Life after prison
Fondation M6, partner of the first national Prison Games

RTL Commit Award 2014
honoured young volunteers and journalists (RTL Television)

An environmental alliance (Atresmedia)

Fulfilling deprived children’s dreams (RTL 4)
Dear readers,

Welcome to our new Corporate Responsibility (CR) Newsletter.

With this new quarterly e-newsletter, we hope to better communicate our CR efforts and respond to the interest of our viewers, employees, shareholders, business partners and the communities we operate in.

Produced in close consultation with colleagues from across the Group, this newsletter gives snapshots of RTL Group’s CR efforts and highlights some of our recent initiatives of “Giving Back” to society.

In this first issue, we focus on how Fondation M6 supports the rehabilitation of prisoners, and take a look at the first ‘Jeux pénitentiaires’ (Prison Games), which took place from 22 to 26 September in France.

Happy reading!
Romain Mannelli

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“PREPARING DETAINEEES FOR THEIR RELEASE”

The first national Prison Games took place at the end of September 2014, organised by the French Penitentiary Administration. Fondation M6 was one of the partners supporting this all too seldom sponsored cause.

Groupe M6 (France)

Between 22 and 26 September 2014, a grand total of 346 participants gathered at the Centre for Resources, Expertise and Sporting Performance (CREPS) in Saint-Raphaël-Boulouris in the south of France to compete against each other in a wide range of sporting activities, including athletics, marathon running, boxing, basketball, football, tennis, and petanque. As with similar competitive games, the winners were awarded medals, and the start and end of the proceedings were marked by an opening and a closing ceremony respectively.

Serge Canape, a director from the Penitentiary Administration, which initiated the project, explains: “The aim was not just to encourage the detainees’ athleticism, but to get them back involved in a collective project that covered two areas: practising sports and fighting addictions.” In fact both alongside the physical preparations for the Games and during the Games themselves, the inmates were given an opportunity to attend events that dealt with issues such as doping, substance abuse and other addictions, as well as sporting ethics. “So our aim was not necessarily just to select the best sportsmen and women. Rather, this type of action not only set out to involve them in a joint project, but also to prepare them for their release and prevent them from coming back,” Serge Canape adds.

The participants also included some support staff, such as personnel from the Penitentiary Administration or legal departments, or sports instructors and...
wardens from various establishments. Isabelle Verrecchia from the Fondation M6 points out that: “Clearly some barriers came down because everyone was part of the same mix and treated the same way. This was something the detainees greatly appreciated, along with the trust shown in them. Several of them said afterwards that this had helped them regain some self-esteem.” Many detainees whose families lived close by could also bank on their encouragement from the stands.

These first Prison Games were the fruit of a year’s efforts by the Penitentiary Administration at both the national and regional levels and of nine months of preparations and training for the inmates, coached by their instructors and the members of various sports federations. Of course, they were also the result of the contributions made by the Games’ different partners, including Groupe M6. Although it was easy to convince the various prison bodies and prisons themselves that the project was worthwhile, actually staging the Games was “no easy matter, especially in terms of logistics,” Serge Canape admits.

So looking back, what is the assessment? According to Serge Canape: “Not a single incident marred the week-long Games, and despite the large number of detainees taking part nobody tried to escape. The quality of the performances was very high and there was a great atmosphere, too. The inmates were genuinely enthusiastic participants in this collective project,” he says. Then adds: “And none of it could have happened without the input from the Games’ partners who between them contributed 80 per cent of the overall budget as well as expertise in their respective domains.”

Groupe M6 was a financial partner, but also played another key role. Isabelle Verrecchia explains: “Since Fondation M6 is already active in the prison sphere, we were asked to help promote the project in the various establishments to encourage participation. M6’s teams also created a four-minute video presenting the initiative, which the Penitentiary Administration subsequently distributed to the prison governors and sports instructors involved.”

Bearing in mind the positive result, we asked Serge Canape whether the initiative might be repeated. He replied: “It’s still too early to say. We’re thinking about it, especially the practical details. But there are no reasons not to give it a second go.” On the same subject, Isabelle Verrecchia adds: “The Games were a positive experience for us. We’d envisage to take part in a second edition if there is one.”

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Did you know?

- A regional version of the Prison Games, held back in 2012, served as a pilot for this first national edition
- The budget of the 2014 Prison Games was €200,000, and 80 per cent of this sum was provided by project partners. The transport costs incurred were borne by the inmates’ establishments
- In addition to Fondation M6, nine other partners provided their support such as the Côte d’Azur Region Olympic and Sports Committee, the Oxylane Foundation, the SFR Foundation and the French Sports Foundation, among others

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The Prison Games – Some Figures:

- 346 participants, 184 detainees, including 9 women, corresponding to
- 545 days of leave of absence,
- 162 support staff, 80 members of sport federations, 48 volunteers, 39 prisons, out of the 45 invited.
RTL COMMIT AWARD 2014
HONOURED YOUNG VOLUNTEERS AND JOURNALISTS
RTL Television (Germany)

This year’s Commit Award was presented on 9 September at International Consumer Electronic Fair IFA in Berlin. Once again, RTL Television honoured young people in four categories – ‘Single person’, ‘Club’, ‘Media’ and ‘Audience’s choice’.

This year’s awards were presented under the headline “We are looking for young heroes!”. Peter Kloeppele, Head Anchor of RTL Aktuell, said: “We were looking for people who engage in social pursuits: People who enjoy supporting and encouraging others, which turns them into role models for others to do so as well.”
The winners of this year’s Commit Awards:

• First place at RTL Television’s media award for a ‘Single person’ went to the 29-year-old rehab athlete Kerstin Wolf. Kerstin is a volunteer in the integrative sports programme at the Wernsbach-Weihenzell Sport Club, where she coaches wheelchair sports groups in various popular sports.

• The ‘FC Schwalbach Sportfreunde 1920 eV’ football club from Hesse won the Commit Award in the ‘Club’ category. Volunteer coach Karim El Bachiri (15) accepted the media award on behalf of the club. In his spare time, El Bachiri coaches even younger players and also helps them with their homework at the clubhouse.

• In the ‘Media’ category of the Commit Awards, André Berthold (29) from Berlin took first place for his short film Kleine Kämpfer – Judo Statt Randale (ARD), in which he shows a world full of conflicts between children from underprivileged backgrounds who have discovered the sport of judo as a way to cope. Professional journalists just as young creative amateurs sent their entries to qualify for the ‘Media’ award. The five best young journalists were invited to Cologne for an exclusive TV workshop at the RTL School of Journalism.

• Finally, the ‘Audience’s choice Award’ went to Sportpiraten Flensburg eV, a BMX and skating club that gives youngsters a fun and exciting way to spend their free time. More than 2,000 online voters took the opportunity to determine the winner of this category among the three best contestants out of every category.

Peter Kloeppel said: “The numerous entries received suggest that a gratifyingly large number of young people in Germany volunteer their time. This seldom finds its way into the news. But our society lives by its volunteers, and that is what we want to spotlight!”

The awards were presented at N-TV’s IFA booth by Benny Folkmann, a member of the German Sports Youth Board of Directors, Peter Kloeppel, RTL Television’s sports presenter Ulrika von der Groeben, as well as Yolo presenter Laura Wibert and Jonas Himmel. All winners received high-end ‘adventure’ prizes and €2,000 in prize money.

Visit the RTL Commit Award’s website
http://www.rtlcommit.de
AN ENVIRONMENTAL ALLIANCE

Atresmedia (Spain)

The Spanish media group Atresmedia, through its Corporate Responsibility initiative Hazte Eco (Become Eco), has entered into a partnership with Ecoembes, Spain’s leader in recycling container management, to make 2014 the ‘Year of Recycling’, through their ‘Hazte Eco y recicla’ (Become Eco and recycle) environmental campaign.

The alliance between the two organisations was signed on 28 January 2014 at the Atresmedia’s headquarters by Ecoembes’ General Director Oscar Martin Riva and Atresmedia’s Corporate General Director, Patricia Pérez.
As part of its commitment to Ecoembes, Atresmedia has broadcast various environmental promotions on its TV channels and radio stations, as well as provide related content online: Atresmedia’s kids’ TV channel Neox has accompanied the ‘Hazte Eco y recicla’ campaign on its TV programme Hazte Eco; the news programmes of Antena 3 and La Sexta, as well as radio stations Onda Cero and Europa FM, has also promoted the initiative with short spots; and the online verticals hazteeco.es and ecoembes.com have devoted specific sections to the Atresmedia-Ecoembes alliance.

**Four main areas of action**

Throughout 2014, TV channels Neox and La Sexta have addressed various issues related to the recovery of recycled material, centred around four main areas:

- Broadcasting: launch of “Hazte Eco y recicla”, explaining the new long term goal of the Hazte Eco initiative
- Recycling and social action: deliver specific environmental facts to the public and explanation of habits that optimise our natural and man-made resources
- Summertime recycling: information about preventing litter during the summer of 2014
- Environmental education: awareness-building at the beginning of the Spanish school year with recycling campaigns in schools across Spain

**Job creation**

The management and re-use of waste is not only a positive choice for the environment, but also represents an economic and social opportunity: to date, Ecoembes’ activities have generated more than 42,000 jobs in Spain.

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**About Ecoembes**

Ecoembes is a non-profit organisation that manages the recovery and recycling of plastic containers, cans and Tetrapaks, as well as cartons and paper in Spain. Established in 1996, the organisation has already signed up more than 12,000 companies.
FULFILLING DEPRIVED CHILDREN’S DREAMS

RTL 4 (The Netherlands)

RTL Nederland has taken its 25th anniversary as a perfect occasion to give back to society by supporting the ‘Het Vergeten Kind’ foundation. On 27 October 2014, the evening’s programming revolved around the various initiatives that took place.

The aim of the ‘Het Vergeten Kind’ ( Forgotten Child) foundation is to put a smile back on the faces of the over 32,000 children it takes care of. Some can no longer live in their homes because of violence, maltreatment and neglect, while others are runaways. Throughout the month of October, RTL Nederland celebrities with the help of other participants organised a series of activities to fulfil the dreams of as many underprivileged children as possible.
Erland Galjaard, Programme Director RTL Nederland explains: “The reason RTL embraced this goal is that RTL plays an important role in Dutch society. Its aim should be not only to entertain, but also to focus the public eye on issues that concern us all but that are sometimes hidden or simply go unnoticed. That’s what we’ve tried to do by bringing issues such as drugs, obesity, isolated elderly people and hidden poverty to the screen. Now we want to do the same with ‘Het Vergeten Kind’. Supporting them is investing in all of us.”

The two-hour show broadcast live from the RTL Late Night studio gave viewers the possibility to see what RTL Nederland had accomplished. Presented by Humberto Tan, guests included RTL’s Johnny de Mol and ‘Het Vergeten Kind’ founding father Dinand Woesthoff, who shared their experiences and talked, for instance, about how RTL Nederland helped over 100 children by fulfilling 10 big dreams, such as organising a football clinic with professional football players, replacing kitchens at shelter homes, and organising several day-trips to amusement parks and visits to the set of Holland’s Got Talent to meet TV personalities like presenters Gordon and Chantal Janzen.
A PASSION FOR...

The RTL – Wir helfen Kindern foundation is about far more than daily ratings. We accompany and support children over many years and it’s great to see how they develop. The care they get in RTL Kinderhäuser (children’s centres) helps boys and girls with dim prospects finish school and get off to a good start in life.” The foundation fights child poverty in Germany with these establishments. In October, Kons opened the 13th RTL Kinderhaus in Gelsenkirchen with Manuel Neuer, goalkeeper for the German national team.

WOLFRAM KONS
RTL Television Charity Director

Wolfram Kons starts work at 4:00 in the morning; he is the host of the morning news show Guten Morgen Deutschland (Good Morning Germany) on RTL Television. For the past 19 years, Kons has also hosted the RTL Spendenmarathon telethon, and since 2006 has served as RTL Television Charity Director and sat on the Executive Board of the children’s charity foundation Stiftung RTL – Wir helfen Kindern.

“For the first Spendenmarathon, RTL Television was looking for a presenter who was able to host for 24 hours. As I was responsible for the morning news and can get by on very little sleep, I got the job,” he says. At the time Kons had no idea that the new job as host would become such an important part of his life.

After surgery they can see for the first time in their lives. Being able to witness this moment is something I’ll never forget.”

To raise funds, Kons also regularly embarks on daring adventures: He has already climbed Kilimanjaro, run a marathon, jumped off the roof of the RTL Broadcasting Centre and recently swam six kilometres through the River Saar loop – all for children in need.

To manage his charity work as well as his regular job, Kons often spends 12 hours in the office or TV studio. Nevertheless: “Every day I’m happy to get up early in the morning again. The important thing is not when you get up, but what you get up for. And I’m very grateful to be able to serve such a meaningful cause thanks to the RTL foundation.”

During the past 19 years, the RTL – Wir helfen Kindern foundation has raised around €123 million in donations. Importantly, 100 per cent of the money raised goes to help children in need. This is a priority for Wolfram Kons: “RTL Television pays all the administrative costs.” It is also important to him that the charity projects are intensively supervised. When he has the time, Kons visits the children’s centres in Germany and personally supports projects around the world such as a Brazilian eye clinic that performs cataract surgery on children. “Due to malnutrition, many boys and girls suffer from this eye disease.

The Kölner Haie bambini hockey team helped raise money for the latest edition of the Spendenmarathon

With Manuel Neuer (left) in the 13th RTL Kinderhaus in Gelsenkirchen

You also have a passion for helping others and giving back, or know somebody who does?

Don’t hesitate to contact us to share your stories.
In sneakers for La Parisienne!

On Sunday 14 September 2014, female colleagues of RTL Radio (France) were mobilised to participate in the Parisienne – a 6.7 km run in the heart of Paris exclusively reserved for women, in support of the Fondation pour la Recherche Médicale (Foundation for Medical Research) and research for breast cancer. More than 32,000 women showed up for the 18th edition of the run. The participation fee was sponsored by RTL Radio. It is worth mentioning that RTL Radio is a partner of the Le Cancer du Sein, Parlons-en! ('Breast Cancer, Let’s Talk!') association, which raises awareness of the importance of early breast cancer detection and support towards scientific research. Pictured: female colleagues of RTL Radio (France).
Promoting ethical and responsible behaviour

Responsible and ethical behaviour toward employees, business partners, society and the environment is an integral part of RTL Group’s values. On 1 September 2014, RTL Group published an updated version of its Code of Conduct in order to reflect the most predominant changes in the company’s working environment. The new Code of Conduct provides guidance about how to practice corporate social responsibility in the daily work, as well as relevant tools and contacts in case an employee wishes to raise a concern. Find more information about the new Code of Conduct here.
“CSR is about how companies make profits, not about how they spend them.”

What is Corporate Responsibility (CR)?
“CSR is about how companies make profits, not about how they spend them.” Regardless of whether you call it CSR, Corporate Responsibility, environmental social and corporate governance (ESG) or sustainability, Corporate Responsibility (as we like to call it at RTL Group) describes the responsibility a company has for the impacts of its business operations on employees, society and the environment across the entire value chain. A film by the University of St. Gallen’s Institute for Business Ethics in Switzerland sums up what CR means for companies in practice.

Corporate Responsibility jargon explained

Stakeholder
Entities or individuals that can be expected to be affected by the organisation’s activities, products, and/or services; and whose actions can be expected to affect the ability of the organisation to successfully implement its strategies and achieve its objectives. (source: globalreporting.org).

Sustainable development/sustainability
Development that meets the need of the present without compromising the ability of future generations to meet their own needs. Sustainable development is an approach that aims to balance the social, economic and environmental impacts of all our actions, now and in the future (source: csrworld.net).

Corporate citizenship
Refers to a company’s interaction with the community and what it ‘gives back’. Corporate philanthropy and employee engagement are the backbones of corporate citizenship. On the contrary, Corporate Responsibility (CR) refers to the triple bottom line of people, planet and profit (source: greenbiz.com).