

MISSION STATEMENT AND CSR POLICY

OUR MISSION STATEMENT AND OUR VISION

Since its creation in 1994, Creative Spirit, an independent group specializing in event communications, has forged a strong identity around a core value embodied in its very name: **creativity**. This singularity reflects a constant ambition to deliver **unique productions** that align with its client's objectives.

Aware of the current challenges linked to **sustainable** development, Creative Spirit fully embraces its responsibility as a key player in the events industry. The company is committed to reducing the impact of its activities on the environment and society.

Driven by a strong team spirit, each passionate professional designs **innovative, tailor-made events** that go beyond the ephemeral, creating **sustainable, memorable** and **responsible** experiences.

As part of its commitment to operational excellence, Creative Spirit **aims to set the standard in its industry and inspire positive change**.

OUR PRIORITIES AND LONG-TERM VISION

Producing eco-responsible events is a constant priority. Creative Spirit systematically adopts an eco-design approach considering the lifecycle of the materials and equipment used, with the goal of reducing carbon impact.

This translates into :

- Implementing an eco-design approach for our teams;
- Engaging in constructive dialogues with our clients to provide them with tailored eco-designs solutions.

In 10 years' time, each event will consider the end-of-life of the materials and equipment used.

Creative Spirit safeguards the digital and physical security of its customers, employees, service providers and other partners within its scope of action, through :

- Ensuring compliance with European regulations on personal data management;
- Promoting best practices in health and safety ;

In 10 years' time, Creative Spirit's expertise in (cyber)security will not only be maintained, but further strengthened.

Creative Spirit puts people at the heart of its business. The group aims to confirm its position as a responsible and committed employer, through :

- Developing our employees skills through high-quality training;
- Encouraging collective and individual engagement in addressing global sustainability challenges;
- Measuring our CSR performance.

In 10 years' time, Creative Spirit's environmental and social impact will be transparently shared with all stakeholders. The company's values and CSR policy will be conveyed through a strong employer brand.

As a committed company, we strive to contribute to the responsible transformation of the events industry by achieving the following objectives:

- Gaining full expertise in CSR issues related to events;
- Sharing best practices and new technologies;
- Increasing the proportion of our suppliers committed to CSR;
- Contributing to carbon neutrality.

In 10 years' time, Creative Spirit's ambition is to be recognized by all stakeholders as a group of responsible event agencies. Our continuous technological monitoring and commitment to CSR best practices will keep us at the forefront of the latest innovations. We will have actively engaged all our stakeholders in our approach.

OUR COMMITMENT

In this context, Creative Spirit is committed to deploying the necessary means to achieve its objectives in managing its activities. This commitment is based on compliance with the legal and regulatory requirements of ISO 20121, as well as applicable national and international laws, regulations and conventions. The company is also inspired by best practices in terms of working conditions, social responsibility, environmental protection, business ethics and integrity.

Management is committed to defining, updating and evaluating its sustainable development objectives and achievements as part of a continuous improvement process.

Creative Spirit actively engages its stakeholders in its responsible management system and makes this policy and its performance results accessible to the public.

This system applies to the event communications activities of agencies located in France (Cannes and Paris) and Spain (Barcelona and Madrid), covering the design and production of national and international events, whether in-person, hybrid or digital.

Employer's name: Creative Spirit, Marie Ruiz Audinette
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