



PERFORMANCE

COMPLIANCE

PROFESSIONNELS

ETHICS

LABEL DES PRO

DE DEFENSE ET DE SECURITE

COMMITMENTS

FINANCING

APPEAL

Label ProD&S

Environmental protection, the sustainable management of natural resources, the social and ethical responsibility of companies and their financing are becoming increasingly important concerns for public opinion and French and European financing institutions.

While they are aware of the need to comply with international standards in this area, defence and security manufacturers and military sites must seek to set an example, take the necessary action, prove their commitments and keep their stakeholders updated on their progress.

The ProD&S label was created to fulfil this need. It carries out a comprehensive audit of the CSR performances of the label-holding entities, supports them in their progress year after year, and highlights their responsible commitments to make them visible for all to see.



Come and join the other label holders!

Jean-Michel Samoyau
Chief Executive of ESTRADS

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EARN THE TRUST OF YOUR COUNTERPARTS **THANKS TO A RELIABLE, ROBUST AND INDEPENDENT LABEL**

- + The Labelling Committee analyses each application
- + More than 500 criteria and themes specific to the activities of the defence and security industrial and technological base (DSITB) and of the armed forces are used to scrutinise the future label holders
- + Several labelling levels, from Essential to 5-star, assess the improvement of the company or military base
- + Several grades reward label holders depending on the number of consecutive years during which standards have not declined
- + Audits are conducted on a regular basis
- + A Scientific Council, made up of external personalities, guarantees the label's consistency over time

WHY JOIN US?

HIGHLIGHT THE POSITIVE PRACTICES OF YOUR ORGANISATION

- Make your efforts tangible thanks to the guarantee offered by an official and independent label
- List the CSR initiatives already in place in your organisation, identify areas of improvement and avenues for progress
- Communicate transparently about your actual eco-friendly, social and ethical commitments and reassure your employees, partners and clients

IMPROVE YOUR BRAND IMAGE

- Promote your image and specificities to the general public, civil society, financial institutions and public officials
- Build relationships of trust with all stakeholders
- Benefit from the positive communication deployed by ESTRADS Labellisation
- Advance towards the model of a responsible company of the 21st century

REINFORCE YOUR EMPLOYER BRAND

- Improve your relationship management with your teams by creating positive emulation around the award of your label and your progress
- Enhance the attractiveness of the sector (Defence and Security) to young graduates and future employees.

DEVELOP YOUR BUSINESS

- Ensure your policies are compatible with the values of the French Ministry for the Armed Forces and Ministry of the Interior
- Benefit from clear recognition in tenders and B2B and B2G consultations (with the Government or with other businesses)
- Gain easier access to new markets and take advantage of positive economic interlinkage by joining the network of ProD&S label holders
- Increase your appeal towards French and European lending institutions to gain easier access to finance
- Generate greater receptivity to your know-how from local and regional public officials and ministries



THE PROD&S LABEL

THE FIRST ETHICAL, SOCIAL AND ENVIRONMENTAL LABEL FOR DEFENCE AND SECURITY PROFESSIONALS

YOUR ORGANISATION ASSESSED ON 500+ CRITERIA DURING THE LABELLING PROCEDURE

The ProD&S Label is the only one to cover such a broad scope, taking into consideration all aspects of sustainability and business ethics in the Defence and Security sector.

Examining more than 500 criteria, an independent committee assesses the company's performance. Several labelling and award levels enable the applicant to make progress in their continuous improvement journey.

The criteria are tailored to the business activity and size of Defence and Security companies and to the missions of armed forces sites.

They take into account changes in all issues, in particular those of upgrading to comply with changes in European standards.

- + **Responsible internal policy**
Anti-discrimination, gender equality, management of disabilities, quality of work life, training, etc.
- + **Responsible external partner policy**
Respect for the client, requirement for ethics standards from suppliers and subcontractors, shared charter, etc.
- + **Legal and ethical compliance policy**
Compliance with treaties, laws, decrees, regulations, corporate social responsibility, shareholder transparency, governance, etc.
- + **Responsible environmental policy**
Waste management, resource efficiency, recycling, environmental footprint, care for biodiversity, etc.
- + **Responsible innovation policy**
Sharing of innovation, investment in R&D
- + **Responsible innovation policy**
Employee security awareness and training programme, deployment of IT protection solutions, etc.

OUR MISSION

SUPPORT YOU IN YOUR SOCIAL, ECONOMIC AND ENVIRONMENTAL TRANSITION



A LABEL FOR YOU



YOU ARE

AN INDUSTRIAL CORPORATION

Tell the general public and your staff about the efforts that you are making in your company, and ensure that **your subcontractors adopt the same standards as you.**



YOU ARE A SME

Bring your teams together and reassure your customers about your eco-friendly commitments. The ProD&S Label offers you a grid with which to analyse your actions and allows you to **look to the future and plan the next initiatives to be implemented.**



YOU ARE AN ARMED FORCES SITE

You manage an efficient armed forces facility and you have introduced an array of innovative environmental and social initiatives. Use our Label to **inform local public officials of surrounding communities and the region's inhabitants about your work.**



YOU ARE

A SERVICE OR CONSULTING FIRM

Have you introduced an effective action plan to develop your CSR approach? The ProD&S Label supports you as you develop it, thanks to a **specific analysis grid tailored to your business activity.**



YOU ARE

AN ARMED FORCES DEPARTMENT

As a provider of technical support, you may have engaged in substantial energy saving or waste management initiatives. **Spread the word and incentivise your teams to keep up the good work!**

OUR COMMITMENTS TO YOUR COMMUNICATION

- + Promotion of new label holders: interviews, profiles, reports on initiatives on social media (LinkedIn, Facebook, Twitter)
- + Publication of regular press releases and targeted circulation to specialist and general interest media
- + Participation in the sector's trade shows
- + Strong visibility of ProD&S Label and its holders in the media
- + Promotion on the website: list of labelled organisations, details of their innovative practices, etc.

INTERESTED IN JOINING US?

CONTACT US

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ESTRADS



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The ProD&S Label is a brand of the company ESTRADS, certified "Entreprise partenaire de la défense nationale" (partner of national defence) in the Armed Forces ministerial Order of 14 June 2021 (NOR : ARMM2118344A)