



BUILD *Change*

Saint-Gobain Sponsorship & Philanthropy Group Policy

**A program to inspire
and accelerate the transition
towards sustainable construction**

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EDITORIAL



With new ambitions for the company comes a new sponsorship and philanthropy policy! Like the Saint-Gobain Foundation, our sponsorship and philanthropy initiatives strengthen our ties with the local communities in which we operate. And while they do provide us with essential visibility, more than anything else, they must be consistent with our commitments and values.

As Saint-Gobain strives to establish itself as the worldwide leader in light and sustainable construction, it seemed only logical to bring our corporate sponsorship and philanthropy activities into line with our vision and ambitions for the Group, and to fully align them with our purpose, “MAKING THE WORLD A BETTER HOME”.

In concrete terms, this new policy will be based on a program, common to all countries, all entities and all brands. Its name: BUILD CHANGE.

Behind these two words, there is a very strong commitment to two priority areas in which we will collectively invest:

- Supporting youth and building together a new generation of sustainable construction “builders”.

- Making comfortable and sustainable housing accessible to the greatest number of people, and even more so to the most underprivileged among us.

This program, and here lies all its strength, is first and foremost yours. We have designed it with you and for you, by asking nearly 200 Group employees around the world about their awareness and perceptions of projects already implemented, and about their expectations concerning the projects to be supported tomorrow.

BUILD CHANGE is presented in detail in this manifesto. I trust each of you to implement it wherever we operate.

And I know that each of you will be committed to making our promise of sustainable construction a reality.

Benoit Bazin
Chief Executive Officer

01

BUILD
Change

PURPOSE, SCOPE & DEFINITIONS





Wherever Saint-Gobain operates, our entities carry out various sponsorship and philanthropy initiatives.

In the wake of the definition of our purpose, the Group seeks to channel all effort in a common direction and efficiently convey its commitment.

This policy presents Saint-Gobain's BUILD CHANGE program and defines guidelines for sponsorship and philanthropy actions.

Our objectives are to ensure that all sponsorship and philanthropy initiatives follow the same rules:



RESPECT

the Group's values and Principles of Conduct and Action



EMBODY

our Purpose "MAKING THE WORLD A BETTER HOME"



EMBED

Saint-Gobain's brand and strategic positioning



ENHANCE

understanding of Saint-Gobain's businesses



SUPPORT

the Group's strategy and ambitions and contribute to its success



REINFORCE

host communities' development

01 DEFINITIONS



N.B.: Marketing initiatives primarily aimed at selling products and services as well as advocacy activities do not fall within the scope of this policy.



SPONSORSHIP

Support (financial or in-kind) to an organization in order to directly benefit from this opportunity to promote values, boost reputation and develop brand visibility by associating the name of the company with the sponsored project.

Depending on the context, different audiences may be targeted, notably:

- Customers (that is to say any person who has or can have an influence on the act of purchasing Saint-Gobain products or services);
- Suppliers, partners, shareholders;
- Potential future employees, such as students;
- General public.

Sponsorship is a contribution paid in return for visibility. The cost and the benefits must be equivalent.

01 DEFINITIONS



PHILANTHROPY

Donations made to an organization primarily intended to support public-interest initiatives and thus create positive social and or environmental impact without seeking to receive direct benefit in return.

Donations are generally granted to non-profit organizations.

However, additional objectives may also be pursued, notably:

- Increase brand visibility
- Reinforce employee pride
- Develop local anchorage

It should be noted that in some countries, donations must respect specific rules in order to be eligible for tax deductions.



Saint-Gobain's philanthropic initiatives are complementary to the Saint-Gobain Foundation. The Foundation enables employees and retirees to support charitable projects benefitting underprivileged communities in two areas:

- Professional integration and education of disadvantaged young adults, particularly in the building trades
- Construction, improvement or renovation of living spaces for people in need

01 DEFINITIONS

The boundaries between sponsorship and philanthropy are sometimes blurred.

If in doubt, ask yourself about your primary objective!

It should also be noted that in some cases, the two approaches may even be mixed. For instance, an initiative may support underprivileged people and generate a direct and proportional communication benefit.

Contributions may take different forms and it is encouraged to combine all of them:



Financial



In-kind

(products & solutions)



Skills

(employee volunteering)



01 SCOPE OF APPLICATION

This policy applies to ALL SAINT-GOBAIN ENTITIES AND SUBSIDIARIES - regardless of where they conduct their business - and to all the Group's wholly and jointly controlled companies.



Each country may implement the policy at their own initiative with the support of Corporate functions (Communications and CSR departments)



02

BUILD
Change

WHAT IS BUILD CHANGE?



02 WHAT IS BUILD CHANGE?



BUILD CHANGE
is the Group's global flagship
sponsorship and philanthropy
policy.

**It is a signature program uniting businesses around
one global strategic focus.**

All countries are invited to implement and scale it up
to make BUILD CHANGE strong, visible and impactful.



02 WHAT IS BUILD CHANGE?



Saint-Gobain undertakes to address the major societal challenges facing the construction industry to **MAKE THE WORLD A BETTER HOME.**

BUILD CHANGE is designed to support the communities where we operate, while inspiring and accelerating the transition towards sustainable construction . This policy is based on two pillars:



Youth training in the building sector

Empower the next generation of sustainable builders to be at the forefront of the industry's transformation.



Access to decent and sustainable housing

Support global access to sustainable housing to ensure a decent and comfortable home for all.

Our ambition is twofold:

02 WHAT IS BUILD CHANGE?



Youth training in the building sector

DID YOU KNOW?

More than 67 million young people are unemployed and 126 million young workers live in poverty...

while in the meantime, the construction sector is facing a shortage in skilled labor and has been identified as a strategic sector for creating jobs.

CONCRETELY, IT IS ABOUT...

Encouraging young people, notably underprivileged youth, to become responsible actors in the construction industry by teaching them high-level professional skills with an emphasis on sustainability.



Access to decent and sustainable housing

By 2030, about 40% of the world's population will need access to adequate housing, around 100 million people worldwide are homeless and 1 in 4 live in harmful conditions...

it represents both a huge challenge and an opportunity for the building sector.

Enabling all people, no matter their income, to live in decent, healthy homes that are energy efficient and generate the smallest possible environmental footprint.

With the ambition to... facilitate inclusion and climate transition.

02 WHAT IS BUILD CHANGE?

BUILD CHANGE is the result of a structured co-construction process with 200 internal and external stakeholders from all over the world participating in surveys, interviews and workshops.

In order to make our sponsorship and philanthropy initiatives more impactful, different key points were identified.



NEEDS

- Guidelines
- Resources
- Management support
- Internal coordination
- Support to identify, select and monitor partnerships
- Measuring indicators
- Global communication



OBJECTIVES

- Positive social and environmental impact
- Brand visibility
- Local anchorage
- Employer branding



KEY SUCCESS FACTORS

- Be focused, concentrate on very few topics
- Ensure the continuity of commitments with long-term partnerships
- Find the right balance between guidelines and local autonomy
- Be as rigorous as for any business-related activity
- Make this an important topic



A COMMON DREAM

Everywhere, everyone knows what Saint-Gobain is committed to and how Saint-Gobain has a positive impact

HOW TO PARTICIPATE IN BUILD CHANGE?



03 WHY JOIN BUILD CHANGE?

All entities are invited to help us BUILD CHANGE.

Your involvement will :

- **Strengthen the Group's leadership on light and sustainable construction;**
- **Increase visibility** on this by capitalizing on a worldwide Group program;
- **Enhance employee pride and sense of belonging;**
- **Reinforce employer brand image;**
- **Develop expertise** on the two pillars of the program;
- **Build a community** through improved coordination between different entities operating in the same area as well as between countries;
- **Strengthen support** of host countries' socio-economic development.



03 WHAT TYPES OF INITIATIVE CAN YOU CARRY OUT ?



Youth training in the building sector

Youth training initiatives may take different forms, and address various jobs in the construction sector. They can be about:

- Vocational training
- Professional insertion (job search, entrepreneurship support)
- Scholarship
- Competitions
- Conferences

Additionally, the following can also be considered in the framework of the program:

- Invite youth to Saint-Gobain events or facilities
- Organize discovery or job-dating meetings with customers
- Develop apprenticeships of those underprivileged
- Create a network of alumni

Initiatives promoting sustainable construction without a clear focus on youth or affordability may also be considered as part of BUILD CHANGE provided that all other eligibility criteria are met.



Access to decent and sustainable housing

Access to housing initiatives may cover, for example, the following aspects:

- Building or renovation project
- Access to housing finance
- Research on new techniques or materials to develop affordability
- Competitions
- Conferences

Additionally, it is possible to carry out access to housing initiatives while involving students and thus also favor youth training.

03 INSPIRING EXAMPLES



SUSTAINING FUTURES RAISING COMMUNITIES



Saint-Gobain North America

Program supporting building construction or renovation that is deployed in locations where Saint-Gobain has a need for increased recruitment or retention. In 2021, Saint-Gobain partnered with Charis Homes and Habitat for Humanity, to build and donate a zero-energy home to be sold with an affordable mortgage to a family in need. In 2022, the focus is to support high schools that have building renovation, expansion, or new construction projects. The local plants are involved in the selection of the projects.



YOUTHBUILD ACADEMY



Saint-Gobain South Africa

Program that tackles the rising numbers of unemployed youth as well as a decrease in the number of trained craftspeople within the construction industry. The Academy provides basic education while building a pathway directly to the labor market with a particular focus on environmentally sensitive “green building”.



TRANSPARENCY



Saint-Gobain India

An annual architectural design competition for aspiring architects and designers aiming to increase awareness of the potential of glass in architecture. It is open to teams of undergraduate students & recent graduates.



WORLDSKILLS



Saint-Gobain

Distribution Bâtiment France, POINT.P and CEDEO

A competition recognizing the value of skilled craftsmanship to encourage and reward young people in their endeavors to acquire the skills necessary to succeed in their chosen trade occupation.



FUTURE PLACE ACADEMY



Saint-Gobain UK & Ireland

In partnership with the charity Barnardo's, the Future Place Academy provides young people leaving the care system with construction and life skills training and employment opportunities.

HOW TO ARTICULATE BUILD CHANGE WITH OTHER LOCAL INITIATIVES?



Saint-Gobain's sponsorship and philanthropy policy is articulated around:

1 BUILD CHANGE

Saint-Gobain is committed to focusing its efforts and resources to BUILD CHANGE by accelerating:



Youth training
in the building sector



Access to decent and
sustainable housing

2

LOCAL AUTONOMY

Saint-Gobain also acknowledges that initiatives not directly linked to BUILD CHANGE may be relevant with regards to the local context. Countries and Business Units are responsible and may carry out complementary initiatives, provided that the eligibility criteria are respected.

N.B.: Initiatives contributing to environmental preservation must not be used as or mistaken for carbon compensation projects. The Group has committed to net-zero carbon emissions by 2050 and no carbon compensation mechanisms must be activated by 2030.

HOW TO ARTICULATE BUILD CHANGE WITH OTHER LOCAL INITIATIVES?

Based on the analysis of local stakes, needs and specificities, entities may decide to support initiatives that do not directly fall under BUILD CHANGE.

If so, **our recommendation is to seek to combine these initiatives with a component related to the two BUILD CHANGE pillars.**



For example:

- **Take advantage of a sport event to raise money for an organization** working in favor of youth inclusion in the building industry;
- **Have personalities** such as athletes or artists be **spokespersons of the cause** advocating access to affordable and decent housing;
- **Organize meetings** between **personalities, such as athletes or artists, and beneficiaries** (disadvantaged youth or homeless people);
- **Offer entry tickets to beneficiaries** (disadvantaged youth or homeless people);
- **Develop a product-sharing operation**, that is to say, **give a percentage of the price of a product to a non-profit organization** during a specific period of time.