



THE TF1 GROUP LAUNCHES A “WEEK OF ENGAGEMENT” WITH TF1 INITIATIVES



After 15 years of engaging in a large number of collective initiatives for the benefit of society, the TF1 group is launching its “Week of Engagement”, with two objectives:

- Raise staff awareness of the work of “TF1 Initiatives”
- Invite staff to become key players by making a long-term commitment

The TF1 group is to hold a week of positive, collaborative events designed to promote and harness staff engagement in charitable, socially beneficial projects:

The roots of engagement: a Master Class

On Thursday 12 April, staff will tackle the theme of engagement at a Master Class entitled “*How we can change the world*”, or how collective engagement works.

The conference will host the following speakers from the worlds of solidarity and entrepreneurship:

- **Olivier Maurel** (founder of Co-Gitons and Intériorité & Changements, former Head of Open Innovation at the Danone group) will share his vision of the different forms Engagement can take.

- **Muriel Hermine** (former synchronised swimming champion and Head of the Académie des passions), **Adèle Galey** (Ticket for change) and **Jean-Marc Potdevin** (former executive at Yahoo and creator of the Entourage app) will talk about their lives and about Engagement.
- Two honorary guests: **Jean-François Guillemin** (former general secretary of the Bouygues group, chairman of the Bouygues foundation and board member of the Perce-Neige Foundation), will describe his experiences in the field of Engagement, and not forgetting **Nikos Aliagas**, who will share his experience of the Grégory Lemarchal Association.

The conference will be facilitated by **Sylvia Amicone**, herself a highly engaged journalist.

Rewarding employee engagement: the “Give your charity a helping hand” initiative

The TF1 group wants to reward the personal engagement of its staff via the “Give your charity a helping hand” initiative.

On Tuesday 10 April, ten charities supported by individual members of staff will each receive a donation of 2500 euros. The ten good causes will be selected by a panel of TF1 group employees on the basis of criteria that promote living better in France and the staff member’s strong input to the charity.

The winning staff members will be featured in a photographic exhibition illustrating their work with the charity.

Contributing skills: the Hackathon

In the Hackathon, a day of collective action on Friday 13 April, staff will pool their expertise in the service of two good causes, in order to:

- Optimise TF1 group websites to make them more accessible for people with certain physical disabilities.
- Work on the *Entourage* app, which links people wanting to help the homeless in their locality, by optimising its geolocation and connectedness features.

TF1 Group staff and presenters will also be coming together to produce a mural for the national child protection charity *Fondation La Vie au Grand Air / Priorité Enfance*. Donors, charity workers and TF1 Group staff will share their time in taking collective action for a good cause.

Arnaud Bosom, the TF1 Group’s Head of Human Relations and CSR, says:

“The men and women working in the TF1 group are not only employees but also, above all, citizens. The aim of the Week of Engagement is to harness their involvement in various charities and to encourage these positive initiatives by providing financial support and pooling our expertise to benefit charities and good causes. In this way TF1 Initiatives promotes social cohesion within the Group while driving professional motivation in individual employees.”

ABOUT TF1 INITIATIVES

We can change things. As a premier media group, we have responsibilities, and lots of aspirations. On solidarity, diversity, a sustainable society – we act. With TF1 Initiatives, our actions bring us together. Find out about our positive vibe at #ONDESPOSITIVES and join the action! [@TF1Initiatives](#).