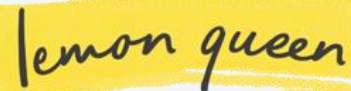


lemon queen

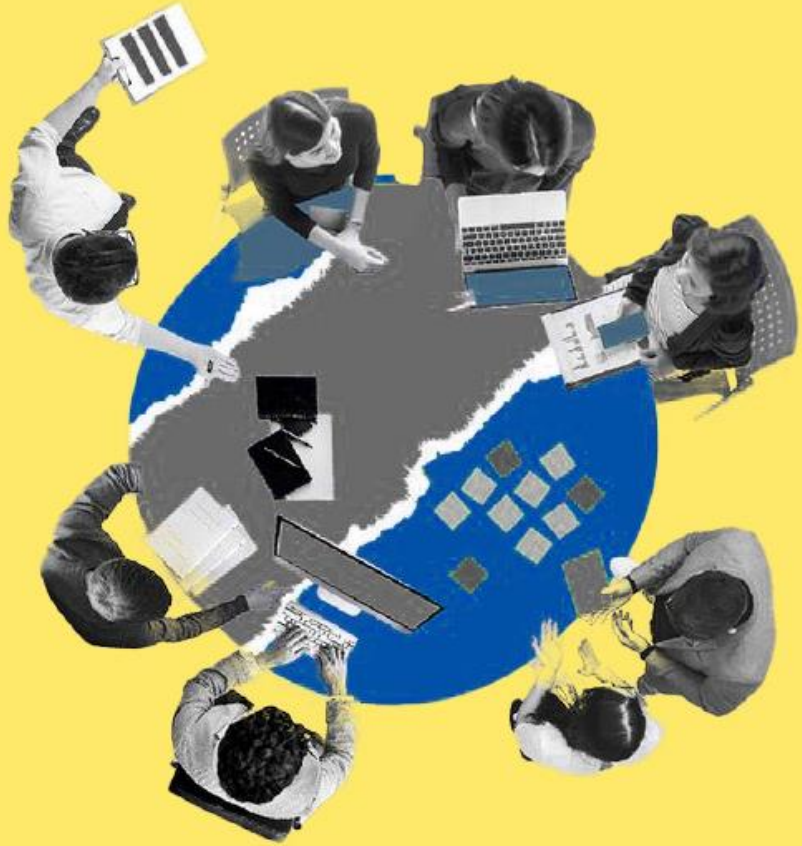
CHARTER OF COMMITMENT

At Lemon Queen, everyone contributes to ecological transformation. Integrating our principles into the creative process strengthens our sustainable approach and positions our agency as a leader in responsible communication.

In our search for more eco-responsible practices, we have created this charter of commitment for our service providers and partners. This shared initiative opens up new creative perspectives and enhances our positive impact.

The logo for Lemon Queen, featuring the words "lemon queen" in a lowercase, handwritten-style font. The text is white and is set against a yellow brushstroke background that has a textured, painterly appearance. The logo is positioned at the bottom center of the page, below the main text blocks.

lemon queen



Because there is an urgent need to raise awareness and act in favour of more sustainability (planet, people, profit), Lemon Queen, a creative and disruptive communication agency, is playing its part in the sustainable transformation of the air freight industry, of which it is a specialist.

Lemon Green, its CSR (Corporate Social Responsibility) laboratory, offers a range of concrete and sustainable solutions and facilitates this necessary change.



TOPICS

THE MAJOR CSR TOPICS IDENTIFIED

Different levels of contribution based on CSR topics.

ENVIRONNEMENT

<p>Carbon <i>Carbon footprint and reduction trajectory</i></p>	<p>Energy consumption <i>Next-generation aircraft - increased load factor - best piloting practices - Sustainable Aviation Fuel (SAF) - hydrogen-powered aircraft - solar-powered aircraft - drones - airships</i></p>
<p>Intermodality</p>	<p>Logistics chain <i>Electric vehicles - carts - electric trucks (handling trucks)</i></p>
<p>Supplies <i>Plastic films - pallets "AmSafe Bridport and BioNatur Plastics do much better for cargo nets, covering cargos... There are also cardboard pallets." (BG)</i></p>	<p>Waste <i>Waste recycling (plastics, pallets, etc.) "Explore recycling plastic from catering to make film for pallets." (GH)</i></p>

SOCIAL

<p>Working conditions <i>Training - teleworking "With the Driver Care Initiative, we create the optimal conditions for our drivers (training, infrastructures to shower, relax and be safe, partnerships with fuel stations...)." (OV)</i></p>	<p>Diversity & inclusion <i>Gender balance</i></p>
---	---

SOCIETAL

<p>Animal welfare</p>	<p>Support to communities <i>A local commitment in each of the company's operating territories</i></p>
------------------------------	---

TOPICS CONNECTED TO THE 17 SDGs*

* Sustainable Development Goals

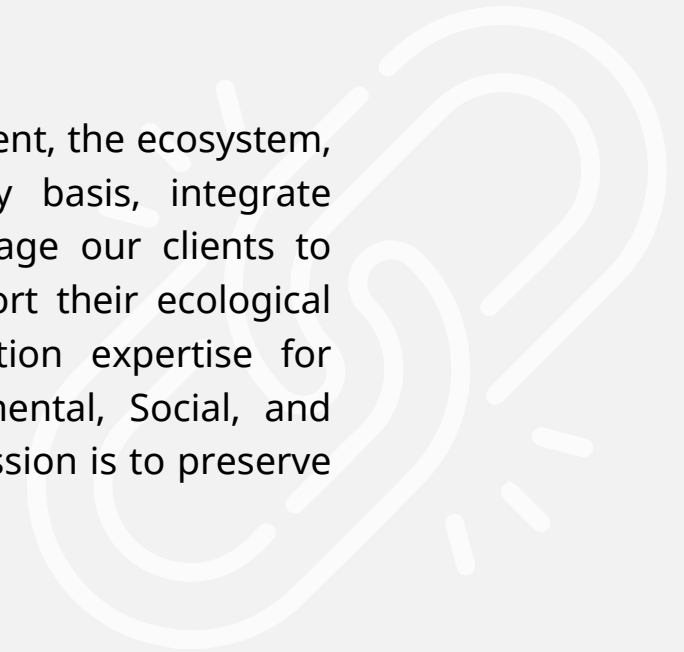
1 No poverty 	2 Zero hunger 	3 Good health & well-being 	4 Quality education 	5 Gender equality 	6 Clean water & sanitation 
7 Clean & affordable energy 	8 Decent work & economic growth 	9 Industry, innovation & infrastructure 	10 Reduced inequality 	11 Sustainable cities & communities 	12 Responsible consumption & production 
13 Measures related to the fight against climate change 	14 Aquatic life 	15 Terrestrial life 	16 Peace, justice and efficient institutions 	17 Partnership for the achievement of objectives 	



VALUES & PRINCIPLES

DURABILITY

At Lemon Queen, sustainability guides our commitment to the environment, the ecosystem, and humanity. We reduce our environmental footprint on a daily basis, integrate sustainability principles into our communication projects, and encourage our clients to adopt environmentally-friendly practices. With Lemon Green, we support their ecological transition. We combat wildlife trafficking, leverage our communication expertise for humanitarian and social causes, and fully engage in ESG (Environmental, Social, and Governance) areas, human resources, and workplace well-being. Our mission is to preserve and protect for future generations.



LEMON QUEEN'S VALUES & PRINCIPLES

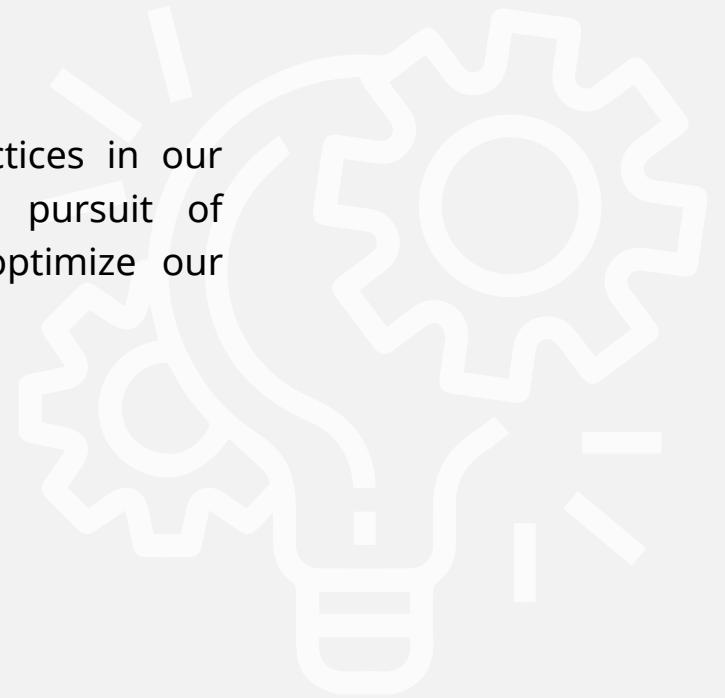
AUTHENTICITY

We value authenticity and transparency in our daily internal practices.



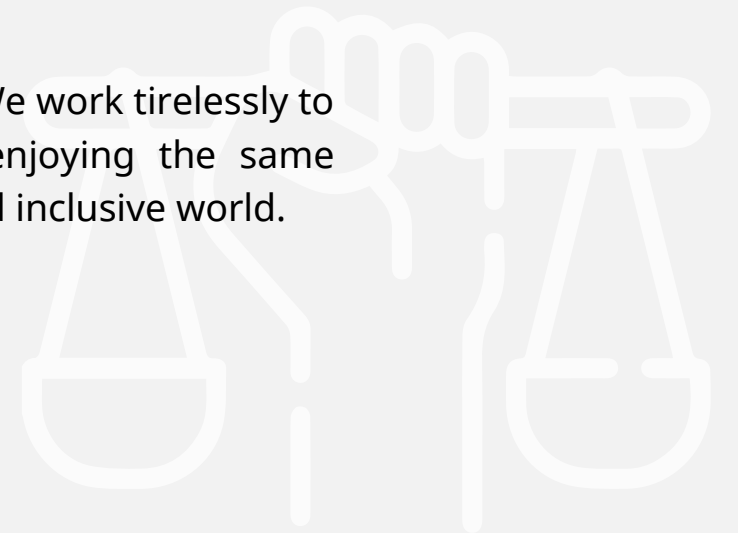
INNOVATION

We encourage the exploration and adoption of new ecological practices in our communication projects. Our commitment includes the constant pursuit of technological advancements, incorporating innovative solutions to optimize our projects and stay at the forefront of digital evolution.



EQUITY

Equity and gender equality are fundamental pillars of our commitment. We work tirelessly to establish a society where men and women are treated equitably, enjoying the same opportunities, rights, and considerations, in order to build a more just and inclusive world.



COLLABORATION

We believe in collaboration towards shared goals, favouring sustainable partnerships with our suppliers. The commitment of stakeholders, including our employees, clients, and local communities, is essential in shaping a sustainable and inclusive future.





COMMITMENTS

COMMITMENTS AS A SUSTAINABLE COMPANY

1 Calculation of the carbon footprint and continuous evaluation of environmental impact.

We calculate our annual carbon footprint and set reduction targets to improve our environmental performance. We regularly assess the environmental impact of our activities and seek ways to mitigate our negative effects.

2 Measurement of impact and return on investment (ROI).

We implement key performance indicators (KPIs) to assess the impact of our sustainable actions and calculate the return on investment (ROI) of our ethical initiatives.

3 Training and awareness

We conduct regular training sessions to raise awareness among our team about current environmental issues. We organize awareness sessions on digital pollution and train ourselves in good digital practices.

4 Community engagement

We engage in environmental initiatives within our local community by participating in projects and awareness campaigns.

COMMITMENTS AS A SUSTAINABLE COMPANY

5 Waste management

We minimize waste by promoting recycling, reuse, and reducing paper consumption.

6 Energy and light management

We implement mindful practices to better manage the use of energy.

7 Plastic reduction

We reduce the use of single-use plastic by encouraging the use of reusable containers and avoiding disposable items.

8 Good IT and digital management

We train ourselves in best practices aimed at reducing digital-related pollution:
We limit the energy footprint by optimizing the weight of exchanged and archived files.
We integrate eco-design criteria in the selection of IT equipment.
We adopt environmentally friendly virtual dissemination and digital archiving tools.

COMMITMENT FOR SUSTAINABLE COMMUNICATION

We adopt communication that aligns with our environmental and social initiatives, along with a charter of best practices for sustainable communication, the guiding principles of which are as follows:

APPROACH & MESSAGES

SUSTAINABLE MARKETING AND COMMUNICATION

- ▶ We disseminate messages on sustainable development and environmental and social awareness.
- ▶ Our digital communication strategy reflects our ethical values and commitment to sustainability.

COMBATING GREENWASHING

- ▶ We develop communication strategies focused on environmental and social awareness, eliminating stereotypes and any form of greenwashing.
- ▶ We demand tangible evidence for any environmental claim.
- ▶ We ensure accuracy and proportionality in advertising promises.
- ▶ We avoid any visually or audibly misleading elements regarding environmental properties.

COMBATING STEREOTYPES

- ▶ We oppose discriminatory or guilt-inducing stereotypes.
- ▶ We deconstruct stereotypes through our messages.
- ▶ We offer a narrative of moderation and resilience to reenchant our imagination.
- ▶ We combat stereotypes of ecological transition.

COMMITMENT FOR SUSTAINABLE COMMUNICATION

DISTRIBUTION & MEDIA

CHOICE OF DISTRIBUTION

- ▶ We assess usage: print for sustainability, digital for the ephemeral.
- ▶ We combine formats as needed.
- ▶ We prefer online dissemination for general information.
- ▶ We carefully consider the distribution of printed documents and encourage eco-design.
- ▶ We communicate best practices for printing and distributing printed documents to our clients to reduce their environmental impacts.

ECO-DESIGN OF MEDIA

- ▶ We optimize the layout for printing to reduce its environmental impact.
- ▶ We optimize the layout for digital use to reduce its environmental impact.

ADVERTISING FORMAT & CONTENT

- ▶ We avoid intrusive formats.
- ▶ We enable easy closure of advertisements.
- ▶ We ensure clear identification of the nature of the advertisement.

PROMOTIONAL ITEMS

- ▶ We eco-design useful promotional items.
- ▶ We avoid overuse of non-essential marketing items.
- ▶ Through Lemon Green, we offer a replacement service for promotional items.

MANAGEMENT OF ADVERTISING MESSAGE EXPOSURE

- ▶ We control the exposure of advertising messages and use retargeting sparingly.
- ▶ We reject controversial techniques.

COMMITMENT FOR SUSTAINABLE COMMUNICATION

EVENTS

EVENT TRANSPORTATION

- ▶ We choose venues easily accessible by public transport, bicycle, or on foot.
- ▶ We promote eco-friendly travel and involve hotels in eco-responsible actions.
- ▶ We limit and optimize travel within the framework of event projects.
- ▶ We encourage eco-friendly travel and provide all necessary information to promote it.

CUSTOMER-REQUESTED ACCOMMODATION

- ▶ We integrate environmental criteria into the selection of venues.
- ▶ We are able to offer eco-friendly certified accommodations: those that implement measures to save water; install an adequate number of sorting bins; specifically handle certain types of waste and promote recycling.

ECO-DESIGN OF BOOTHS

- ▶ We anticipate the lifespan of booths to encourage reuse.
- ▶ We choose eco-friendly materials and facilitate dismantling.

SUSTAINABLE CATERING

- ▶ We encourage the consumption of local, seasonal, and organic foods during internal and external events.
- ▶ We manage quantities efficiently to avoid food waste and collaborate with food surplus recovery associations in the context of event projects.
- ▶ We consider food packaging to reduce impact.
- ▶ We promote selective waste sorting.



IMPACT

lemon queen

ENVIRONMENTAL IMPACT, RESPONSIBILITY, AND EVOLUTION

We are committed to maximizing the following practices:

- ▶ Identification of the most greenhouse gas-emitting positions to develop a relevant action plan.
- ▶ Evaluation of the carbon footprint of our advertising campaigns.
- ▶ Carbon estimation at the close of the event project.
- ▶ Measures to optimize future campaigns. We use an emissions assessment tool to measure the effectiveness of the measures taken.
- ▶ Adaptation of our approach to developments in responsible communication.
- ▶ Assessment of best practices and areas for improvement.
- ▶ Corrective measures in case of non-compliance with the charter.
- ▶ Evaluation of stakeholder satisfaction for continuous improvement.



lemon queen

THANK YOU !