

# OUR CSR ACTIONS

2019 AND 2020



# EDITORIAL

Consistent with the company's values and a long-term commitment to sustainable development, the Consortium Stade de France has strived to maintain its ambitions and prepare for the future during the health crisis. This future requires new commitments, in particular on catering for the general public. It is created by working closely with the organisers of our events, who are increasingly committed to the subject, with the Rugby World Cup France 2023 and the exemplary Olympic and Paralympic Games in mind. This future is also being prepared by improving the infrastructure, as part of modernisation work that will actively contribute to making the stadium even more sustainable.

This 2019-2020 activity report traces our commitment and our actions.  
We hope you enjoy this report.

Alexandra BOUTELIER,  
General Manager of the Consortium Stade de France

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# OUR ENVIRONMENTALLY-FRIENDLY ACTIONS IN A FEW FIGURES

-  **10,000** SANDWICHES REDISTRIBUTED TO ASSOCIATIONS
-  **3,000** SICK CHILDREN AND THEIR FAMILIES WELCOMED EACH YEAR FOR A "GETAWAY DAY"
-  **0** DISPOSABLE CUPS & **88** WATERLESS URINALS
-  **100%** OF GLASS BOTTLES RECYCLED: 30 TONNES PER YEAR
-  APPROXIMATELY **65%** OF SPECTATORS TRAVEL TO STADE DE FRANCE BY PUBLIC TRANSPORT
-  **600** SPECTATOR SORTING BINS AND RECYCLING OF PLASTIC BOTTLES
-  FLORAL DECORATIONS **100%** FRENCH AND SEASONAL

# THE **SUSTAINABLE DEVELOPMENT** APPROACH OF THE CONSORTIUM STADE DE FRANCE



The Consortium Stade de France launched its sustainable development roadmap in **2009** and began progressively implementing it by means of a series of action plans. In 2018, it signed the **Environmentally-Friendly Charter for Sports Facilities Managers** supported by the **Ministry of Sport** and the **WWF**.

Hosting the next very large events in **2023** and **2024** will be an opportunity to further expand this approach, in line with the ambitions developed by the organisers in this respect.

## **BEING A PLAYER WITH A POSITIVE IMPACT ON ITS COMMUNITY**

- Participation in the **economic and social development** of the Plaine Commune local authority;
- Dialogue and organising events with **local residents'** associations;
- Work with **local service providers**;
- Support for **local** associations.

## **MAKING STADE DE FRANCE A TOOL FOR INTEGRATION**

- Work with **schools** in deprived areas;
- Integration of **sick children** through sport;
- Work with Integration and **Adapted Businesses**;
- Hosting of young **trainees from REP (Priority Education Network) areas**.

# THE **SUSTAINABLE DEVELOPMENT** APPROACH OF THE CONSORTIUM STADE DE FRANCE

## ENSURING **ACCESSIBILITY** FOR ALL

- Construction work to further improve the accessibility of the **building**
- Personalised **welcome** for people with reduced mobility at all events
- **Diversity** and anti-discrimination **policy** within the company
- **Raising** employee **awareness** about **disability**

## BEING AT THE FOREFRONT OF SUSTAINABLE DEVELOPMENT

### **AWARENESS**

- Raising awareness among our **employees** and service providers
- Communication on our **social networks** and our website
- Raising awareness among **spectators** about waste sorting

## REDUCING NEGATIVE IMPACTS ON THE **ENVIRONMENT**

- Action plans for **reducing and recycling waste** from events
- Proactive approach for the **reuse** and recycling of extra waste
- **Responsible purchasing** policy
- **Redistribution** of unsold foodstuffs



# TIMELINE

## 2008

- Sustainable development **roadmap**
- Policy on **responsible purchasing** begins
- 1<sup>st</sup> **carbon audit**
- 1<sup>st</sup> local authority-business charter with Plaine Commune

## 2009

- Sustainable development seminar and training plan
- **Waste sorting** begins
- 1<sup>st</sup> annual **residents' party**

## 2010

- **Refundable cups** system begins
- Works for **accessibility** of the building

## 2011

- 1<sup>st</sup> partnership with the **Premiers de Cordée** association
- **Diversity** audit

## 2012

- Signing up to the UN's **Global Compact**
- Start of the **audio description** service

## 2013

- 1<sup>st</sup> **CSR report**
- Sale of 4,000m<sup>3</sup> of decorations for reuse

## 2014

- Provision of 600 **sorting bins** for spectators
- 1<sup>st</sup> **Journée Evasion** with the *Premiers de Cordée* association

## 2015

- 3<sup>rd</sup> **energy audit**
- 7<sup>th</sup> residents' party

## 2016

- 4<sup>th</sup> Communication on Progress for the Global Compact
- 3<sup>rd</sup> *Journée Evasion*

## 2017

- Start of the project on the **recycling of plastic bottles**
- 3<sup>rd</sup> sponsorship agreement with *Premiers de Cordée*

## 2018

- Signature of the **Environmentally-friendly charter for sports facilities managers**
- 4<sup>th</sup> conference co-organised with the local residents

## 2019

- **New sorting system**: + than 3 tonnes of plastic bottles recycled
- Hosting of **750 secondary school students** from REP areas as part of the "Give Me Five" operation

## 2020

- **Biowaste sorting** begins
- **Involvement with public authorities in the fight against COVID-19**

# COMMUNITY COMMITMENT | A FEW DATES

## February 2019

- Audition of 35 **local musicians** for the Rockin' 1000 concert
- Donation of unused supplies to the **Lycée Louise Michel** in Epinay-sur-Seine

## April 2019

- Hosting of the **Giant Spelling Competition** by the Dionysian writer, Rachid Santaki (1,450 participants)

## May 2019

- New **Plaine Commune exhibition** on the railings at Stade de France

## June 2019

- 11th edition of the **residents' party** on the pitch at Stade de France
- Hosting of the **District 93 Women's Finals** (football)

## August 2019

- **Beautification of the area surrounding Stade de France** (anti-intrusion bollards) with Plaine Commune

## October 2019

- Hosting of the 25th edition of **La Voie Royale** (Saint-Denis half-marathon)

## February 2020

- Support for **the Les 3 saisons de la Plaine association**: musical instruments handed out to secondary school students in Saint-Denis

## March 2020

- **Donation of 11,500 FFP2 masks** to Seine-Saint-Denis





# 2019 - 2020



**48% of the staff** working for our reception, maintenance, cleaning, catering and security **service providers**, excluding events, throughout the year, **lived in the Seine-Saint-Denis department.**

**29% of contracts** for staff working for reception, maintenance, cleaning, catering, security, sales and customer service Plaine providers for events, **were with people residing in the Seine-Saint-Denis department.**

# COMMUNITY COMMITMENT | HOSTING SECONDARY SCHOOL PUPILS FROM DEPRIVED AREAS

In 2019, on three occasions, Stade de France repeated the **Give Me Five** operation launched at the end of 2018 by the VINCI group. In February, October and November, it welcomed a total of **750 secondary school pupils from REP and REP+ priority education districts**, in particular from Seine-Saint-Denis, for a full day. The aim of the morning programme was to give them a **first approach to the world of business**: presentation of the concessions sector, then of the Consortium Stade de France and its various activities. Several employees came to present their career paths and their assignments. In the afternoon, the young people took part in **disabled sports workshops**, run by the *Premiers de Cordée* association, then visited **behind the scenes areas at Stade de France**.

Give Me Five is a scheme launched by VINCI to **combat inequalities**. In partnership with the **Department of Education**, the group is proposing to reinvent the compulsory Year-10 internship and is committed to welcoming 5,000 secondary school pupils every year throughout the national territory.



# COMMUNITY COMMITMENT | SPONSORSHIP OF THE LYCEE JACQUES BREL [SIXTH-FORM COLLEGE]

Stade de France is continuing its work of **sponsoring the Lycée Jacques Brel in La Courneuve** as part of the local authority-business charter signed with Plaine Commune.

In 2019, a new project was proposed to students of the college's Communication BTS. The **28 young people**, divided into 5 groups, worked for one month **at a communications agency** on an internal information campaign on RQTH (recognition of a person's status as a worker with a disability). With the proposals presented, they were then able to participate in the **Mosaïque de talents competition** organised by the **Plaine Commune Promotion association**.

In 2020, work on a communication campaign for the opera Carmen was to be offered to them on March 19th. Unfortunately, it could not take place.



# SOLIDARITY, DISABILITY AND INTEGRATION | A FEW DATES

## Partnership with the *Premiers de Cordée* association:

In 2019, a **new commitment** was signed with the association **for 3 years** (2020-2022) and continuation of the *Sport in hospital* monthly operation at the Robert Debré Paediatric Hospital.

### May 2019

6th edition of the **Journée Evasion**, welcoming **4,000 children** and their parents

### November 2019

Raising employee awareness of disability through taking part in **disabled sports**

### Christmas 2019

**Collection of toys** from employees for children at **Bondy Hospital**

### April 2020

Logistic support for a domestic appliance donation operation for **hospital caregivers**

### Christmas 2020

Collection of toys from **employees** for **children** at Bondy hospital



 **premiers  
de cordée**  
sport as a process for sharing

# SOLIDARITY, DISABILITY AND INTEGRATION | A FEW DATES

## Other solidarity actions

### 2019 and 2020

**Financial support** for the *Les Bouchons d'Amour* association : purchase of medical equipment for the disabled of Seine-Saint-Denis



### June 2019

**Donation of dresses and coats** to *La Cravate Solidaire* association

### November 2019

**Raising employee awareness of disability** through an escape game on this theme



### March 2020

**Financial participation** in the AS Saint-Etienne operation to **support research into COVID-19**

### May 2020

Works Council operation in favour of an **EHPAD [care home]** in **La Plaine Saint-Denis**

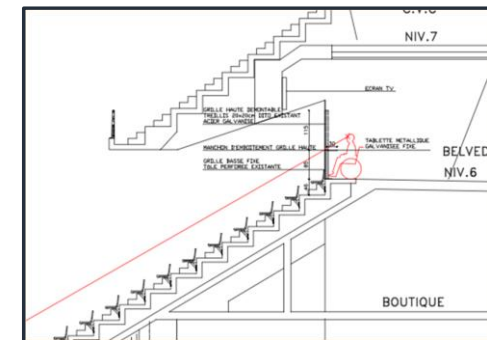
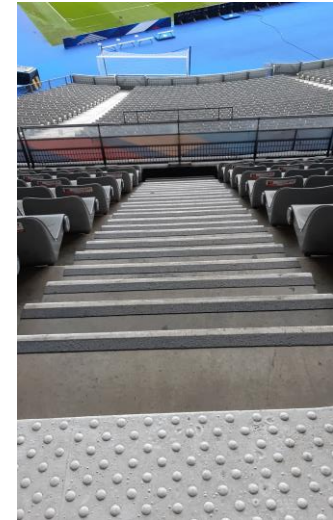
# WORK FOR GREATER ACCESSIBILITY OF THE BUILDING

## FIRST PHASE

An initial phase **to optimise building accessibility** was carried out in 2019 and 2020. The aim is to supplement the work carried out in 2011 as part of **the Ad'AP\***. Work is scheduled to be completed in 2022.

## Key achievements

- Improvement of **wheelchair seats** at the top of the middle stands
- Fitting of “**stair nosing**” and **tactile strips** on the monumental stairs and the stairs of the north and south middle stands
- **Highlighting obstacles** in the auditorium and under certain stairs
- Creation of new **reduced-mobility seats** in **the auditorium**
- Removal of certain **handrails**
- **Guiding strips** and creation of **new disabled spaces** in **car parks**



\* Ad'AP: Scheduled Accessibility Agenda

# WASTE MANAGEMENT | REDUCTION AND RECOVERY

Reducing and recovering waste remains the **major environmental challenge** of operating Stade de France. The winter of 2019/2020 was marked by the setting up of **2 new recycling channels**: biowaste and coffee capsules.

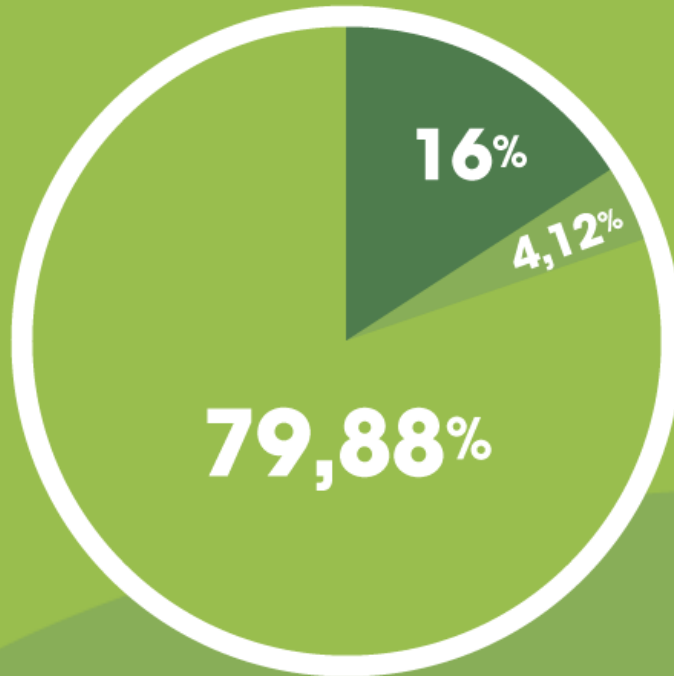
In 2019, thanks to the sorting of plastic bottles and the optimisation of wood collection, **the share of incinerated waste fell by 5%** compared to the previous year.

## Sorting at Stade de France: 9 recovery channels



1. Glass
2. Paper and cardboard
3. PET from plastic bottles
4. Biowaste
5. Coffee capsules
6. Wood
7. Batteries
8. Electrical and electronic waste
9. Ink cartridges

## WASTE RECOVERY IN FIGURES



16% reused or recycled

4.12% burnt for heating

79.88% incinerated with energy recovery





## 1,000 flasks for Rockin'1000

For this concert, which took place on June 29th 2019, **1,000 amateur musicians** performed for **3 days** under the Dionysian sun.

In order to avoid the consumption of thousands of plastic bottles, a **stainless-steel flask was offered to each of them**. Banks of taps installed on each side of the arena let them fill up their flasks at will.

# RECYCLING OF PLASTIC BOTTLES | THE NEW SYSTEM FINALISED AND OPERATIONAL

Over the period from January 2019 to February 2020, the Consortium and Citeo deployed the **new sorting system** that had been tested in 2018. The results were very satisfactory, as over the period, **more than 3 tonnes of recycled plastic** were recorded and sorting errors fell sharply. The eco-organisation has therefore been able to design a "**Guide to sorting for stadiums**" published on **citeo.com** in October 2021.

## The system in 6 points:

### 1. New lids for yellow bins

- 2 round holes, receiving bottles according to their shape
- openings on the top and not on the side to make it easier to put bottles in

### 2. Switching to a single deposit

Now the spectator is asked to sort only plastic bottles. This prevents many sorting errors.

### 3. Redesigned signage

Realistic pictograms, simple and short wording, a crossed-out cup.



Sorting is  
like singing,  
IT'S BETTER  
WHEN  
YOU GET IT RIGHT!



IN THIS YELLOW BIN,  
ONLY BOTTLES ARE TO BE SORTED!



**4. Production of an educational film** broadcast on giant screens and social networks recalling the sorting rules at Stade de France.

**5. Awareness posters** above the sorting bins for spectators as well as staff working on the site.

**6. Educational and fun activities at 2 events:**

A “sorting basket” operation made it possible to raise awareness among nearly 5,000 people about sorting rules at Stade de France.

In 2019



**+ 164 000**  
bottles collected  
=  
**3.277 tonnes**  
of recycled plastic



**18,200**  
shirts



# FOOD WASTE | A COMPLEX ISSUE

**Aware of the importance of this issue** and of the complexity of the subject, the Consortium Stade de France acts on three levels:

## 1. Offer calibration

It's rare for a stadium to have an **in-situ preparation area**. It supplies the refreshment stands with fresh sandwiches as the event progresses. With regard to **VIP services**, studies were carried out in 2019 to analyse the nature of the unconsumed products.

## 2. Redistribution of unconsumed products

Since 2014, the **Chaînon Manquant** association has collected the sandwiches and desserts not sold by the refreshment bars the day after events at Stade de France. **Products are redistributed to the most disadvantaged** via reception facilities and social restaurants. Since the end of 2019, rolls from VIP areas that have not been presented to customers have also been collected. In 2019, *Le Chaînon Manquant* association collected **more than 10,000 food products** from Stade de France, via 18 collections.

More than 2 tonnes of products were therefore saved from the rubbish bin, contributing **to more than 4,500 meals**.

## 3. Recovery of non-distributable leftovers

For hygiene reasons, products for which the cold chain has been broken cannot be redistributed. At the end of the chain, it is therefore necessary to have unsold sandwiches and cocktail dishes and items that have been served dealt with via a specific channel.

After a period of testing and team training, **the generalised sorting of biowaste** was implemented starting with the France-Moldova match on November 14th 2019. This biowaste is sent for **methanisation**, thus enabling it to be recovered from an energy point of view (heat production) and from a material point of view (production of digestate, which serves as fertiliser for agriculture). In 2020, nearly 2 tonnes of biowaste were therefore collected and recycled.



# FOOD COLLECTIONS

Weight in kg

**2381**

COLLECTED AT  
STADE DE  
FRANCE IN 2019

Equivalence in number of meals

**4762**



**LE CHAÎNON MANQUANT**

*The benefits of the food chain*

# RESPONSIBLE PURCHASING | COMMITTED SERVICE PROVIDERS

The responsible purchasing approach initiated in 2009 continues to be a **major focus** of the Consortium's sustainable development policy. The choice of service providers guarantees the continuation of the company's CSR commitments.

## ► Employment of people with disabilities to clean the stands

A project initiated with our cleaning service provider, **Elior Propreté**, has resulted in a **tripartite contract** aimed at entrusting part of the stand cleaning service for events to **people with disabilities**.

This was made possible thanks to a co-contracting agreement between the Consortium, Elior Propreté and **AP'AIPS**. AP'AIPS is an adapted company (EA), i.e. a company in its own right whose specificity is to employ at least **80% workers with disabilities**. Based in Nanterre, AP'AIPS has 210 employees. It specialises in business services.

A gradual implementation was agreed for 2020. The two matches in February gave the first positive feedback.



# RESPONSIBLE PURCHASING | FLORAL DECORATIONS

## A NEW SERVICE PROVIDER WITH AN INNOVATIVE APPROACH

In 2019, the Consortium launched a new call for tenders for the supply of floral decorations for events. For each date, new creations must be created for the different VIP spaces. Over a year, this represents more than **7,000 compositions** and approximately 40,000 stems!

The Consortium chose *Fleurs d'ici*, a start-up with a **100% French and seasonal** offering. It is supplied exclusively from small French horticulturalists, without any intermediary. By offering a short-channel model, *Fleurs d'Ici* **reduces the carbon impact** of a bouquet by 30 and thus contributes to the **relocation** of floral production in France.

For the service at Stade de France, it is therefore a virtuous decision in more than one respect:

- **Net decrease in the carbon footprint** by preventing flowers from passing through Amsterdam, the European market hub
- Flowers **picked at the right time**, which are more varied, very fragrant and last a long time
- **No waste** since the flowers are cut at the last moment when the quantities are known

The new contract was **inaugurated for the two rugby matches in February 2020**



# RESPONSIBLE PURCHASING | AN INCREASINGLY RESPONSIBLE CATERING OFFER

Since 2018, Stade de France has been a signatory of the Environmentally-Friendly Charter for Sports Facilities Managers, supported by the Ministry of Sport and the WWF. As such, it has committed to achieving a target of **at least 50% responsible food**.



During a 2019 call for tenders on the catering for VIP areas, the "responsible purchasing" questionnaire therefore included the requirements of the Charter. During the presentations of the selected candidates, a large part of the meeting was **dedicated to their sustainable development commitments**. The selected caterers have committed to the environmental friendliness of their services at Stade de France, with objectives aimed at achieving those of the Charter.

Among them, a player **from Saint-Denis** has been listed: *Fleur de Mets*. It is the first of 7 major Parisian caterers to be certified **ISO 20 121**, the standard for environmentally-friendly events. This top-of-the-range caterer is both **socially committed** (signatory of the Diversity Charter and partner of the Secours Emploi association for the recruitment of non-permanent employees in integration programmes) and **environmentally committed**: combating waste, redistributing and recycling, eliminating plastic, etc.





# RESPONSIBLE PURCHASING | NEW CATERING OFFER FOR THE GENERAL PUBLIC

With regard to **refreshment stands** intended for the general public, 2020 was an opportunity to imagine and prepare a new fast food offer with products from **local producers, located less than 100 km from Stade de France**. These short-channel products are also seasonal and contain no artificial additives or preservatives. Roll-out is planned for 2021. Eating and drinking is respectful of local producers, French gastronomy and the environment.

## The 3 “Boire et Manger” commitments:

### #Commitment no. 1: we respect the products

Fresh and seasonal products with no artificial additives or preservatives

### #Commitment no. 2: we trust local producers

The products come from local producers, located less than 100 km from Stade de France

### #Commitment no. 3: French-style eating well

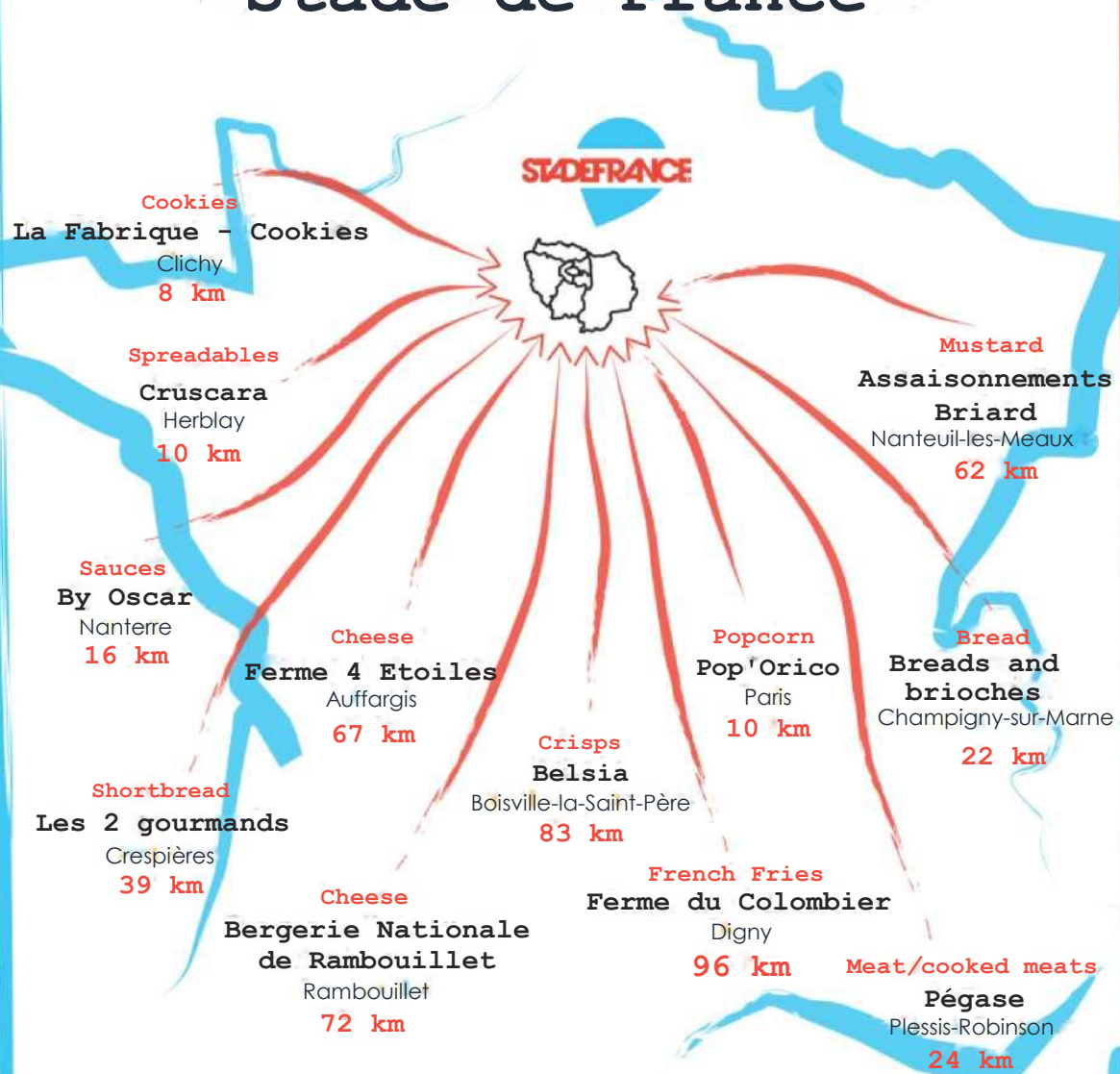
Real home-made recipes created by Stéphane Raynaud, a renowned Parisian chef, and produced in points of sale





# Our suppliers less than 100 km from Stade de France

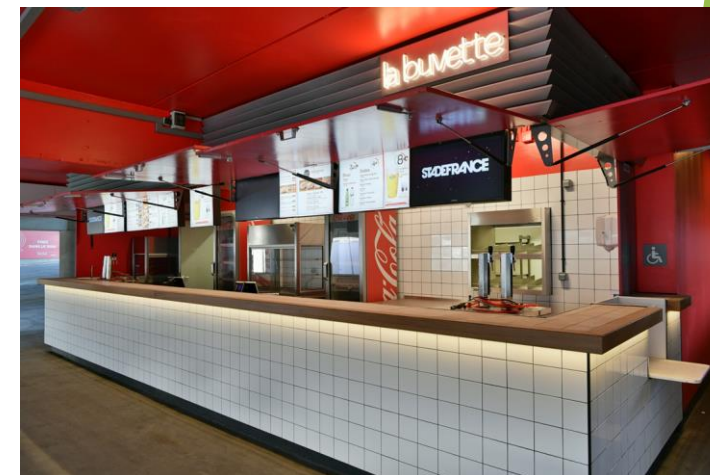
Boire & Manger



As part of the roll-out of this new catering offer, Stade de France's refreshment stands have been completely redesigned, renovated and re-equipped to allow the **production of sandwiches directly in the points of sale.**



Cookies produced in Clichy

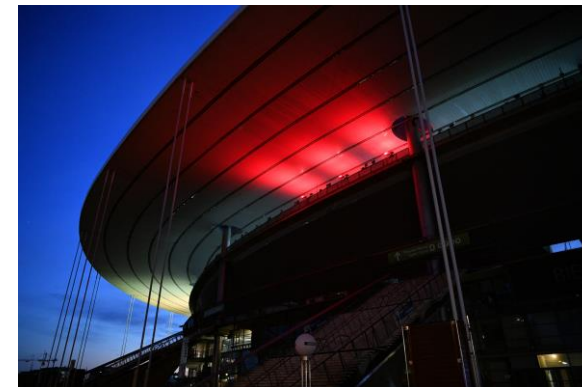


Artisanal crisps from Eure-et-Loir

# MODERNISATION WORKS | LIGHTING AND POWER SUPPLY

On April 27th 2020, CSDF and SOLIDEO signed an agreement to carry out work including:

- overhauling the **architectural lighting**: installation of **recent-technology LED devices** for reduced power consumption with equal power output
- overhauling the **sports lighting**: relocation of 494 fittings and installation in **full LED** white
- the installation **of a second power supply** which will allow **generators to be dispensed with** for events (emergency lighting only):
  - Installation of an additional electrical delivery point, allowing perfect redundancy with the existing point
  - Limited use of generators during events (emergency only)



**STADEFRANCE®**