

Beat: Business

## **UDECAM MEETINGS - "At The SERVICE Of The PERFORMANCE Of Our ECOSYSTEM"**

### **CORPORATE SOCIAL RESPONSIBILITY**

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**USPA NEWS** - Advertising, it's a Commonplace, feeds a Lot of Fantasies. Is its Golden Age Over? After the Three Decades of the 70s, 80s and 90s, corresponding schematizing, to Three Consecutive Decades of Emancipation, Excess, then Dullness, the "Explosive" Years of the Internet arrived, then those of Mobile, Social,... as if the Digital Big Bang never ceased to transform it.

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Are our 20s ushering in a Period of Sobriety? Is this Sobriety a Slightly more Moderate Substitute for the Austerity the French no longer want? Advertising Professionals have decided and prefer the New Era of Respons. Because Yes, you can be a Passionate Advertiser and have a Deep Concern for the Common Good, the Environment, the Planet, Quite Simply.

Many Efforts have been made, without waiting for Regulations, by Players in Our Ecosystem. First in Isolation, then in a Shared or Corporatist Way (in The Good Term), then finally in a Collective Attitude aimed at Harmonizing the Measures. On a Planetary Scale, COP 28 urges us to do so: it is Time to develop Regional Collaboration on Climate Change.

The Ambition of UDECAM Meetings, more Modest, is also to Facilitate Exchanges around all these Initiatives, to make them Converge Towards a Common Objective of Reducing the Environmental Footprint of our Activity. And since Corporate Responsibility is also Social and Societal, UDECAM does not forget to Salute, Promote, and Even-Hope-To-Inspire the Efforts of our Companies and therefore Lobally of our Society, in Terms of Inclusion, Diversity and Pedagogy on All These Topics.

Full Program Of The Event:

1) - Introduction

With Damien de Foucault, General Director - UDECAM

And Patrick Gouyou Beauchamps, President - Values.media and President - Corporate Social Responsibility Commission UDECAM

2) - Crossed Interview

Animated By Charlotte Bricard - Journalist

With Denis Gaucher, Executive Managing Director - Kantar Media

3) - Keynote TF1 PUB

Advertising Fresco Animation

How to Engage the Advertising Industry around the Challenges of Ecological Transition

4) - Round Table 1 - How to Integrate Sobriety into our Professions?

Animated By Emilie Kovacs, Editor In Chief - The Good

\* Marie-Laure Monet, Head of Strategy - iProspect

\* Martin Clamart, Country Manager France - Azerion

\* Lénaïc Pineau, Sustainable Development and Quality Director - JCDecaux

\* Emily Moringue, Head of Media Strategy - Heineken France

\* Karine Warde, Brand and Advertising Manager & Communications Manager - MACIF

5) - Interview

Animated By Emilie Kovacs, Editor In Chief - The Good

With Fabrice Bonnifet, Director Of Director of Sustainable Development and Quality, Safety, Environment - Bouygues Group (& President de C3D)

6) - Crossed Debate

\* Christophe Girardier, President - Glimpact

\* Pascal Dagrassas, Environmental Display Project Manager - Ministry of Ecological Transition and Territorial Cohesion

7) - Round Table 2 - What Social and Editorial Responsibility of the Media? What Role for Agencies Serving Brands?

Animated By François Quairel, Managing Director - 100%Media | The Media Leader France

\* Laurence Pécaut-Rivolier, Counselor at the Court of Cassation & Arcom Member

\* Florence Le Liboux, Societal Corporate Responsibility Director - Publicis Media

\* Basma Bonnefoy, General Director RTL,RTL2 & Fun radios in charge of resources, organizations & Societal Corporate Responsibility

\* Maud Lévrier, Dputy Manager - Ouest-France

\* Corinne Mrejen, General Manger Les Echos - Le Parisien Partners & Chief Impact Officer

\* Livia Saurin, Director of Institutional Relations, General Secretariat - France Télévisions

8) - Duo

\* Catherine Helfenstein, Talents HR Committee Chair - UDECAM & Talents Director - Communication Publicis Media

\* Perline Grandemange, Associate Director in Charge of Personal and Professional Development - Oreegami

9) - Round Table 3 - Diversity, Inclusion, Training - Market Great Challenges 2023-2024

\* Anne-Sophie Le Bras, Program Director Google Digital Workshops - Google

\* Maylis Crassard, Head of Agency Development & Marketer Education Western Europe - LinkedIn

\* Nathalie Pons, Chief Impact Officer Havas France - Havas Group

\* Elodie Bernadi, Sustainable Development Director - L'Oréal France

10) Closing

\* Thomas Jamet, CEO IPG Mediabrands et UM France & President UDECAM

\* Anne-Sophie Cruque, Chief Operating Officer Publicis Media France & Administrator UDECAM

Source: UDECAM MEETINGS - "The Corporate Societal Responsibility At The Service Of The Performance Of Our Ecosystem"

On May 16, 2023

@ Comet bourse in Paris

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