



## BIRTH OF VivaWomen!

Several months ago, a small group of women from a number of agencies within Publicis Groupe began to discuss setting up an internal women's network. Why? The initiative springs from a number of factors:

- Reports by Brigitte Grésy, in 2009 and 2011, confirmed that there has been little progress regarding the career advancement of women in France;
- Many companies that work alongside us – both clients and suppliers -- in a number of European countries and the US feature internal women's networks that are doing valuable work;
- Similar projects and discussions are emerging or are underway in several of our agencies, particularly in the US with several affinity groups;
- Although women represent 55% of Publicis Groupe's employees, and 44% of the members of our Supervisory Board are women, the ratio of men to women changes as employees advance to higher levels in the workplace hierarchy;
- The Groupe's acquisition of the Deauville Women's Forum in late 2009 illustrates a strong commitment to greater support on women's issues.

Thus towards the end of 2010 we initiated a phase of deliberations on how best to construct this network and define its field of action. **Women face specific challenges and they need support.** All of us involved in this project are motivated by the desire to act together for what we feel is a key element in the common good.

### That's how VivaWomen! was born

#### Why VivaWomen! ?

Our name kicks off from Publicis Groupe's signature, but with a twist. It captures a sense of energy and an optimistic desire to make changes; all of us feel strongly that individuals matter, and that all of us – in this case, all women – have strengths and talents to offer. Our aim is to lay out a concrete plan of action with tangible results.

What are the goals of this network?

- Above all, our network comprises a number of determined staff members with a shared commitment to **supporting women in order to facilitate their personal and professional evolution within the Groupe.**
- In addition, we seek to establish links with other women's networks, possibly including our participation in joint projects.
- We aim also to participate in projects linked to the education and training of girls and young women, in order to have an impact on the stereotypes that can exist in adult professional life.

**VivaWomen!** is entirely composed of volunteers. Our actions will be independent, although our approach will be managed in dialog with heads of agencies, the Human Resources team for France and Human Resources managers where necessary. The challenge of enhancing the progression of women's careers requires a joint reflection by men and women, and by action that will require the participation of all. Only **together** will we progress on key subjects and challenges that have an impact on generations to come.

With these common convictions, a small group of founders has worked on setting out some initial plans for action. These do not, in fact, exclusively target women. Thus in France we will begin with:

- A program of in-Groupe **mentoring** for women who question their career advancement and feel the need of assistance in working out their goals and how to get there (in the absence of any supervisory relationship);
- An inquiry regarding **well-being at work** that we initiated a year ago, aimed at all employees in France, in order to subsequently define a body of simple and effective actions that will promote personal development in the workplace and diminish factors that generate stress. This wide-ranging survey will be conducted with the Human Resources team for France, in parallel with actions that some of our agencies have already initiated on the same topic;
- A program of **lectures, breakfasts and/or lunchtime talks featuring experts** in fields that directly affect women;
- Finally, a **non-profit association**, (VivaWomen!) will be set up, to enable greater independence.

The content program will be built in each country, enriched and enacted according to what women tell us they want. We will need the talent and efforts of all those who are motivated by our project.

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And join us – very soon! – on [www.lionresources.com](http://www.lionresources.com) (in 'my portal', go to @VivaWomen!)

*All the founders and pioneers, in your network/brand will be pleased to answer your requests.*

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