



# CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY, THE RENAULT WAY



EDITORIAL | ENVIRONMENT / SUSTAINABLE MOBILITY | HEALTH / SAFETY | EDUCATION | DIVERSITY | STAKEHOLDERS | CORPORATE SPONSORSHIP



## A CRUCIAL YEAR FOR THE CLIMATE

### FEBRUARY 2015

#### EDITORIAL

Eleven months from the start of the climate conference that France is organizing in Paris for the UN, we should welcome the desire to promote the solutions which businesses are able to offer society in order to limit global warming to 2°C.

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#### ENVIRONNEMENT

**EOLAB, THE CHALLENGE OF ULTRA-LOW CONSUMPTION**

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#### EDUCATION

**NEW ACADEMIC PARTNERS FOR THE RENAULT FOUNDATION**

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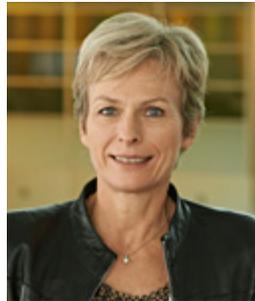


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**Eleven months from the start of the climate conference that France is organizing in Paris for the UN, we should welcome the desire to promote the solutions which businesses are able to offer society in order to limit global warming to 2°C.**

Economic operators will be able to demonstrate that they are already using their knowledge, innovations and resources to provide a more sustainable world for future generations. In this spirit, the Renault-Nissan Alliance intends to become a partner of the carbon neutral COP 21 event by offering participants a zero emission mobility solution. We will have opportunities to return to the subject throughout the year.

The succession of prizes awarded to the Renault Group, which you will hear about in this issue, prove beyond their symbolic value that everyone's efforts to provide forms of mobility which are more respectful of individuals and our environment, accessible to the majority and safer is a reality which is becoming more tangible with each passing day. This work is welcomed by stakeholders because it meets society's expectations of a manufacturer like Renault, whose mission is to ensure its customers' satisfaction through products, services and social engagement that meet their needs.

In the aftermath of the savage murders that have plunged France and several African countries into mourning, what can companies do to promote harmony and what are we doing to help?

Indeed companies have a socially-responsible role to play, which is all the more appropriate and effective if it falls within the scope of their skills and expertise. This is why we have decided to play an active part in educating and training young people, working alongside the public and private education systems in

many countries. For example, we facilitate access to education by providing school buses, which is a really practical way of preventing school drop-outs in rural areas. We open the doors of our factories and engineering centres to children and teenagers or encourage our staff to speak about their jobs in order to minimize the gap between school and the world of work. We are also committed proponents of social reintegration by economic means, which is another way of closing the gap between young people and business.

Our actions are also aimed at giving our employees a sense of belonging and cohesion, notably through equal opportunities and the promotion of diversity. Our aim is to unite and not divide, while promoting open-mindedness. Although everyone knows that it is easier to work with people who all look the same, speak the same language and have the same training, we believe that it is also less rewarding and that allowing others to challenge us while respecting difference is an essential principle that should be promoted in companies.

In light of recent events, it is clear that this is not enough but we will continue in 2015 to work on these areas which are the very essence of all CSR activities at Renault.

I wish you all the best for 2015 and hope we can build a world together in which "our choices reflect our hopes and not our fears" to borrow a phrase from Nelson Mandela.

**Claire Martin**

Director for Corporate Social Responsibility of the Renault Group and Director of the Renault Foundation

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## ENVIRONMENT / SUSTAINABLE MOBILITY



Claire Martin (CSR Director), François Rouvier (Director for the Sustainable Mobility division) at the Cercle Humania awards ceremony, with Nicole Notat (Chairman of Vigeo). Photo: Olivier Milleroux.

### FRANCE: RENAULT MOBILIZ RECEIVES CSR INNOVATION AWARD FROM CERCLE HUMANIA

On 2 October 2014, the Renault group received the CSR innovation award from Cercle Humania for its Mobiliz project.

Developed since mid-2012, it is intended to help people in insecure circumstances to gain access to employment by removing obstacles to mobility. Renault Mobiliz is the first social entrepreneurship initiative ever launched by an automobile manufacturer. Founded in 2004, for the past three years Cercle Humania has been awarding prizes to recognise companies that demonstrate innovation in human resources and corporate social responsibility.

*“This award encourages us to develop our “hybrid” experiments even further because supporting entrepreneurship also supports... intrapreneurship”.* **Claire Martin**, Director for Corporate Social Responsibility for the Renault group.

To learn more, go to:

- > [Renault Group website](#)
- > [Mobiliz - Solidarity car retailer \(video\)](#)
- > [Cercle Humania](#)



### FRANCE: RENAULT MOBILIZ WINS “COUP DE CŒUR” PRIZE AT THE 9<sup>th</sup> INNOVATION AWARDS OF BREF RHÔNE-ALPES

The Renault Mobiliz project was honoured once again on Wednesday 10 December 2014 at the Town Hall of Lyon.

Awarded the “Coup de Cœur” (“Favourite”) prize at the 9<sup>th</sup> Innovation Awards organised by the newspaper Bref Rhône-Alpes,

a leading business news publication in the region, the Mobiliz project received a unanimous vote from the 600 participants in the ceremony. This award recognises the involvement of the network of the Regional Department of Lyon Centre-Est and the many local purchasing advisers supporting Renault to advance sustainable mobility for all, particularly through Renault's garages solidaires in the region. These garages provide car repair services to customers at cost price.

To learn more, go to:

- > [www.trophees-innovation-bref.com](http://www.trophees-innovation-bref.com)



“Coup de Cœur” award – Jean-Philippe Roubes, Head of Coordination for Renault network – regional department of Lyon, Nathalie Serre, Bref Rhône-Alpes.

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### ENVIRONMENT/SUSTAINABLE MOBILITY



Laurent Claude,  
Head of Business  
Environment Deve-  
lopment at Renault,  
receiving the "Honour  
Award 2014".

#### LUXEMBOURG: RENAULT RECEIVES HONOUR AWARD 2014 AT THE 3<sup>rd</sup> EDITION OF THE FLEET AWARDS

On 12 November 2014 at the Luxembourg Fleet Awards, Renault received the "Honour Award 2014" for its activities in the circular economy.

LUXEXPO is the main automobile trade show in Luxembourg. It brings together over a thousand decision-makers and holds both conferences and vehicle exhibitions. Laurent Claude (Head of Business Environment Development at Renault) opened the "Finance & Mobility" conference by giving a presentation about the activities of Renault in the circular economy. Since automobiles require large amounts of primary materials, they are sensitive to variations in their price (about 20% of the cost price). Demographic pressure and the limited availability of resources are causing demand to increase and making it ever more essential to rethink the current linear model of production and consumption where primary materials, once extracted and transformed into consumable products which are then used by customers, are thrown away. Conversely, in a circular approach, used manufactured products are disassembled, reconditioned and then recycled or reused in the production process without generating waste. It is an economic and ecological approach. Renault has set itself the target of achieving a ratio of 33% recycled materials in the total

mass of new vehicles produced in Europe by 2016. Since the 1990s, Renault and Dacia vehicles have been designed to be 85% recyclable and 95% recoverable. They have been certified as such since 2008.

Thanks to the circular economy, Renault is able to maintain its activities on a sustainable basis by taking into account environmental and social concerns and retaining its position as a pioneer in this field.



#### To learn more about Renault's activities:

- > [Short version video](#)
- > [Long version video](#)



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### ENVIRONMENT/SUSTAINABLE MOBILITY

From left to right:  
 Thierry Bolloré, Competition Director, Renault Group, Gaspar Gascon Abellan, Engineering Director, Renault Group, Jean-Phillippe Vanot, President of ParisTech, Claire Martin, Director for Corporate Social Responsibility, Renault Group, Bruno Ancelin, Director of Product and Projects, Renault Group; Romain Beaume, Director of the Sustainable Mobility Institute, Alain Bamberger, Research Manager, ParisTech.  
 Photo : Luc Perénom.



#### FRANCE: MARKING 5 YEARS OF THE SUSTAINABLE MOBILITY INSTITUTE, A RESEARCH PLATFORM TO CO-CONSTRUCT THE FUTURE OF MOBILITY

**On 27 November 2014, Renault, the Renault Foundation and ParisTech\* celebrated the fifth anniversary of the Sustainable Mobility Institute: a multidisciplinary platform for joint research on the future of transport and mobility solutions.**

By making use of the skills of the acade-

mic world and of entities operating in mobility, it can contribute to the understanding and support of the transition phase toward electromobility and clarify decision-ma-

\* **ParisTech** is an inter-institutional cooperative structure that works toward the development of joint projects with a focus on education, research and innovation in the sciences, technology and management. The Paris Institute of Science and Technology, also known as ParisTech, has been categorised under French law as a public establishment for scientific cooperation since 2007. The ParisTech brand is founded on two key aspects: education in the French tradition of the *Grande École* and cross-disciplinary skills for business. ParisTech consists of 12 member universities and interacts actively on an international level with other institutions through a large number of partnership agreements. [www.paristech.fr](http://www.paristech.fr)

king. Over the years, the Sustainable Mobility Institute has opened up to other academic and industrial partners, both French and international, who wish to contribute to this work. For the past five years, it has been leading research projects and developing training programmes regarding four themes, namely, electric mobility systems, business models, the international outlook and technology. This involves seven universities and 10 research laboratories within ParisTech. Together, they have produced three dissertations, 15 scientific publications, including a paper that was given an award by the French Association of Energy



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Economists and several articles published as “working papers” by the World Bank, and seven presentations at international conferences. In 2010, a Master's degree in “Mobility and Electric Vehicles” was created to educate young engineers in the design, manufacture and recycling of electric vehicles. Since then, 65 students on scholarships from the Renault Foundation from 16 countries have benefited from this study programme.

“The Sustainable Mobility Institute applies a holistic approach that is capable of anticipating technological ruptures, changes in use and the economic impact of these. This platform enables us to go beyond objects and take a more accurate account of geopolitical influences as well as the speed of acceptance of new kinds of mobility in different markets. It helps us to understand all the complexities of this major transition that will impact daily life in both urban and rural spaces.” **Thierry Bolloré**, Member of the Executive Committee, Competition Director for the Renault Group.

To learn more, go to:

> [www.fondation.renault.com](http://www.fondation.renault.com)

**THE SUSTAINABLE MOBILITY WEBSITE IS CELEBRATING ITS 5-YEAR ANNIVERSARY!**

Launched by Renault in 2009, the website [www.mobilite-durable.org](http://www.mobilite-durable.org) has been an integral part of the brand's ventures in electric vehicles. This month, it is celebrating its five-year anniversary. “Sustainable Mobility” is the first on-line magazine dedicated to alternative methods of transport to be published by an automobile manufacturer. Since its creation, it has acted as a platform for its readers to reflect collectively on urban and energy models for the future and to discover new products and services on offer that make mobility more sustainable and accessible for everyone. Available in French and in English, the website reaches an international audience. On its social networks, “Sustainable Mobility” has over 15,000 followers on Twitter and over 7,600 fans on its Facebook page.

**To follow Sustainable Mobility:**

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- > [On Facebook](#)
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James Robey, Vice-President for Corporate Social Responsibility at Capgemini, Hacène Boumendjel, Financial Relations Manager at Renault, and Jean Philippe Hermine, Director for Renault's environmental policy.



#### RENAULT SLASHES ITS CARBON FOOTPRINT

Renault, the only group from the automobile industry to be recognised, has been ranked joint third out of the 10 most transparent companies in terms of their CO<sub>2</sub> emissions.

On 15 October, the Carbon Disclosure Project (CDP), a non-profit organisation that studies the environmental impact of publicly quoted companies, has published its study. It reveals that Renault performs particularly well in comparison with other CAC 40 companies. Between 2010 and 2013, thanks to its reduction of its carbon footprint, it managed to avoid emitting 5.5 million tonnes of CO<sub>2</sub>. This amount of energy saved corresponds to the annual consumption of one

European city of 600,000 inhabitants. According to this study, of the 20 companies that are the largest producers of CO<sub>2</sub> emissions, 14 have not reduced their emissions and eight have even increased them.

**To learn more about Renault's activities:**  
[Renault cuts its average carbon footprint by 10% \(video\)](#)

#### EOLAB, A DISPLAY OF INNOVATION BY RENAULT FOR THE ENVIRONMENT, TAKES UP THE CHALLENGE OF ULTRA-LOW CONSUMPTION

Last September, Renault unveiled EOLAB, a prototype that explores the concept of ultra-low consumption and boasts a consumption value of 1 litre/100 km, i.e. 22 g of CO<sub>2</sub> emissions/km per mixed NEDC cycle\*.

In order to achieve this level of sobriety, the designers worked simultaneously on three fronts: emissions reduction, aerodynamics and a completely unprecedented "Z.E. Hybrid" technology that makes it possible drive with

zero emission\*\* on day-to-day journeys. A veritable display of innovation by Renault for the environment, EOLAB integrates a large number of technological advancements which are intended to be gradually integrated in regular vehicles as well. EOLAB thus demonstrates the desire of Renault, a pioneer in "zero emission"\*\*\* mobility with its range of electric vehicles, to go further and further toward reducing the environmental impact of its vehicles.

\* Consumption and emissions certified in accordance with applicable regulations.

\*\* No CO<sub>2</sub> or other regulated polluting emissions during driving



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### ENVIRONMENT/SUSTAINABLE MOBILITY



Tests of the Twizy at the Michelin Challenge Bibendum Forum in Chengfu (China).

#### CHINA: RENAULT PARTICIPATES IN THE MICHELIN CHALLENGE BIBENDUM FORUM

The Michelin Challenge Bibendum Forum took place in Chengfu on 11 to 14 November 2014.

The Michelin Challenge Bibendum Forum took place in Chengfu on 11 to 14 November 2014. Renault, an expert in the field of sustainable mobility, was present at the forum with its complete range of electric vehicles (EVs). Visitors were able to test the Twizy, ZOE and Fluence ZE. These tests and particularly the Twizy were a huge success with over 300 tests in three days. Rémi Bastien, Director of Research and Advanced

Engineering at Renault, led a workshop on e-mobility addressing the technological evolutions of the future and the conditions required for their use, for example, infrastructure. Over 3,000 international experts, scientists and industrialists were present to debate the issues of e-mobility at a time when China is undergoing major environmental problems.

#### POLAND: ZOE ON TRIAL FOR THE WINNING TOWNS OF THE ECO-MAISTO 2014 COMPETITION

Lublin and Malbork – the two winning towns of the ECO-VILLE 2014 competition in the “Sustainable Mobility” category – have received two Renault ZOEs offered by Renault for a trial period of one month.

This is a new step toward the promotion of green transport and sustainable mobility in Polish cities. The Mayor of the town of Lublin presented the car to the Department of Public Transport. The city of Malbork will present the car in schools for educational

purposes in order to show young people the future of ecological mobility in cities and the positive impact of electric vehicles on reducing the level of noise and exhaust gases. The ECO-MAISTO (ECO-CITY) project was organised by the French Embassy in Warsaw in cooperation with Renault Polska and the Polish National Fund for Environmental Protection and Water Management as well as the companies Saint-Gobain, Schneider Electric and the Polish national energy conservation agency the KAPE. Its objective is to promote the implementation of good practices in sustainable development in Polish communities.



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### ENVIRONMENT/SUSTAINABLE MOBILITY



Ricardo Gondo, President of the RFSM with José Longás, President of the Sustainable Excellence Club, Isabel García Tejerina, Minister of Agriculture, Food and the Environment, together with all the representatives of the three winning companies.

**SPAIN: TWIZY ON LOAN FOR 1 YEAR TO WINNING COMPANIES OF THE AWARD FOR BEST PRACTICE IN SUSTAINABLE MOBILITY**  
Organised by Renault Spain jointly with the Renault Foundation for Sustainable Mobi-

lity (RFSM) and the Sustainable Excellence Club, the presentation of the awards for the 2nd edition of the competition for Best Practice in Sustainable Mobility took place on 9 November 2014. On this occasion,

Renault offered the use of a Twizy on loan for one year to the three winning companies as well as to the Association for the Rehabilitation of Persons with Mental Illnesses, which had all initiated innovative projects in terms of sustainable mobility and social engagement.

### FRANCE: COP 21, CONFERENCE OF PARTIES ON CLIMATE CHANGE

From 30 November to 11 December 2015, France will preside over the 21<sup>st</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 21).

This event will bring together 195 signatory states. Companies, trade unions, governmental and non-governmental organisations, scientists, young people and even whole communities will also be invited to the discussions.

The conclusions of the work of the Intergovernmental Panel on Climate Change (IPCC) have largely demonstrated that the intensification of climate change due to

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### ENVIRONMENT/SUSTAINABLE MOBILITY

human activity is a fact and that a scenario of lack of action will have catastrophic consequences. The transformation of our economies and societies into a decarbonised world has today become imperative. The COP 21 is of crucial importance: it must lead to the adoption of an initial universal agreement that imposes limits on climate change in order to maintain the world's temperature below 2°C. We will be returning to this topic throughout the year because the Renault-Nissan Alliance wishes to contribute to the success of this event by demonstrating the efficiency and relevance of electric mobility.



Family participating in the operation about to take a ride in a ZOE.

#### FRANCE: RENAULT PARTICIPATES IN THE “BRETAGNE MOBILITÉ AUGMENTÉE” PROJECT

Within framework of the *Bretagne Mobilité Augmentée* (Bretagne Augmented Mobility) project, Renault, through its dealership in Redon, provided participating families with two ZOE's for one weekend. Thus, on 20 and 21 September 2014, these families

were able to drive a ZOE for about 100 kilometres and attend various cultural and sports activities along the way. This project, co-financed by the ADEME\* and supported by the Chamber of Commerce and Industry (CCI) of Bretagne, was intended to highlight the benefits of sustainable mobility solutions in the tourism and leisure sector. In collaboration with Renault and the SNCF, it proposed a mobility solution consisting of “train + electric vehicle” to make Bretagne accessible from other regions of France.

The CCI would like to repeat the operation in March 2015 and hope to eventually make it more widespread throughout France.

\* The ADEME is the state body that supports ecological and energy transition. It is a public body that cooperates with industry and commerce and is under the joint authority of the Ministry of Ecology, Sustainable Development and Energy and the Ministry of National Education, Higher Education and Research.



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### ENVIRONMENT/SUSTAINABLE MOBILITY



TPRM taxi in service in the city of Mexico.

#### MEXICO: RENAULT DELIVERS 120 KANGOO TAXIS FOR THE TRANSPORTATION OF PERSONS WITH REDUCED MOBILITY (TPRM)

Renault has delivered 120 Kangoo taxis for the transportation of persons with reduced mobility (TPRM) to the city of Mexico. This public service mobility project was launched on 9 September 2014 by the city's Governor. By the end of the year, 300 Renault minivan taxis for TPRM will be in service in the city. The model has been greeted with approval by small and medium-sized enterprises and local institutions. This service of adapted vehicles could be developed throughout Mexico in 2015 and also be implemented in the cities of Monterrey and Guadalajara.

#### SPAIN: RENAULT PRESENTS THE PROJECT "RENAULT MOBILITY FOR ALL"

On 13 November 2014, Renault reiterated its commitment to sustainable mobility for all when it presented its "Renault Mobility for All" project. Teresa Perales, paralympic swimmer and ambassador for the FRMS (Renault Foundation for Sustainable Mobility) was present at this event. Ernesto Salas, director of the FRMS, explained various actions taken by FRMS in accordance with the four key elements of Renault's Social Responsibility Policy: education, road sa-

fety, social diversity and equal opportunities, and sustainable mobility. David Campo, a manager for Renault's commercial range and the transformed vehicles of the Renault Group in Spain and Portugal, presented the project in its two main aspects: the offer of a range of cars transformed for the transportation of persons with reduced mobility and the offer of a whole range of adaptations for conventional Renault cars to facilitate driving for persons with reduced mobility.



Teresa Perales, paralympic swimmer and ambassador for the Renault Foundation for Sustainable Mobility, tries one of the adapted vehicles.



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# DRIVING HEALTH AND SAFETY



Presentation of award to Umut Canpolat, Communications Director of Renault Turkey by Dr Cüneyt Evirgen, Director of the Management Development Programme at the University of Sabanci.

### TURKEY: RENAULT WINS “SOCIAL RESPONSIBILITY PROJECT OF THE YEAR” AWARD FOR ITS “SAFETY AND MOBILITY FOR ALL” COMPETITION: “YOUR IDEAS, YOUR INITIATIVES”

On 7 January 2015, the competition “Safety and Mobility for All”: “Your Ideas, Your Initiatives”, held by Renault's division in Turkey for the last four years was voted best social responsibility project of the year. A panel of eminent academics and prominent figures in the communications sector made the decision to give the award to Renault's project, which was created in 2000. To date,

over 9,000 schoolchildren have conducted 80 projects within the framework of this competition, thus demonstrating social concern with regard to the issue of road and mobility safety. This year, a total of 784 schools were invited to participate in the competition, which opened on 15 December 2014. It is the largest road safety awareness campaign ever conducted by an automobile manufacturer.

To learn more, go to:

> [“Your ideas, your initiatives” on Facebook](#)

## YOUR ideas YOUR initiatives

Road Safety Actions for a Better Environment



### TURKEY: THE ROAD AND I

A total of 200,000 schoolchildren are set to benefit from the teaching kit 'The Road and I' as of the end of the 2014-2015 academic year in 41 towns in Turkey.

### FRANCE: RENAULT RECEIVES THE 2014 DOMINIQUE LARREY AWARD FOR ROAD HEALTH & SAFETY

At the biennial congress “Road Health and Safety”, Yves Page, Expert in Accident Science for the Renault Group, received the 2014 Dominique Larrey award for Road Health & Safety for his international work and publications regarding road safety and associated technologies. The 6<sup>th</sup> edition of this congress, which took place on 27 and 28 November 2014 in Paris, was organised by the French Medical Automobile Club in partnership with Renault and MACSF. It brought together over 300 people from the world of medicine and road safety.



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### DRIVING HEALTH AND SAFETY



Drill during the Luxembourg Rescue Challenge on a Renault Captur.

#### LUXEMBOURG: FIREFIGHTERS STRIVE TO BE MORE EFFICIENT DURING MISSIONS

On 13 and 14 September 2014, six Renault latest-generation post-crash test vehicles, including a ZOE, were made available to the organisers of the Luxembourg Rescue Challenge. The rescue workers who participated were assessed in terms of their ability to recognise dangers during the first approach and how they deal with these. It was a challenge as well as a real learning opportunity, which was all the more valuable because the challenge used latest-generation vehicles. Because it is par-

ticularly pedagogic, the ZOE vehicle will be used again to train two qualified teams for the World Rescue Challenge\*.

\* *The World Rescue Challenge* is organised by the World Rescue Organisation. This organisation was created in order to facilitate the spread of emergency and medical rescue techniques throughout the world and make the management of collisions and the treatment of people involved in road accidents more efficient. The sharing of this knowledge can save lives by improving the efficiency of intervention teams.

#### FRANCE: RENAULT DONATES TRAINING VEHICLES TO FRENCH LOCAL FIRE AND RESCUE SERVICES (SDIS)

Renault's prototype production centre transforms regular vehicles into training vehicles for firefighters. These vehicles are used during practical training, particularly for the extrication of accident victims during an intervention. In 2014, SDIS 78 and 86 were able to benefit from one training ZOE each.

To supplement this equipment, Renault France recently gave SDIS 79 a new Mégane so it could be transformed into a training vehicle by the students of a local secondary school. In 2014, in addition to these particular vehicles, the local fire and rescue services of France received over 200 vehicles, either intact or used in post-crash tests, for their internal training programmes.



Official handover of a training ZOE on 22 October 2014 in Guyancourt to Colonel Sécardin, Head of SDIS 78.



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### DRIVING HEALTH AND SAFETY



Firefighters from Paraguay and Bosnia undergoing training at SDIS 18.

#### FRANCE: TRAINING OF FIREFIGHTERS FROM PARAGUAY AND BOSNIA USING NEW-GENERATION VEHICLES FROM RENAULT

At the request of a French local fire and rescue service SDIS 86 and in partnership with it and the association International Emergency Firefighters, Renault participated in the training of firefighters from Paraguay and Bosnia, which took place on 7 November at the training facility of SDIS 18. In com-

bination with a theoretical teaching session on the particular characteristics of electric vehicles and the Rescue Code\*, three post-crash test Renault vehicles were used to as teaching aids in this training course.

\* This is a QR code (quick response code) stuck to the front and rear windscreens that facilitates an intervention in the event a serious accident. A QR code is a sign that can be read by tablets and mobile phones which enables direct access to a web page or other content optimised for mobile access.

#### CAMEROON: RENAULT PARTICIPATES IN THE "PARTAGEONS LA ROUTE" CONFERENCE

A road safety conference organised by Nestlé and its partners took place on 14 and 15 October 2014 in the city of Douala in Cameroon. Each year, 20% of deaths due to road accidents registered in the world occurred on the African continent. Each month, 100 deaths are reported in the 'triangle of death' of Douala-Yaoundé-Bafoussam, which is the area with the highest number of victims. This conference brought together experts, including Anne Leprun-Vannereau, Renault Zone Manager, to specifically discuss what actions to take and objectives to set in order to strive toward zero accidents. Several topics were discussed, including mobile-phone use at the wheel, drink driving and occupational road risk management.



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### DRIVING HEALTH AND SAFETY

#### BLOOD DONATION AS BENEVOLENT GESTURE

**FRANCE:** Renault Douai, a humane and compassionate factory, has demonstrated its support for Établissement Français du Sang (French Blood Agency). In partnership with the factory's medical service, three operations of this type were conducted during 2014. On 27 November 2014, 60 people donated their blood, not hesitating to give up some of their time to contribute to this social action.



**RUSSIA:** 29 litres of blood and 89 donors were sent to the children's haematology centre. Under Russian legislation, a blood donor is entitled to receive 677 roubles. The donors of Renault Russia chose to pool their money so they could buy phototherapy equipment for a disabled adolescent.

Ebola virus. They were given to Romanian authorities on 1 November 2014 in Pitesti (a city close to the Dacia factory) in the presence of the Head of the Crisis Department of the Ministry of the Interior (SMURD). *“We are cooperating with the Romanian and European authorities in the fight against the Ebola virus. The vehicles will assist the efforts of the international community. This action is in line with the social responsibility policy of Dacia and the Renault Group in Romania”*, declared **Cornel Manucu**, Director of the Special Sales Department at Dacia.



#### TO LEARN MORE ABOUT “ÉTABLISSEMENT FRANÇAIS DU SANG” (EFS):

“Établissement Français du Sang” is the only civil organisation involved in blood transfusion in France. Blood transfusion comprises the donation of blood, the donation of plasma, the donation of platelets and the donation of placental blood. EFS guarantees the safety of the transfusion chain, from donor to receiver. It contributes to the treatment of over 1 million patients a year. 10,000 donations on average are made every day throughout France.

#### ROMANIA: DACIA JOINS FORCES WITH ROMANIAN AUTHORITIES IN THE GLOBAL FIGHT AGAINST THE EBOLA VIRUS

Six Duster vehicles were transported to Africa to support the efforts of the European Union in the global fight against the





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## EDUCATION

### NEW ACADEMIC PARTNERS FOR THE RENAULT FOUNDATION

**ALGERIA:** On 10 November 2014, the Renault Foundation signed three new partnership agreements with three leading academic institutions in Algeria: the University of Oran, HEC Alger and the École Nationale Polytechnique. The Renault Group, which is an economic partner of Algeria, is thus involved in the academic world. It integrates Algerian students into higher-education programmes supported by the Renault Foundation in three areas: multicultural management, road safety and sustainable mobility.

*"I am pleased to be able to count these three leading Algerian universities among the 50 or so academic partners of the Renault Foundation in the world and I am convinced that our interaction will contribute to passing on the expertise of each one of them to the young generations."* **Claire Martin**, Director for Corporate Social Responsibility and Director of the Renault Foundation.

**CHINA:** Dongfeng Renault Automotive Company (DRAC) celebrated its first birthday on 16 December last. In order to accompany industrial establishment of the Wuhan plant,

two partnerships have been signed by the Foundation with prestigious local universities: Wuhan University (WuDa) and Huazhong University (HUST).

Students of these institutions may apply for admission to three courses: an MBA Management International, a Master's in Mobility and Electric Vehicles (MVE) and a Master's in Transport and Sustainable Development.

### FRANCE: RENAULT SUPPORTS THE CIVIC SERVICE INSTITUTE

Renault and the Renault Foundation have been partners of the Civic Service Institute since its creation in 2012. Within the framework of this partnership, special access to work placements and training schemes within the company are offered to chosen candidates, who also receive a portion of the professional training tax payable by Renault France.

The Civic Service Institute identifies young people who have shown potential and extraordinary qualities during their civic service but who do not have the background, network or financial means that would

enable them to build a future career worthy of this potential. The institute assists them and opens doors for them through its partnerships with companies and educational establishments. It raises their awareness of the nature of the modern world in order to train future managers who work according to the values of social commitment and civic rights. To date, the Civic Service Institute has provided assistance to 600 young people and developed about 130 partnerships.

The Civic Service Institute was officially recognised as a project of national importance within the framework of the *La France s'engage* (France Involved) programme in June. This institute, which is mainly financed by private funds (corporate sponsorships and foundations), will be selecting 400 new candidates in 2015.

**To learn more about the Civic Service Institute:**

> [www.institut-service-civique.fr](http://www.institut-service-civique.fr)



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### EDUCATION



Graduates of the Master's programme in Transport and Sustainable Development.



Graduates of the Master's programme in Mobility and Electric Vehicles.



Graduates of the MBA in International Management.

### FRANCE: GRADUATION CEREMONY FOR STUDENTS OF THE RENAULT FOUNDATION

In October and December 2014, students on a scholarship from the Renault Foundation who had studied for an MBA in International Management or a Master's in Transport and Sustainable Development and Vehicles received their degrees. Of various nationalities, they all benefited from multi-cultural teaching in renowned Schools and Universities\*. The 2013-2014 graduates pursued their studies in real working contexts within the Renault Group as well as outside of it and brought their fresh outlooks to the company's practices. Since its creation, the Foundation has functioned as an international network of former students, constituting over 800 professionals of 24 different nationalities from the 12 partner countries of the Foundation.

*"I am leaving this programme profoundly enriched by the modules that were skilfully structured and taught by two world-renowned universities (Dauphine and Sorbonne) within the framework of an international and*

*professional policy in the highest spheres of management."* Euphrem Charles Dovo-nou, MBA Management International.



To learn more, go to:

- > [www.fondation.renault.com](http://www.fondation.renault.com)
- > [www.facebook.com/renaultfoundation](http://www.facebook.com/renaultfoundation)

\* **MBA Management International :** Université Paris Dauphine/IAE Sorbonne.  
**Master's in Mobility and Electric Vehicles:** Arts et Métiers ParisTech, ENSTA ParisTech, Mines ParisTech, École des Ponts ParisTech.  
**Master's in Transport and Sustainable Development:** École des Ponts ParisTech, Mines ParisTech, Polytechnique.



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### EDUCATION

#### FRANCE: RENAULT MAKES A DONATION TO THE FOUNDATION OF THE UNIVERSITY OF SAINT-QUENTIN-EN-YVELINES

Renault has donated 6,000 euros to the University of Saint-Quentin-en-Yvelines. The Foundation of the University of Saint-Quentin-en-Yvelines is launching a campaign aimed at local politicians and companies that aims to develop the resources of the university library. This contribution demonstrates the support that Renault would like to give the university, located on the site of the Technocentre, and its willingness to create links in order to increase its cooperation with the university in the future regarding education, training and research.

#### ARGENTINA: 6<sup>th</sup> EDITION OF THE “ENVIRONMENTAL EDUCATION FOR ALL” PROJECT

The Renault Foundation Argentina has launched the 6<sup>th</sup> edition of the “Environmental Education for All” project: a number of employees of the Santa Isabel factory acted as mentors and participated in educating over 1,300 children. After studying

Awards ceremony for the 'Campaign for the Common Good' in the auditorium of the Santa Isabel factory.



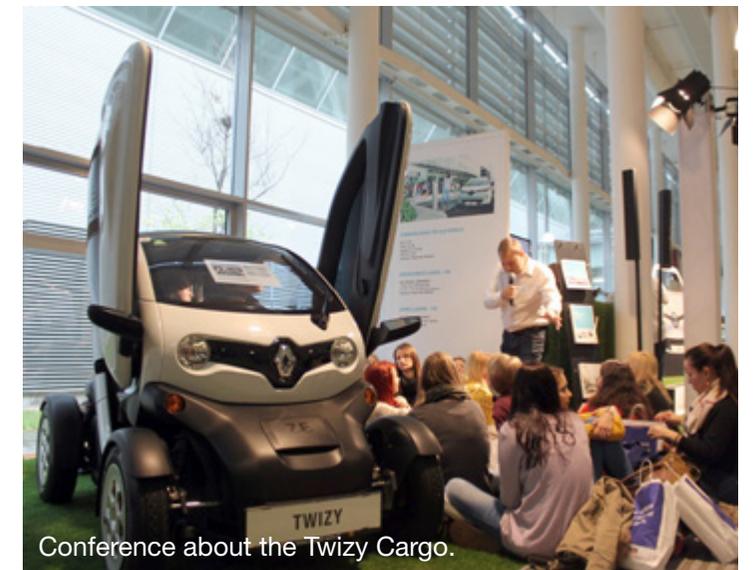
the basic principles of respect for the environment using content provided by the Foundation, the children and their teachers participated in the contest “Campaign for the Common Good”. The first prize was awarded to the Year 7 class of Santisima Trinidad School, who produced a video about the topic of waste management in their town. Each child in the class received a digital camera and the school received a projector.

**To see the winning projects (only available in Spanish) as well as a description of the project, go to:**

> [www.educacionambientalparatodos.com](http://www.educacionambientalparatodos.com)

#### AUSTRIA: RENAULT PARTICIPATES IN “GEWINN INFO DAY”

On 25 November 2014, Renault gave a presentation about the Twizy Cargo and ZOE on the occasion of “Gewinn Info Day” to demonstrate its commitment to sustainable mobility. In addition to the conferences organised concerning the vehicles, an animated film was shown in order to simulate a drive in Vienna in a ZOE. This event, organised the Austrian magazine “Gewinn”, enabled over 5,300 young people to meet with companies, obtain summer jobs and perhaps also decide their future career.



Conference about the Twizy Cargo.



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# DIVERSITY



Renault's teams during the selection weekend of 14 to 16 November in Saint Quentin en Yvelines.

### RENAULT ENTERS 10 TEAMS IN THE 2015 AÏCHA DES GAZELLES RALLY

Renault is participating in the 25<sup>th</sup> edition of the Aïcha des Gazelles rally. For this, its 5<sup>th</sup> consecutive entry, a selection panel met on 9 December 2014 and selected 10 teams after a weekend of intense tests. The Aïcha des Gazelles rally is the only rally purely for women. Each year, it brings together over

320 women from all parts of the world. It embodies the values upheld by Women@Renault: teamwork, solidarity and pushing your limits.

**Pour suivre en direct les exploits des équipages du 21 mars au 4 avril 2015 :**

> <http://gazelles-womenrenault.com>

### FRANCE: THE RENAULT-NISSAN ALLIANCE PARTICIPATES IN THE 10<sup>th</sup> "WOMEN'S FORUM FOR THE ECONOMY AND SOCIETY"

From 15 to 17 October 2014, the Renault-Nissan Alliance, which has actively supported the Women's Forum since 2006, was represented by a delegation of 55 women from Renault and Nissan. This annual meeting aims to promote equality of opportunity for women in the areas of industry, education and politics as well as more generally in society. For its 10<sup>th</sup> edition, the forum is placing a special emphasis on digital media, particularly by highlighting female leaders in the digital sphere and by an increased presence on social networks.

The Renault-Nissan Alliance has been active for many years in the support of diversity. Through precise targets and the implementation of concrete action plans with extremely close monitoring, the two Groups have made strong progress: Nissan has multiplied the number of its female managers by four in 10 years, and at Renault, 18% of managers and 20% of the Executive Committee are women. The internal social network Women@Renault, foun-

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### DIVERSITY



The Renault-Nissan delegation at the Women's Forum.

ded in 2012, where women and men can exchange information about the progress made in equal opportunity and analyse best practices with regard to recruitment, training and career management, currently has 4,500 members in 12 key markets.

#### FRANCE: "WOMEN AND MEDIA" ON THE AGENDA OF THE 12<sup>th</sup> WOMEN@RENAULT CONFERENCE

On 20 November 2014, for its 12<sup>th</sup> conference Women@Renault returned to a key point in the law of 4 August 2014 concerning real equality between women and men: the fight against stereotypes promoted in the media.

Claire Martin, Director for Corporate Social Responsibility at Renault, was present together with Sylvie Pierre-Brossolette, member of the Higher Audiovisual Council, Maryam Salehi, General Management Director of the NRJ Group, Florence Duhayot, Designer and General Director at Studio 89

Productions, and Valérie Tandeau de Marsac, Founder and President of VoxFemina. They each took turns to speak about their commitment to equality and to promoting an equal and non-stereotyped representation of women.



Maryam Salehi; Sylvie Pierre-Brossolette, Florence Duhayot, Valérie Tandeau de Marsac, et Claire Martin sur la scène de la conférence « Femmes et médias ».



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### DIVERSITY

#### FRANCE: HANDI@RENAULT HOLDS CINEMA EVENT FOR ITS EMPLOYEES: "GUILLAUME AU PAYS DES MERVEILLES"

On the day before the International Day of People with Disability of 30 November 2014, several screenings of this film by Pierre-Louis Levacher were organised within the Paris region. They provided the occasion to present Renault's Disability Agreement, to participate in workshops and talk to one of the members of the Renault disabled athletic team, Marie-Amélie Le Fur, a three-time medallist at the Paralympic Games in London 2012. The network Handi@Renault, which has over 1,000 members, organises a large number of internal events within the group and externally to educate people about disability and shared good practices.



Students and schoolchildren accompanied by their Women@Renault sponsors.

#### FRANCE: "ELLES BOUGENT" EVENT AT THE 2014 PARIS MOTOR SHOW

Renault has been a partner for the last four years of *Elles bougent* (which can be translated as "Women on the Move"), an initiative that aims to attract women to the engineering and technical professions in industrial sectors. On 9 October 2014, 100 young girls accompanied by 10 sponsors from Women@Renault and ambassadors of the association, were invited to learn more about the automobile industry and its professions by visiting the motor show. Together they visited the stands of partners

(builders and parts manufacturers) to learn about the industry. They met with engineers and technicians, young graduates and women with industry experience to talk about their careers and professions.

The association *Elles bougent* and its partners made use of this event to launch a major contest intended to attract the attention of students, who were invited to present their vision of "The car of 2050".

To learn more, go to:

> <http://www.ellesbougent.com>

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### DIVERSITY



Renault employees and children of the orphanage on the day of delivery of the equipment.

### RUSSIA: A DAY IN STAR CITY FOR SICK CHILDREN

On 5 December 2014 on the occasion of the International Day of People with Disability, Renault Russia organised a visit for the children of the 'Blago' fund, who suffer from serious illnesses, to Star City (Zvezdnyi Go-

rodok). During this trip to outer space, the children visited the Astronautics Museum, spaceships, the Yuri Gagarin Cosmonaut Training Centre and the Hydrolaboratory. It was an unforgettable adventure for the children and the organisers from Renault.

### RUSSIA: ACTION BY RENAULT EMPLOYEES TO HELP SICK CHILDREN

A true feeling of solidarity was created at Renault Russia in the "New Logan Charity Project". Thanks to the generosity of employees, sensory medical equipment for the development of motor skills and dexterity in children has been put into operation. Orphanage N8, located in Moscow, accommodates 150 children with serious diseases.





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## STAKEHOLDERS



All the speakers at the CSR convention on 18 November 2014 in Plessis-Robinson. Photo : Luc Pérenom.

### FRANCE: THE RENAULT CSR DEPARTMENT ORGANISES ITS 2<sup>nd</sup> CONVENTION SINCE ITS CREATION IN 2009

Is CSR as a source of convergence between Competition and Responsibility a myth or a reality? This is the question that speakers from Renault and external guests attempted to answer at the CSR convention on 18 and 19 November 2014. It took place in Plessis-Robinson and brought together 150 people

from 17 countries and many divisions of the Group.

With the emergence of new models of progress, it appears to be vitally essential to anticipate and contribute to finding solutions for issues that are important to society so that they can be integrated into our development in the medium and long term. After presenting Renault's main concerns and its responses to these, the session concluded with a round

table which included Mouna Sepehri, Senior Vice-chair, and Jacques Attali, economist and president of the NGO Planet Finances. Jacques Attali recalled the importance of the “positive economy” approach that he initiated by bringing together all the entities, including Renault, that are working in the interest of future generations. By declaring that “if a company is only concerned by its economic results and does not consider the context around it, it will be difficult for it to develop”, **Mouna Sepehri** brought to mind the important role of governance of Renault in CSR and its impact on the company's competitiveness.

It was the second CSR convention since the creation of the Social Responsibility Department in 2009 and expectations were high. The format of a convention combined with workshops the following day, intended to transform practices and reinforce the management of the project, enabled a response to be produced for the double objective of teaching and training. The event was a huge success, inspiring the participants to promote CSR, which was the intended aim. Claire Martin said that Renault's CSR network will meet again in 2015. To be continued.

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### STAKEHOLDERS



Inauguration of the Embedded Lighting Chair in the presence of Gaspar GASCON (Engineering Director at Renault), Mathieu LIPS (Head of the Lighting Engineering Department at Renault between 2010 and March 2014). Photo : Alain Foucha.

#### ALL THE SPEAKERS AT THE CSR CONVENTION ON 18 NOVEMBER 2014 IN PLESSIS-ROBINSON.

At the initiative of Renault, PSA Peugeot Citroën, Valeo and Automotive Lighting Rear Lamps, the ESTACA, the Optical Institute Graduate School and Strate School of Design, a joint academic Chair has been created dedicated to innovative embedded lighting systems for use in transport. The purpose of this Chair is to develop a cycle of high-level international teaching in France that will prepare students to work in professions involving embedded lighting systems. These skills are becoming strategic at a time when embedded lighting in cars is undergoing an upswing thanks to the arri-

val of new lighting technologies. Launched on 26 November in the workshops of the Automobile Industry Platform (PFA), the Platform will begin dispensing the Master's programme from September 2015. Twenty to thirty students per year are expected.

To learn more or register:  
<http://embedded-lighting.com>

#### BRAZIL: THE GROUP-LEVEL WORKS COUNCIL\* MEETS WITH BORDA VIVA, AN ASSOCIATION SUPPORTED BY RENAULT

On 5 November 2014, the Borda Viva Association (an organisation within the Curitiba factory) received a controlled visit from the Renault Group's Group-level Works Council accompanied by the representatives of Argentina and Portugal. This visit was part of a "Learning Session" intended to provide a better understanding of important industrial, commercial and social issues at Renault Do Brasil. During this meeting, the visitors were introduced to the Borda Viva Association project, sponsored by the Renault Institute Brazil, particularly projects to

provide meals to children in the community and sewing projects to stimulate the work of women in the region. The members of the committee were particularly impressed by the energy of the association and its determination to encourage the education of young people and assist a network of women to find employment. The Group-level Works Council also placed an order for small bags from the sewing workshop.

\* The group-level works council is the single representative body of all the employees of the Renault group throughout the whole world. It is composed of senior-management representatives and 40 workers representatives from 20 countries.





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# CORPORATE SPONSORSHIP



Carlos Ghosn, CEO of Renault-Nissan Alliance and Raymond Debbane, Chairman of the Board of Action contre la faim.

### UNITED STATES: CARLOS GHOSN, CEO OF THE RENAULT-NISSAN ALLIANCE, HONOURED BY ACTION CONTRE LA FAIM

On 20 November, ACTION CONTRE LA FAIM honoured the Renault-Nissan Alliance for its humanitarian work. It includes the creation of an emergency fund that can enable this world-leading organisation to fight against infant malnutrition and provide rapid solutions in emergency situations.

*“It is an honour for us to be distinguished by ACTION CONTRE LA FAIM, which is a good position to achieve an objective that is dear*

*to us, namely, saving lives by working with communities in order to improve medical services, promote stability and guarantee a sustainable future.”* **Carlos Ghosn**, CEO of Renault-Nissan Alliance.



**To learn more about:**

- > [Renault-Nissan Alliance](#)
- > [Action contre la faim](#)

to be shared and passed on in order to reinforce the autonomy of populations and protect their environment. This year, Jocelyn Corvisier, Technical Coordinator at RRG Nancy, trained mechanics from Natingou (a city in the north-west of Benin) about modern engines which they were not familiar with. Didier Altenbach, an automotive service consultant at RRG Mulhouse, taught trainers from Madagascar how to evaluate breakdowns in “new-generation” vehicles. They were very pleased to see that their training had borne fruit. Jocelyn Corvisier said the experience had been extre-

### FRANCE: RETURN OF 2 EMPLOYEES OF THE RENAULT RETAIL GROUP (RRG) FROM DEVELOPMENT PROJECTS ABROAD

For over 10 years now, 25 employees of RRG have been sent on development projects in partnership with *Planète Urgence* (Emergency Planet). The proposed projects, including engineering, car bodywork, welding works and administration, enable the skills and expertise of RRG employees



Jocelyn Corvisier surrounded by her students.

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### CORPORATE SPONSORSHIP



Didier Altenbach in the middle of a demonstration to two apprentices.

mely valuable: *“every day in my workshop, when I don't have a tool I need, I ask myself the question: what would my trainees do to get the work done in such a situation?”* Didier Altenbach added: *“The response from the people here has been so positive that it made the experience wonderful for me. It's something I will never forget. The level of poverty here makes you see things more relatively and teaches you to be humble.”*

\* Renault Retail Group is a 100% subsidiary of the Renault group. With about 11,800 employees, Renault Retail Group is responsible for selling and marketing the Renault, Nissan and Dacia brands in all the major cities of Europe.

### BRAZIL: COLLECTION OF TOYS AND LETTERS TO FATHER CHRISTMAS BY RENAULT EMPLOYEES

In addition to the traditional campaign of collecting toys, this year, employees of Re-

nault Brazil replied to 200 letters written to Father Christmas by children between the ages of 4 and 11. The gifts were bought and delivered to the public schools of São José dos Pinhais. A total of 10,000 children were able to benefit from the gifts.





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### CORPORATE SPONSORSHIP

#### FRANCE: SPONSORSHIP COMMITTEE: 4 ASSOCIATIONS SUPPORTED BY RENAULT

Fin 2014, dans le cadre de son comité mécénat, Renault a choisi de soutenir quatre associations: Libre Vue, l'Arche d'Oise, Espaces et CREPI.



#### LIBRE VUE AND ITS PROJECT "SOLIDARITÉ AVEUGLE" (SOLIDARITY FOR THE BLIND)

Through the work of Cécifoot, the aim of this association is to teach young visually impaired people in socially difficult circumstances physical, moral and intellectual values. The Cécifoot sports centre was created in 2012 in Bamako (Mali). The assistance of Renault will contribute to acquiring a vehicle for the association. This vehicle will enable children to participate in shows and introductory programmes outside of the school and in sports competitions for both the disabled and non-disabled.

To learn more: [www.librevue.org](http://www.librevue.org)



#### L'ARCHE OISE AND ITS PROJECT "DEVELOPING THE MOBILITY AND AUTONOMY OF THE DISABLED"

In 1964, the first L'Arche home was founded in Trosly-Breuil dans l'Oise. Today, five L'Arche communities exist in this region. 290 mentally disabled persons are accommodated by the home and its service that aims to integrate and help the mentally disabled by providing them with work employs 169 people every day. The assistance of Renault will contribute to the acquisition of a Master-type vehicle that can accommodate two wheelchairs for the L'Arche home in Pierrefonds. This vehicle will enable the residents to participate in activities outside



of the home. The aim of this initiative is to maximise the links between the disabled and the world around them.

To learn more: [www.arche-oise.org](http://www.arche-oise.org)



#### ESPACES AND ITS PROJECT THE "YVELINES-ASSOCIATION TRAIN STATIONS INTEGRATION SCHEME"

The aim of Espaces is socio-professional integration through urban ecology. This involves developing an innovative project to manage evolving urban spaces by assisting persons with difficulties to integrate socially and professionally in society. Within this

\* RFF : Réseau Ferroviaire de France (French Rail Network).



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framework, the SNCF and RFF\* have given the association access to use the green spaces of the four train stations located on Transilien's N line. This new integration scheme will include the landscaping of planted areas, green spaces and the renovation small property assets. Renault will finance this project, which will participate actively in the economic and social development of the territory of Yvelines.

**To learn more:** [www.association-espaces.org](http://www.association-espaces.org)



#### CREPI AND ITS PROJECT "RALLIES FOR EMPLOYMENT"

Created in 1993, the Regional Clubs of Partner Companies for Integration (CREPI) offer an original strategy for professional integration based on introducing disadvantaged job seekers to companies and in-demand professions. The 'Rallies for Employment' provide direct access to the business world and enable job-seekers to discover multiple employment opportunities. Mobility is at the heart of this project, which connects job-seekers with points of contact within companies. In this regard, recent discussions

with Renault Mobiliz\* successfully led to visits to Renault's garages solidaires during these rallies, networking with organisations escorted by Mobiliz Invest and information sessions for people in disadvantageous circumstances being monitored by the CREPI. (Over 40% of participants in these rallies find employment within three months.)

**To learn more:** [www.crepi.org/fr/accueil.html](http://www.crepi.org/fr/accueil.html)

\* Renault Mobiliz: Social entrepreneurship project, one of the priorities of which is to establish a network of 'garages solidaires'. This network consists of dealerships and volunteer agents who offer maintenance and repair services at cost price to people with incomes below the poverty threshold.



Touraine Rally 2014: visit to a mechanic in the region.

### CONTACT US

#### HEAD OF PUBLICATION

Claire Martin,  
Renault Group CSR Director,  
[claire.martin@renault.com](mailto:claire.martin@renault.com)

#### HEAD OF EDITORIAL STAFF

Marikas Doulas, Christine Cascio-Fontaine,  
CSR Communications,  
[marika.doulas@renault.com](mailto:marika.doulas@renault.com)  
[christine.cascio-fontaine@renault.com](mailto:christine.cascio-fontaine@renault.com)

#### MEMBERS OF EDITORIAL COMMITTEE

François Marie: Environment  
Axelle de Ladonchamps: Communications  
Hacène Boumendjel: Socially Responsible Investor Relations

#### TO SUSCRIBE / UNSUSCRIBE

Please send a mail to:  
[marika.doulas@renault.com](mailto:marika.doulas@renault.com)