

Impact Report /

CONTENTS

3/

Introduction

5/

Environment

11/

Social

17/

Ethics & governance

23/

Appendix

INTRODUCTION

Our CSR Strategy: Ambitious. Collective. Action-Oriented.

We've long been **committed** — reducing waste, cutting plastics, promoting inclusion.

Covid accelerated **change**. With Paris Good Fashion, we launched a guide for sustainable image production.

Today, we measure our carbon footprint (Scopes 1, 2 & 3) and aim to cut emissions by 3% by 2026.

Our focus:

-  **Environment** (GHG, materials, waste)
-  **Social impact** (diversity, inclusion)
-  **Governance** (ethics, transparency, accountability)

But real change is collective.

Teams, clients, partners — **together**, we shape a creative and sustainable future.

Next step: Quantify. Innovate. Transform.

TIMELINE

2021	2022	2023	2024	2025
Covid – Awareness of climate issues and the importance of collective reflection Joined the association Paris Good Fashion Published the Sustainable Production Best Practices Guide – 2022	Conducted our carbon footprint assessment Formalization of our CSR priorities	Drafting of our CSR manifesto Implementation of practical tools for our teams Writing an ethical charter for our suppliers	Ecovadis Assessment (Silver) Development of a CSR policy focused on raising awareness among teams, clients, and suppliers about the ecological transition	Ecovadis Assessment (Gold) Consolidation of a CSR policy focused on raising awareness among teams, clients, and suppliers about the ecological transition

ENVIRONMENT /

ENERGY USE AND CARBON EMISSIONS /

Key actions implemented

As part of our efforts to reduce our environmental impact, we have implemented several concrete actions :

- We measure the **carbon footprint** of our shoots using the **Seco2 tool by Flying Secoya**, allowing us to better understand our emissions and reduce them progressively.
- We maintain regular **dialogue** with studios about their energy consumption, working together to identify areas for improvement. Internally, we raise awareness among our teams about **eco-friendly practices**, particularly regarding lighting, equipment use, and temperature management.
- We prioritize **LED lighting** on set and ensure responsible catering by selecting **local, seasonal, and organic products**, with a strong focus on **vegetarian options**.

Objectives

- ❑ Reduce Brachfeld’s overall carbon footprint by 3% by 2026.
- ❑ Systematically offer a carbon contribution option to our clients by 2026.
- ❑ Make red meat-free meals and predominantly vegetarian catering the standard (unless specifically requested otherwise by the client).

Total electricity consumption - 2022	13 489 kWh
% of electricity from renewable sources - 2022	50%
Total greenhouse gas (GHG) emissions - 2022	532,6 tCO₂e
% of productions that included a carbon footprint assessment - 2022	20%

WASTE AND RESOURCE MANAGEMENT /

Key actions implemented

We take a comprehensive approach to reducing our environmental impact by improving waste management, promoting material reuse, and limiting the use of plastic and food waste across all our productions :

- **Partnerships** with Les Joyeux Recycleurs, Café Joyeux, and Les Frigos Solidaires.
- Systematic **waste sorting** in offices and on set.
- Ongoing dialogue with set designers to encourage **reuse and eco-design**.
- Priority given to **rental, second-hand, and certified materials**.
- **Reduction of single-use plastics** (reusable bottles, eco-cups, washable tableware, etc.).
- **Anti-food waste measures**: portion control and redistribution of surplus meals.



% of recycled or reused production materials	60%
Quantity of waste recycled or recovered in kg (office)	116kg
Number of sorting points installed in offices	3

Objectives

- ❑ Increase the recycling rate of production materials by 10% by 2026.
- ❑ Collaborate with set designers to increase the percentage of reused materials on sets (via reuse centers / circular solutions, etc.).
- ❑ Make all our sets 100% plastic-free.

MOBILITY AND LOGISTICS /

Key actions implemented

We are implementing various actions to reduce the carbon footprint associated with travel and logistics. This includes :

- Choose **low-emission transport** (electric or hybrid taxis, electric trucks).
- Partnerships with **eco-responsible delivery services**.
- **Optimize routes and equipment loading**.
- Prioritize **accommodations near shooting locations** or with environmental commitments.
- Favor **local crews and nearby rental companies**.
- Reduce travel by **videoconferencing**.
- **Prioritize trains** over planes whenever possible.

<i>% of trips made using electric or hybrid vehicles</i>	78%
<i>% of meetings held via videoconference to avoid travel</i>	100%

Objectives

- ❑ Reach 85% of G7 rides in green vehicles by 2026.
- ❑ Offer our clients a more local shooting alternative whenever possible.

EMPLOYEE AWARENESS AND ENGAGEMENT /

Key actions implemented

We have implemented several tools and initiatives to promote more responsible practices across our productions such as :

- A **directory of committed suppliers** is available to encourage the use of responsible vendors.
- **Eco-friendly checklists**, tailored by department (sets, transportation, catering, technical equipment, studios, etc.), guide teams in reducing their environmental impact.
- On shoots, **awareness posters and guidelines** reinforce best practices, while regularly updated sorting signs facilitate waste separation in compliance with regulations. Additionally, “Did you know?” **educational messages** are shared to promote sustainable habits, such as using reusable bottles, choosing vegetarian meals, and opting for soft mobility options.

<i>% of our productions incorporating eco-responsible criteria (according to Ecoprod)</i>	100%
<i>% of employees trained on environmental issues</i>	100%
<i>% of productions with an eco-representative on set</i>	30%

Objectives

- ❑ Assign an eco-representative for each shoot.

COMMITMENTS /

Our priority is to **continue our efforts to reduce the environmental footprint of our productions** while strengthening dialogue with our clients, collaborators, and partners. The carbon assessments of our productions have identified **two main sources of emissions: sets and technical equipment**. Although these are not directly under our control, we remain committed to proposing more responsible alternatives.

To this end, we pledge to :

- **Strengthen dialogue with all stakeholders** (internal teams, suppliers, clients) to raise awareness, understand each party's constraints, and co-create sustainable alternatives.
- **Support the reflection on sets by encouraging:**
 - eco-design from the creative phase.
 - reuse and recycling through committed partners.
 - use of recycled or certified materials.
 - scenographic sobriety by limiting sets to the essentials.
- **Promote responsible practices for technical equipment by encouraging :**
 - reduction of unnecessary transportation through optimized equipment use.
 - preference for energy-efficient, refurbished, repairable, and recyclable equipment.

Aware of the challenges ahead, we continue to believe that collaboration and awareness will enable everyone to play a key role in reducing the environmental impact of our productions.

SOCIAL /

QUALITY OF WORK LIFE /

Key actions implemented

We strive to provide a **healthy, flexible, and supportive work environment** that respects individual needs. This includes :

- adherence to rest and recovery periods.
- **flexible working hours.**
- **remote work** opportunities.
- application of **parental leave rights.**
- financial support through a **50% reimbursement of home-to-work transportation costs.**
- **annual reviews** focused on employee well-being and job satisfaction.
- **partnership with the association Paniers Fruités** to provide fresh fruit and promote daily wellness.

All these commitments are implemented in line with the Syntec collective agreement.

<i>Work flexibility (remote work, flexible hours)</i>	<i>100%</i>
<i>Number of employees benefiting from social benefits</i>	<i>100%</i>
<i>Turnover rate</i>	<i>0%</i>
<i>Existence of family support programs (parental leave, child care assistance)</i>	<i>Oui</i>

Objectives

- ❑ Maintain a 100% satisfaction rate.

EMPLOYEE HEALTH AND SAFETY /

Key actions implemented

We care about employee health and safety, and we show it through concrete actions:

- **Ergonomic workstations** equipped with appropriate furniture and equipment help prevent musculoskeletal disorders.
- **Comfortable workspaces** are enhanced through adjustable LED lighting and maximized natural light to promote well-being.
- **Indoor plants**, introduced in collaboration with a florist, contribute to better air quality and reduced stress.
- **Regular signage and internal communications** help raise awareness of health and safety best practices.
- **Comprehensive health insurance** is provided to all employees to ensure their protection and peace of mind.

Absenteeism rate	0%
Number of workplace accidents	0
% of employees receiving regular medical check-ups	100%

Objectives

- ❑ Raising employee awareness of health and safety risks.

CAREER MANAGEMENT AND TRAINING /

Key actions implemented

We are committed to supporting our employees' growth through responsible career management and training initiatives :

- Teams are made aware of eco-responsible practices specific to the audiovisual sector through **Ecoprod training**.
- We promote the **internal sharing of best practices and sustainable initiatives** to foster a culture of continuous learning.
- **Resources and tools** are provided to support the development of individual and collective skills.
- **Professional interviews** are conducted every three years to assess progress and identify training needs.

<i>Number of training hours per employee</i>	<i>7h</i>
<i>% of employees with a personal development plan</i>	<i>100%</i>
<i>% of employees receiving an annual performance review</i>	<i>100%</i>

Objectives

- ❑ Increase employee training hours by 2026, with a focus on AI and sustainability topic.

DIVERSITY, EQUITY AND INCLUSION /

Key actions implemented

We foster inclusion, equality and respect in the workplace through the following actions:

- We support professional inclusion and reintegration by partnering with organizations such as **Café Joyeux and Les Joyeux Recycleurs**.
- We are committed to **gender equality** and strive to ensure fair treatment and equal opportunities for all employees.
- To maintain a respectful and safe work environment, we have implemented an **internal code of ethics**.
- A **reporting mechanism** led by an ethics officer is in place to address any cases of harassment or discrimination.



% of women among employees	40%
% of women in leadership positions	20%
Number of complaints or reports related to discrimination or harassment	0

Objectives

- ❑ Promote community involvement, for example through a dedicated solidarity day.
- ❑ Setting up a whistle-blowing procedure to report any form of discrimination and/or harassment.

COMMITMENTS /

Our priority is to place people at the heart of our approach, ensuring the well-being, safety, and professional growth of our teams, while promoting solidarity and social engagement.

To achieve this, we are committed to:

- **Strengthening skills**
Deploying training on key topics such as AI and sustainability (CSR).
- **Ensuring a safe and respectful work environment**
Raising awareness on health and safety.
Providing a whistleblowing system in case of discrimination or harassment.
- **Encouraging social engagement**
Supporting volunteering, skills-based sponsorship, and high-impact initiatives.

We firmly believe that social progress is built on listening, respect, and collective action.

ETHICS & GOVERNANCE /

BUSINESS ETHICS /

Key actions implemented

We promote integrity and transparency through robust ethical standards :

- We have established clear rules to **prevent corruption and conflicts of interest**, ensuring responsible and ethical practices.
- Our commitment is grounded in **transparency, integrity, and ethical conduct** across all our activities.
- We strictly comply with all **applicable laws and regulations**, in every area of operation.
- These principles are formalized in a **Code of Ethics**, which sets out our commitments and the best practices to be followed by all employees.

<i>% of employees informed about business ethics</i>	100%
<i>Number of reports received</i>	0

Objectives

- ❑ Implementation of a whistleblowing procedure to report any type of corruption.

DATA PRIVACY AND INFORMATION SECURITY /

Key actions implemented

We are committed to data protection and cybersecurity through the following measures :

- We secure our **information systems** by protecting infrastructures and controlling access points.
- We are fully **compliant with the GDPR**, ensuring the protection of personal data.
- **Client data protection** is a priority, with secure management of all sensitive information.
- We prevent cyber attacks through **technical security protocols and employee awareness campaigns**.
- **Confidentiality clauses** are systematically included in our contracts.
- These commitments are formalized in our **Code of Ethics**.

<i>Number of security incidents or data breaches</i>	<i>0</i>
<i>Existence of internal control mechanisms to restrict access to client and partner data</i>	<i>yes</i>

Objectives

- ❑ Implementation of a whistleblowing procedure to report any information security issues.

RESPONSIBLE PURCHASING POLICY AND SUPPLIER RELATIONS /

Key actions implemented

We foster responsible and transparent supplier relationships through the following commitments:

- We promote a **transparent and constructive dialogue** with our suppliers, building relationships based on trust.
- Our **supplier selection criteria** include strict CSR requirements to ensure responsible partnerships.
- We prioritize **responsible purchasing** by favoring local, second-hand, eco-labeled, organic, and ethical products and services.
- These commitments are formalized in our **Responsible Purchasing Policy and Supplier Code of Conduct**.

<i>% of furniture and office fittings sourced from second-hand materials</i>	80%
<i>% of suppliers contracts including CSR clauses</i>	50%
<i>% of purchases made from local or eco-responsible suppliers</i>	80%

Objectives

- ❑ Achieve 100% of our suppliers and partners signing the supplier code of conduct by 2026.
- ❑ Challenge suppliers to collect data necessary for evaluating the carbon footprint of projects in scope 2 & 3.

CONDITIONS FOR PARTNERS /

Key actions implemented

We are committed to promoting respectful and fair working conditions for all employees and freelancers:

- We ensure compliance with **labor laws and social rights**, adhering to best practices to protect workers.
- **Equal treatment** is a priority, supported by a clear policy **against discrimination** in all professional relationships.
- Service contracts for freelancers clearly define the **rights and responsibilities** of each party.
- We implement a **fair and transparent remuneration policy** and respect defined **working hours and rest periods**.
- These commitments are formalized and integrated into all **employment and service contracts**.

<i>% of suppliers paid within a maximum of 30 days end of month</i>	100%
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Objectives

- ❑ Maintain an open and honest dialogue with our partners.

COMMITMENTS /

Our priority is to strengthen our governance practices to ensure the ethical, responsible, and transparent management of our activities.

To achieve this, we are committed to:

- **Building responsible relationships with our suppliers**
Rolling out our responsible purchasing policy and supplier code of conduct.
Engaging our partners in data collection efforts to refine our carbon assessments.
- **Preventing risks and upholding ethical standards**
Implementing a whistleblowing system in cases of corruption or information security breaches.
- **Maintaining ongoing dialogue with our stakeholders**
Engaging in regular discussions with clients, partners, and employees to ensure strong, transparent relationships aligned with our commitments.

We firmly believe that ethical and responsible practices are essential to building trust and ensuring the long-term success of our projects.

APPENDIX /

CODE OF ETHICS /

Our internal Code of Ethics, shared with our teams, formalizes our ethical values and principles, ensuring a respectful, caring, and safe work environment.

Our Core Values

- Integrity
- Social and environmental responsibility
- Respect for human rights
- Trust and collaboration

Our Key Commitments

- Compliance with applicable laws and regulations
- Prevention of all forms of discrimination and harassment
- Respectful working conditions, employee well-being, and safety
- Data protection and confidentiality
- Ethical and transparent business practices
- Commitment to environmental responsibility
- Responsible relationships with partners and fulfillment of contractual commitments

SUPPLIER CODE OF CONDUCT /

Our Supplier Code of Conduct aims to ensure a responsible supply chain aligned with the company's values and to encourage suppliers to comply with social, environmental, and ethical standards.

Social responsibility expectations

- Respect for human rights
- Decent working conditions
- Equality and respect
- Health and safety

Environmental responsibility expectations

- Impact reduction
- Biodiversity preservation
- Respect for animal welfare
- Awareness and training

Integrity and business ethics expectations

- Anti-corruption and conflict of interest prevention
- Compliance with competition and customs regulations
- Data protection and confidentiality
- Responsible communication

THANK YOU /

