SOCIETE GENERALE CITIZEN ACT II

SOCIETE GENERALE

REIMS MANAGEMENT SCHOOL

The Black Tigers' Project

Eiffel Tower - 26th march 2008



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1928 - 2008 REIMS MANAGEMENT SCHOOL
80
EIGHTY YEARS OF EXCELLENCE

in 2028...



Our project for SOCIETE GENERALE

1. To promote responsible investments
2. To delete inequalities of disabled people in front of credit
3. To support ethical behaviors financial markets
4. To get closer from the users and promote innovating ideas
5. To celebrate the 50th death birthday of the disco singer Claude François with dignity and strength

To promote responsible investments

- **Why ?** To become aware of the need of **sustainable responsibility**

- To improve the brand image

To promote responsible investments

- Reevaluation of **notation grids** in order to take into account sustainable responsibility aspects of the projects

- To develop a **tracking system** to check the validation of ethical conditions

To delete inequalities of disabled people in front of credit

- Human and marketing aspects : to contribute to improve the disabled person condition

- To make SOCIETE GENERALE a vector of integration of these people

To delete inequalities of disabled people in front of credit

- Reevaluation of scoring grids in order to delete inequalities
- To fix a limit in the answering period of the credit (limiting the number of medical examinations)

To support ethical bahaviors on financial markets

- **Why ?** To conduct the development of ethical wave on financial markets
- To attract new customers with a “bonus” (in fidelity points)
- Valorisation with a “bonus” of investments done in a list of “SUSTAINABLE FIRMS”

To get closer of customers

- **Why ?** To keep the trust of customers and take advance on the competition
- To increase the number of “online” services
- To institute a policy of regular “feed back” to keep the bank in her time in order to respond to the customers’ expectations

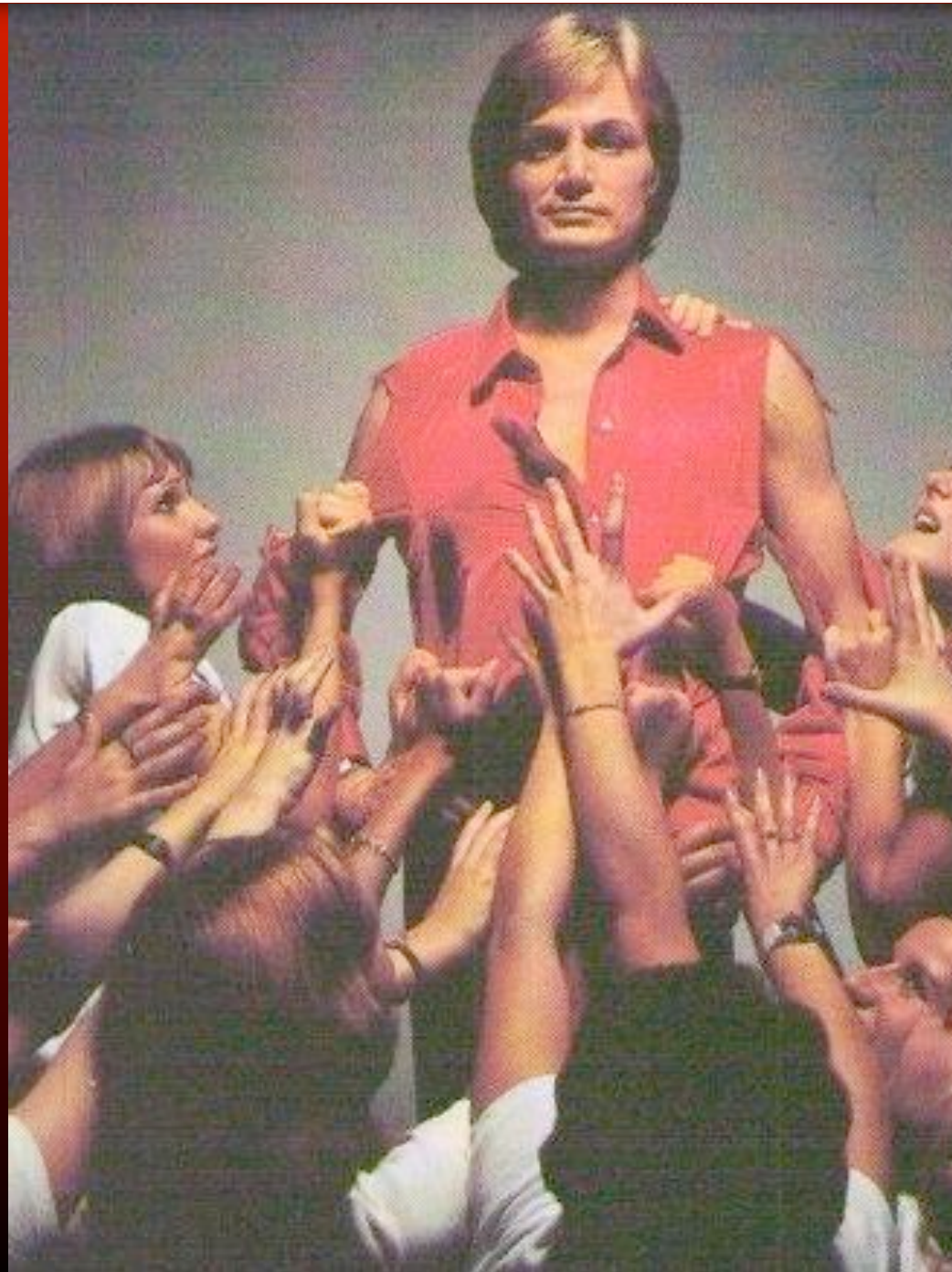
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To celebrate the 50th death birthday of the disco singer Claude François with dignity and strength

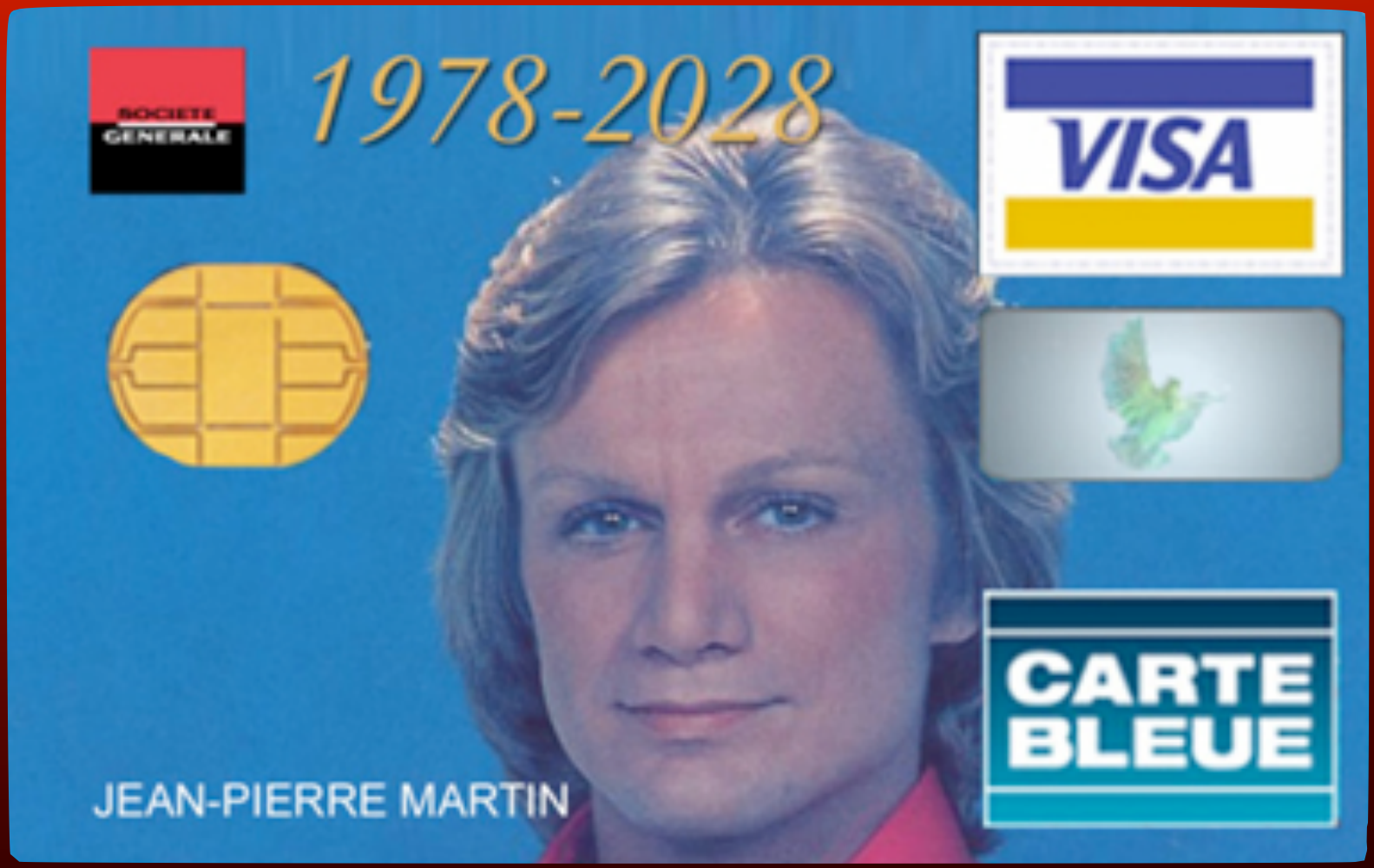
- Association of the image of the bank to a timeless legend icon of disco music who represents a model of work, of labour, of sucess, of organisation and investment in his projects



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Thanks for your attention and your participation to the CITIZEN ACT game



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