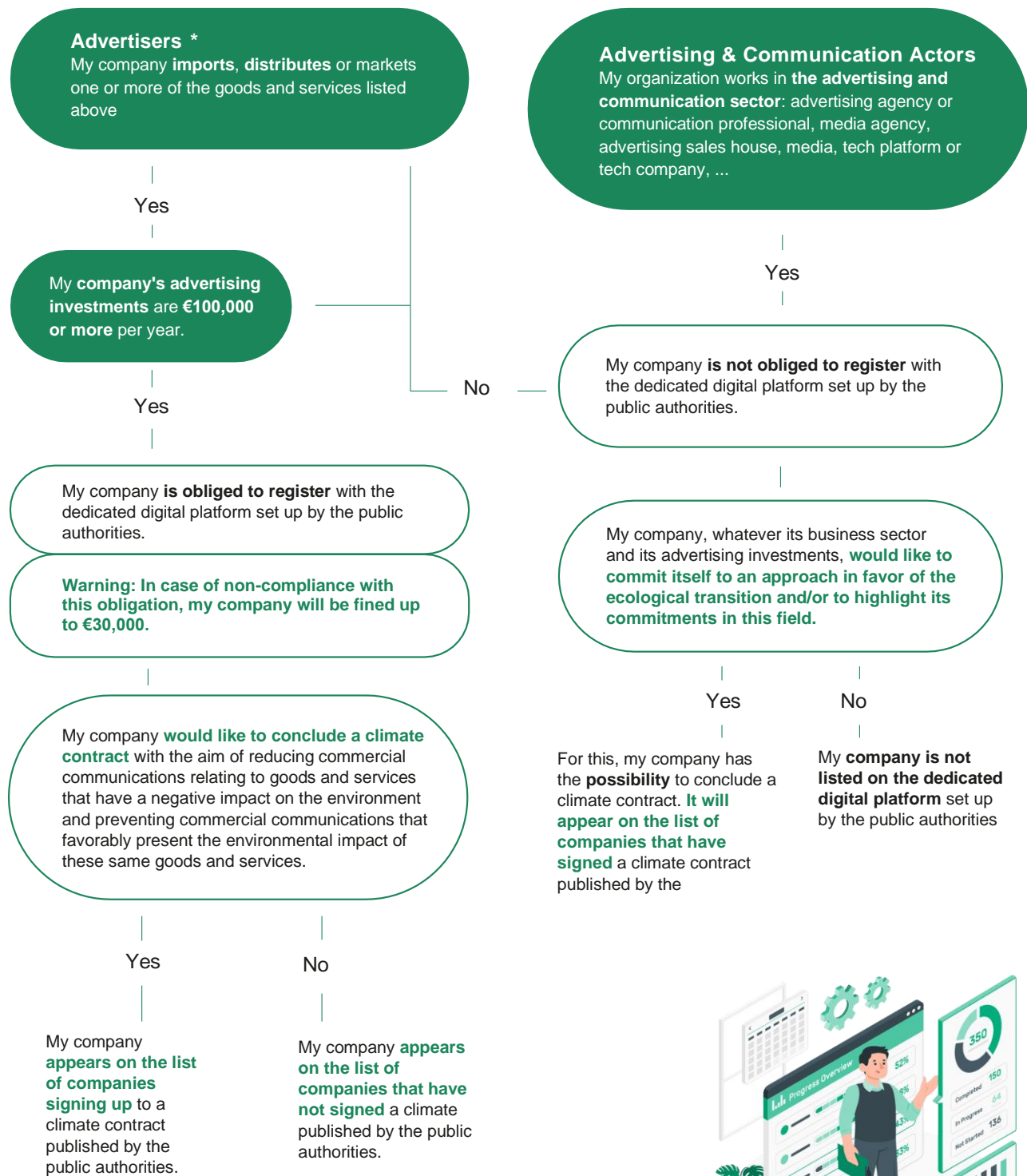
- Dishwashers



It should be noted that with the future introduction of mandatory environmental labelling in application of Article L. 541-9-11, this list of products is likely to be considerably extended, and therefore the list of companies subject to it as well.



Explanatory diagram of Article 7 of the Climate & Resilience Law



* A company may well be one of the two types of actors mentioned.





Details regarding the €100,000 of advertising investment stated in the law

This net annual expenditure includes **all expenditure, excluding tax on advertisements and insertions** - in particular television and digital advertisements -, **catalogues and printed matter intended as a medium for commercial communication relating to the company's products and services, with the exception of catalogues presenting the characteristics and/or prices of the products and services in an exhaustive manner to professionals and private individuals, and any other expenditure.**

This expenditure must have been incurred for the purposes of advertising operations carried out on the French territory. This expenditure is reduced by the amount of any discounts, rebates, refunds or other price reductions obtained.

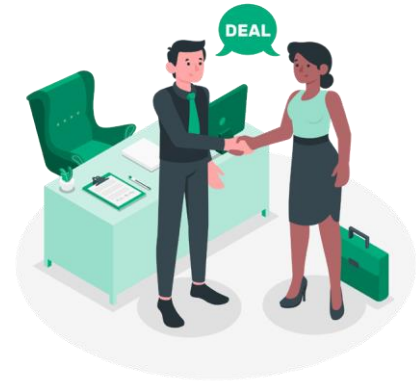
You will find the associated decree on the declaration procedure on the platform by following this link:

<https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000045640134>



Presentation of the philosophy of climate contracts

A tool to promote the voluntary commitments of companies



The introduction of climate contracts aims **to promote the commitments and actions implemented by companies and their representative organizations** in favor of more sustainable practices in commercial communications. Many companies have already committed themselves or have expressed the wish to commit themselves in this direction. The climate contract is therefore a **tool to highlight the responsible practices of companies and their representative organizations** on the subject of advertising and to support this fundamental trend, desired by companies and civil society.

For this reason, climate contracts are based on **the voluntary participation of organizations**, particularly those obliged to report to the online platform, but also those who simply wish to make a commitment in this field. Climate contracts do not represent an obligation, **since all the commitments drawn up and signed by organizations are voluntary and built at the discretion of each organization**. The company subject to the reporting obligation can also decide not to subscribe to a climate contract.

The necessary ambition of the commitments taken by the companies



However, companies subject to the declaration obligation on the online platform that do not conclude a climate contract will be publicly exposed by the public authorities, in **a “name and shame” logic**.

The public authorities also insist on **the need for companies to include ambitious commitments and indicators in climate contracts** in terms of taking into account environmental issues in advertising and commercial practices. **The government will submit a report on the effectiveness of climate contracts to the Parliament in the summer of 2023** (Article 14 of the Climate & Resilience Law). The latter will be able to verify whether the contracts have been implemented, but also whether the commitments made are both ambitious and fulfilled by the signatory organizations. If this is not the case, **more restrictive measures in terms of regulation of advertising and commercial practices could be envisaged, as discussed during the parliamentary debates in 2021**.



Presentation of the general structure of climate contracts

The contracts are divided into two parts:

A cross-sectoral part which concerns the general commitments of all the signatories of a climate contract, whatever their trade or sector of activity, as well as commitments which are specific to certain organizations (ARPP, Union des marques, Filière Communication).

A sectoral part which concerns the commitments that are specific to the different sectors of activity. It is prepared by the representative organizations and/or individually by the signatory companies.

The commitments of the sectoral part of the climate contract will be divided into 5 predefined areas. These areas were decided in consultation with companies and representative organizations in the framework of working groups chaired by the Arcom (Audiovisual and Digital Communication Regulatory Authority) and the CGDD (General Commission for Sustainable Development) in 2021-2022:



- Commitments regarding the **type of products and services promoted** in commercial communications



- **Lifestyle and behavioral** commitments promoted or referred to in commercial communications



- Commitments regarding **the production** of commercial communications



- Commitments concerning **the awareness and training of employees** of the industry to the challenges of the ecological transition



- **“Other” commitments**, allowing each organization to develop its own commitments and additional indicators that do not fit into the above-mentioned areas

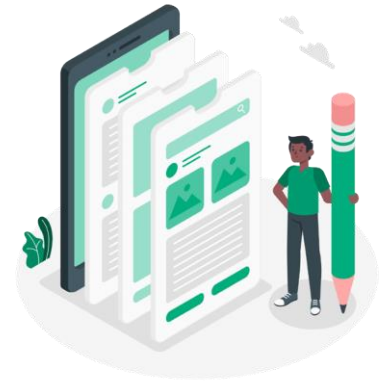
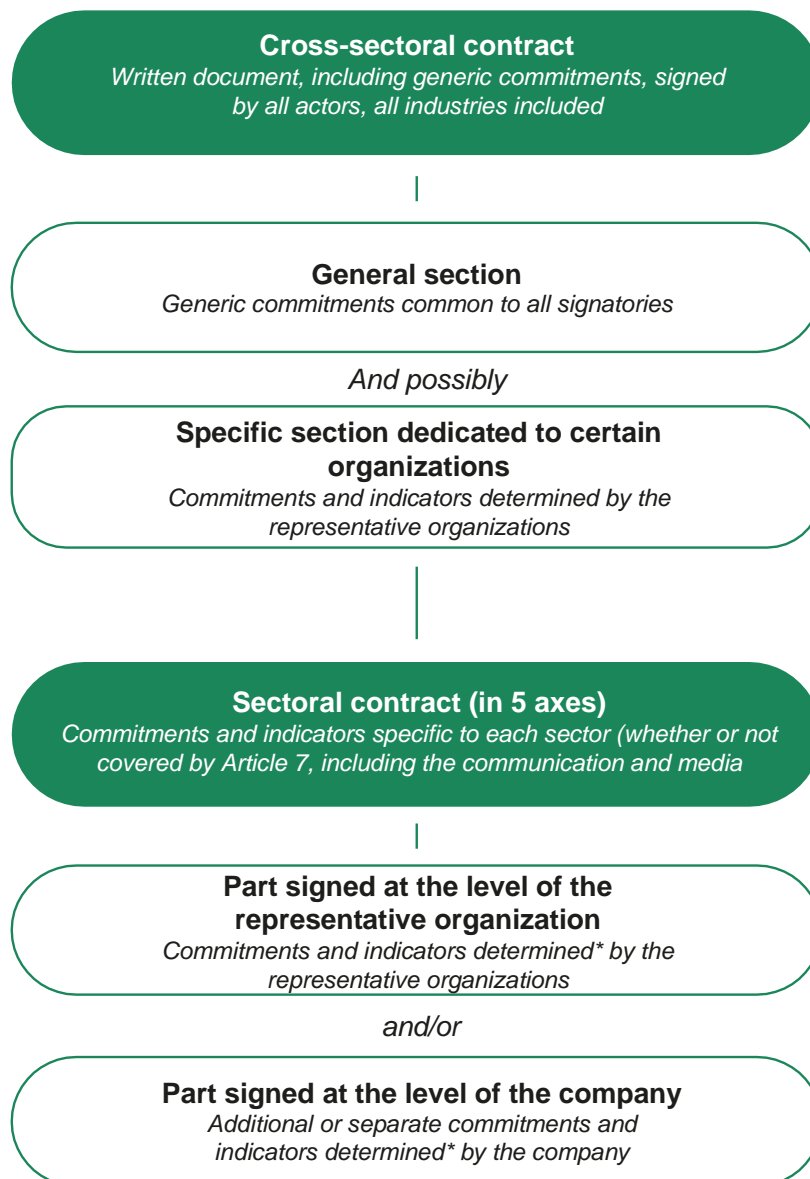


Diagram of the Structure of the climate contracts



* The signatory (representative organization or company) composes its sectoral contract by:

1st: Drafting the commitments using the methodological guide

2nd: Selecting indicators from the list of proposals co-constructed by the representative organization

3rd: Selecting other commitments and indicators of its choice



The different situations of a climate contract signatory (1/2)

	Commitment to the cross-sectoral contract		Drafting of a sectoral contract	
	General section	Specific section	Sectoral section	Company section
Supra-representative organization wishing to draft its commitments in the specific part of the cross-sectoral contract (ARPP, Union des marques, Filière communication)	Yes	Yes	No	No
Representative organization	Yes	Options Yes / No	Yes	No
Company/Organization	Yes	No	Options*	

* A company must adhere to one of three options:

- either to the sectoral section of one (or more) representative organization(s),
- or to the sectoral section of one (or more) representative organization(s) completed by a company section,
- or to its company section only, without including a sectoral section.



The different situations of a climate contract signatory (2/2)

I am a representative organization

I subscribe to

the commitments
of the general
section of the
cross-sectoral
contract

and possibly

the generic
commitments
concerning the
activity of my
organization

the commitments
with indicators that I
have defined, which
are made in the
name of my
organization and for
the companies I
represent

General section

Specific section

Cross-sectoral contract

*Part signed at the level of the
representative organization*

Sectoral contract

I am a company

I subscribe to

the commitments
of the general
section of the
cross-sectoral
contract

and possibly

the generic
commitments
concerning the
activity of my

the commitments
and indicators
drafted by my
representative
organization(s)

and/or

the
commitments
and indicators
that I have
defined for my
company

General section

Specific section

Cross-sectoral contract

*Part signed at the level of the
representative organization*

*Part signed at the level of the
company*

Sectoral contract



Declaring itself on the platform

How to access the online platform?

The online platform can be accessed at:

www.publicite-responsable.ecologie.gouv.fr



Publicité responsable

Déclarez-vous en ligne, déposez votre contrat climat

Paramètres d'affichage

Rechercher



S'engager ▾

Ils se sont engagés

Ils ne se sont pas encore engagés ▾

Comprendre la loi ▾

Ressources et FAQ ▾

Déclarer votre organisation et déposer votre contrat climat

Comprendre les étapes en suivant le tutoriel





Declaring on the platform

What information can be found on the online platform?

The online platform set up by the public authorities allows:



In the **“S'engager”** tab, to:

- Check if my company is concerned by the obligation to sign in on the platform,
- Proceed to its declaration on the platform,
- Submit your climate contract, using a downloadable climate contract template



In the **“Ils se sont engagés”** tab, to access the list of companies and organizations that have signed a climate contract, whether or not they are subject to the law.



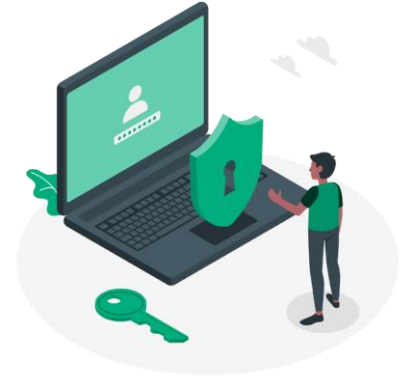
In the **“Ils ne sont pas encore engagés”** tab, to access the list of companies subject to the declaration obligation and having signed in but not having signed a climate contract, as well as the list of companies subject to the declaration obligation not having signed in and not having signed a climate contract.



In the **“Comprendre la loi”** tab, to access resources to understand the ins and outs of the Climate and Resilience Law and the reporting obligation that is included in it.



In the **“Resources et FAQ”** tab, to access additional useful resources for a good understanding of the law, the obligation to sign in and to draft climate contracts.



Declaring itself on the platform

How to sign in on the online platform?

To proceed with the declaration on the platform, it is necessary to go **to the “Se déclarer” page of the “S’engager” tab**. The company will then be redirected to a declaration form on the Démarches simplifiées website.

Beforehand, it may be interesting to check whether the company is required to report. To do this, the company can go to **the “Suis-je concerné ?” page** of the same tab.

Please note that each declarant will receive an **electronic confirmation of the transmission of its declaration** within 10 working days.

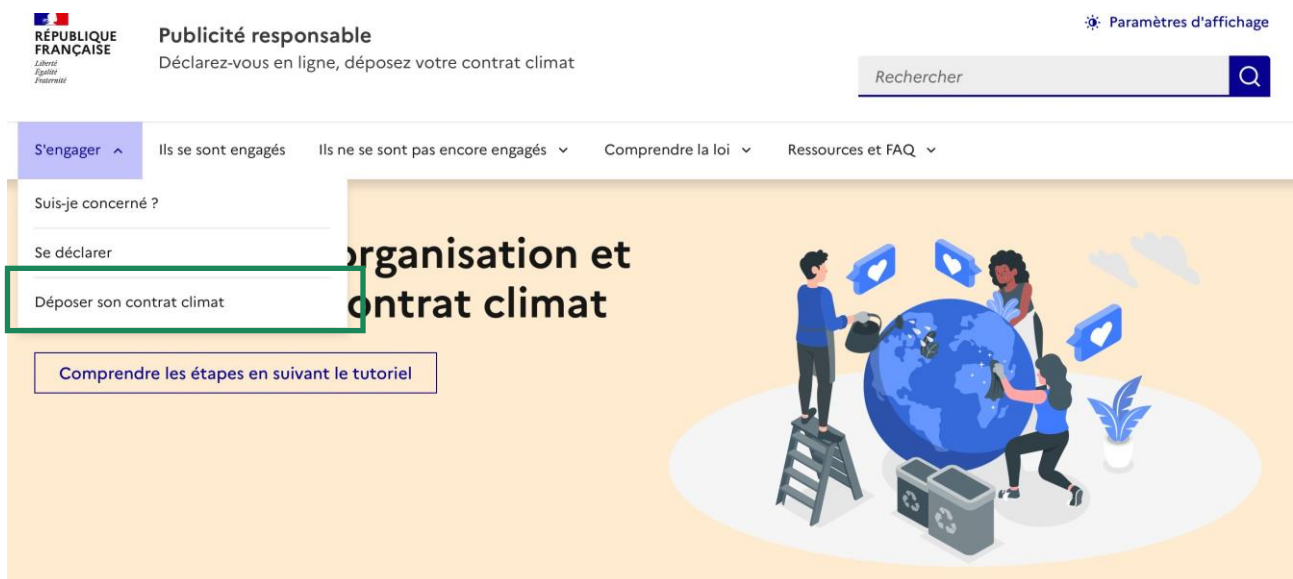


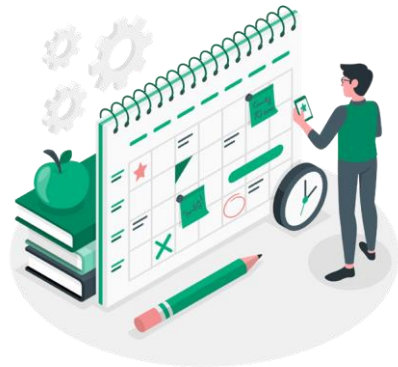
Declaring on the platform

How and where to submit your climate contract?

To submit a climate contract on the platform, it is necessary to go to **the “Déposer son contrat climat” page in the “S’engager” tab**. The organization must then :

- Download the climate contract template and complete the sectoral part
- Submit the climate contract once it has been drafted via the Démarches simplifiées form





Declaring on the platform

When should the company register on the platform and submit its climate contract?

Declaration: each calendar year, companies concerned by the declaration obligation must sign in on the platform before May 31st. Each declarant receives an electronic confirmation of the transmission of its declaration within 10 working days.

Climate contract: each company (whether or not concerned by the reporting obligation) can voluntarily draft a climate contract.

For the first year only, a first version must be submitted before June 30th, 2022, then a new (improved) version of the climate contract may be submitted before December 31, 2022, if necessary.

From 2023 onwards, new versions or first versions for newly committed actors must be filed by June 30th of each year to be part of the annual update.

The climate contracts have no predefined validity period, however, the companies concerned by the reporting obligation will have to file a contract (identical or not) every year on the platform. For the other organizations, the contracts are valid as long as a new version is not filed.



Declaring on the platform

Procedure and sanctions for failure to report



Procedure:

Before June 10th of each year, **the ministry in charge of the environment notifies the failure to declare** to the legal entities subject to the law, **which then have until June 30 of the same calendar year to justify the absence of declaration** on the platform by providing the necessary financial or accounting documents or to regularize their situation by proceeding with their declaration as provided for in Article R.229-124 of the Environmental Code.



Sanctions:

As of January 1st, 2023, any failure to declare on the publicite-responsable.ecologie.gouv.fr platform by the professionals concerned under Article 7 of the Climate and Resilience Law is punishable by **an administrative fine of up to 30,000 euros**.

When importers, distributors or other marketers of the goods and services mentioned in article R.229-125 of the Environment Code are holders of the rights to one or more trade names, trademarks or signs, the declaration they make on their behalf in application of this article also includes, unless expressly stated otherwise, all importers, distributors and their networks of retailers or other marketers of the goods and services mentioned in article R.229-125 **authorized by them to use the trade names, trademarks and signs concerned**. The declarant may make a declaration in the name and on behalf of several legal entities subject to this obligation. It shall indicate the list of such entities, where applicable.

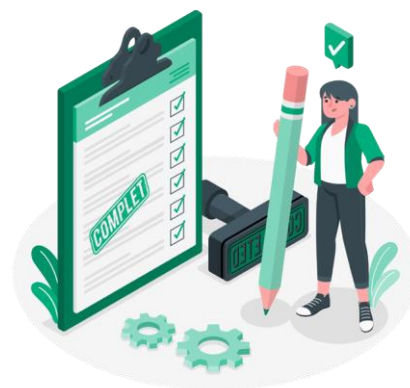


Declaring on the platform

Which companies are required to register on the platform?

Each calendar year, between January 1 and May 31, importers, distributors or other marketers of goods and services mentioned in Article R.229-125 of the Environmental Code are required to sign in on the digital platform whose data are made public.

When importers, distributors or other marketers of the goods and services mentioned in article R.229-126 of the Environmental Code are holders of the rights to one or more trademarks or signs, **the declaration they make on their behalf pursuant to this article also includes, unless expressly provided otherwise, all importers, distributors and their networks of retailers or other marketers of the goods and services mentioned in article R.229-126 of the Environmental Code who are authorized to use the trademarks and signs concerned.**



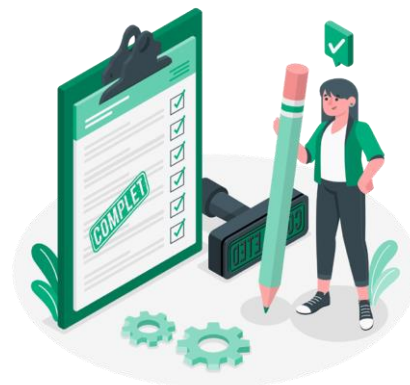
Drafting a climate contract

Downloading the climate contract template and accessing the “Démarches simplifiées” website

To download the climate contract template to be completed, it is necessary to click on the « **S’engager** » > « **Déposer son contrat climat** » tab of the digital platform.

Each company wishing to sign a climate contract must submit it on the “Démarches simplifiées” website, also available from the « S’engager » > « Déposer son contrat climat » tab.





Drafting a climate contract

General information

Step 1: Each company wishing to commit to an ecological transition of its commercial communications will sign **its own climate contract**, even if the representative organization of its sector has signed a climate contract.

Items to be completed by the signatory company (boxes) :

Contrat climat	
<i>Communications commerciales et transition écologique</i>	
Organisation signataire :	Logo de l'organisation
Date de signature du contrat :	
Informations générales sur l'organisation signataire	
Dénomination sociale ou dénomination de l'organisation :	
Organisation(s)/entreprise(s) étant concernées par ce contrat climat :	



Drafting a climate contract

Cross-sectoral part

Step 2: Each company wishing to subscribe to a climate contract will commit to respecting at least the terms of the general section of the cross-sectoral contract. The cross-sectoral contract is not sufficient to subscribe to a climate contract.

The cross-sectoral part of the climate contract includes two separate sections:

- A first section presenting the commitments made by all the signatories, and which they are therefore all bound to respect in their entirety.
- A second section presenting, **for organizations that wish to do so (ARPP, Union des marques, Filière communication)**, the commitments made and that specifically concern them and their members. The companies that do not control them are of course not responsible for the respect of these commitments.

Contrat transversal
Section à conserver

Pour limiter le dérèglement climatique, il est nécessaire d'impulser et d'accompagner des évolutions de comportements afin de favoriser des modes de vie et de consommation ayant moins d'impact sur l'environnement (limitation des pressions néfastes sur le climat, les ressources et la biodiversité). La communication commerciale peut jouer un rôle majeur dans ces évolutions. Au-delà de simplement susciter l'acte d'achat pour un produit ou un service par exemple, la communication commerciale met en scène des comportements et des modes de vie qu'il est nécessaire d'adapter et/ou d'utiliser pour favoriser une transition vers une société et des modèles économiques plus durables.

L'ensemble des acteurs de la chaîne de valeur de la communication, définis dans l'introduction du présent document, partagent ces objectifs, et entendent prendre part chacun à leur niveau, aux évolutions nécessaires à la transition écologique.

Sous l'égide de l'Autorité de régulation de la communication audiovisuelle et numérique (Arcom), l'ensemble des acteurs, définis dans l'introduction du présent document, se sont fédérés pour élaborer un code de bonnes pratiques qui reprend leurs engagements propices à la transition écologique dans les communications commerciales principalement, mais aussi dans les messages d'intérêt général et les contenus éditoriaux.

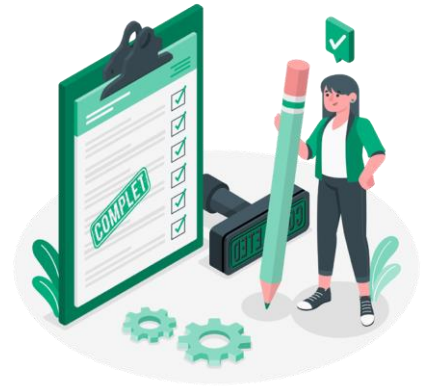
Ainsi, les acteurs pourront selon leurs rôles respectifs et leurs possibilités, prendre des engagements sur un ou plusieurs axes parmi les axes suivants :

1. Encourager, dans les communications commerciales, **la promotion de produits ou services avec un faible impact sur l'environnement** (climat, ressources, biodiversité) et visant à **réduire de manière significative les communications commerciales relatives à des biens et services ayant un impact négatif élevé** sur l'environnement ;
2. Encourager, notamment dans les communications commerciales, **l'évolution des modes de vie et comportements** en cohérence avec l'objectif de moindre impact sur l'environnement ;
3. Proposer et encourager des **modes de production** des communications commerciales avec un faible impact sur l'environnement ;
4. **Sensibiliser et former leurs collaborateurs** aux enjeux de la transition écologique dans les communications commerciales, et aux bonnes pratiques associées ;
5. Tout **autre engagement** en faveur de la transition écologique.

Conscients de leur responsabilité et de leur influence auprès du grand public, les signataires s'attachent à rendre compte à l'ARCOM des mesures entreprises à leur niveau pour la mise en œuvre de leurs engagements.

Ce Contrat, valable et applicable à cadre juridique constant (hors interdictions publicitaire issues de la Loi Climat & Résilience), fera l'objet d'une évaluation annuelle menée sous la responsabilité de l'Arcom qui, le cas échéant, pourra s'adjoindre le concours de toute autre autorité compétente en matière d'environnement.

Cette évaluation portera sur la mise en œuvre de ces mesures, et servira à l'Arcom pour rendre compte aux autorités publiques et notamment au Parlement.



Drafting a climate contract

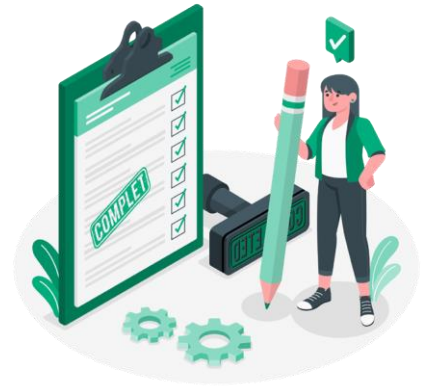
Sectoral part (1/3)

The "sectoral" part of the climate contract is divided into 5 axes:

- Encouraging, in commercial communications, **the promotion of products or services with a low impact on the environment** (climate, resources, biodiversity) and aiming to significantly reduce commercial communications relating to goods and services with a high negative impact on the environment,
- Encouraging, in commercial communications, **the evolution of lifestyles and behaviors** consistent with the objective of less impact on the environment,
- Proposing and encouraging **modes of production** of commercial communications with a low impact on the environment,
- **Raising awareness and training their employees** on the challenges of the ecological transition in commercial communications, and on the associated good practices,
- **Any other commitment** in favor of the ecological transition.

Filling this sectoral part is necessary to subscribe to a Climate Contract:

Contrat sectoriel Section à compléter			
AXE 1 – Type de produits et services promus dans les communications commerciales			
A l'échelle de la branche sectorielle / fédération / association / etc.		A l'échelle de l'entreprise	
Engagements	Indicateurs	Engagements	Indicateurs



Drafting a climate contract Sectoral part (2/3)

Each of these 5 axes distinguishes **two types of commitments and associated indicators**:

- Those made **at the level of the sector/federation/association/representative organization/etc.**;
- Those made **at the level of the individual company**.

The "face-to-face" construction of the commitments makes it easy to visualize the possible commitments for which the companies wish **to go further than their sector branch / federation / association / representative organization / etc.**, if commitments exist of course. Otherwise, this column is left empty.

Thus, each signatory company can:

- Adopt the commitments and indicators drawn up at the level of its representative organization.
- Draft its own commitments and indicators, without necessarily taking up all or part of the commitments established by its representative organization.

Contrat sectoriel

Section à compléter

AXE 1 – Type de produits et services promus dans les communications commerciales

A l'échelle de la branche sectorielle / fédération / association / etc.

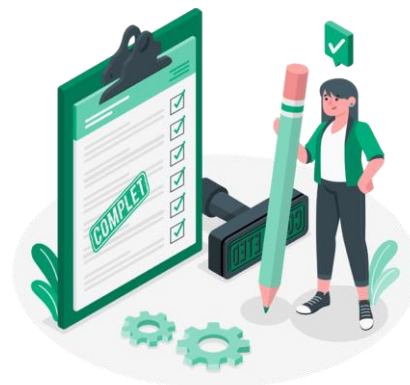
A l'échelle de l'entreprise

Engagements

Indicateurs

Engagements

Indicateurs



Drafting a climate contract

Sectoral part (3/3)

Step 3: The signatory companies and organizations will commit themselves **to a free number of commitments around the 5 axes.**




- Commitments and indicators made by the representative organization
- Commitments and indicators made at the individual company level

Contrat sectoriel Section à compléter			
AXE 1 – Type de produits et services promus dans les communications commerciales			
A l'échelle de la branche sectorielle / fédération / association / etc.		A l'échelle de l'entreprise	
Engagements	Indicateurs	Engagements	Indicateurs



Sectoral contract

Examples of commitments and indicators

Advertiser	
 AXIS 1 - Type of products and services promoted in commercial communications	
 Commitments	 Indicators
<p>Making visible and progressively generalizing the information and/or environmental assessment of promoted products or services in all forms of commercial communication.</p>	<ul style="list-style-type: none"> - Number of commercial communications incorporating clear and legible environmental information (regulatory label, reparability index or environmental label identified by ADEME¹) and total number of commercial communications produced over a fiscal year - List of environmental information used in commercial communications - Amount and share of the communication budget dedicated to commercial communications integrating clear and legible environmental information, compared to the total budget dedicated to commercial communications of lower impact products
<p>Significantly reducing commercial communications for products or services with a high negative impact on the environment² and increase commercial communications for products with a lower negative impact (particularly in terms of greenhouse gas emissions, damage to biodiversity, and consumption of energy and other natural resources over their entire life cycle) so as not to exceed, in any one year, XX commercial communications with a high negative impact on the environment and XX € of the communications budget dedicated to these products and services, and not to devote to them more than XX% of annual communications.</p>	<ul style="list-style-type: none"> - Scope, methodology, thresholds and tools used to measure the environmental impact of the products or services promoted - List and number of commercial communications produced over a fiscal year with environmental information on the products promoted (regulatory label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, excluding any “self-declaration”) - Amount and share of the communication budget dedicated to commercial communications by type of environmental information of the promoted products (regulatory label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, excluding any “self-declaration”) compared to the total communication budget over a fiscal year

¹ <https://agirpourttransition.ademe.fr/particuliers/labels-environnementaux>.

² Work by the Ministry of Ecological Transition and ADEME is underway to propose a definition of strong negative environmental impact for a number of product categories, to which actors should refer once it is published.



<p><u>Household appliance sector</u></p>	<p>Significantly reducing marketing communications and the communications budget for products with a high negative impact on the environment and increasing marketing communications for products with a lower negative impact (particularly in terms of greenhouse gas emissions, and consumption of energy and other natural resources over their entire life cycle) so that no more than XX commercial communications with a high negative impact on the environment and XX€ of the communication budget are dedicated to each of these types of products in any one year, and no more than X% of the annual communication is devoted to them.</p>	<ul style="list-style-type: none"> - Scope, methodology, thresholds and tools used to measure the environmental impact of the products or services promoted - List and number of commercial communications produced over a fiscal year with environmental information on the products promoted (energy label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, excluding any "self-declaration") - Amount and share of the communication budget dedicated to commercial communications by type of environmental information of the promoted products (energy label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, excluding any "self-declaration") in relation to the total communication budget over a fiscal year
<p><u>Automotive industry</u></p>	<p>Significantly reducing commercial communications for vehicles with a high environmental impact and increasing commercial communications for products with a lower negative impact (particularly in terms of greenhouse gas emissions, damage to biodiversity, and consumption of energy and other natural resources over their entire life cycle) so as not to exceed, in any one year, XX commercial communications with a high negative impact on the environment and XX € of the communication budget dedicated to these products, and not to devote more than XX% of annual communication to them.</p>	<ul style="list-style-type: none"> - Scope, methodology, thresholds and tools used to measure the environmental impact of promoted products or services - List and number of commercial communications produced during a fiscal year, accompanied by environmental information on the products promoted (class of CO2 emissions, type of energy of the vehicles promoted: electric, hybrid; rechargeable hybrid; thermal; weight of the vehicle, other; environmental label identified by ADEME and any other environmental information deemed useful with the exception of any "self-declaration") - Amount and share of the communication budget dedicated to commercial communications by type of environmental information of the promoted products (class of CO2 emissions, type of energy of the promoted vehicles: electric, hybrid; rechargeable hybrid; thermal; weight of the vehicle, other; environmental label identified by ADEME and any other environmental information deemed useful except for any "self-declaration")



AXIS 2 - Lifestyle and behaviors promoted or suggested in commercial communications

Commitments	Indicators
<p>Identifying and reducing, then progressively stopping, commercial communications that promote narratives and lifestyles that do not allow for the ecological transition (mobility, housing, food, leisure, tourism, clothing, in particular).</p> <p>Proposing commercial communications that promote narratives and lifestyles that are in line with the needs of the ecological transition (see for example the EpE's Lifestyle Representations and the Ecological Transition guide).</p>	<ul style="list-style-type: none"> - Number of "advertiser briefs" integrating a demand for stories and lifestyles that allow for the ecological transition (active mobility such as cycling and walking, housing that consumes less land and highlighting all types of housing, including shared housing, car-sharing, diversified food, repair, reuse, rental and sharing of products) and the total number of "advertiser briefs" over the course of a fiscal year - List and number of commercial communications integrating narratives, imaginaries, values or messages, making the ecological transition desirable (active mobility such as cycling and walking, housing that consumes less land, car-sharing, repair, reuse, rental and sharing of products, etc.) and total number of commercial communications produced, over one fiscal year - List and number of commercial communications identified; reduced; stopped integrating narratives, imaginaries, values or messages that do not allow for the ecological transition and total number of commercial communications produced over a fiscal year
<p>Including in commercial communications messages about the sober use of the products or services being promoted</p>	<ul style="list-style-type: none"> - List and number of marketing communications that include sober use messages and their content
<p>Encouraging environmentally friendly behavior through ad hoc information campaigns</p>	<ul style="list-style-type: none"> - List and number of ad hoc information campaigns - Amount and share of the communication budget devoted to ad hoc campaigns in relation to the total communication budget for a fiscal year



Representing the use of its products or services in its communications in accordance with the principles of sustainable development and including in its communications an education on the responsible use of products or services.	<ul style="list-style-type: none"> - List and number of commercial communications representing the use of its products or services in accordance with the principles of sustainable development and educating on the responsible use of its products or services - Amount and share of the communication budget devoted to these commercial communications in relation to the total communication budget for a fiscal year
Having its national commercial communications containing an ecological argument checked by the ARPP in order to avoid favourably presenting the environmental impact of products and services that have a strong negative impact on the environment (in particular in terms of greenhouse gas emissions, damage to biodiversity and consumption of energy and other natural resources over their entire life cycle).	<ul style="list-style-type: none"> - Number of ARPP consultations prior to the publication of advertisements (excluding mandatory consultations) - Number of "favorable" opinions under the sustainable development recommendation - Number of notices "to be modified" concerning sustainable development - Number of notices "not to be published" concerning sustainable development

AXIS 3 - Production methods of commercial communications



Commitments	Indicators
Systematically integrating into purchasing strategies criteria aimed at the use of media and/or communication processes with environmental labels or certifications (in particular ISO 20121, FSC, PEFC, Numérique Responsable, Prestadd).	<ul style="list-style-type: none"> - List and number of existing certified/labeled communication supports and/or processes and number of existing communication supports and/or processes - Share of the communication budget devoted to certified/labeled communication supports and/or processes in relation to the total communication budget over a fiscal year
Designing and/or using a carbon calculator.	<ul style="list-style-type: none"> - Carbon calculator method and associated results



<p>Implementing a guide containing a set of environmental criteria applied to its commercial communications and their production (its printed documents, its outdoor advertising, its press inserts, its sponsorship and patronage actions, its commercial communication at the point of sale, its stands and events, its audiovisual productions, its digital communications).</p>	<ul style="list-style-type: none"> - Guide content - Share of procurement or support processes in which the guide was used upstream of decision making compared to all procurement or support processes
<p>Having a responsible purchasing charter and/or environmental parameters for the selection of its partners (agencies, service providers, etc.) for communication (ad hoc or in connection with the RSE Agences actives label, Ecovadis approach, BCorp).</p>	<ul style="list-style-type: none"> - Content of the sustainable procurement charter and/or environmental parameters applied - Percentage of purchasing processes in which the sustainable purchasing charter and/or environmental parameters were used - Number and share of calls for tenders integrating environmental criteria in communication actions (all types of media)
<div data-bbox="108 1328 193 1413"> </div> <p>AXIS 4 - Raising awareness and training employees in the challenges of the ecological transition in commercial communications and in related good practices</p>	
<div data-bbox="272 1536 336 1576"> </div> <p>Commitments</p>	<div data-bbox="930 1532 991 1576"> </div> <p>Indicators</p>
<ul style="list-style-type: none"> - Sensitizing stakeholders to encourage commercial communications in favor of responsible practices that promote stories and lifestyles in line with the challenges of the ecological transition (mobility, housing, food, leisure, tourism, clothing, etc.; see for example the EpE's Lifestyle Representations and the Ecological Transition guide). 	<ul style="list-style-type: none"> - Summary of the content of the proposed training/awareness-raising sessions - List of dialogue sessions with stakeholders in order to integrate stories, images, values or messages making the ecological transition desirable (e.g., environmental associations, consumer associations, ADEME)



Training all employees in the communications, press and marketing departments on the challenges of the ecological transition and their application to commercial communications via external service providers or internal awareness campaigns.

Number of employees trained (as a proportion of those contributing to the communication strategy) to:

- The challenges of the ecological transition
- Their application in commercial communications, particularly through the representation of lifestyles that have less negative impact on the environment
- The objective of reducing commercial communications for products or services with a high negative impact on the environment in favor of commercial communications for products or services with a low environmental impact
- The prevention of commercial communications that favorably present the environmental impact of products or services with a high negative impact on the environment (particularly in terms of greenhouse gas emissions, damage to biodiversity and consumption of energy and other natural resources over their entire life cycle)
- Compliance with ARPP's ethical rules

and the proportion of employees trained in these issues as a proportion of the total workforce.



AXIS 5 - Other commitments in favor of the ecological transition



Commitments





Indicators



Advertising sales houses



AXIS 1 - Type of products and services promoted in commercial communications

	 Commitments	 Indicators
<u>Digital industry</u>	<p>Significantly reducing the number and hourly volume (if applicable) of commercial communications broadcast on digital screens for products or services with a high negative impact on the environment and increasing commercial communications for products with a lesser negative impact, in compliance with the contractual conditions applicable to each universe and the editorial choices of each operator</p>	<p>List, number and hourly volume (if applicable) of commercial communications broadcast on digital screens over a fiscal year accompanied by the environmental information of the products or services promoted when available (regulatory label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, excluding any "self-declaration").</p>



AXIS 2 - Lifestyle and behaviors promoted or suggested in commercial communications

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AXIS 3 - Production methods of commercial communications

Commitments	Indicators
<p>Designing and using a carbon calculator to measure the carbon impact of marketing communications (the company can choose to limit itself to certain campaigns/media/products or services); defining and monitoring a CO2 emissions reduction trajectory</p>	<ul style="list-style-type: none"> - Carbon calculator method and selected perimeter - Definition of medium and long-term emission reduction targets and public communication of these targets - Associated results and in particular: <ul style="list-style-type: none"> - Volume and share of reduction targeted - Volume and share of reduction achieved in relation to the overall volume of CO2 emissions per year





AXIS 4 - Raising awareness and training employees in the challenges of the ecological transition in commercial communications and in related good practices

 Commitments	 Indicators
Encouraging the reduction of commercial communications for products or services that have a high negative impact on the environment.	<ul style="list-style-type: none">- Summary of proposed awareness-raising actions- List and number of commercial communications disseminated during a fiscal year, accompanied by the environmental information of the products or services promoted when available (regulatory label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, with the exception of any "self-declaration")
Encouraging commercial communications in favor of responsible practices, promoting stories and lifestyles in line with the challenges of ecological transition (mobility, housing, food, leisure, tourism, clothing, etc.; see for example the EpE's Representations of lifestyles and ecological transition guide).	<ul style="list-style-type: none">- Summary of proposed awareness-raising actions- List and number of commercial communications in favor of responsible practices promoting stories and lifestyles in line with the challenges of ecological transition (mobility, housing, food, leisure, tourism, clothing, etc.) and total number of commercial communications disseminated over a fiscal year



AXIS 5 - Other commitments in favor of the ecological transition

 Commitments	 Indicators
Proposing specific commercial conditions (excluding any pricing reference) to encourage the dissemination of general interest messages in favor of the ecological transition, responsible practices and the use of less polluting products	<ul style="list-style-type: none">- Content of the specific commercial conditions relating to public service announcements in favor of the ecological transition, responsible practices and the use of less polluting products- Number and hourly volume (if applicable), rendered on an annual and quarterly basis, of general interest messages in favor of the ecological transition, responsible practices, and the use of less polluting and less greenhouse gas emitting products
Monitoring the commitments made by a CSR committee. Making public an exhaustive annual report on its work and actions.	Number of meetings and minutes produced.



Communication Consulting and Media Agencies



AXIS 1 - Type of products and services promoted in commercial communications



AXIS 2 - Lifestyle and behaviors promoted or suggested in commercial communications



AXIS 3 - Production methods of commercial communications

Commitments

Indicators

Designing and using a carbon calculator to measure the carbon impact of marketing communications (the company can choose to limit itself to certain campaigns/media/products or services); defining and monitoring a CO2 emissions reduction trajectory

- Carbon calculator method and selected perimeter
- Definition of medium and long-term emission reduction targets and public communication of these targets
- Associated results and in particular:
 - Volume and share of reduction targeted
 - Volume and share of reduction achieved in relation to the overall volume of CO2 emissions per year

Apply eco-production criteria and/or set up one or several eco-production charter(s) and act for a responsible digital.

- List of eco-production criteria
- Stipulations and assessments of the eco-production charter(s)
- List, number and share of "eco-designed" programs
- List of eco-designed digital actions and services





Reducing the environmental impact of agencies (particularly in terms of greenhouse gas emissions, biodiversity damage, and consumption of energy and other natural resources over the entire product life cycle).

- List of actions to reduce the company's environmental impact



AXIS 4 - Raising awareness and training employees in the challenges of the ecological transition in commercial communications and in related good practices

 Commitments		 Indicators
Communication Consulting Agencies	Encouraging in proposals to customers to make visible the environmental information and/or assessment of the promoted good or service in any form of commercial communication.	<ul style="list-style-type: none"> - Summary of proposals to customers encouraging visible environmental information and/or assessment of the promoted good or service - Number of commercial communications incorporating clear and legible environmental information and/or evaluation and total number of commercial communications produced in a fiscal year
	Encouraging its clients to significantly reduce the number of campaigns for products and services that have a high negative impact on the environment.	<ul style="list-style-type: none"> - List of awareness actions - List, number and hourly volume of commercial communications produced over a financial year, accompanied by environmental information on the products or services promoted when available (regulatory label, environmental label identified by ADEME, reparability index and any other environmental information deemed useful, with the exception of any "self-declaration")



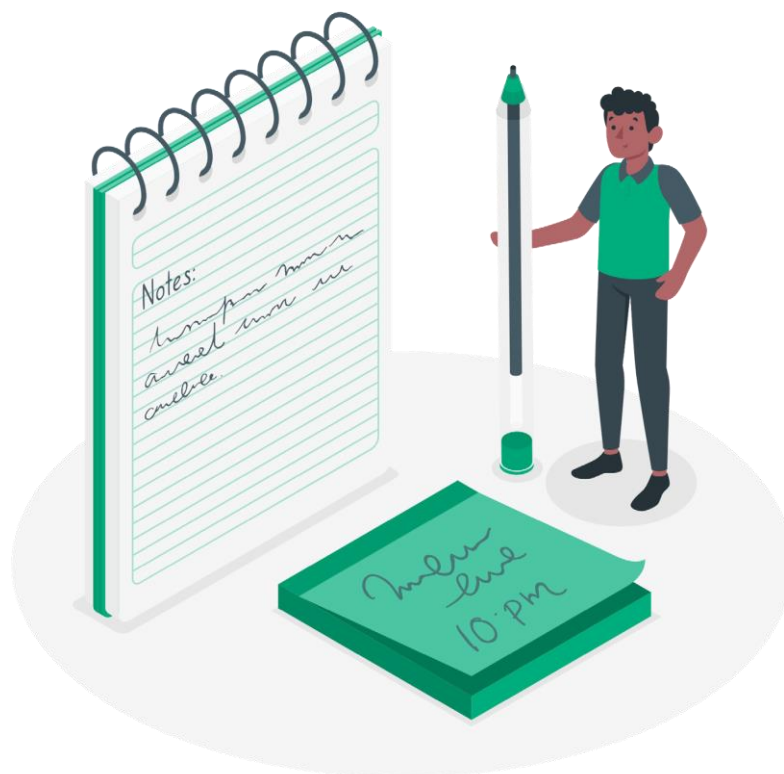
Communication Consulting Agencies	Undertaking training and awareness-raising initiatives for employees, particularly sales and marketing teams, as well as for stakeholders in the ecosystem, on the challenges of the ecological transition and responsible communication.	<ul style="list-style-type: none">- Percentage of trained employees- List and summary of the content of the training/awareness-raising activities
	Training teams and raising the awareness of partners to encourage the representation in commercial communications of stories and lifestyles that are in line with the challenges of the ecological transition (see for example the EpE's Representations of lifestyles and the ecological transition guide).	<ul style="list-style-type: none">- Percentage of trained employees- List and summary of the content of the training/awareness-raising activities



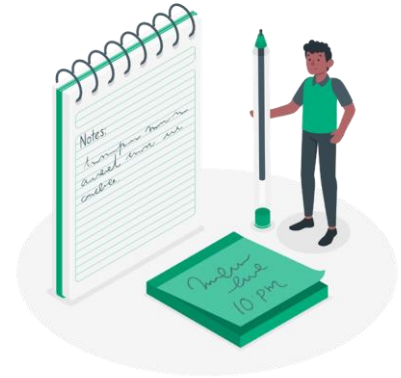
AXIS 5 - Other commitments in favor of the ecological transition

Media and online platforms

Examples of commitments and indicators for the media industry and online platforms are under construction.



3. Glossary



Glossary (1/4)

Actors of the communication and advertising industry

The actors of the communication and advertising industry concerned by the voluntary subscription of a climate contract are the following:

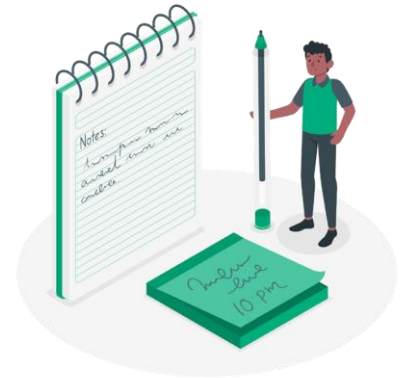
- Advertisers, organizations or companies that initiate an advertising communication operation to promote their products, services, activities or brands
- Communication agencies (consulting and production agencies) that design and produce communication for advertisers
- Media agencies that organize media plans and structure the performance of campaigns on behalf of advertisers
- Advertising sales houses that market advertising space on behalf of the media, editorial content media (TV, radio, press, etc.), digital platforms, digital sites and applications, broadcast media (outdoor advertising, cinema, etc.) and direct marketing media
- The ARPP (Professional Advertising Regulation Authority), a self-regulatory body for the advertising sector, in consultation with civil society
- Professional organizations representing companies that use or contribute to commercial communication
- The Filière Communication, which includes various communication professions, from generalists to pure players, from agencies (advertising, public relations, events, specialized agencies, media agencies) to advertising sales houses (either independent or belonging to the media).

Advertisers

Organizations or companies that initiate an advertising communication operation to promote their products, services, activities or brands.

Advertising

All the actions implemented by an economic operator or by any other entity (association, public service, etc.), with the aim of making itself known, distinguishing itself, and/or communicating on its products or services in order, essentially, to promote their sale. The object, for the benefit of which the communication is realized, can be material (good, product), immaterial (service, event, cause) or institutional (brand, company).



Glossary (2/4)

Advertising sales houses

Advertising sales houses market advertising space, particularly on behalf of editorial content media (TV, radio, press, etc.), digital platforms, digital sites and applications, broadcast media (outdoor advertising, cinema, etc.) and direct marketing media.

Arcom

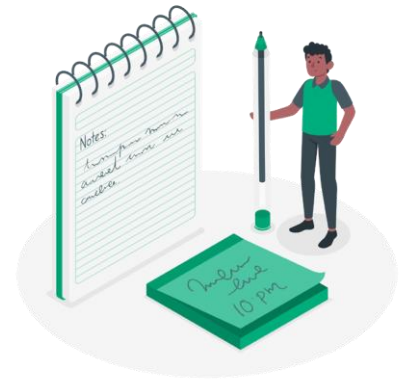
The Arcom (Audiovisual and Digital Communication Regulatory Authority) is the regulatory authority for audiovisual and digital communication, born from the merger of the CSA (Superior Audiovisual Council) and the Hadopi (High Authority for the distribution of works and the protection of rights on the Internet). The Arcom, with the assistance of ADEME, will carry out an assessment of the effectiveness of the climate contracts signed by the stakeholders of the commercial communications sector on audiovisual media services and on services published by online platform operators. In particular, the Arcom will assess whether the purpose of the climate contracts, i.e., to significantly reduce commercial communications for goods and services with a negative impact on the environment and to prevent the favorable presentation of the environmental impact for these same goods or services, is being achieved.

ARPP

The ARPP (Professional Advertising Regulation Authority) acts in favor of fair, truthful, healthy and respectful advertising by examining the content of advertising messages, whatever the means of dissemination, in order to reconcile the freedom of expression of professionals and the respect of consumers.

CGDD

Established in 2008, the CGDD (General Commission for Sustainable Development) provides information and knowledge to support the actions of the Ministry of Ecological Transition in all its areas of competence.



Glossary (3/4)

Commercial communication

All forms of communication designed to promote the products, services or image of a company or organization to end consumers or distributors. This definition covers all forms of advertising, direct marketing, sponsorship, teleshopping, product placement, sales promotion and public relations, as well as the use of these communication tools by all goods and services sectors, public and semi-public bodies, and charitable and political organizations. Product placement and teleshopping are also considered commercial communications.

Communication agencies

The communication agency (consulting and production agency) designs and produces communication for advertisers.

Ecological transition

Evolution towards a new economic and social model, a model of sustainable development that renews our ways of consuming, producing, working and living together in order to respond to the major environmental challenges of climate change, resource scarcity, the accelerated loss of biodiversity and the multiplication of environmental health risks.

Lifestyle

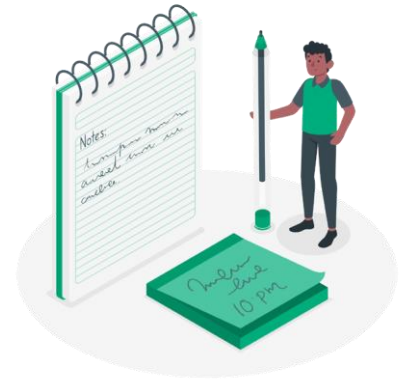
The set of practices, behaviors, needs and aspirations inherent to a person or a group of individuals, characterized from an economic, social or cultural point of view.

Media agencies

Media agencies organize media plans, buy advertising space and structure the performance of campaigns on behalf of advertisers.

Methods of diffusion of commercial communications

All the channels, media and supports used for the diffusion of commercial communications.



Glossary (4/4)

Methods of production of commercial communication

All the techniques used in the production chain of commercial communications, by the actors involved in this value chain.

Ministry of Ecological Transition

The Ministry of Ecological Transition develops and implements government policy in all areas related to ecology, energy transition and biodiversity protection.

Products and services with low environmental impact

Products and services whose entire life cycle (including production, consumption, transformation, destruction and all associated phases (transport, storage, etc.)) generates little or no greenhouse gas emissions and little or no harm to biodiversity and consumption of natural resources.

Representative organization / professional organization

Institution grouping together several legal entities having a similar object or working for a common purpose.