

4.3. SOCIETAL INDICATORS

4.3.1. Local, Economic and Social Impact of Business Activity

4.3.1.1. IMPACT IN TERMS OF EMPLOYMENT AND LOCAL DEVELOPMENT

Vivendi intends to evaluate its contribution to the development of the territories in which it operates. This analysis focuses on three geographic regions, comparable in terms of their number of employees: Brazil, Africa and France.

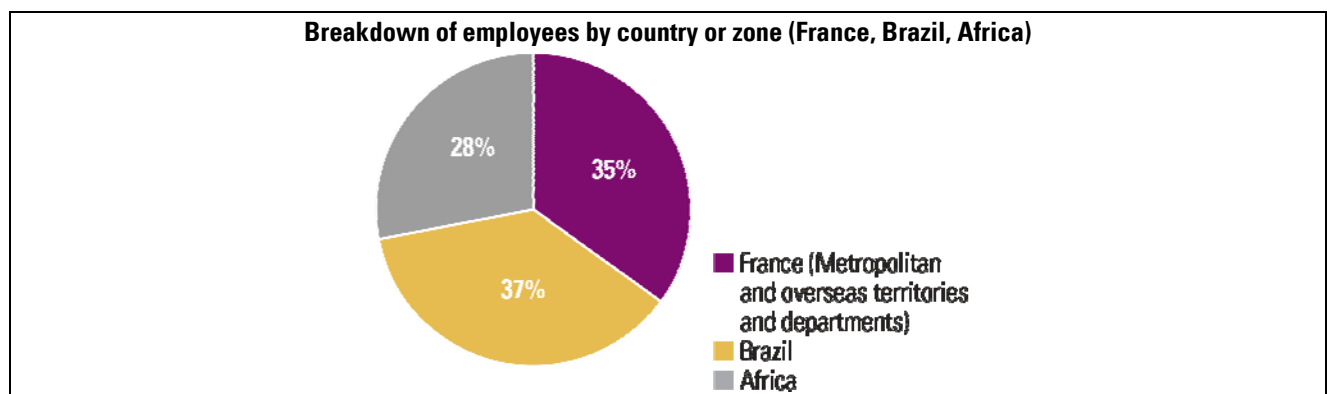
The indicators hereafter encompass the following subsidiaries:

- * Brazil: UMG, Activision Blizzard and GVT;
- * Africa: Canal+ Group (Cameroon, Ivory Coast and Senegal), UMG (South Africa), Maroc Telecom group (Burkina Faso, Gabon, Mali, Morocco and Mauritania); and
- * France: Canal+ Group, Universal Music France, Activision Blizzard, SFR and Vivendi Headquarters.

☑ Number of employees by country or zone (France, Brazil, Africa)	GRI	UNGC	OECD
	LA1	-	II.A.3, V.5
	2012		
Consolidated data	44,858 (77%)		
France (metropolitan, overseas territories and departments)	15,870 (27%)		
Brazil	16,411 (28%)		
Africa	12,577 (22%)		

		France (metropolitan, overseas)	Brazil	Africa
C+G	4,526	4,118	-	408
UMG	852	703	110	39
AB	552	547	5	-
SFR	9,990	9,990	-	-
MTG	12,130	-	-	12,130
GVT	16,296	-	16,296	-
Other	512	512	-	-

"Other" includes corporate data and data for the following entities: Digitick, Infoconcert, Jurytravail, Satori Billetterie, Vivendi Mobile Entertainment, Wengo and Zepass.



Ratio between total training expenditures and payroll (France, Brazil, Africa)	GRI	UNGC	OECD
	LA11	-	II.A.4
	2012		
Consolidated data	3.45%		
France	2.90%		
<i>Metropolitan</i>	2.82%		
<i>Overseas</i>	5.18%		
Brazil	3.93%		
Africa	4.98%		

An increase in training costs in 2012 in the overseas territories and departments resulted in a significant increase in this ratio.

☑ Estimate number of local jobs indirectly created (France, Brazil, Africa)	GRI	UNGC	OECD
	EC9	-	II.A.3, V.5
	2012		
Consolidated data	More than 350,000		
C+G	31,000		
UMG	2,700		
AB	-		
SFR	More than 50,000		
MTG	More than 210,000		
GVT	Approximately 58,000		

This indicator estimates the number of local jobs indirectly created in each territory within the defined scope to evaluate the economic impact, of Vivendi's subsidiaries.

The Reporting Protocol defines the notion of "indirect job" as any job generated by the supply activity and/or any job related to the sector, namely:

- * Jobs in the related upstream industry: producer, supply chain;
- * Jobs in downstream commercial services: distributors, retailers, redistributors, call centers;
- * Jobs in real estate services; and
- * Jobs in related commercial services, excluding temporary employment: e.g., notarial services, insurance, banks and restaurants.

Each subsidiary used its own method to provide estimates:

- * The estimate provided by Canal+ Group only relates to France (data was not available for Africa) and relates to jobs generated by direct subcontractors, channels published by third parties and distributed by CanalSat, as well as French film and sports productions;
- * UMG used data provided by third-party suppliers;

- * SFR based its data on a survey conducted in 2012 for the French Telecommunications Federation (FFT; survey by Arthur De Little), which provides an estimate of the total number of direct and indirect jobs created by telecom operators in France. SFR's share of the mobile market (28.8% in the second half of 2012) has been applied to a total of approximately 175,000 indirect jobs, giving an estimate of over 50,000 indirect jobs created in France by SFR;
- * To estimate the number of indirect jobs locally created, Maroc Telecom added together an estimate of the number of jobs attributable to indirect sales (the figure of over 113,000 was obtained by multiplying the average number of jobs according to type of sales point by the number of estimated retailers at year-end 2012) and the number of indirect jobs attributable to sub contracting (more than 3,000 –estimate based on service provisions recorded by the administrative and facilities department). Maroc Telecom's subsidiaries have also used various methods to make their own estimates, resulting in a total of approximately 94,500 indirect jobs created in Burkina Faso, Gabon, Mali and Mauritania; and
- * GVT focused on its supply chain and used a survey conducted by the Brazilian Institute for Applied Economic Research (IPEA). This survey reports a ratio of 8.3 indirect jobs for 1 direct job in the sector of services for families and businesses. As this survey does not include a specific ratio for telecommunications services, GVT has revised its own ratio downwards (3.5), particularly due to the inclusion of call center staff in its workforce, which are usually excluded.

4.3.1.2. IMPACT ON REGIONAL OR LOCAL POPULATIONS

Percentage of investments devoted to reducing the digital divide (geographic)	GRI	UNGC	OECD		
	IO1, PA1	1, 2	IV, IX.1		
Maroc Telecom	<table border="1"> <tr> <td style="text-align: center;">2012</td> </tr> <tr> <td style="text-align: center;">21.77%</td> </tr> </table>			2012	21.77%
2012					
21.77%					

In 2012, Maroc Telecom committed 21.77% of its investment to reducing the digital divide (geographic). This figure takes three factors into account: mobile coverage in remote rural areas, the connectivity of the subsidiaries (fiber optic connecting Morocco, Mauritania, Mali and Burkina Faso) and international connectivity (other than between subsidiaries).

Number of rural and/or remote localities covered during the year (SFR, MTG)	GRI	UNGC	OECD		
	PA1, PA4	1, 2	IV, IX.1		
Consolidated data	<table border="1"> <tr> <td style="text-align: center;">2012</td> </tr> <tr> <td style="text-align: center;">4,196</td> </tr> </table>			2012	4,196
2012					
4,196					

SFR	3,086
MTG	1,110
<i>Maroc Telecom (Morocco)</i>	1,011
<i>Onatel (Burkina Faso)</i>	25
<i>Mauritel (Mauritania)</i>	18
<i>Sotelma (Mali)</i>	9
<i>Gabon Telecom (Gabon)</i>	47

4.3.2. Relations with Stakeholders

4.3.2.1. CONDITIONS FOR DIALOGUE

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Means of dialogue with stakeholders	4.16, SO1, M6, PR5	1	II.A.14

Vivendi bases its approach to CSR on rich and regular dialogue with all the Group's stakeholders (please refer to "Creating shared value" pp. 6-7). The subsidiaries place particular emphasis on instituting constructive dialogue with all parties concerned.

4.3.2.2. PHILANTHROPIC ACTIONS AND COMMUNITY INVOLVEMENT

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Consolidated budget allocated to enterprise foundations, solidarity programs and sponsorship actions (€)	EC1, EC8, EC9, SO1	-	-

	2012
Consolidated data	More than 24 million

4.3.3. Subcontractors and suppliers

4.3.3.1. SOCIETAL, SOCIAL AND ENVIRONMENTAL ISSUES TAKEN INTO ACCOUNT IN PURCHASING POLICY

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Existence of a formal commitment with reference to founding principles in the purchasing policy	4.8, DMA HR	1 - 10	II.A.13, IV

	2012
Consolidated data	Yes

C+G	Yes
UMG	Yes
AB	Yes
SFR	Yes
MTG	Yes
GVT	Yes

4.3.3.2. IMPORTANCE OF SUBCONTRACTING AND INTEGRATION OF CSR IN RELATIONSHIPS WITH SUPPLIERS AND SUBCONTRACTORS

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Existence of criteria to select suppliers and subcontractors based on their societal, social and/or environmental performance	DMA HR	1 - 10	II.A.13, IV

(Please refer to area for action "Vigilance towards suppliers" pp. 50-52).

4.3.4. Fair Business Practices

4.3.4.1. ACTIONS TO PREVENT ANY KIND OF CORRUPTION

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Definition of the policy's priority actions to struggle against corruption	DMA SO Corruption aspect	10	II, VII

(Please refer to area for action "Ethics and business practices" pp. 20-23).

	GRI	UNGC	OECD
Existence, in business relations, of a clause relative to the struggle against corruption	DMA SO Corruption aspect	10	VII

	2012
Consolidated data	Yes

C+G	Yes
UMG	Yes
AB	Yes
SFR	Yes
MTG	Yes
GVT	Yes

4.3.4.2. MEASURES TAKEN TO PROTECT CONSUMERS' HEALTH AND SAFETY

4.3.4.2.1. ENSURING PROTECTION OF PERSONAL DATA

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Existence of a formal commitment to protecting personal data	DMA PR Consumer privacy aspect, DM HR MSS	1, 2	VIII.6

	2012
Consolidated data	Yes

C+G	Yes
UMG	Yes
AB	Yes
SFR	Yes
MTG	Yes
GVT	Yes

Existence of a "DPO" (data protection officer) or a designated person to manage these risks	GRI	UNGC	OECD
	DMA PR Consumer privacy aspect, DM HR MSS	1, 2	VIII.6
	2012		
Consolidated data	Yes		
C+G	Yes		
UMG	Yes		
AB	Yes		
SFR	Yes		
MTG	Yes		
GVT	-		

4.3.4.2.2. HEALTH AND RADIO FREQUENCIES

<input checked="" type="checkbox"/> Number of information meetings on the subject of health and radio frequencies with stakeholders	GRI	UNGC	OECD
	S01	7, 8	VI.2, VIII.7
	2012		
Consolidated data	726		
SFR	585		
MT	141		

<input checked="" type="checkbox"/> Number of electromagnetic field measurements near relay antennas	GRI	UNGC	OECD
	-	7, 8	VI.1, VIII.1
	2012		
Consolidated data	1,905		
SFR	443		
MT	1,462		

<input checked="" type="checkbox"/> Percentage of measurements of electromagnetic fields in conformity with regulations	GRI	UNGC	OECD		
	-	7, 8	VI.1, VIII.1		
Consolidated data	<table border="1"> <tr> <td style="text-align: center;">2012</td> </tr> <tr> <td style="text-align: center;">100%</td> </tr> </table>			2012	100%
2012					
100%					
SFR	100%				
MT	100%				

4.3.4.2.3. RESPONSIBLE MARKETING

Existence of a formal commitment in favor of responsible communication and/or marketing	GRI	UNGC	OECD		
	DMA PR Responsible Marketing aspect	-	VI.6.c, VIII.2 & 4		
Consolidated data	<table border="1"> <tr> <td style="text-align: center;">2012</td> </tr> <tr> <td style="text-align: center;">Yes</td> </tr> </table>			2012	Yes
2012					
Yes					
C+G	Yes				
UMG	-				
AB	Yes				
SFR	Yes				
MTG	Yes				
GVT	Yes				

Existence of measures for ensuring conformity of communication and marketing with the commitments made	GRI	UNGC	OECD		
	PR6	-	VI.6.c, VIII.2 & 4		
Consolidated data	<table border="1"> <tr> <td style="text-align: center;">2012</td> </tr> <tr> <td style="text-align: center;">Yes</td> </tr> </table>			2012	Yes
2012					
Yes					
C+G	Yes				
UMG	-				
AB	Yes				
SFR	Yes				
MTG	Yes				
GVT	Yes				

4.3.5. Actions in favor of Human Rights

4.3.5.1. PROTECTING AND EMPOWERING YOUNG PEOPLE

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Existence of a formal commitment to ethics on content (production and/or distribution), including specifically the protection of young audiences	4.8, DMA PR MSS Content creation and dissemination aspects, TSS PA7	1, 2	II, IV, VIII

Consolidated data	2012
	Yes

C+G	Yes
UMG	Yes
AB	Yes
SFR	Yes
MTG	Yes
GVT	Yes

	GRI	UNGC	OECD
<input checked="" type="checkbox"/> Mechanisms for implementing and monitoring this commitment	4.8, DMA PR MSS Content creation and dissemination aspects, TSS PA7	1, 2	II, IV, VIII

(Please refer to area for action "Protecting and empowering young people" pp. 24-30).

4.3.5.2. PROMOTING CULTURAL DIVERSITY

4.3.5.2.1. MUSICAL DIVERSITY

<input checked="" type="checkbox"/> Percentage of sales accounted for by local repertoires in their country (scope of 59 countries)	GRI MSS M3	UNGC 1, 2	OECD II, IV
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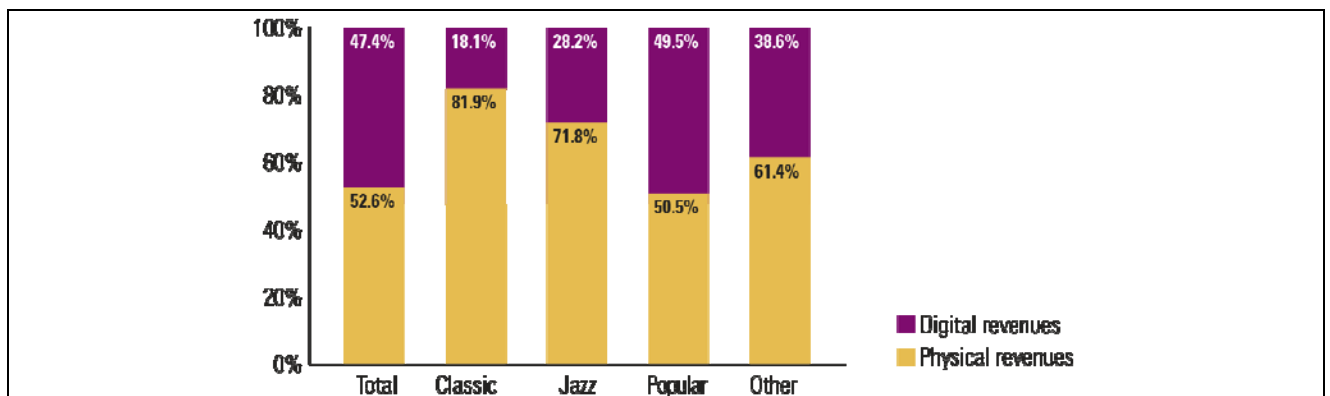
	2012
UMG	Over 60%

Breakdown of UMG physical and digital sales by musical genre	GRI MSS M3	UNGC 1, 2	OECD II, IV
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	2012
Classic	4.7%
Jazz	2.6%
Popular	92.5%
Other	0.2%

		Classic	Jazz	Popular	Other
Digital Revenues	47.4%	18.1%	28.2%	49.5%	38.6%
Physical Revenues	52.6%	81.9%	71.8%	50.5%	61.4%

	Digital Revenues	Physical Revenues
Classic	1.8%	7.3%
Jazz	1.5%	3.5%
Popular	96.5%	88.9%
Other	0.2%	0.3%



4.3.5.2.2. AUDIOVISUAL DIVERSITY

<input checked="" type="checkbox"/> Percentage of CNC-approved French-initiative films financed by Canal+ and associated amounts	GRI	UNGC	OECD
	MSS M3	1, 2	II, IV

	2012
Canal+ Group	54.1% (€175.67 million)

NB: According to the finalized consolidated figures published in CNC's 2012 Annual Report (March 2013).

<input checked="" type="checkbox"/> Number of first films financed by Canal+	GRI	UNGC	OECD
	MSS M3	1, 2	II, IV

	2012
Canal+ Group	27 (35.1%)

NB: According to the finalized consolidated figures published in CNC's 2012 Annual Report (March 2013).

Number of second films financed by Canal+	GRI	UNGC	OECD
	MSS M3	1, 2	II, IV

	2012
Canal+ Group	24 (66.7%)

NB: According to the finalized consolidated figures published in CNC's 2012 Annual Report (March 2013).

<input checked="" type="checkbox"/> Filmmakers whose films were produced or coproduced by StudioCanal during the year (by citizenship)	GRI	UNGC	OECD
	MSS M3	1, 2	II, IV

	2012
French	Alexandre Charlot et Franck Magnier (<i>Boule & Bill</i>) Michel Gondry (<i>L'Écume des jours</i>) Charles Nemes (<i>Hotel Normandy</i>) Josiane Balasko (<i>Nenette</i>) Nicolas Mercier (<i>Le Grand Départ</i>) Nicolas Cuche (<i>Max le millionnaire</i>) Cédric Klapisch (<i>Casse-tête chinois</i>)
British	Paul King (<i>Paddington</i>) Dan Mazer (<i>I Give It a Year</i>) Jeremy Lovering (<i>In Fear</i>)
Belgian	Ben Stassen (<i>Thunder & the Enchanted House, African Safari 3D</i>)
Spanish	Jorge Dorado (<i>Mindscape</i>) Jaume Collet Serra (<i>Non Stop</i>)
Iranian	Hossein Amini (<i>Two faces of January</i>)
Canadian	Ed Gass-Donnelly (<i>Last exorcism 2</i>)
American	Joel & Ethan Coen (<i>Inside Llewyn Davis</i>)

Number of films from StudioCanal's catalogue that are exploited on the three territories (UK, France, Germany) and outside these three territories	GRI	UNGC	OECD
	MSS M3	1, 2	II, IV
	2012		
Films exploited on the three territories	2,595		
Films exploited outside these three territories	Approximately 1,000		

4.3.5.2.3. PROMOTION OF LANGUAGES

Number of languages in which the principal products and services are available	GRI	UNGC	OECD
	M4, PA2	1, 2	II, IV, VIII.8
AB	<i>World of Warcraft</i> is available in 11 languages ¹ <i>StarCraft II: Wings of Liberty</i> is available 12 languages ² <i>Call of Duty: Black Ops 2</i> is available in 10 languages ³		
MTG			
<i>Maroc Telecom</i>	Mobile terminals: 3 languages (Arabic, French, Amazigh) Service Information Channel Package: 3 languages (Arabic, French, English)		
<i>Onatel</i>	4 languages (French, English, Mooré, Dioula)		
<i>Sotelma</i>	8 languages (French, Bambara, Pulaar, Soninke, Sonraï, Tamasheq, Bodo, Minyanka)		
<i>Mauritel</i>	5 languages (Arabic, Pulaar, Soninke, Wolof, French)		
<i>Gabon Telecom</i>	2 languages (French, English)		

Number of languages sung by artists in the UMG catalogue in albums release in the national territory	GRI	UNGC	OECD
	M2	1, 2	II, IV
	2012		
UMG	44⁴		

Percentages of subtitled and dubbed films carried by the Canal+ Group's channels	GRI	UNGC	OECD
	M2	1, 2	II, IV
	2012		
Dubbed films	100%		
Subtitles films	100%		

¹ English, French, German, Spanish, Latin American Spanish, Russian, traditional Chinese, simplified Chinese, Portuguese, Korean and Italian.

² English, French, German, Spanish, Latin American Spanish, Russian, traditional Chinese, simplified Chinese, Portuguese, Korean, Polish and Italian.

³ English, French, German, European Spanish, South American Spanish, Russian, Italian, Polish, Portuguese, Brazilian Portuguese and Japanese.

⁴ English, French, Portuguese, German, Spanish, Greek, Danish, Swedish, Italian, Catalan, Hungarian, Polish, Czech, Slovak, Japanese, Sanskrit, Hindi, Punjabi, Gujarati, Tamil, Urdu, Nepalese, Sindhi, Bengali, Kashmiri, Marathi, Malay, Afrikaans, Zulu, Xhosa, Basotho, Tsonga, Nigerian, Venda, Cantonese, Mandarin, Korean, Tagalog, Pampangan, Arab, Swahili, Russian, Dutch, Thai.

Number of dubbed/subtitled movies by StudioCanal, and number of languages used by subtitling and dubbing	GRI	UNGC	OECD
	M2	1, 2	II, IV
	2012		
Dubbed films	28 in 4 languages¹		
Subtitles films	91 in 6 languages²		

4.3.5.3. KNOWLEDGE SHARING

4.3.5.3.1. PLURALISM OF CONTENT

<input checked="" type="checkbox"/> Existence of a formal commitment in favor of pluralism of content	GRI	UNGC	OECD
	4.8, PR MSS Content creation aspect	1, 2	II, IV
	2012		
Canal+ Group	Yes		

4.3.5.3.3. FACILITATING ACCESSIBILITY OF OFFERS, PRODUCTS, AND CONTENT

<input checked="" type="checkbox"/> Initiatives in favor of accessibility of offers, products and services	GRI	UNGC	OECD
	MSS M4, TSS PA1, PA3	1, 2	II, IV

(Please refer to area for action "Knowledge sharing" pp. 37-41).

¹ French, Italian, Brazilian Portuguese, Latin American Spanish.

² French, Italian, Spanish, Japanese, German, English.