



Faire is a **programme of voluntary commitments** created by Union des marques in 2018. The Faire programme is structured around **5 pillars, which go beyond compliance with regulations and ethical rules**. Its aim is to support brand teams by giving them the right tools to **go further in their responsible marketing and communications approach**.

GOVERNANCE AND MOBILISATION OF INTERNAL TEAMS AND PARTNERS

Governance of responsible communication

The brand is rolling out a guide to its responsible communication principles (ethical rules and voluntary commitments) to the teams involved (employees, agencies, service providers, partners, influencers, etc.).

It provides regular training and/or information to in-house teams on all aspects of responsible communication (eco-socio-design, greenwashing, regulatory developments, ethical use of AI, etc.).

It informs and raises the awareness of its external partners on these same subjects.

Partners' environmental and social commitments

The brand introduces environmental and social parameters into the selection of its partners: media, agencies (creative, media, influence, PR, etc.), service providers, partners, influencers, etc. It supports them in developing their responsible practices.

Balanced and constructive commercial relationship

The brand ensures that the principles of transparency, sincerity and responsibility are respected in its invitations to tender, and then regularly discusses the progress of its relationship with its partners so that it can make any necessary adjustments.

Long-term mobilisation of its teams and ecosystem

The brand contributes to the progress of its ecosystem on responsible communication issues by organising and/or participating in working groups to identify solutions for reducing the negative impacts and/or increasing the positive impacts of communication.

MESSAGE AND NARRATIVE: RESPONSIBLE DEVELOPMENT OF COMMUNICATION CONTENT

Diverse and inclusive representation of society

The brand analyses its communications to identify any recurring stereotypes and strives to convey a diverse and inclusive representation of society (variety of ages, genders, morphologies, geographical and sociological origins, disabilities, etc.) in its communications.

Representation of eco-responsible behaviour

The brand analyses its communications to ensure that it represents eco-responsible behaviour and actions, both in the use of its products and/or services and in the way they are presented (décor, narration, etc.).

COMMUNICATION OF BRAND COMMITMENTS

Aligning communications with the company's CSR commitments

The brand ensures that the brand message is aligned with the company's commitments in terms of social and environmental responsibility, and with its raison d'être if it has formulated one.

It puts in place control processes to ensure that this consistency is maintained, and in particular that the claims made in its advertising are well-founded and based on precise and measurable elements.

It organizes prior consultation of the ARPP before broadcasting its national campaigns containing environmental claims.

Communication of the brand's/company's CSR commitments and actions

The brand communicates in a sincere, educational and transparent way to all its stakeholders (customers, employees, future employees, investors, etc.) about its environmental, social and societal commitments, the actions it has taken and the progress it is making.

Communication on the environmental and social impact of its products and/or services

The brand informs its stakeholders about the environmental, social and societal impacts of its products and services in a sincere, educational and transparent way.

Education in the responsible use of its products and/or services

The brand educates its stakeholders in the responsible use of its products and/or services.

ECO-SOCIO-DESIGN OF COMMUNICATION TOOLS

Responsible design of communication campaigns and tools

The brand defines a set of environmental and social criteria applied to all its communication tools: audiovisual production, digital, events, commercial influence, marketing, print, point-of-sale advertising, etc. It favours local and/or reasoned production (filming, use of AI, event locations, choice of service providers, origin of materials, etc.) and committed partners. It favours local and/or sustainable productions (filming, use of AI, event locations, choice of service providers, origin of materials, etc.) and committed partners. It has its campaigns and tools certified whenever possible.

Measure the carbon impact of communication campaigns

The brand measures the carbon footprint of its campaigns and defines an associated reduction trajectory.

CONTROLLED DISTRIBUTION OF COMMUNICATIONS

Ad delivery universe

The brand monitors the distribution universes for its communications and includes a clause in its contracts to combat the funding of controversial or illegal activities through online advertising (e.g. conspiracy media, pornographic sites, piracy sites, etc.). It is working with its partners to establish governance for its Brand Safety and Brand Suitability tools.

Advertising dissemination modes

The brand favours advertising formats that respect the comfort of use of the public, and limits the number of inappropriate solicitations to its audiences, in particular through responsible use of personal data.

Accessibility of its communications (campaigns, tools, events, etc.)

The brand is working to ensure that its content, tools and events are accessible to all (disabilities, ageing, temporary incapacity, comprehension difficulties, etc.). It uses tools such as subtitling, reading software for the visually impaired, easy reading of written content, audio description, etc. It also implements measures against digital exclusion when access to its communications, products or services depends mainly on digital tools.

BONUS COMMITMENTS

GOVERNANCE AND MOBILISATION OF INTERNAL TEAMS AND PARTNERS

The brand involves its consumers/customers/users in achieving its sustainable development objectives by asking them to contribute: consultation, online or face-to-face mobilization around a cause, etc.

The brand calls on companies that promote the integration of people who have been excluded from the labour market to contribute to the production of its tools, media and events whenever possible.

COMMUNICATION OF BRAND COMMITMENTS

The brand uses its means of communication to promote a positive impact on society, consistent with its activity: dissemination of verified societal information, key figures, scientific data, promotion of the work of NGOs, combating fakenews, etc.

ECO-SOCIO-DESIGN OF COMMUNICATION TOOLS

The brand is committed to the circular economy by developing reusable materials (particularly for POS advertising, window displays and in-store scenography), and by ensuring that all its materials are recyclable and recycled.

The brand limits the use of promotional items (gifts, samples, etc.), or defines a set of environmental and social criteria.

The brand limits the use of illuminated signs and digital point-of-sale advertising, and otherwise defines a set of environmental and social criteria.

CONTROLLED DISTRIBUTION OF COMMUNICATIONS

The brand does not resort to illegal billposting in streets.

As part of its influencer marketing campaigns (commercial collaboration, gifting, PR, etc.), the brand encourages the use of influencers who hold the ARPP's "responsible influence certificate".

When the brand sends products to influencers, it ensures that they agree and that the products are adapted to their profiles to avoid waste.

The brand considers communication media that help to finance projects of public benefit (environmental protection, culture, etc.), for example by using a solidarity-based advertising agency.