

# CORPORATE SOCIAL RESPONSIBILITY UK 2015 REPORT



# CSR AT SOCIETE GENERALE

CORPORATE SOCIAL RESPONSIBILITY (CSR) IN THE UK WORKS ACROSS THE UK GROUP:

- CORPORATE & INVESTMENT BANKING, SECURITIES SERVICES, PRIVATE BANKING, LYXOR ASSET MANAGEMENT, NEWEDGE UK, ALD AUTOMOTIVE AND SG EQUIPMENT FINANCE.



## 3,800+ EMPLOYEES

### WE ARE COMMITTED TO:



**CHARITY OF THE YEAR**  
2 YEAR STAFF SELECTED PROGRAMME



**MATCHING**  
FUNDRAISING AND VOLUNTEERING TIME



**VOLUNTEERING**  
24 HOURS PER YEAR



**ANNUAL CALENDAR**  
VOLUNTEERING AND FUNDRAISING EVENTS



**PAYROLL GIVING**  
TAX EFFICIENT, CHARITABLE DONATIONS



**SKILLS MATRIX**  
DEVELOPMENT OPPORTUNITIES THROUGH VOLUNTEERING



**CSR NETWORKS**  
CHAMPIONS | AMBASSADORS | TRUSTEES



**PARTNERS**  
SUPPORTING SCHOOLS, CHARITIES AND COMMUNITY GROUPS



“OUR CSR PROGRAMMES ARE A VITAL PART OF OUR CULTURE HERE IN THE UK. THEY PROVIDE NUMEROUS BENEFITS TO OUR STAFF AND REALLY HELP TO INGRAIN SG’S TEAM SPIRIT, AS WELL AS POSITIVELY IMPACTING OUR LOCAL COMMUNITIES.”

**IAN FISHER UK CHIEF COUNTRY OFFICER,**  
HEAD OF COVERAGE AND INVESTMENT BANKING  
CHARIMAN OF THE SG UK GROUP CHARITABLE TRUST

## 2015 HIGHLIGHTS:



**£801,905** donated to charity in the UK from SG, our employees and the SG UK Group Charitable Trust



**9,742 HOURS** volunteered across our CSR programmes.



**SUPPORTED 190** charities, community groups and schools across the UK



**£350,000+** raised for Mind in Year 1 of our partnership.



**1808** employee participations delivered in our communities and fundraising



**2484 BENEFICIARIES** beneficiaries directly helped through our CSR programmes



**43% EMPLOYEES** of UK Group headcount involved in CSR activities

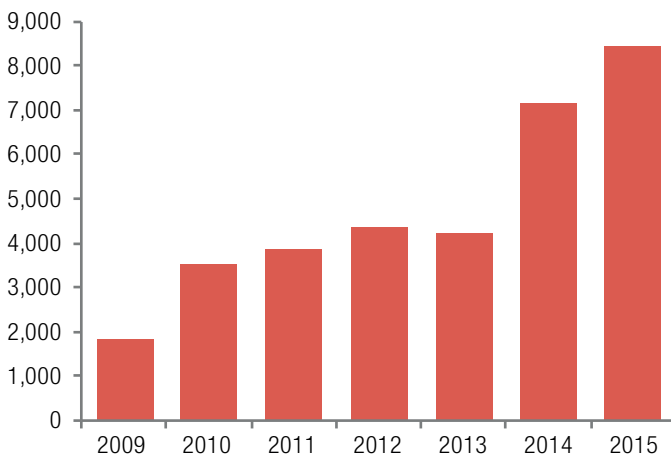


**GOLD AWARD** achieved for Payroll Giving

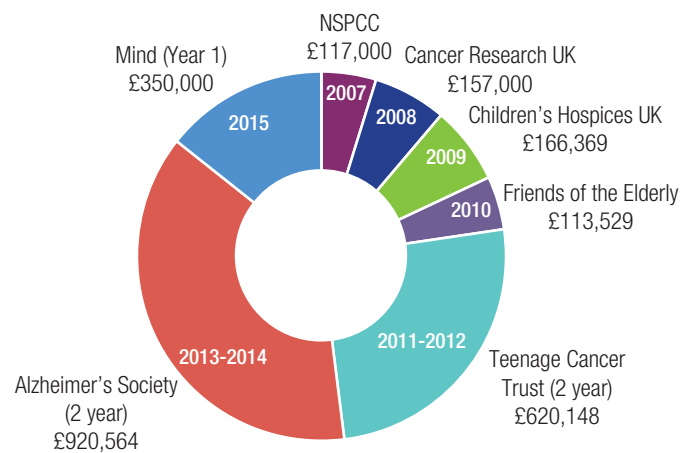


**126 EMPLOYEES** engaged as Champions, Ambassadors and Trustees

## TOTAL COMMUNITY VOLUNTEERING HOURS\*



## TOTAL DONATIONS FOR ALL PREVIOUS YEARS\*\*



\*Community volunteering hours include time spent directly with community partners and beneficiaries

\*\*Financial and in kind donations, excluding volunteering time

# WE AIM TO...

**Raise educational aspirations** through working with primary school pupils, secondary school students, alternative education providers, and adult learners.



Our employees volunteer through lunchtime clubs, mentoring and one-off skills sharing workshops. This year, we have tripled the number of volunteers engaged in the City Gateway Literacy Lunch programme with the launch of a new site accessible from other London offices. Nearly 50 volunteers attend lunchtime clubs at our two partner primary schools every week, and along with supporting the students with activities such as Lego™, reading and maths, we set up two new clubs in 2015.

\*Lego is a trademark of the Lego Group

**Improve employability prospects** through working with secondary school pupils, undergraduate and postgraduate students, young people in vocational and non-vocational paths and local residents.



Employees have provided hands-on volunteering support through CV and interview workshops, career talks and mentoring. This year a new successful phone mock interviews programme was set up with London Works, the East London Business Alliance's not for profit recruitment agency, to support local job seekers. Departments across the Bank have supported work placements for young people from diverse backgrounds through summer internships and apprenticeships, with one Trainee based in our Global Markets function winning "Brokerage Trainee of the Year 2015".

## CASE STUDIES

### SCHOOL VOLUNTEERING

Through donations and volunteering hours matching, the SG UK Group Charitable Trust has enabled theatre visits, a cultural trip to Paris, a healthier lifestyles initiative including a whole school swimming gala and Viking Workshops for Key Stage 2.

"THIS WILL BE THE FIRST TIME ST PETER'S HAS HELD A SWIMMING GALA AND IT IS PART OF OUR DRIVE TO IMPROVE CHILDREN'S SWIMMING SKILLS, AND ENCOURAGE PARENTS TO TAKE THEIR CHILDREN TO THE LOCAL POOL. WE ARE VERY GRATEFUL FOR THE SUPPORT THAT SOCIETE GENERALE PROVIDES OUR SCHOOL."

Elizabeth Dickson, Head Teacher,  
St Peter's School

### CITY GATEWAY APPRENTICESHIPS

Jahed Ahmed undertook a 12 months placement from October 2014, gaining an NVQ in Business Administration as well as very practical experience in the CSR team. Jahed went on to complete a work placement in private banking and has now secured a junior role in Operations.

"CITY GATEWAY AND SG GAVE ME A FANTASTIC OPPORTUNITY TO GAIN VALUABLE WORK EXPERIENCE AT THE SAME TIME AS STUDYING FOR A BUSINESS ADMINISTRATION QUALIFICATION. THROUGH THEIR SUPPORT AND MY HARD WORK I HAVE GAINED CREDIBLE CONTACTS AND EXPERIENCE WITHIN THE FINANCIAL WORLD, RECENTLY SECURING AN 11 MONTH INTERNSHIP WHICH IS A VERY GOOD PLACE TO ESTABLISH MY CAREER."

Jahed Ahmed, OPER QTY Trainee

**Build stronger communities** through providing highly skilled volunteers, gifts in kind, and financial assistance to strengthen the local voluntary and community sector.

Employees have shared their knowledge and experience through group skills sharing workshops, one to one mentoring, trusteeships as well as providing remote support. Utilising professional skills has been a focus in 2015 with teams delivering IT training, personal budgeting, confidence building sessions and strategic reviews.



**CASE STUDIES**

**YOUNG HACKNEY ENTERPRISE FUND**

SG employees from MARK provided vital support to Young Hackney, a youth organisation, to create the Youth Opportunity Enterprise Fund. Over multiple interventions, the volunteers helped devise project criteria, delivered project planning training for applicants and took part in a ‘dragons den’ exercise.

‘SOCIETE GENERALE WERE A GREAT HELP TO US THROUGHOUT THE DURATION OF THE HACKNEY YOUTH OPPORTUNITY ENTERPRISE FUND PROJECT, FROM THE IDEAS STAGE TO ITS COMPLETION. THE TEAM FROM SG WERE NOT ONLY PATIENT, THEY WERE ENTHUSIASTIC ABOUT GETTING INVOLVED AND HELPING IN ANY WAY THAT THEY COULD. THE PASSION THEY HAD FOR BUSINESS REALLY INSPIRED THE PEOPLE ON THE COURSE. WE HERE AT YOF OWE THEM A HUGE DEBT OF GRATITUDE. THANKS FOR EVERYTHING.’

Hackney Youth Opportunity Fund Panel

**EDUCATION**

Volunteers	209
Volunteering hours	1878
Charitable donations*	£18,080
Direct beneficiaries supported	2040

**EMPLOYABILITY**

Volunteers	258
Volunteering hours	740
Charitable donations*	£47,360
Direct beneficiaries supported	424

**STRONGER COMMUNITIES**

Volunteers	561
Volunteering hours	3703
Charitable donations*	£736,465
Direct beneficiaries supported	20

\*Includes charitable donations to Mind our charity of the year, other charity partners, schools and community groups supported

# CHARITY OF THE YEAR PARTNER – MIND

**1 IN 4 PEOPLE** WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN ANY GIVEN YEAR  
ON AVERAGE, IN THE UK, **17 PEOPLE TAKE THEIR OWN LIVES** EACH DAY  
SUICIDE IS THE **LEADING CAUSE OF DEATH** FOR MEN UNDER THE AGE OF 45  
BY 2020, **DEPRESSION** WILL BE THE LEADING CAUSE OF HEALTH PROBLEMS IN EUROPE

Mind believe **no one should have to face a mental health problem alone**. They provide advice and support, and campaign to improve services, raise awareness and promote understanding.

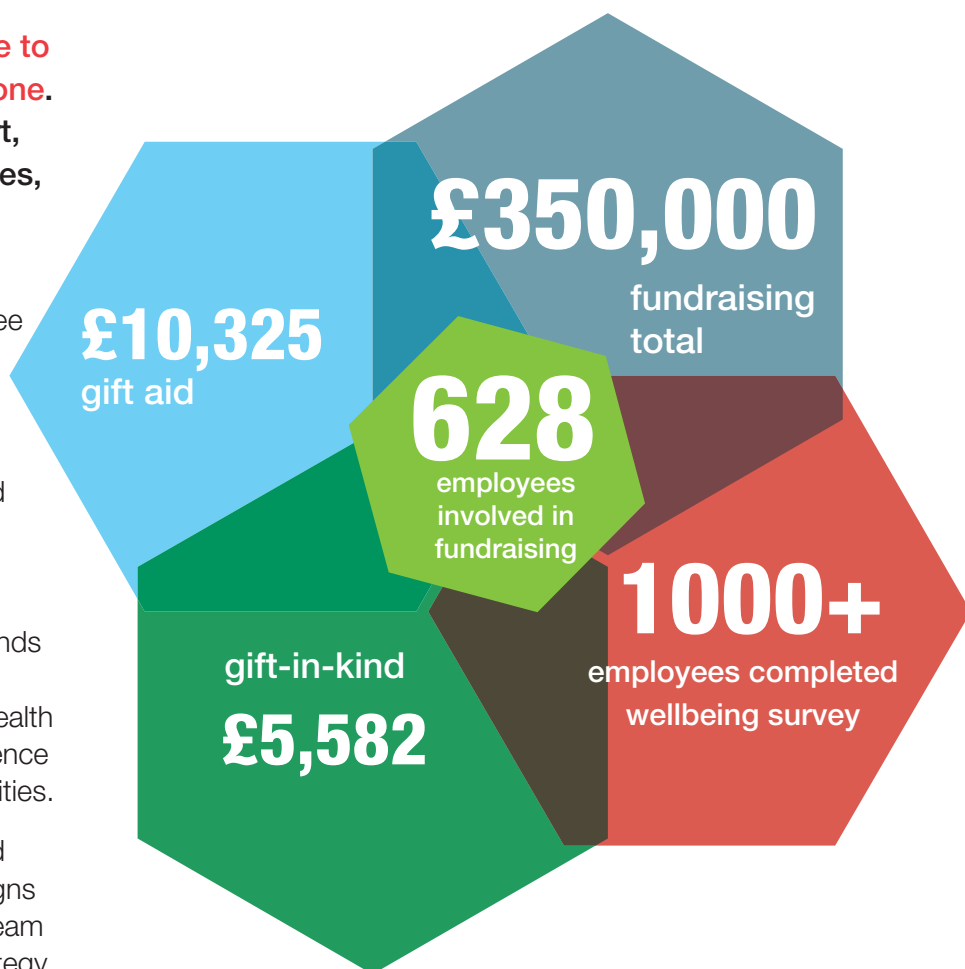
Our partnership is focused around three core objectives – **raising vital funds**, **raising awareness** and **improving the mental wellbeing** of our workforce.

Our two year £600,000 target will fund Mind's 'Advice to Action' campaign – supporting people with mental health problems get back on track. This will enable Mind to answer tens of thousands of queries to their helpline, and set up new projects for people with mental health problems to get support, build confidence and find employment in their communities.

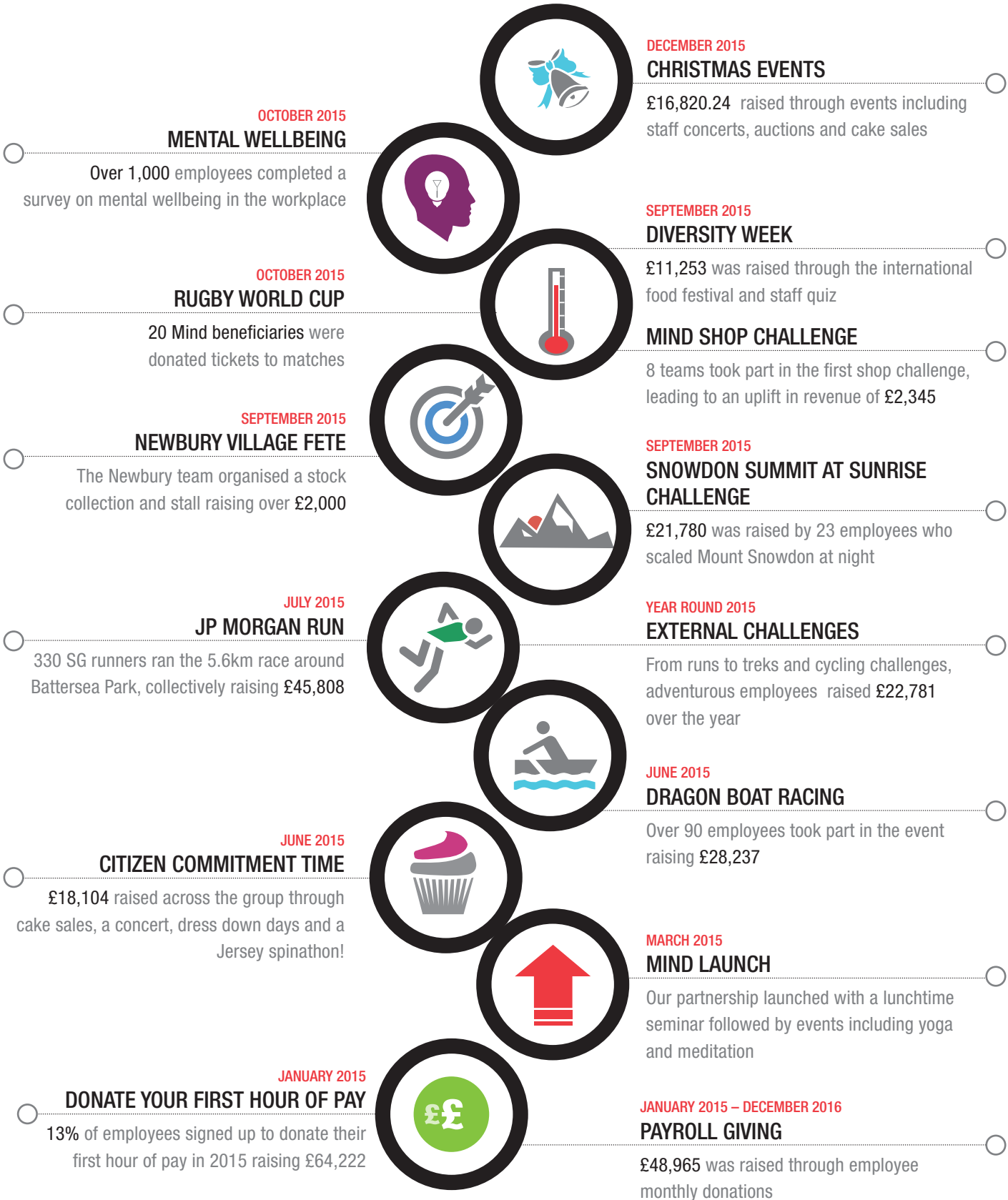
Beyond fundraising, we have delivered numerous internal awareness campaigns and have been working with our HR team to develop SG's mental wellbeing strategy.

“MENTAL HEALTH PROBLEMS ARE INDISCRIMINATE. THEY CAN SHATTER THE LIVES OF THE PEOPLE AFFECTED AND THE LIVES OF THOSE CLOSE TO THEM. AS A LEADING CORPORATE PARTNER, SOCIETE GENERALE'S SUPPORT WILL ALLOW MIND TO EMPOWER MORE PEOPLE TO UNDERSTAND THEIR CONDITION AND THE CHOICES AVAILABLE TO THEM THROUGH OUR INFOLINE, AND TO SUPPORT PEOPLE IN THEIR LOCAL COMMUNITIES THROUGH OUR NETWORK OF LOCAL MINDS.”

Paul Farmer, Chief Executive at Mind



# FUNDRAISING EVENTS TIMELINE



\*all fundraising figures include matching from the SG UK Group Charitable Trust

# CAMPAIGNS AND EVENTS

## CITIZEN COMMITMENT TIME (CCT) – MAY AND JUNE

A global SG citizenship initiative, CCT is SG's main solidarity campaign bringing together countries across the world to support organisations that use sports or cultural activities to promote education and/or inclusion of people facing difficulties. Globally, there were over 100 events taking place throughout 38 countries, with 6270 employees taking part raising over €355,365 to support partner organisations.

CCT in the UK consisted of a range of events, performances and campaigns across our different offices. Fundraising events included the SG Touch Rugby Tournament, the Staff Concert and Cake Sale, Dress Down Week and the Dragon Boat Race while various volunteering opportunities supported local schools, charities, a community dance studio and even a visit from the French based *Sports dans la Ville*. Collectively across the UK Group, we raised over £43,000 for Mind to support their sports-focused 'Get, Set to Go' project.

## CITY GIVING DAY – 30TH SEPTEMBER

This Lord Mayor's initiative aimed to unite the City; showcasing its positive contribution to society and celebrating the amazing breadth of charitable giving and volunteering undertaken by City firms.

To celebrate the event, SG organised an internal awareness raising event hosted by Ian Fisher and attended by over 80 of our most senior managers. Opened by the Lord Mayor, this seminar saw a range of speakers talk about the importance of CSR to them personally, their teams and to SG.

In addition, our action-packed day of events included a theatre visit for 45 pupils from Canon Barnett primary school to see the Lion King; a collaborative volunteering project with UBS, Linklaters and Statestreet in which 23 Hackney organisations improved how they pitch for funding; and three Mind shop challenges where teams of four SG volunteers took over local charity shops, competing to raise the most revenue in a day. The SG UK Group Charitable Trust also made a £5,000 donation to the Lord Mayor's Appeal.



Dragon Boat race



MIND retail challenge



MIND retail challenge



Cake sale



## RUGBY WORLD CUP

As one of the main sponsors of the tournament, SG was keen to ensure our community partners benefitted from this once-in-a-lifetime opportunity. 130 tickets were donated to our partner primary schools, Mind and previous charities of the year, Alzheimer's Society and Teenage Cancer Trust. In addition, 30 pupils were able to attend a Family Rugby day at Twickenham and meet some of the Rugby Legends as well as learn how to play the game. Altogether the value of support totalled over £50,000. A huge thank you to our Communication and Events teams for making it possible to share this monumental event with not just SG employees but also our local communities.



RWC retail challenge



MIND retail challenge



Christmas jumper day



Mount Snowdon trek



Christmas jumper day



Mount Snowdon trek

# IMPACT – FOR OUR COMMUNITIES

## IMPACT – FOR OUR COMMUNITIES

Our beneficiary groups include young people, school pupils, adult learners and community groups or charities. Direct beneficiaries are those that have come into direct contact with a volunteer and indirect beneficiaries are those that have benefitted from the programme more broadly.

**Total direct beneficiaries: 2484**

**Total indirect beneficiaries: 1847**

As a result of the Bank's volunteering programmes, 100% of our community partners have reported:

- Ability to provide new services and/or products
- Benefits from cash savings and/or improved financial situations
- Access to new ideas and different perspectives
- Increased skills and capacity of employees

“IN 10 YEARS OF PARTICIPATING IN THE CITY BROKERAGE TRAINEESHIP PROGRAMME SOCIETE GENERALE HAVE PROVIDED AN AMAZING 93 PAID WORK EXPERIENCE OPPORTUNITIES. SOME YOUNG PEOPLE NOW WORK FOR SG FULL TIME AND MANY HAVE USED THE EXPERIENCE TO LAUNCH THEIR CAREERS AFTER GRADUATING. THANK YOU SG!”

City Gateway

## IMPACT – FOR SG

Our CSR programmes also have numerous benefits for the Bank and our employees. They enable us to live our values of Responsibility, Commitment, Innovation and Team Spirit while increasing employee engagement and enhancing our company brand and reputation within the local and wider community.

## SUPPORTING STAFF ENGAGEMENT AND DEVELOPMENT

Employees share their knowledge, skills and experience through volunteering whilst also benefitting themselves from opportunities to build skills and

confidence, meet colleagues and gain a real sense of personal satisfaction.

The Volunteering Skills Matrix is a personal development tool that summarises key CSR programmes and ranks the potential for skills development against core competencies. Produced in consultation with key stakeholders, the matrix is founded on data gathered through internal volunteering surveys and is continually evolving, and was re-released in Q4 2015.

## ENHANCING OUR REPUTATION

As well as the positive impression that our employees engender when taking part in CSR initiatives, recognition in external media and press helps to raise SG's profile. In 2015, we received some great positive news stories including a Financial Times and Metro article on our involvement with the City of London Brokerage Traineeship. We've also been featured in City AM for our involvement in City Giving Day, mentioned in the Daily Telegraph for our work on apprenticeships and on many partner websites for our volunteering activities.

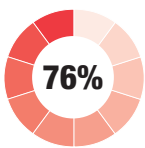
In addition it was great to see our Chief Country Officer, and longstanding CSR supporter, Ian Fisher, recognised in the Financial News Extra Mile list as a role model amongst city professionals for his extensive charity work in and outside of the bank.

- 100% of community partners reported that having worked with SG they are more likely to speak positively about the company
- 75% of community partners reported that working with SG improved their perception of the company and banks in general.

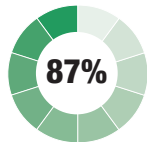
“VOLUNTEERING HAS ALLOWED ME AND MY TEAM TO CONTRIBUTE TO THE BROADER COMMUNITY IN A POSITIVE WAY, AND HELPS THE TEAM TO FEEL PART OF SOMETHING BIGGER & BETTER THAN JUST THE INTERNAL DEPARTMENT.”

“I HAVE PARTICULARLY ENJOYED THE OPPORTUNITY TO USE SKILLS THAT ARE OTHERWISE UNUTILISED IN MY DAY JOB.”

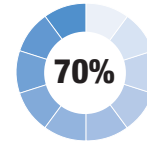
**PERSONAL EFFECTIVENESS**  
Of the 2015 employees who volunteered...



reported increased flexibility and adaptability, improved leadership and people management skills



reported improved communication skills



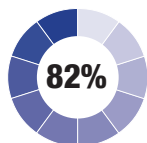
reported improved teamwork and relationship building skills



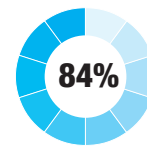
**PERSONAL IMPACT**



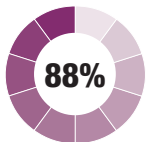
reported improved skills motivating and developing other people



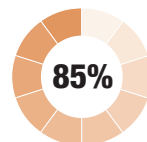
reported that volunteering increased their overall feeling of job satisfaction



reported an increased awareness of social issues



reported that volunteering had increased their sense of wellbeing and happiness



reported an increased sense of pride/commitment to the company

“THERE IS AN IMMENSE SENSE OF FULFILMENT AND PRIDE TO GIVE SOMETHING BACK TO THE COMMUNITY.”

# CSR GLOBALLY

## GLOBAL CSR STRATEGY

Our Global CSR strategy aims to be the benchmark reference among Europe's leading financial organisations through five strategic priorities:

- **RESPONSIBLE FINANCE**  
ENVIRONMENTAL AND SOCIAL COMMITMENTS IN OUR OPERATIONS
  - **ENVIRONMENT AND RESPONSIBLE SOURCING**  
REDUCING DIRECT IMPACTS
  - **SOLIDARITY BANKING**  
SOLIDARITY AND ENVIRONMENTALLY AWARE PRODUCTS, SERVICES AND FINANCING
  - **ACTIVE IN CIVIL SOCIETY**  
PLAYING A ROLE IN ACHIEVING ECONOMIC AND SOCIAL PROGRESS
  - **RESPONSIBLE EMPLOYER**  
DIVERSITY, TRAINING AND EMPLOYABILITY FOR EMPLOYEES
- For more information on Societe Generale's achievements in these areas, see the 2014 Global CSR report [here](#)

**A VERY BIG THANK YOU TO ALL EMPLOYEES, SUPPLIERS, CLIENTS, FAMILY AND FRIENDS FOR YOUR OUTSTANDING SUPPORT!**



For more information on Societe Generale's achievements in these areas visit <http://www.societegenerale.com/en/measuring-our-performance/csr>