



## WMH PROJECT IS NOW A MISSION-DRIVEN COMPANY



*Paris, January 23, 2024.*

**WMH Project has officially achieved its vision it announced in March of last year, becoming a mission-driven company, now unveiling its first related initiatives.**

Following nine months of collaborative work involving employees, partners, suppliers, and clients, the Group has formally amended its bylaws to include its purpose:

**“As creators and producers of inventive and meaningful communications, we aim—together with our teams, clients, and partners—to enable sustainable encounters in service of a more respectful, more engaged, and more inclusive society and economy”.**

To define the scope of its mission, the Group has also **enshrined four social and environmental objectives into its bylaws**. These will guide its commitments to clients, employees, its broader ecosystem of partners and suppliers, and to society as a whole.

This mission has been translated into a concrete roadmap, with measurable milestones and evolving initiatives tied to each objective.

To deepen its social and societal engagement, WMH Project has developed several dedicated programs designed to enhance well-being and foster inclusive participation among all employees:

- **A skills-based volunteering program** with the goal, for 2024, of enabling each of its nearly 400 employees to dedicate a day of paid volunteer time off to the solidarity project of their choice, through a corporate civic engagement platform.
- **A philanthropic endowment fund** that will provide financial support to non-profit organizations focused on mutual aid and human development. Each employee will receive an annual credit of €300, which they can allocate to the project of their choice



from among employee-nominated organizations that have been selected by a dedicated committee.

- **An incubation program** for innovative projects designed to support them through an experimental phase within the organization. Each year, a call for projects will identify startups or initiatives focused on social innovation and sustainable connections. The most innovative projects will be invited to take part in a bootcamp, during which a selection will be made of those that will receive support over the course of a year.

***“We want our mission—upheld by its three pillars (Greener, Better, and More Efficient)—to be reflected in tangible realities within the Group and in our relationships with our broader ecosystem. Together with each of our employees, we promote a strong, clear culture: one where robust economic growth is a sign of the ambition behind our civic commitments. Neither makes sense without the other”*** emphasizes Bertrand BIARD, Vice President of Attractiveness and Commitments at WMH Project.

Through this transformation into a purpose-driven company and the momentum it creates, the WMH Project group aims to continue developing its original and responsible communication agency model, positioning itself among the European leaders in its sector.

**About WMH Project:**

*WMH Project is **one of the leading non-media communication groups in France and Europe**. Each year, it delivers over **1,000 communication initiatives** for corporate and institutional clients across more than 100 countries.*

*With **427 employees** based in **Paris, Bordeaux, Lyon and Brussels**, the Group offers integrated creative and production expertise across five core business lines: **Events, Public Relations, Incentive & Business Travel, Spatial Design and Digital**.*

*Since becoming a **mission-driven company** in 2023, WMH Project has deepened its **environmental, social, and societal commitments**, to better serve its clients and support the growth of its employees and partners by enabling **all forms of sustainable experiences**.*

Learn more: [www.wmhproject.com](http://www.wmhproject.com)



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