

BUILD CHANGE

A program federating
all the Group's sponsorship and philanthropic initiatives
worldwide, in support of sustainable construction



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**WHAT IS BUILD
CHANGE**



In 2022, staying true to our corporate purpose—**“Making the World a Better Home”**—we launched Build Change, a program that unites all of Saint-Gobain’s sponsorship and philanthropic initiatives worldwide in support of sustainable construction.

Today, we are strengthening and enriching this program by:

- aligning our initiatives around **three** (instead of two) **key pillars of commitment to sustainable construction**:
 - **supporting access to decent, sustainable housing**
 - **shaping a new generation of sustainable builders**
 - **acting for sustainable and responsible territories**
- by introducing a **dedicated label**, “Build Change by Saint-Gobain”

This label serves three key purposes:

- **It places sustainable construction at the core of our actions**, reinforcing our corporate purpose and vision: to be the worldwide leader in light and sustainable construction.
- **It unites our initiatives under a shared mission** that inspires people everywhere.
- **It enhances the visibility of our brand and employees**, all committed to building a better, more sustainable construction sector.

Build Change by Saint-Gobain is further proof of our determination to put our corporate purpose into practice.

This program is also an unprecedented opportunity to honor what drives us all: Making the World a Better Home.

Laurence Pernot
Vice-President, Communications



SPONSORSHIP AND PHILANTHROPY AT SAINT-GOBAIN

WHAT IS 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.

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.



WHAT IS 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:

- **The professional integration of young adults in difficulty**
- **The construction, improvement or renovation, in the general interest, of living spaces for people in precarious situations**

SPONSORSHIP AND PHILANTHROPY : MORE MEANING, SERVING OUR PURPOSE

At a time when companies need to better demonstrate to the public the sincerity of their commitments, sponsorship and philanthropy play even more a key role.
We're in a moment of unprecedented demand for meaningfulness!

MEANINGFUL SPONSORSHIP AND PHILANTHROPY

CORPORATE PURPOSE

Because the corporate purpose is a compass that guides all company initiatives, even in the field, on a day-to-day basis

BRAND

Because the brand is more than an emblem, because it conveys a unique vision and promise, consistent with the company's business and social commitments

COMMITMENTS

Because declarations are not enough, and stakeholders expect concrete proof of companies' commitments

TO GIVE OUR BRAND EVEN MORE IMPACT

While sponsorship has always been a powerful lever for creating awareness, the rise of meaningful sponsorship and philanthropy is an opportunity to create even more value through our brand.

RADIATE

Whether through sponsorship or philanthropy, companies gain visibility and notoriety.

FEDERATE

Shared values, collective commitments that inspire everyone: a powerful vector for internal cohesion and pride.

ATTRACT

A company that is committed to its contribution and the values it stands for is a company that will stand out in the future.



BUILD CHANGE BY SAINT-GOBAIN



Build Change

In 2022, staying true to its corporate purpose — “Making the World a Better Home” — Saint-Gobain launched **Build Change**, a program that unites all the Group’s sponsorship and philanthropy actions worldwide, in support of sustainable construction.

THIS PROGRAM REAFFIRMS

sustainable construction as the compass for our initiatives, in line with our Group’s corporate purpose and brand positioning.

IT GIVES POWER

to our teams' commitments in the field, as they strive to contribute to the transformation of our sector for the benefit of current and future generations.

IT UNITES

our employees and stakeholders across the globe around a common cause that inspires everyone, with the Saint-Gobain brand as its standard-bearer.

Build Change is further proof of our determination to put our corporate purpose into practice.

Because we all – wherever we operate – have a role to play in Making the World a Better Home.

BUILD CHANGE: SERVING OUR PURPOSE AND VISION

CORPORATE PURPOSE *Making the World a Better Home*

BRAND VISION *Worldwide leader in light and sustainable construction*



A program federating all the Group's sponsorship and philanthropic initiatives worldwide, in support of sustainable construction

#1 Support access to decent and sustainable housing

#2 Shape a new generation of sustainable builders

#3 Act for sustainable and responsible territories

SAINT-GOBAIN FOUNDATION

GROUP

REGIONS / COUNTRIES / Business Units

BUILD CHANGE

FOCUS OUR ACTIONS ON THREE SHARED PILLARS OF COMMITMENT

All at the service of our purpose “**MAKING THE WORLD A BETTER HOME**”
and our vision: to be the worldwide leader in light and sustainable construction

#1

**Support access
to decent,
sustainable housing**



- Support housing construction and renovation projects, including in emergency situations (climatic disasters, floods, earthquakes, etc.)
- Foster access to more sustainable housing through financial aid and donations of materials, as well as skills sponsorship
- Encourage research into new techniques and materials to develop access to more sober housing

#2

**Shape
a new generation
of sustainable builders**



- Promoting training in building and sustainable construction trades
- Support professional integration or retraining in the construction sector, particularly for vulnerable or excluded populations
- Assisting in the transfer or creation of sustainable construction businesses, particularly for young building contractors
- Promote the building and sustainable construction trades among the younger generation

#3

**Act for sustainable
and responsible
territories**



- Support sustainable infrastructure projects (schools and universities, hospitals, cultural and sports centers, etc.)
- Help local communities to become more resilient in the face of climate change (flood control, extreme temperatures, etc.)
- Promote sustainable architecture, circularity, reuse and recycling of materials on construction and renovation sites

SOME INSPIRING PROJECTS



INDIA

« LEARN WHILE EARN »

Launched in India in 2011, the “Gift of Education - Learn While Earn” program aims to offer young people from rural or disadvantaged backgrounds access to vocational training in the industrial sector. Since its inception, the program has enabled 250 young people to find employment in the construction sector.



FRANCE

« LES GEEKS DU BATIMENT »

Saint-Gobain supports “Les Geeks du Bâtiment”, a program designed to help young people with few qualifications enter the building trades. In addition to financial aid and donations of materials, our volunteers are committed to training these young people in job-seeking skills through a skills sponsorship program.



CANADA

HABITAT FOR HUMANITY

For over 10 years, on every continent, Saint-Gobain has partnered with Habitat for Humanity to help families build or improve a place they can call home. Reni coordinates “Habitat Build Days” with Saint-Gobain employees who volunteer for Habitat For Humanity building sites in Canada.



Click to watch the videos

BUILD CHANGE

SOME INSPIRING PROJECTS



BRAZIL

« WOMEN IN CONSTRUCTION »

In Brazil, the “Reforma” project trains vulnerable women in sustainable and lightweight construction trades. Training is offered at our Placo plant near Sao Paulo. Over 100 women have benefited, enabling them to return to the job market.



MOROCCO

« VILLAGE SAINT-GOBAIN »

Following the Marrakech earthquake in 2023, Saint-Gobain Morocco and Caritas installed 33 temporary housing units to rehouse 150 people, creating “The Saint-Gobain Village.” Residents also receive training to rebuild their homes and acquire construction skills. This project is supported by the Saint-Gobain Foundation.



GROUP

GLOBAL AWARD FOR SUSTAINABLE ARCHITECTURE

Saint-Gobain is the Official Partner of the Global Award for Sustainable Architecture™, an international award that promotes the principles of sustainable development and a participatory approach to architecture. Through its support, the Group aims to contribute to the transmission and deployment of a more sustainable, inclusive and innovative architectural practice.



Click to watch the videos



**For more information, please visit
our website**

<https://www.saint-gobain.com/en/build-change>