

CODE OF ETHICS

“Make ecology a central issue”

Presentation

“Only a collective and individual awareness will trigger a shift towards sustainable development. That is why I created GoodPlanet”. Yann Arthus-Bertrand, Chairman & Founder of the GoodPlanet Foundation.

It aims to raise-awareness and educate people on environmental protection.

Values and Objectives

The GoodPlanet Foundation is a non-political, non-denominational and independent foundation; it actively promotes sustainable development and social responsibility; it seeks to encourage and support changes in behaviour to bring about a more sustainable and more environmentally-friendly lifestyle.

A strong believer in the notion that everyone has a role to play, that everyone has the power and duty to mobilise and act, GoodPlanet has set out three main missions:

- **Raise awareness** among and educate as many people as possible on world problems to allow everyone to shape the future of the planet and its inhabitants.
- **Mobilise** economic and political players by involving them in the Foundation's actions and by allowing them to actively promote sustainable development/corporate social responsibility.
- **Take action** by putting in place concrete programmes that provide operational responses to the threats endangering the planet.

Actions

The Foundation's actions include (non-exhaustive list): the organisation of cultural and educational events, exhibitions, production of audiovisual and photographic works, book publishing, website creation to disseminate information on major environmental

issues on the one hand and to produce carbon footprint assessments for private individuals and companies and to put in place carbon offsetting actions on the other.

The Foundation runs its actions alone or in partnership with individuals and legal entities; in particular, it works on the ground with NGOs on fair trade, inclusive and eco-responsible projects. Beyond its own resources, the Foundation receives assistance from individuals and legal entities (public and private): contributions without a specific allocation that allow it to fulfil its broader agenda, as well as grants and contributions specifically allocated to a given action.

Sponsors and partners

The sponsors and partners of the GoodPlanet Foundation provide financial, in-kind or skill-based support. These different ways of contributing to the achievement of the GoodPlanet Foundation's objectives may in no way and to no extent affect the Foundation's independence, freedom of initiative and speech.

Sponsorship must be based on an agreement; the aims of the proposed joint action must be clearly established, use of the funds raised must be very specific, a financial report on the action must be transmitted, along with a delivery efficiency assessment.

On the other hand, they require partners and sponsors to share the Foundation's philosophy and objectives. The GoodPlanet Foundation shall not engage in undertakings with companies and organisations whose activities conflict with or contradict its values, its scope of activities and any principle inherent to its Code of Ethics.

The companies and industries who support us make a formal commitment by signing this Code of Ethics to voluntarily undertake actions to minimise their primary impacts and their negative externalities as part of a long-term approach in three areas of sustainable development: environmental, social and economic.

The GoodPlanet Foundation may, within the scope of its possibilities, provide its partners with advice and information so as to work towards this, as part of a concerted approach. In return, the partner has a duty to keep GoodPlanet informed of its activities.

The virtuous long-term progress approach proposed to the partner involves an initial acknowledgement followed by concrete actions in the GoodPlanet Foundation's three areas of intervention: awareness-raising, mobilisation and action.

Individual donors

All individual donors will receive information on the projects, achievements and highlights of life at the Foundation through a regular newsletter.

Any request or complaint submitted after a donation shall be diligently followed up.

Suppliers

The Foundation shall exercise caution and objectivity in the choice of its suppliers. As not squandering the money given by its donors is a priority, the procurement policy must be regulated, focus on suppliers that share our values, ensure competition and avoid any risk of favouritism towards 'associate' companies. No service contracts may be drawn up with a company or provider affiliated with a member of the Board or an employee without the prior approval of the Board.

Employees and volunteers

Employees and volunteers undertake to respect the Foundation's values, that is, environmental protection, respect for others, generosity and mutual aid, impartiality and non-proselytism.

Beneficiaries

No political, religious or racial discrimination is associated with the choice of project beneficiaries: consideration of project efficacy and sustainability shall prevail in the choice of beneficiary populations.