

10th anniversary

vivendi
create joy  fund

Reveal your **talents**

Request for proposal
July 2018



Proposal packages must be submitted before May 31, 2018

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The preferred method for the submission of proposal packages is on line or via e-mail, except for the elements that must be sent by postal service. Vivendi Create Joy Program, 42 avenue de Friedland, 75008 Paris, France

VIVENDI

Vivendi is an integrated content, media and communications group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content.

[Universal Music Group](#) is engaged in recorded music, music publishing and merchandising. It owns more than 50 labels covering all genres. [Canal+ Group](#) is engaged in pay-TV in France, as well as in Africa, Poland, Vietnam and Myanmar. Its subsidiary [Studiocanal](#) is a leading European player in the production, sales and distribution of movies and TV series. [Havas Group](#) is one of the world's largest global communications group. It is organized in three main business units covering all the communications disciplines: creativity, media expertise and healthcare/wellness. [Gameloft](#) is a worldwide leader in mobile games, with 2.5 million games downloaded per day. Vivendi Village groups together [Vivendi Ticketing](#) (in the United Kingdom, the United States and France), [MyBestPro](#) (expert counselling), [Vivendi Talents](#) (talent scouting), the venues [L'Olympia](#) and [Theatre de l'Œuvre](#) in Paris, [CanalOlympia](#) in Africa and [Olympia Production](#) (production house for shows and concerts). With 300 million users each month, [Dailymotion](#) is one of the biggest video content aggregation and distribution platforms in the world.

VIVENDI CREATE JOY

10 years of social project and vocational training for teens in need

Vivendi launched its social action program, the [Vivendi Create Joy Fund](#), in 2008 to bring joy and opportunities to sick or disadvantaged young people through communications and entertainment businesses. The program endeavors to develop individual and collective talent through music, film, content creation and journalism projects.

Adolescence can be a difficult period for teens. It is a time of self-discovery, awareness of one's place among their peers, assertiveness... For young people from disadvantaged backgrounds, far removed from cultural projects, for those facing illness or disability, this transition towards adulthood can be particularly complicated. Vivendi Create Joy wants to help those in need, and hopes it will allow them to achieve their full potential through music, cinema, or creation.

With this objective in mind, and to take it a step further, Vivendi Create Joy also wants to encourage young people unfamiliar with professional networks to flourish in a business or a passion shared by the group.

For its 10th anniversary, the Vivendi Create Joy Fund dedicates this specific RFP to vocational training projects within the sphere of the group's activities.

REVEAL YOUR TALENTS

For this “10th anniversary RFP”, Vivendi Create Joy only accepts new projects linked to vocational training.

2 types of projects:

- Socially-oriented projects to encourage young people to achieve their full potential, raise their self-esteem and build self-confidence; ➡ For this RFP, only project renewals are considered in this section.
- Vocational training for young people unfamiliar with professional networks to promote obtaining a degree in a field of one of the Group’s activities to increase their employability.

Vivendi employees are committed to working with non-profit groups supported by the Create Joy Ambassadors program. By volunteering to share their skills, the Group’s employees contribute to the success of the projects.

You can learn more about the projects supported by Vivendi Create Joy at www.vivendi.com, on our Facebook pages VivendiCreateJoy and TheVivendiCreateJoyFund and on our Dailymotion channel.

Nature of and criteria for projects

The projects supported by Vivendi Create Joy meet the following criteria:

- Their beneficiaries are **sick, troubled, at-risk or disadvantaged young people (11-25 years old)**.
- The projects are carried out in the following countries: **France**, the **United Kingdom** and in **Africa** (countries: Cameroon, Ivory Coast, Guinea, Senegal, Benin, Niger, Togo, Gabon, Republic of Congo-Brazzaville and Burkina Faso)
- They relate to Vivendi’s business segments: **music, film, journalism, video games** and **digital content creation**.
- The projects have the potential to reveal personal talent, develop self-confidence and bring happiness. .
- The projects encourage vocational training for young people from disadvantaged backgrounds or who are unfamiliar with professional networks to to develop their passion and talent for one of the group's businesses.

The selection committee will examine proposal packages in accordance with the following mandatory criteria:

- Non-profit organization or foundation status under French law.
- Non-profit charities registered with the UK Charity Commission
- Non-profit organization status under local law in Africa, recognized and verified by local stakeholders.
- Duly certified accounts with diversified and stable financing.
- Targeted audience and age of beneficiaries.
- Personal involvement of beneficiaries in the project.
- Professional leadership and commitment to the project’s success.
- Equal opportunity and personal development.
- Experience in implementing projects aimed at assisting young people who are disadvantaged or sick.
- Openness to cooperation with Vivendi employee volunteers who want to share their skills.
- Recognized as being in the public interest or for the general good.

In addition, the committee will assess the following items:

- The project’s relevance to Vivendi Create Joy.
- The initiative’s originality.
- the coherence of the initiative’s action plan with regard to reaching its stated objectives, plus the project’s viability and sustainability
- The beneficiaries and compliance with gender criteria.
- Management transparency, budget adequacy and funding methods.
- Quid pro quos offered in terms of the visibility of the partnership with Vivendi.
- Indicators to measure the project’s lasting impact on the lives of its beneficiaries..

The non-profit organizations that are chosen for the program will sign an **agreement** with Vivendi.

The agreement is annual and may be eligible for renewal provided that the project still falls within the selection criteria; that the initial project was successfully completed; and that an assessment of the project and its impact was submitted to the Board. All contract renewals are subject to the submission of a partnership application to the Board.

To propose a partnership

All partnership proposals must include a detailed presentation of the project and all required supporting documentation. It must not exceed five pages of text or 20 slides. The detailed project presentation must include the **Partnership application form**, duly completed on line, as well as the following items (see on line):

1/ The **corporate name**, **mission** and **strategic vision** of the organization sponsoring the project.

2/ A **description** of the project covered by the partnership agreement, including:

- Objectives, action plan and timetable.
- Expected results, means of evaluation and reporting elements.
- Collaborative efforts with other partners in the field.
- Characteristics that make the project innovative and unique.
- Benefits of Vivendi Create Joy's support.

3/ A **project budget** with:

- A detailed budget proposal.
- A funding plan for planned investments.
- A cash-flow projection.
- Public and private co-financing envisaged, requested or obtained.
- Amount requested from Vivendi Create Joy and projected use.

4/ **quid pro quos** offered in terms of public relations activities, including:

- Visibility of the project and the support provided by Vivendi, and the pairing of Vivendi's image with the project receiving its financial support.
- Events and press coverage.

5/ **Photographs**, videos and logos to be provided

The proposal package must include **logos** of the organization and the project, as well as photos and videos illustrating the project.

Photographs and videos submitted to Vivendi may be used by it to publicize its social responsibility program both internally and externally throughout the duration of the project and for an additional five years after it ends.

6/ For project renewals:

- Provide a summary of the previously supported project, including a report on its results, difficulties encountered, use of the grant, beneficiaries' feedback and Vivendi's visibility.