

Reveal YOUR talents

Request for proposal

January 2020

Proposal packages must be submitted before November 30, 2019

Please fill in the on-line file: <http://www2.vivendi.com/doc/createjoy/?lang=en>

Should you have any question, please contact Diane Emdin: diane.emdin@vivendi.com.

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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.

Editis is the second-largest French-language publishing group. It encompasses about 50 prestigious publishing houses in the fields of fiction, children's books, non-fiction, graphic and illustrated books, and educational and reference books.

Gameloft is a worldwide leader in mobile games, with 2.5 million games downloaded per day.

Vivendi Village groups together Vivendi Ticketing, the venues L'Olympia and Theatre de l'Œuvre in Paris, CanalOlympia in Africa and Olympia Production (production house for shows and concerts).

With 250 million users each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world.



VIVENDI CREATE JOY

Social project and vocational training for 11-25 yo 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.

Since 2015, the Vivendi Create Joy Fund has stepped up its support for vocational training for young people, in order for them to get the skills they need for their career. Talent is everywhere and Vivendi wants to promote the diversity of its talents in its businesses.

REVEAL YOUR TALENTS

The Vivendi Create Joy Fund supports 2 types of projects:

- **Socially-oriented projects** to encourage young people to achieve their full potential, raise their self-esteem and build self-confidence;
- **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. 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 Facebook, Instagram, Twitter or Dailymotion.

Request for Proposal, 2020 January Session

This 2020 January Session is dedicated to:

- new projects in vocational training in France, in the UK and in Africa.
- new projects (socially oriented and vocational training) in the fields of writing and editing.
- project renewals.

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, Madagascar and Burkina Faso).
- They relate to Vivendi's business segments: **music, filmmaking, television, journalism, video games, Live, digital content creation, writing and publishing**.
- 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 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.

