



# Training program in responsible communication



*The training program - both complete and concrete - for all communicators  
to help them accelerate the ecological and societal transition*



**NIBI**  
by Publicis France  
No Impact For Big Impact



# Why be trained in responsible communication?

Communication is a powerful tool for cultural transformation, with a strong influence on society. It has a significant role to play in the ecological and societal transition to:

- 01 Supporting brands and businesses in their transformation and in the promotion of their sustainable offers
- 02 Supporting consumers in new, sufficient ways of consuming
- 03 No longer being a distorting mirror of society but on the contrary reflect its diversity

To fully assume this role, it must undergo a thorough transformation. This transformation is already underway:



- **Boosted by recent acts:** LOM (December 2019), the AGEF Act (February 2020), the SREN Act (May 2024), the Climate and Resilience Act (August 2021)
- **Driven by players in the sector** (agencies, media, brands) that are moving forward and committing themselves (AACC, ARPP, UDECAM, SRI, IAB, UDM...)



- **CSRD Directive** (post-NFRD) on corporate sustainability reporting (from 2024)
- **DMA** (May 2023) and **DSA** (August 2023) for a regulated and secure European digital space
- **AI Act** (May 2024) for responsible and transparent AI
- **Proposal for a "Green Claims" directive**



# Why choose Publicis Group?

1

Because, for several years, **Publicis Groupe has been committed** to transforming itself, with N.I.B.I.<sup>1</sup>, its eco-socio communication program and A.L.I.C.E.<sup>2</sup>, its carbon footprint calculation tool designed with the assistance of Bureau Veritas.



The **premier network in number of agencies certified Agences Active (AACC Afnor)** (11 out of 13)



The Group is certified according to **EcoVadis Gold**



The **first communication group** in France certified according to Green-it

2

Because this training course was initially designed with **My Sezame**, a **B Corp**-certified training organization, expert in impact business and social innovation.



Certified



<sup>1</sup> No Impact For Big Impact

<sup>2</sup> Advertising Limiting Impacts & Carbon Emissions



3

Because it benefits from all the Group's areas of expertise:



SAATCHI & SAATCHI



razorfish



4

Because the Group's **4,500 experts in France** are also being trained through an ambitious program: **WE ARE POSITIVERS** (#WAP)

We are  
**positivers**  
by Publicis France



# The objectives



**To raise awareness** of the challenges of communication in terms of ecological transition, diversity and inclusion



**To acquire** fundamental knowledge in responsible communication (definitions, concepts, theories)



**To rethink** communication from A to Z: design, production, distribution, end of life



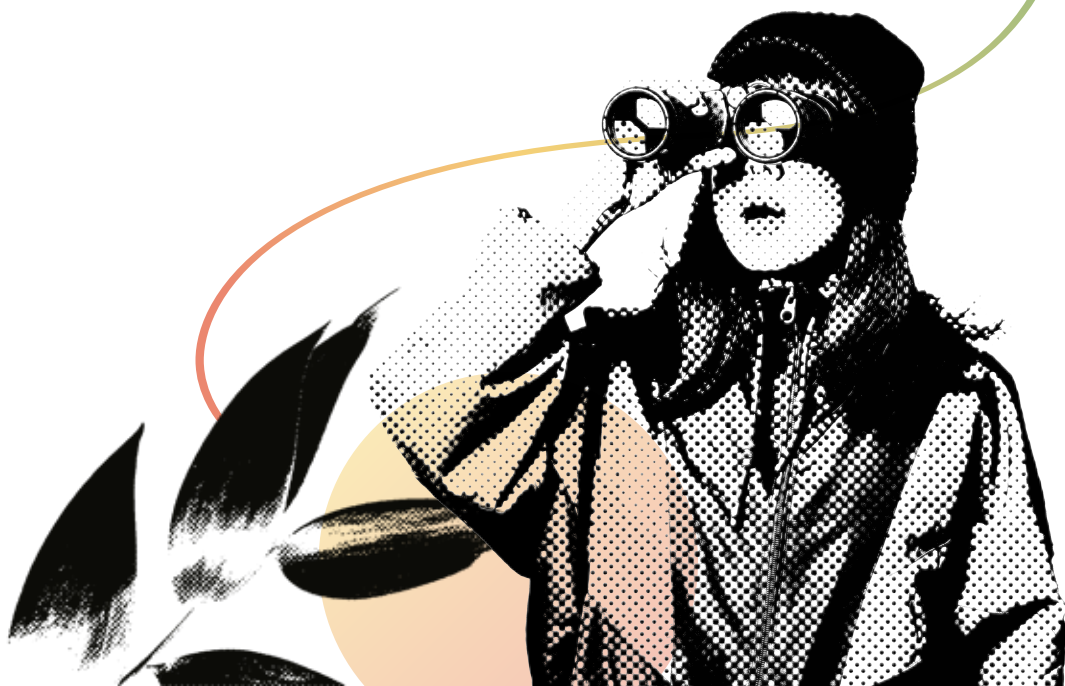
**To discover and decipher** business cases and marketing campaigns around responsible communication



**To develop** the right reflexes and good practices in one's daily work as a communicator



**To acquire** the tools to "better" communicate





# The training mechanism

## An individual e-learning course consisting of 8 lessons



**8 lessons**  
30 min each



**Online**  
Micro learning and adaptive learning

- **Lessons** are easy to understand thanks to a storytelling approach where the participant finds him-/herself in the shoes of a fictitious communicator
- **Rich, varied, interactive** content (facts and figures, inspiring strategies and campaigns, innovative ideas, quiz questions, smart habits to adopt)
- **A memo sheet + tool sheets** to download at the end of each module
- **A multiple-choice quiz** at the end of each module to validate the knowledge acquired

This e-learning course uses images from the **Pic&Pick image bank**.

**Pic&Pick**  
la 1ère banque d'images française & solidaire

## And the collective workshops aimed at taking action



**From 3 hours**



**Face-to-face and/or remote** (Teams)

- **Discuss** the content seen in the e-learning course and identify the levers for action and avenues to be explored
- **Apply** the knowledge and tools, work on concrete cases, develop a roadmap to make it all effective
- **Learn more** about one or more specific areas of responsible communication with the help of experts



# E-learning course: the main topics

**01** Responsible communication: how to move from constraint to opportunity?

**02** Why and how to design eco-socially responsible messages?

**03** How to produce a communication campaign in a responsible way?

**04** How does responsible influence contribute to brand progress?

**05** How to organise events responsibly?

**06** How to make responsible use of digital technologies in communication?

**07** What roles should the media play in a responsible communications approach?

**08** Data and AI: How to reconcile ethics, environment and user's trust?



# Price list

This **blended learning** course includes<sup>1</sup>:

- **E-learning course** (available in **French** and **English**)
- **Workshop**



This training is eligible for  
OPCO financing in France

## E-learning:

3 options:

- **Individual licenses** (sliding scale applied according to the volume purchased)  
duration **6 months** / same price French - English
- **SCORM<sup>2</sup>** personalized course of a 3 modules: Modules #1 and #2 to discover and master the challenges and impacts around Responsible Communication + a choice of a 3<sup>rd</sup> Job-Specific module
- **SCORM<sup>2</sup>** full course of 8 modules

E-LEARNING (8 months)				WORKSHOP	
LICENSES (6 months)			SCORM <sup>2</sup> (unlimited volume and duration)	From <b>6 400€</b> (pre-tax) per <b>½ day</b> for <b>20-25 pax</b>	
	Lower Volume	Upper Volume	Unit rate (pre-tax)		
BUSINESSES	1	50	189 €		<b>Personalised course of 3 modules:</b> 1 language: <b>13 500€</b> pre-tax <sup>3</sup> 2 languages: <b>18 000€</b> pre-tax <sup>3</sup> + additional module from 5000€ pre-tax (FV)/7000€ pre-tax (FV + EV) <b>Full course of 8 modules:</b> 1 language: <b>32 900€</b> pre-tax <sup>3</sup> 2 languages: <b>40 900€</b> pre-tax <sup>3</sup>
	51	150	165 €		
	151	250	161 €		
	251	500	151 €		
SCHOOLS	1	50	170 €		1 language: <b>28 700€</b> pre-tax <sup>3</sup> 2 languages: <b>36 700€</b> pre-tax <sup>3</sup>
	51	150	149 €		
	151	250	145 €		
	251	500	136 €		

<sup>1</sup> Training **eligible for OPCO funding** in France

<sup>2</sup> **SCORM** is the acronym for **Sharable Content Object Reference Model**. It is a standard intended LMS (Learning Management System) platforms for distance learning.

<sup>3</sup> **Excluding time spent on customization**





## Workshop

- From 6 400€ (pre-tax) per ½ day for 20-25 pax

### This rate includes:

#### Upstream:

- several meetings with the person in charge of the project
- potential interviews with key people in the brand
- customization of the content (according to the identified issues)
- the search for an inspiring location
- the proposal of speaker(s)
- logistics (venue, meals, equipment)

#### During:

- the animation (one to two senior staff + an assistant)
- the intervention of Publicis group and/or external expert(s)

#### Downstream:

- written and oral restitution of the workshop

#### This fee doesn't include:

- the rent of the place
- meals
- transportation
- potential remuneration of some external contributors



## They trust us



JULES



JCDecaux



*I'm leaving with a lot of great ideas to better design and produce our future campaigns in France and abroad*  
Senior brand marketing Manager

*This training allows you to acquire a basic culture in the field of responsible communication while being educational, interactive and fun.*  
Communication Manager



BNP PARIBAS

L'OCCITANE  
EN PROVENCE

SupdePub

ESSILORLUXOTTICA

*Factual, responsible, engaging!*  
Internal and external communication manager

*A lot of concrete examples.*  
Consumer and market insights Director

*Very interesting information and most I was not aware of. I'm based in the US and some of this information is not trickled down to us.*  
Business operations Coordinator



## Contact

Consult this training (and our other trainings):

<https://training.publicissapient.fr>

For further information, please contact us by mail:

[nibi@publicis.com](mailto:nibi@publicis.com)

*Saving our planet is now a communications challenge*  
Sir David Attenborough, 2020



NIBI

by Publicis France  
No Impact For Big Impact

Less environmental impact  
More progress for the society and the planet

