



Dentsu Goes Green

Programme Introduction

September, 2023

dentsu



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Introduction

Background

In alignment with Dentsu's global Social Impact strategy, dentsu Hungary group has locally developed its own environmental program called „Dentsu Goes Green”.

Initiated in 2019, the aim of this initiative is to create and maintain a more sustainable workplace, as well as to enhance employee awareness of these changes and increase their involvement in driving this transformation.

The content of the Dentsu Goes Green program has continuously expanded over the years. Next, we present the elements that are currently present in our daily lives.





02

Elements of the Programme



We strive for environmentally conscious energy usage.

Green Energy

Our office uses 100% green electricity since July 1st, 2022.



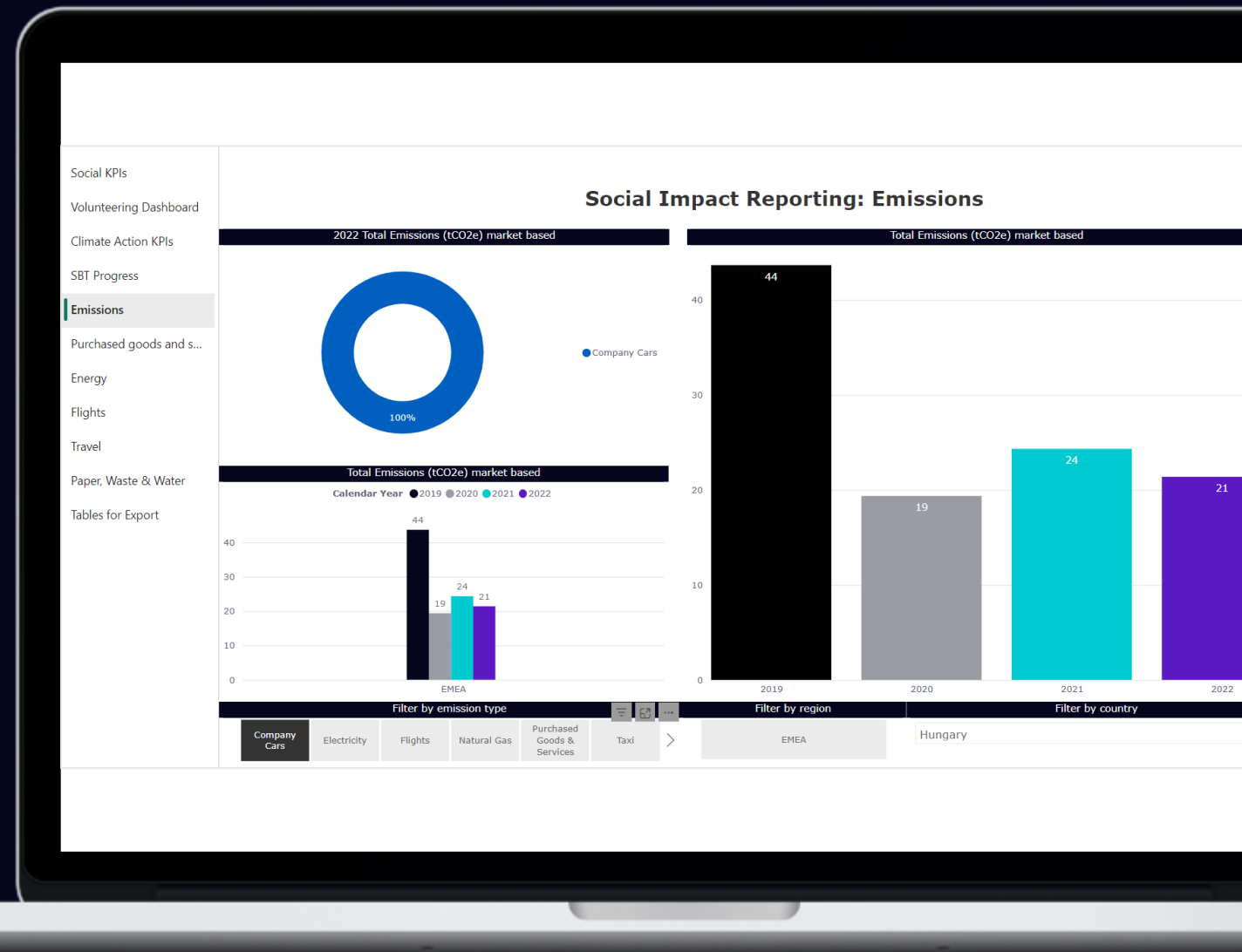
„Greener“ Car Fleet

We have been consistently working on optimizing the structure of our car fleet with the goal of reducing our CO2 emissions.

Over the past years, we have decreased the total number of our vehicles from 12 to 8. We have also replaced 2 gasoline cars with hybrids, and 2 diesel cars with plug-in hybrids.

The CO2 emissions resulting from our vehicle usage decreased by over half, from 44 thousand tCO2 in 2019 to 21 thousand tCO2 in 2022.

* Source: dentsu Social Impact Reporting dashboard

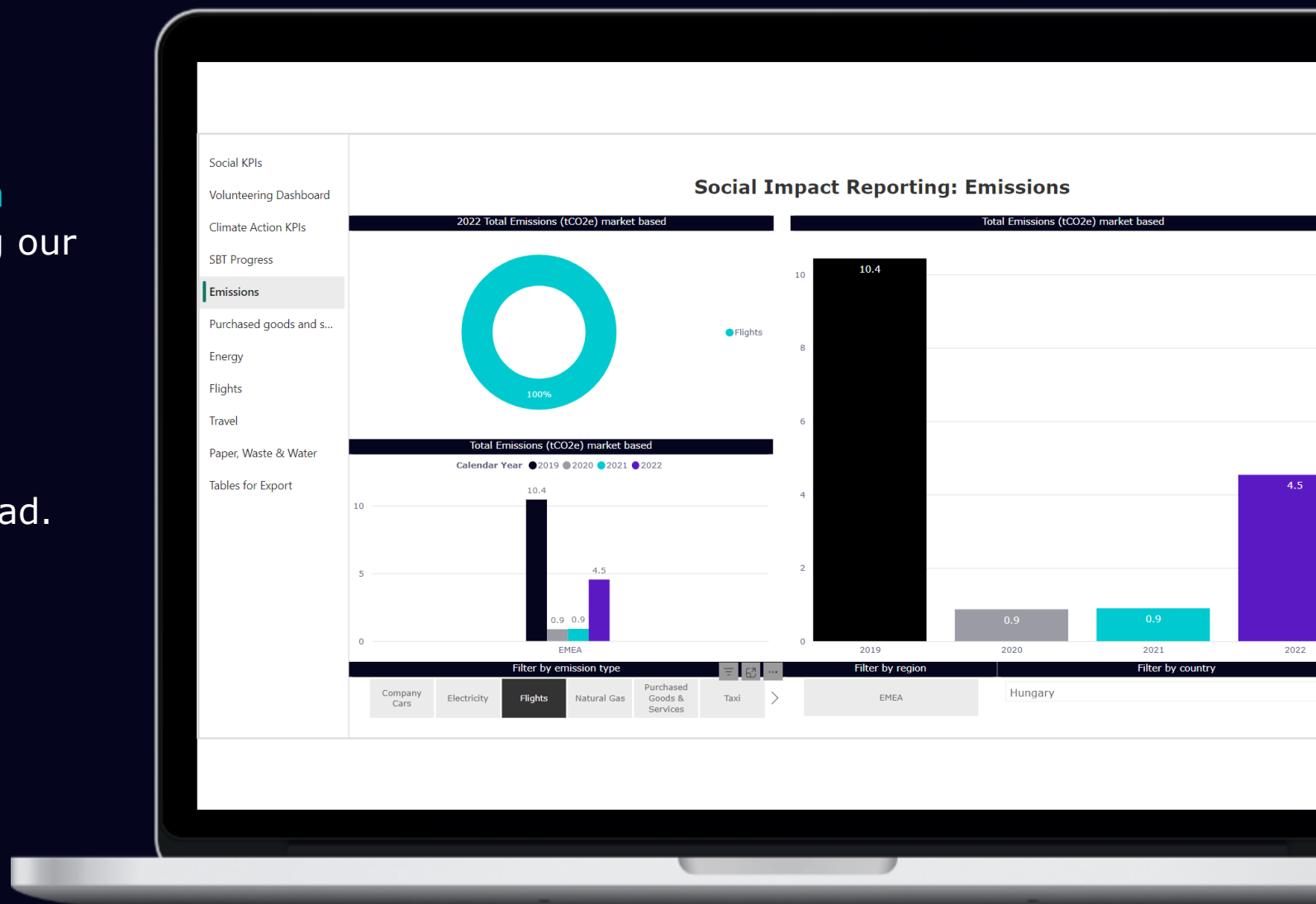


Less Flights

We consciously plan our long-distance travels and **only opt for air travel when absolutely necessary**, thereby reducing our ecological footprint.

Even after the years of the COVID-19 pandemic, **we take less than half the number of flights*** compared to 2019, giving priority to online meetings instead.

* Source: dentsu Social Impact Reporting dashboard



Better Choices For Business Travel In The City

We have created multiple opportunities for our employees to engage in **environmentally friendly business travel**, aiming to **reduce both our company's and our employees' transportation-related CO2 emissions**.

- We **request electric taxis** from our contracted transportation partner.
- Since last October, our employees can also travel by **electric cars to meet their partners within the framework of the ShareNow service**.
- Our company also has a **community bicycle** that anyone can use.

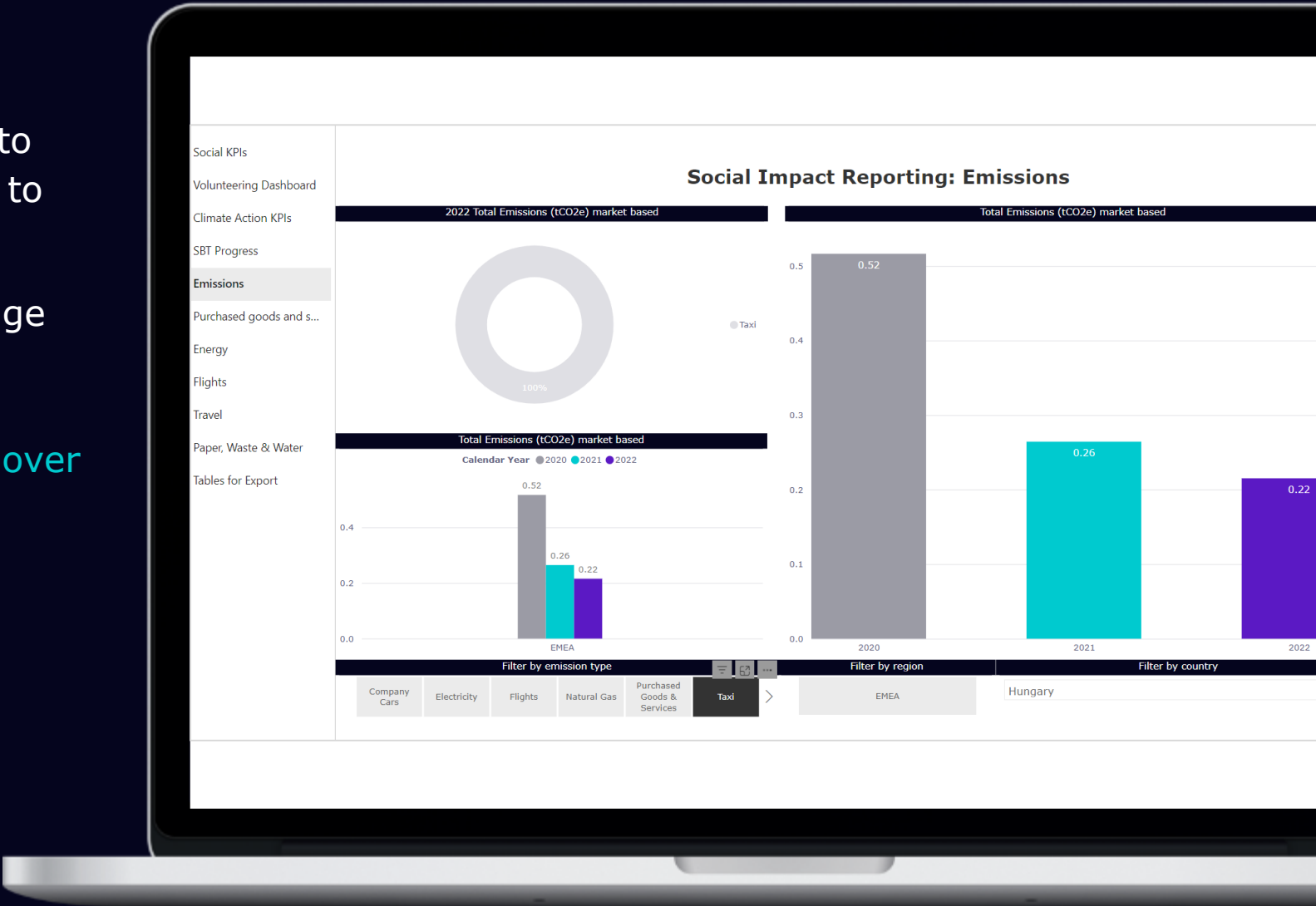


Decreased Taxi Usage

We not only encourage our employees to use electric taxis, but also to find ways to save on travel whenever possible.

As a result of our conscious vehicle usage for everyday business travel, **our CO2 emissions from taxi rides** have been consistently decreasing since 2020, **by over 50% by 2022.***

* Source: dentsu Social Impact Reporting dashboard



We are serious about selective waste collection and recycling.

Separation Of Reuseable Waste

We separate **paper, plastic, metal, and glass**. We have placed waste collection bins and containers for this purpose in the kitchen and at various points throughout the office. We also collect **coffee capsules** and **used batteries** separately and deliver them to designated drop-off points.



Paper, plastic,
metal, glass



Capsules

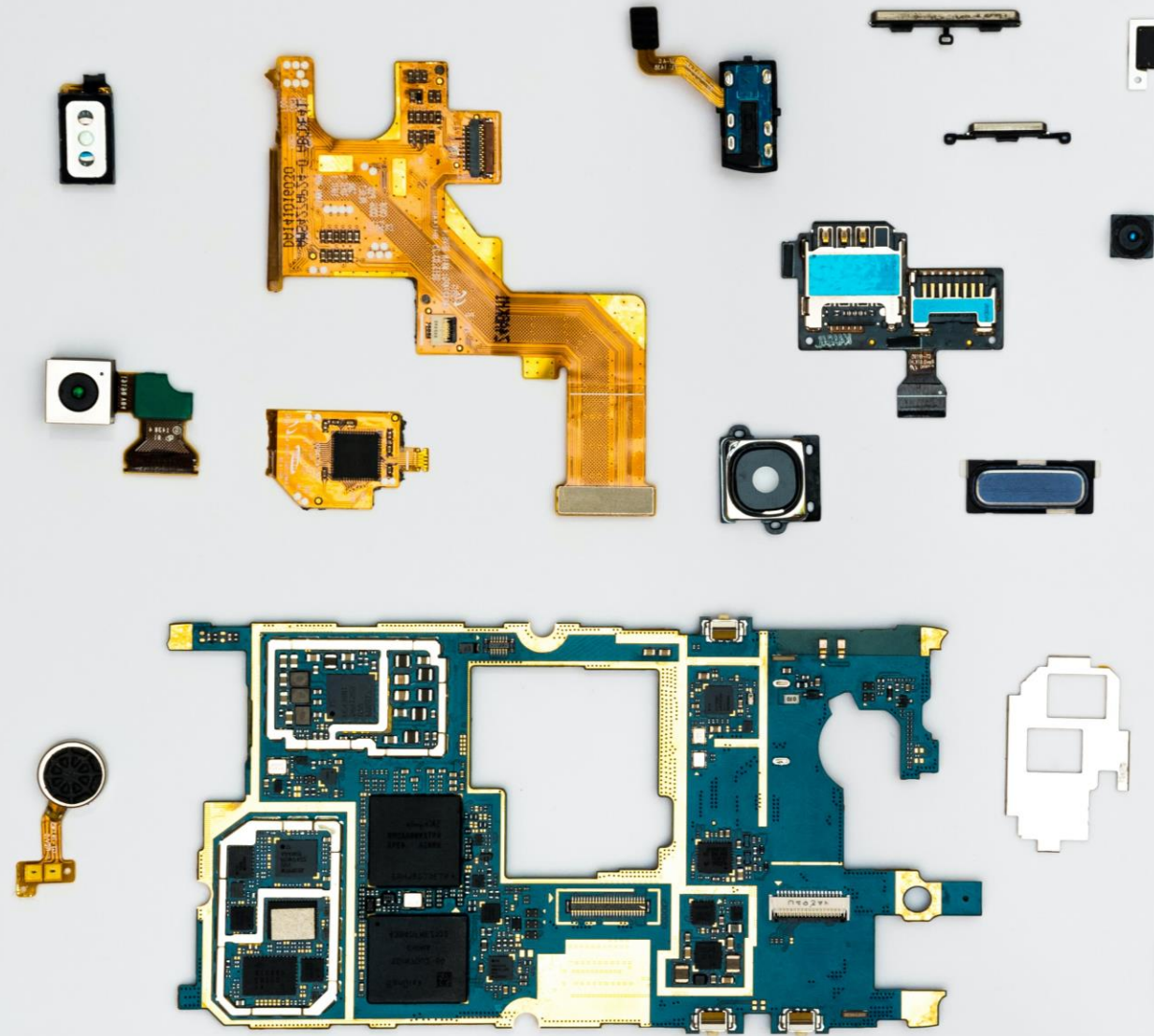


Batteries

Electronic Waste Management

At least once a year, our IT team sorts our electronic waste and hands it over for processing.

On January 25, 2023, we delivered 201 kg of mixed electronic devices and 48 kg of empty toner cartridges to [No Waste Ltd.](#) for recycling.



We use less disposable plastic.

Plastic-Free Consumption

We have introduced numerous innovations to reduce plastic usage in everyday office life.



Instead of using plastic-bottled water, we placed a **well/water filter in the kitchen**, and we serve this water to our guests in glass pitchers.



We introduced the **dentsu branded water bottle** for our employees, which allows them to carry their cold or hot beverages plastic-free in the office, at our events, and wherever they go.



We use **re-cups** and metal utensils at our indoor or outdoor events.

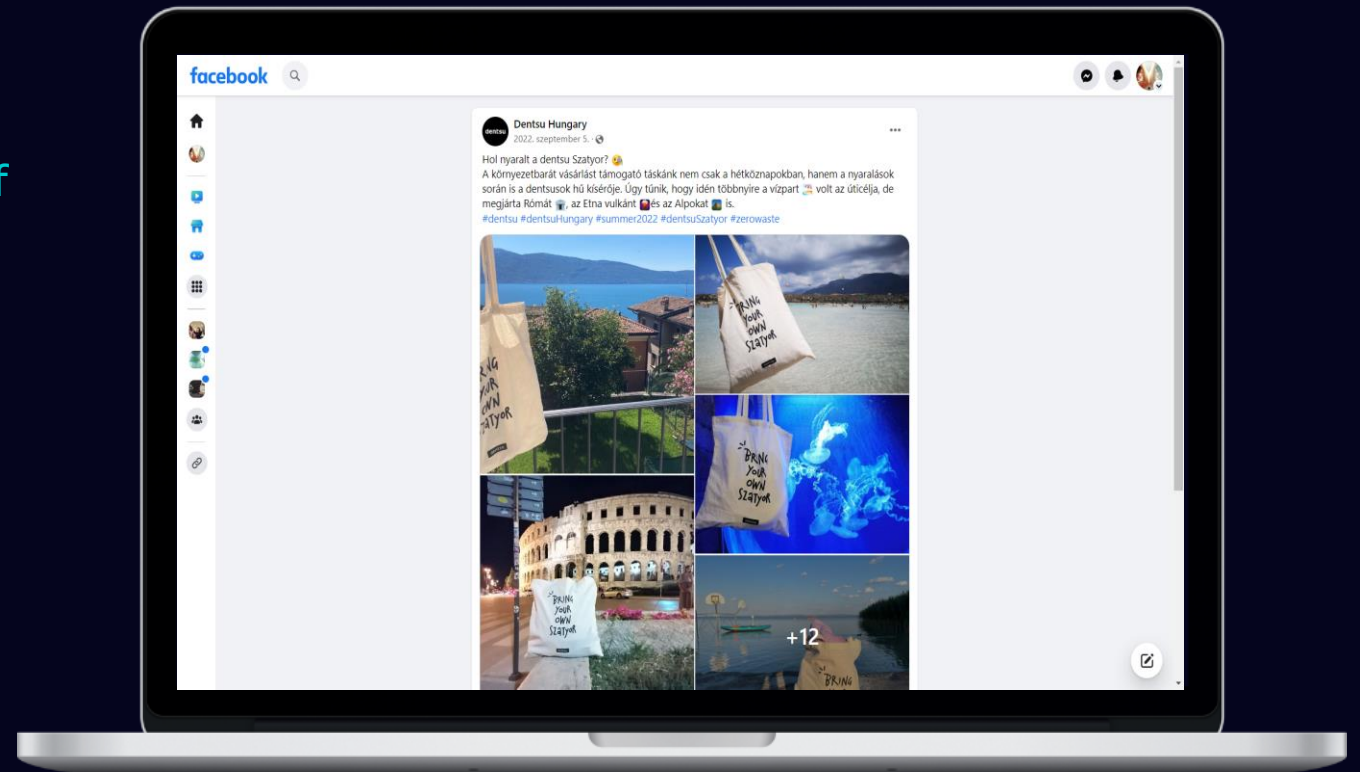


We **collect** disposable plastic food containers and **reuse** them for another meal.

Dentsu Bag For The Plastic-Free Shopping

When [joining the company](#), our employees receive a [versatile textile Dentsu Bag](#), with which we encourage them to [reduce the use of disposable plastic bags](#).

The practicality and success of the Dentsu Bag are best proven by the fact that it has already [traveled the world](#). 😊



Less Plastic-Bottled Cleaner

In order to use as little plastic as possible, we buy cleaning agents/soaps in large packaging, which we then place into fixed dispensers or reuse empty plastic containers.



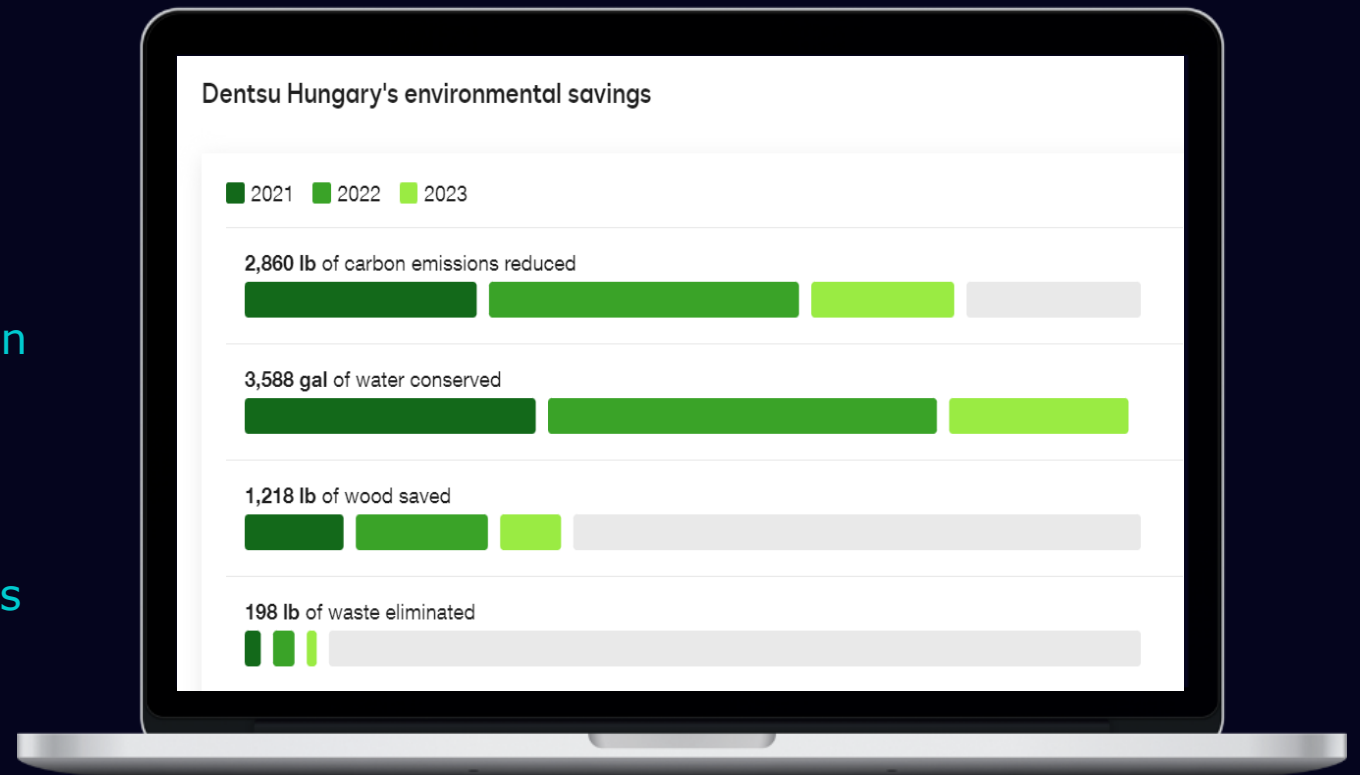
We use paper in an environmentally conscious manner.

Less Paper Usage With Electronic Signatures

We introduced electronic signatures in 2020.

About 83% of our employee and partner contracts* are signed paperlessly through DocuSign.

DocuSign estimates that as a result, our carbon emissions have been reduced by 1300 kg, and our water consumption has decreased by 16,311 liters, which is equivalent to saving about 548 kg of wood and producing 90 kg less paper waste over the elapsed time**.



- Source: Estimate based on records of signed contracts on paper within the dentsu Hungary group (approximately 310 signed contracts) and electronically signed contracts tracked in DocuSign (1502 completed status) compared for the period between January 2022 and June 2023.
- ** Source: DocuSign eSignature, July 2023.

Sparing Trees With Re-Paper

We use recycled paper for **printing and photocopying**.

We also opt for office supplies (**envelopes, pens, notebooks**) that are made from recycled paper.

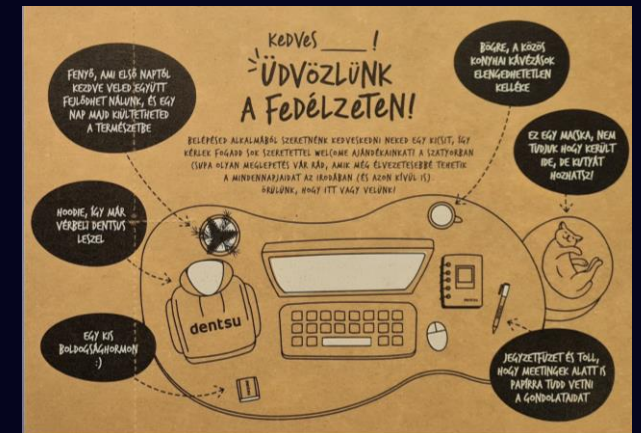
The plastic-looking part of our pen is actually made out of environmentally friendly wheat straw. The rest is recycled paper. 😊



Environmentally Conscious Welcome Package

Our welcome package for new joiners was also designed with **sustainability in mind**:

- It includes an **eco-friendly welcome/self-intro card** printed on **recycled paper** with environmentally conscious ink reduction methods.
- Among its contents are the **Dentsu Bag**, as well as **essential office tools**, such as the **eco pen** and the **OneTone dentsu Notebook**.
- Newcomers will also find a **pine tree planting kit** in the onboarding package. They can grow and nurture the tree themselves while at dentsu. We plan to plant these seedlings together outside, another way for us to give back to nature...



We use eco-friendly materials in the household.

Green cleaners

We use environmentally friendly dishwashing detergent and dishwasher tablets.



We organize campaigns aimed at re-using used objects.

Finding New Home For Used Stuff That Are Not In Use Anymore

We organize campaigns focused on re-using used items often in the form of donations. With this, we're not only taking another step towards more sustainable business practices as a company, but also foster a commitment to sustainable living among our employees.



Every year

We refurbish the out-of-use computers and donate them to educational institutions. In 2022, we recycled approximately 700 kg of IT hardware this way.



July 2022

The proceeds of the garage sale combined with an auction (42,000 HUF) were used to purchase seedlings supporting the [Christmas Forest](#).



April 2023

We collected approximately 15 kg* of used toys for a Children's Home.



April 2023

We gathered approximately 48.5 kg** of used clothing. Some of them found new owners among colleagues, while the rest was donated to a charity shop.

* Own estimation ** According to the measurements of the charity shop

**We engage and educate our employees through
volunteer initiatives aimed at protecting the
environment.**

One Day for Change

Since 2022, One Day for Change has been dentsu's annually organized Social Impact event to enhance environmental awareness and cultivate a culture of goodwill and collaboration within dentsu, something that everyone can take pride in.

Dentsu Hungary has participated in the initiative each year with great success.



July 2022

We repaired, sanded, and painted railings, the retaining wall, information boards, and the climbing section of the playground at the Pál-völgyi Cave. We also planted flowers.

At the end of the day, we took part in an interactive lecture about biodiversity, zero waste, and environmental protection topics.

Through our work, we made approximately 1500 kg of wood-material* reusable.

[Report →](#)

*own estimation



April 2023

In connection with the theme 'nature' and the 'circular economy', we refurbished benches, fences, railings, as well as created bat boxes and insect hotels at the Budakeszi Wildlife Park.

By completing these tasks, we contributed to approximately 1.5-2 months' worth of work for a wildlife park employee, as stated by the park director. We repurposed around 4200 kg of wood.*

We also attended an interactive presentation about birds and their significant role in maintaining biodiversity.

[Report →](#)

*own estimation



**Our employees are also active in bottom-up initiatives
that serve a sustainable future.**

Veganuary X Dentsu

An excellent example of our employees aligning with dentsu's SI objectives and mindset is the **grassroots initiative from early 2022, the Veganuary challenge**, in which participants committed to following a vegan diet for one month.

Organizers sent out **weekly newsletters**, established a supportive internal group, organized **vegan breakfast, cooking workshops, presentations, fruit day** and obtained discounts for Veganuary challenge participants in nearby cafés and lunch places.

About **one-third of our employees joined the challenge**.*

* Source: Veganuary x Dentsu MS Teams member list



We partner with green suppliers.

Environmentally Conscious Partner Selection

We strive to select partners for our operations who offer environmentally friendly products and/or prioritize sustainability in their own operations.

We have succeeded in achieving this with the following partners:



Zöldövezet Környezetvédelmi
Társulás (Green Zone
Environmental Association)

Our partner in organizing
environmental initiatives.



Folprint Zöldnyomda Kft.

Our standard print shop



NoWaste Környezetvédelmi
Szolgáltató Kft.

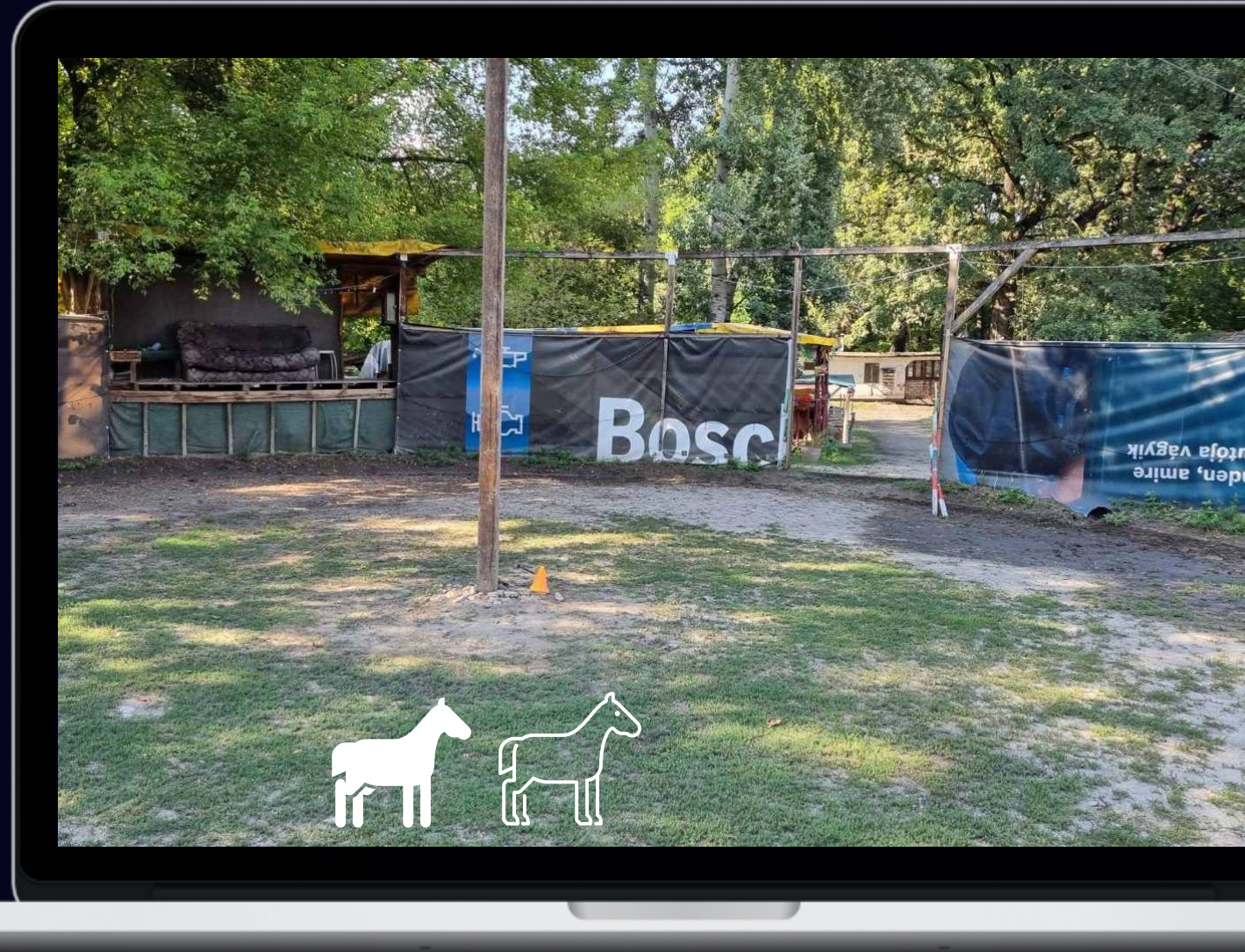
Our partner in the collection
and environmentally friendly
processing of electronic
waste.



We support our clients in their of sustainable advertising efforts.

New Life Of Building Nets

We assisted our client, Bosch in finding a new purpose and user for approximately 60-70 square meters of old advertising building nets: Since April 2023, these nets have been reinforcing the walls of the riding arena and the roofs of some buildings at the PóniPont Equestrian School in Budapest.



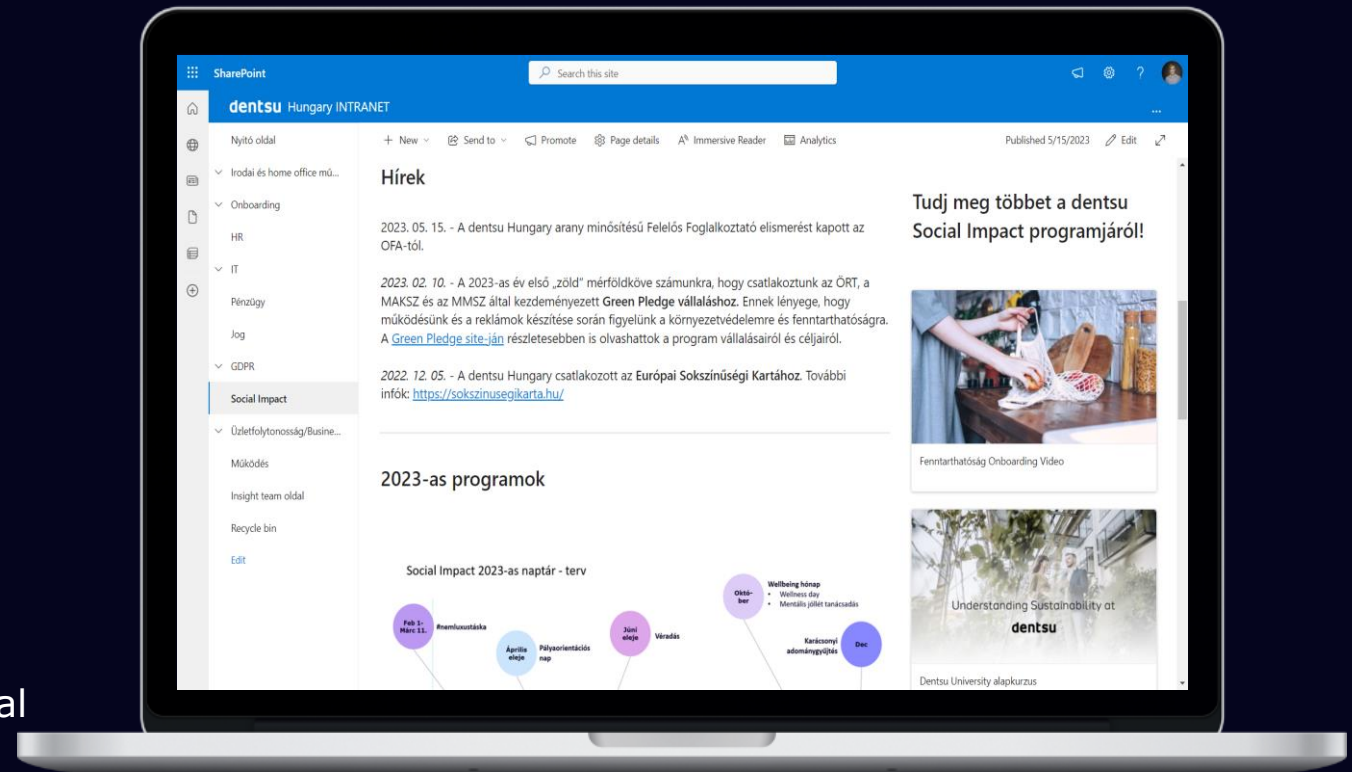
We support the environmentally conscious development of our employees through knowledge sharing and self-educational opportunities.

Social Impact Information Hub

We dedicate a distinct section of our local Intranet to Social Impact, specifically sustainability topics, to **inform employees about the latest development.**

Content include:

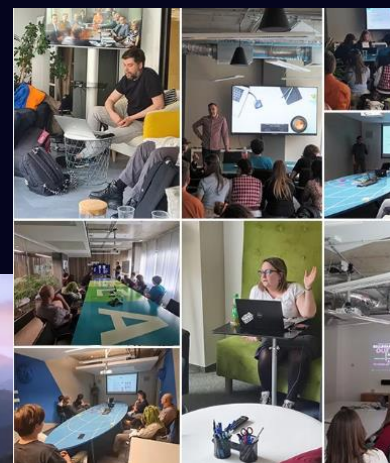
- Dentsu's SI onboarding video
- Dentsu Hungary's 2023 SI program
- News and updates
- Event calendar
- Event summaries
- Social Impact Champions within the organization
- Dentsu's Environmental Policy
- Dentsu's Social Impact Report
- Contact information for the dentsu network's Social Impact Hub
- Access to Dentsu University's Social Impact foundational course



Green Topics In Our Monthly Newsletter

We communicate dentsu's global and our local SI initiatives and news in our monthly newsletter.

- We continuously remind colleagues of dentsu and dentsu Hungary's **commitment to social responsibility**.
- We share planned, ongoing and past **activities and encourage our employees to participate**.
- We highlight the **development opportunities** available at the Dentsu University in sustainability.
- We explain **what they can individually do for sustainability and environmental conservation**.



Social Impact

A Social Impact csapat készített egy **helyi Intraneten** (rögtön a GDPR n amely összefoglalja azokat az aktuá amelyekhez adott pillanatban tudta várhatók a jövőben, valamint könnye számotokra a helyi social impact mu összefoglalókat, terveket és egyéb h

Jelenlegi aktuális megmozdulásunk amelyről már olvashattatok **Szemer** 3-ig várjuk a megtöltött női táskák!

Érdemes belepillantani a nemrégibe **a dentsu social impact stratégiájáról** központi social impact learning & de része (a dentsu **university**-n keresztül

[Tovább a helyi Social](#)

Társadalmi szerepvállalás

Tavaszi Social Impact aktivitá

Social Impact csapatunk több akcióval is készült a máso negyedévre. **Szidi kezdeményezésére április 25-én pályaválasztási tanácsadást tartottunk** a Vörösmarty M Gimnázium két másodéves osztálya (köztük az egyik mec tagozatos) számára. Ezek a fiatalok most állnak fakultás tantárgyak és felsőoktatási intézmény választása előtt. megmutattuk nekik, hogy egy kommunikációs ügynökség sokrétű munkát végez, és milyen lehetőségeik vannak, ha vennék az irányt. **Köszönjük a frappáns előadásokat és a tanulókat kísérő önkénteseknek a segítségét!**

Június 2-án véréadást szervezünk Szemenyei Cinti és Szidi segítségével és a ház támogatásával. Mostanság különösképpen szükség van önkéntes véréadókra, mivel a készletek megcsappantak. Soha nem volt még könnyebb véréadásban részt venni, hiszen szó szerint házhoz jön a Magyar Vöröskereszt! Nem elhanyagolható tényező, hogy az ezzel eltöltött időt is rá lehet írni a TS-re majd. :) Szóval **gyertek és segítsetek!** **Szidi és Cinti** küldik hamarosan a részleteket és a felíratkozási lehetőséget.

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2023. 02. / dentsu news #69

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2022. 04. / dentsu news #59

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Társadalmi szerepvállalás

2023. 04. / dentsu news #71



Mégzöldebb lett az irodánk

Büszkék vagyunk arra, hogy **a dentsu Hungary 2022. július 1-től csatlakozik azokhoz a dentsu irodákhoz, amelyek 100% zöld energia felhasználása mellett üzemelnek.**

Ez fon messz is.

A köve részek globál és lép



éseink

act és a wőbeni felelni,

Egy nap a vadasparkban

Pénteken közel hatvanan voltunk kint a Budakeszi Vadasparkban a kellemes tavaszi időben és tettük a dolgunkat: **kerítést, korlátot és padot csináltunk, majd festettünk, más csapatok bogárholt és denevéradót raktak össze.** Ezeknek a feladatoknak az elvégzésével egy vadsparkos dolgozónak kb. 1,5-2 hónapnyi (!) munkáját váltottuk ki. Nem csak a Vadaspark volt hálás, hanem az oda látogató ovis gyerekek is megköszönték a munkánkat kifelé menet. 😊

Délután meghallgathattuk Zelenák Attila madárvédelmi szakember előadását a biodiverzitásról és a madarak fontosságáról. A nap lezárásaként pedig egy körséta keretén belül **pár hazai madárfajt is megnéztünk** és sok érdekeséget megtudtunk róluk Attilának köszönhetően.

Nagyon elfáradtunk, de fel is töltöttünk: jó volt tenni és egy kicsit okosodni is. 😊

Reméljük, hogy jövőre azoknak is lesz lehetősége csatlakozni a One Day for Change önkéntes naphoz, akik munka miatt most nem tudtak eljönni. Azoknak, akik erre tudták szólni a napjukat, nagyon köszönjük a segítséget!

dentsu

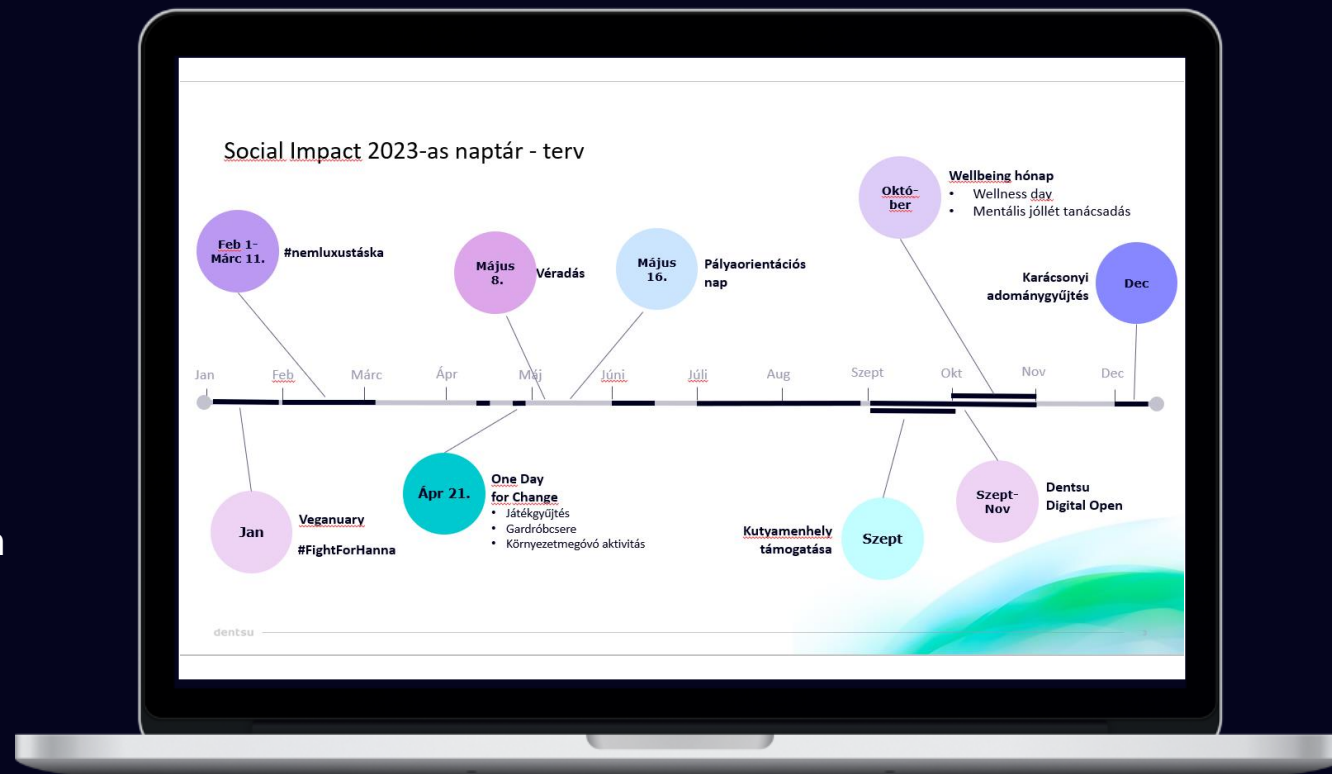
Társadalmi szerepvállalás

Green topics In Quartely Townhall Meetings

During our periodic town-hall meetings we always

- reiterate the **dentsu Social Impact vision and strategy**;
- present the local **activities planned** for the year;
- provide updates on the **progress** of program implementation;
- share **news** and **achievements**;
- **encourage** our employees to **actively participate** in SI events and **provide suggestions** on how we can enhance our efforts further.

These gatherings serve as a platform for fostering engagement and seeking continuous improvement.



Interactive Lectures On Environmental Protection

During our annual [One Day for Change environmental initiative](#), participating volunteers (and in some cases, their family members 😊) engage in [interactive presentations](#) to learn more about topics related to [environmental conservation](#). On July 1, 2022, we had engaging presentations about insects, biodiversity, and the [concept of zero waste](#). On April 21, 2022, we listened to fascinating talks about the significance of birds in terms of [biodiversity](#).



03 Summary

An Environmental Program With Tangible Results

We take pride in the Dentsu Goes Green program, whose success is evident on multiple fronts:

- ✓ A diverse program with concrete actions that we sustain and expand year after year.
- ✓ We have achieved tangible and quantifiable results.
- ✓ As a result of specific measures, sustainability-focused activities, education and the ongoing internal communication, our employees' awareness and motivation have grown stronger:
 - Over the past 4 years, employee awareness of our Social Impact goals and initiatives has increased by approximately 7%.*
 - In 2023, 43% more individuals are participating in our annual volunteer environmental initiatives compared to 2022.**
 - Colleagues are increasingly engaging in grassroots initiatives (e.g., Veganuary X dentsu, the #FightForHanna donation campaign, and the Diversity Roundtable Discussion in June 2023).

* Glint Survey, 2019-22.

** One Day for Change reporting data. Number of participants in 2022: 39, in 2023: 57.

04 Accolades

Green Pledge

Dentsu Goes Green has been awarded the Green Pledge trademark in August, 2023.

Green Pledge is a Hungarian environmental protection initiative created by The Self-Regulatory Advertising Board (ÖRT), the Hungarian Marketing Association (MMSZ) and the Hungarian Communication Agencies Association (MAKSZ) for advertising market players. Any company can join this and thereby undertakes to pay attention to environmental protection and sustainability in its operation and the entire process of creating

advertisements. The Green Pledge trademark can only be used, if a company applies for it by submitting an application describing the company's 'green' practices and projects.

The following quote is from Zsolt Gerendi, Secretary General, ÖRT:

"After reviewing the submitted applications, the jury evaluated the application material of Dentsu Hungary Kft. about the 'Dentsu Goes Green Program' as one that deserves the use of the Green Pledge trademark.

The above application, in addition to being carefully crafted, adheres to the mission and vision of the Green Pledge initiative, which focuses on building environmental protection and sustainability aspects into agency operations and the process of creating ads. Based on the jury's decision, in addition to praising the project, we acknowledge the achievement of the applicant company itself."



Thank you.

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