

A committed group working for the benefit of society



group working for the benefit

As a responsible player, Le Groupe La Poste strives to offer a sustainable approach to all its activities and a more inclusive vision of digital technology.



Carbon neutrality

A LONG-TERM COMMITMENT AND CONCRETE ACTIONS

Since 2012, the mail, parcel, express and digital offers have been carbon neutral and, since 2019, the entire Group has been carbon neutral. A result stemming from a long-term commitment to manage the environmental footprint of the Group's activities. La Poste is committed to reducing its CO₂ emissions by 30% by 2025, compared to 2013. Sciences-Based Targets, the UN initiative, validated this objective and declared it scientifically consistent with the Paris Agreement. Only 33 companies have obtained this validation in France.

Sustainable delivery and offsetting

This clearly stated desire is being translated into action on the ground. La Poste has opted for sustainable delivery by acquiring one of the largest fleets of low-emission vehicles (electric vehicles, CNG, etc.) for more than fifteen years. In 2019, Chronopost announced deliveries using clean vehicles across the entire Paris region and it is also launching ChronoCity, a urban site concept combining depots and services. In its day-to-day operations, the Group aims to set an example: 100% of the electricity used in its buildings comes from renewable sources. La Poste is one of the European leaders in the voluntary offset market. It has contributed to the definition of the Low Carbon Label, a local compensation approach recognised by the State. The first project to receive the label (a reforestation project in the Basque Country) was implemented in conjunction with the G7 in Biarritz, in which La Poste was a partner. Since then, five other projects received the label in 2019, such as the Ancy project in the Rhône. In September 2019, La Poste also took part in the first Green Postal Day, an event designed to share the experiences of players in the sector.

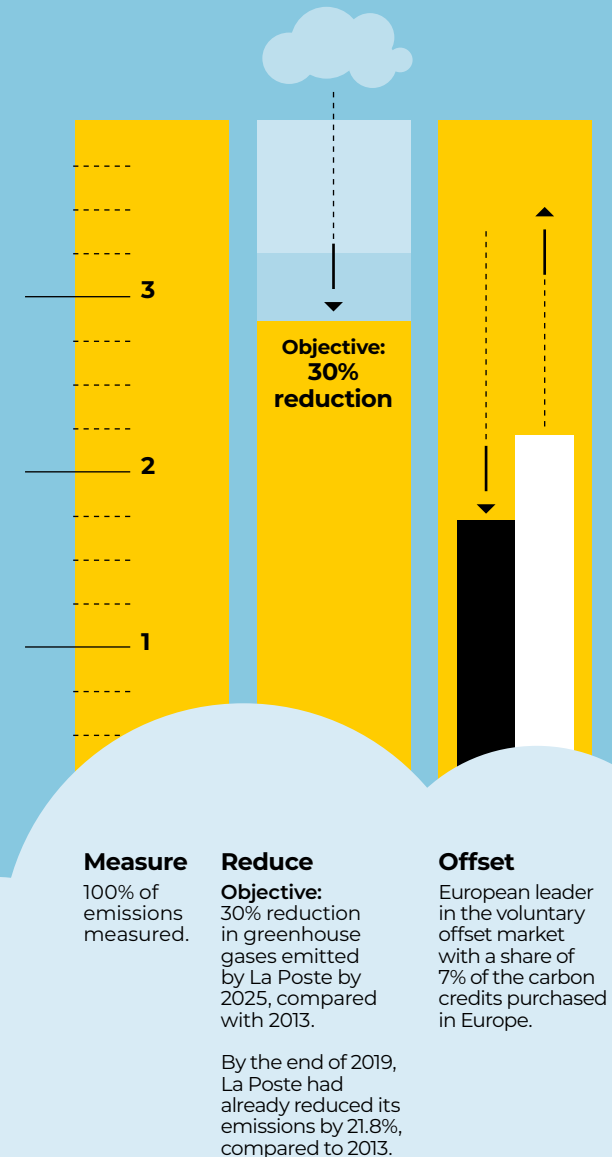
A responsible approach to finance

In 2018, the Group issued a 500 million five-year green bond to finance its energy transition. A year later, La Banque Postale in turn issued a green bond and raised €750 million to finance projects in the renewable energy sector. La Banque Postale Asset Management (LBPAM) has committed to spend 100% of its assets in responsible investments. By the end of 2019, more than 50 funds have already received the SRI label⁽¹⁾. Its corporate and investment bank excludes any project financing in the coal and fossil fuel sectors.

(1) Socially-responsible investment.

A carbon strategy in three stages

Since 2012, our mail, parcel, express and digital services have been carbon neutral. Since 2019, La Poste has been the world's first fully carbon neutral postal operator. A result stemming from a long-term commitment to manage the environmental footprint of all its activities.



Inclusion

COMBATING ALL FORMS
OF EXCLUSION

13 million French people are struggling with digital technology. 7 million of them have no access to the Internet. As part of its public service missions of regional development and banking accessibility, La Poste Network, in partnership with La Banque Postale, deployed an ambitious social and digital inclusion programme in 2019.

Ensuring digital accessibility for all

Nearly 28,000 tests have already been carried out in offices and 817 sites (including all public service areas) are involved in this project. The evaluation of the level of autonomy of the customers is carried out with the help of tablets by the mediators or the customer service managers and, depending on the established result, support is offered. Depending on their results, customers can receive support to help them use the automated postal machines and applications more effectively or be guided towards digital training organised by partner associations (Emmaüs, Pimms, etc.). In April 2019, La Banque Postale launched a social and digital inclusion programme in nearly 300 post offices. The Group is also combating the digital divide with the Ardoiz tablet, specially designed for seniors. It is installed at home by a postman. In 2019, there were more than 50,000 users.

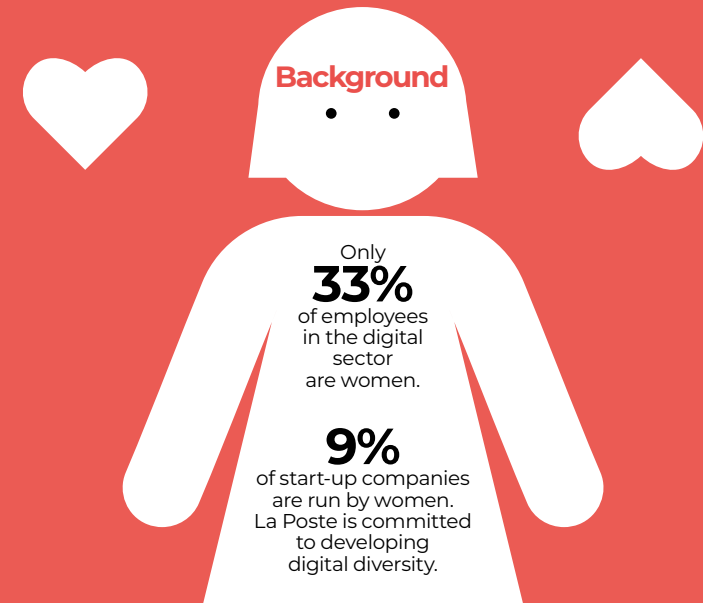
Combating financial fragility

According to the Banking Inclusion Observatory, 3.4 million customers are financially fragile in 2019. La Banque Postale is home to 1.6 million of them. It gives them free and non-means-tested access to essential banking services such as a withdrawal card, a bank statement, cash deposits and withdrawals. La Banque Postale's offer also includes microcredit opportunities and budget advice from the L'Appui platform.

Over

170,000

La Banque Postale customers with constrained budgets supported by the L'Appui platform since 2013



Actions

Already a partner of the Femmes@Numérique foundation and the Business with Attitude prize (rewarding an innovative entrepreneur), the Group initiated additional actions and commitments in 2019:

The favorite #WomenofDigital

with the crowdfunding platform KissKissBankBank, a subsidiary of La Banque Postale, enables the Group to support projects led by women and submitted to the platform by financing 50% of the projects chosen by public vote on the Internet and on the La Poste stand at major digital trade fairs (CES in Las Vegas, VivaTech in Paris or the Postal Lab).

The commitment to include 50% of women

among the management teams of the winning start-ups in the next French IoT competition.

Women and digital

FOSTERING GENDER DIVERSITY

Commitments and solidarity

All arbitrators!

La Poste has been working alongside the arbitrators for thirteen years because, like postal workers, they are players in the field and trusted players with a public service mission throughout France. Every year, La Poste organises the Arbitration Days to promote elite arbitrators as amateurs or young people in training. In 2019, this operation has been extended to 26,000 amateur clubs and colleges in France in order to highlight the notion of positive authority.

Thirty years of Pièces Jaunes operation!

In 2019, the Pièces Jaunes operation celebrated its 30th anniversary and, to celebrate this anniversary, the Pièces Jaunes high-speed train, running between Nice and Paris, made its big comeback! La Poste, a partner since the first event, set up 800,000 piggy banks in its offices, and 1 million thank-you cards were handed out to children by postal workers. The 2019 event raised €2 million, of which 94% was raised via post offices!

A boost for the Téléthon

As a founding partner of the Téléthon, Le Groupe La Poste raised more than €502,000 in 2019 through the pledges made by postal workers. €16,600 were generated by the special edition of a Téléthon stamp.

More than €1 million for the Red Cross

In 2019, La Poste raised €1,139,600 as part of its long-standing partnership with the French Red Cross through the sale of specially printed books and blocks of stamps.

La Poste Foundation at the Louvre

The Foundation has committed itself to the Louvre museum with the “Figure d’artiste” (Advent of the Artist) exhibition, which has brought together more than 40 original works and major literary texts. In particular, it offered access to culture programmes for young people (writing workshops, dramatised visits, etc.).



The Musée de La Poste gets a new look!

The Group's present and future are based on a history steeped in innovation and services. The Musée de La Poste, which opened its doors in 2019 after five years of renovation, bears witness to this. Diving in more than a century of local ties with the French population.

It is quite simple: only the facade decorated with panels by the sculptor Robert Juvin has remained the same. Inside, everything has changed. After the works led by Poste Immo, launched in 2015 and completed in November 2019, visitors are able to (re)discover a museum that is completely redesigned and modernised. The space now offers four exhibition levels instead of sixteen. Three of them are devoted to showcasing the collections by theme ("The conquest of regions", "People and trades", "La Poste, art and stamps") and the last one hosts thematic exhibitions. Organised around the "totem", a skylight in the heart of the building, all the rooms are easily accessible, particularly for people with reduced mobility.

Glass, metal and wood combine with light to create a warm and modern feel. For its reopening, the Musée de La Poste devoted its first temporary exhibition to the acquisitions made over the last twenty years: the only drawing by Ferdinand Cheval, Jean Cocteau's correspondence about his *Marianne* stamp, the clock from the Louvre's historic post office... so many pieces that make you want to discover more. La Poste boasts a long history. This new museum is its memory.

